

## SEO Webpage Checklist

<b>ID</b>	<b>Page Item</b>	<b>Question</b>	<b>Important</b>
1	Title ( <title> tag )	Is the keyword in the page title and is the page title unique?	✓
2	Page Name or URL	Is the keyword in the URL or page name?	✓
3	Meta Description	Is the keyword in the meta description and is it well written and likely to encourage click-through?	✓
4	Page Heading ( <h1> tag )	Is the keyword in the page heading and is there just one <h1> tag?	✓
5	First Paragraph ( <p> tag )	Is the keyword in the first paragraph and is there 100% keyword prominence?	✓
6	Word Count	Is the word count similar to your competition?	✓
7	Keyword Density	Is the keyword density (>1%)?	
8	Page Content	Is there good keyword prominence, have you written in a good natural style, have you avoided duplicate content, is your content unique, are there keyword synonyms, are there related long-tail terms and are important keywords adjacent to other related terms?	
9	Link Text ( <a> tag or Anchor Text)	Does the text in your links contain the keyword gems that relate to the target page?	
10	Internal Links	Is there a link to this page on every page on the website?	
11	External Links	Have you included relevant external links?	
12	Images	Does your page contain images, does their name contain the keyword, does the ALT attribute contain the keyword and is there a visible caption that contains the keyword?	
13	Sub Headings (<h2> to <h6> tags)	Has your page been divided into logical regions using heading tags so that it is easy for the search engine to segment your data?	
14	Bullet Points ( <li> <ol> tags )	Have you used a few bullet points with keywords, synonyms and related long-tail terms?	
15	Title Attributes (Popup Help Text)	Have you labelled links with supplementary popup text?	
16	Meta Keywords	Meta Keywords are not required but you won't be penalised if you use them.	

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