

## SEO Webpage Checklist

<b>ID</b>	<b>Page Item</b>	<b>Question</b>	<b>Importance</b>
1	Page Name or URL	Is the keyword in the URL or page name?	High
2	Title ( <title> tag )	Is the keyword in the page title and is the page title unique?	High
3	Meta Description	Is the keyword in the meta description?	High
4	Page Heading ( <h1> tag )	Is the keyword in the page heading and is there just one <h1> tag?	High
5	First Paragraph ( <p> tag )	Is the keyword in the first paragraph and is there 100% keyword prominence?	High
6	Word Count	Is the word count similar to your competition?	High
7	Keyword Density	Is the keyword density (3-6%)?	High
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?	High
9	Link Text (<a> tag or Anchor Text)	Does the text in your links contain the keyword gems that relate to the target page?	High
10	Internal Links	Is there a link to this page on every page on the website?	High
11	External Links	Have you included relevant external links?	Medium
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?	Medium
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?	Medium
14	Bullet Points ( <li> <ol> tags )	Have you used a few bullet points with keywords, synonyms and related long-tail terms?	Low
15	Title Attributes (Popup Help Text)	Have you labelled links with supplementary popup text?	Low
16	Meta Keywords	Meta Keywords are not required but you won't be penalised if you use them.	None

Version 1.2 : 23 Jan 2015 : Adrian Smith