

SEO Checklist

- Create unique, accurate page titles
 - Accurately describe the page's content
 - Use brief, but descriptive titles
- Make use of the "description" meta tag (this often appears in the search results)
 - Accurately summarize the page's content
 - Use unique descriptions for each page
 - Keep your descriptions short, and to-the-point
- Improve the structure of your URLs
 - Use words in URLs
 - Create a simple directory structure
 - Provide one version of a URL to reach that particular page
- Make your site easier to navigate
 - Create a naturally flowing hierarchy
 - Use mostly text for navigation (avoid flash or javascript links)
 - Use "breadcrumb" navigation
 - Consider putting an HTML sitemap on your site
 - Use an XML sitemap
 - Consider what happens when a user removes part of your url
 - Have a useful 404 page
- Offer quality content and services
 - Write easy-to-read text
 - Stay organized around the topic
 - Use relevant language
 - Create fresh unique content
 - Create content for your users not search engines
- Write better anchor text
 - Choose descriptive text
 - Be aware of rel="nofollow"
 - Format links so they're easy to spot
- Use heading tags appropriately
- Optimize your use of images
 - Use brief, but descriptive filenames and alt text
 - Store images in a directory of their own
 - Use commonly supported filetypes
- Make effective use of robots.txt
- Promote your website the right way
 - Blog about new content of services
 - Don't forget about offline promotion
 - Know about social media sites
 - Add your business to Google's Local Business Center
 - Reach out to those in your site's related community