

SEO WEBSITE CHECKLIST

Technical Checklist

- Make sure site has SSL Certificate
- Make sure site has NO missing links / redirect links

Mobile Checklist

- Site MUST BE mobile friendly
- Font size on mobile is legible
- Make sure mobile speed is fast

Front Facing Content Checklist

- Make sure all links to outside domains are secure / safe sites
- Each page must contain an H1 tag
- Each page should have no more than 1 H1 tag
- All content on page should be easy to read
Broken up into paragraphs, headers, and sub headers

Backend Content Checklist

- All pages have meta descriptions
- All meta descriptions are in character count guidelines (155- 160 characters)
- All pages have meta titles
- All meta titles are in the character count guidelines (50 – 65 characters)
- Add keywords to each page

Site Images Checklist

- All images contain alt tags
- All images are less than 1MB
- Add keywords to each image using Bridge