



Optimization Checklist

Website URL:

Action To Take	Completed	Not Completed
Develop list of keywords and keyword phrases <i>Resource: https://adwords.google.com/</i>		
Create meta description tag		
Create meta keywords tag		
Choose relevant domain name if possible		
Create an html/css sitemap for users and make sure each page in your site links to it		
Create an XML sitemap for search engines <i>Resource: http://www.xml-sitemaps.com/</i>		
Add relevant alt tags that contain keywords and keyword phrases to all images		
Write all hyperlinks so they contain keywords and keyword phrases		
Title all hyperlinks with keywords and keyword phrases		
Title all pages with keywords and keyword phrases		
Write all heading tags so they contain keywords and keyword phrases		
Write content that is clear and focused, with keywords and keyword phrases mixed in naturally so your have a good keyword density, say 5 to 10%.		
Make sure to use plenty of internal linking to let robots and visitors know what content is on your site		
Name all images and other media files with relevant, keyword-laden names		
Validate html <i>Resource: http://validator.w3.org/</i>		
Procure valid links to your site		