Optimization Checklist

Action To Take	Yes	No
Develop list of keywords and keyword phrases *Resource: https://adwords.google.com/*		
Create meta description tag		
Create meta keywords tag		
Choose relevant domain name if possible		
Create an HTML sitemap page within your site for users and make sure each relevant page links to it		
Create an XML sitemap for search engines *Resource: http://www.xml-sitemaps.com/*		
Add relevant alt tags to all images that contain keywords and keyword phases		
Write all hyperlinks so they contain keywords and keyword phases		
Title all hyperlinks with keywords and keyword phases		
Title all pages with keywords and keyword phases		
Write all heading tags so they contain keywords and keyword phases		
Write content that is clear and focused, with keywords and keyword phases mixed in naturally so your have a good keyword density		
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 *Resource: http://validator.w3.org/*		
Procure valid links to your site		