



Free SEO Checklist

- Keyword use in document title**
It's important that your top keyphrase appear in your page TITLE
- Keyword use in meta description**
Same as above, but with more detail.
- Keyword use in body text**
If you want to rank for something, you must mention it on your site!
- Keyword use in H1 headline texts**
Just like a newspaper, each page should have a headline.
- Keyword use in domain name**
Not always necessary, but this is a good idea.
- Keyword use in page URL**
Make sure your pages' file names use their target keywords.
- Age of web site**
A new site can have trouble beating older sites in the rankings.
- Global link popularity of web site**
Building incoming links is very important to rankings.
- Link texts of inbound links**
Moreover, what the text says that links to your site is important.
- Links from social networks**
Not for rankings, but this ensures your site gets spidered quickly.
- Server speed**
Increasingly important, page load time & server speed matter.
- Factors that could prevent your top ranking**
Does your site have broken links? Script errors? Is it 100% Flash or a frameset? Does it lack quality content? These are all things that can prevent a site from getting rankings.