



SEO MARKETING CHECKLIST

1. KEYWORDS

For optimization purposes, you should have **one or two main keywords** targeted per page. Then sprinkle in 3-4 related keywords to boost relevancy. You can use tools like [Google trend](#) to help choosing better keywords.

2. TITLE TAG

Google typically displays the first 50-60 characters of a title tag, or as many characters as will fit into a 512-pixel display. Place important keywords close to the front of title tag.

3. META DESCRIPTION

Meta descriptions are not a factor in ranking algorithms, but it is very important because it summarizes your page on search results. It usually appears with your organic search listing, and convinces readers to click through. The meta description tag should be no longer than 160 characters.

4. URL

Include the target keyword/search phrase in the page URL if possible. Make sure the words are separated by hyphens ("-") as opposed to underlines ("_"), because google SEO algorithms accept hyphens as a blank space and can recognize keywords in your title.

5. IMAGE ALT TAG

An alt tag is used to describe the content of an image. They are used for two reasons.

1. Google SEO bots cannot "see" images, so they use alt tags to understand the content of an image.
2. You can use them to describe the image with relevant keywords.

6. INTERNAL & EXTERNAL LINKS

Internal links are links on your pages that, when clicked, navigate a user to another page on your site. Internal links also help SEO bots categorize your site. External links direct users to other – **reputable** – websites that have content relating to yours.

7. 300 WORDS / PAGE

Having too little text may not allow SEO bots to understand the **context** of your page. Aim to have at least 300 words per web page, or 500 words per blog post, in order to ensure that your page is ranked relevantly and properly. Also format content to make it easier to read by using headers and sub-headers.

8. PAGE SPEED

Page speed is better described as "page load time" - or the time it takes to fully display the content on a specific page. A faster page load speed is better for SEO. Many people have found that faster pages both rank and convert better. [Google Page Speed Test](#)

9. RESPONSIVE DESIGN

Design your website so that it looks good on both desktop computers and mobile devices like smartphones and tablets. Googles Spring 2015 update now takes a website's mobile responsiveness into its algorithms for the webpage's SEO ranking.