



MY SEO CHECKLIST

- ✓ **Have you installed Google Analytics?** This is not optional!
 - <http://www.google.com/analytics/>
- ✓ **Have you installed Google Webmaster Tools?** Again, not optional.
 - <http://www.google.com/webmasters/>
- ✓ **Have you used Google's Keyword Research Tool to determine keywords?**
 - <http://adwords.google.com>

- ✓ Have you purchased your **domain** name?
 - Have you incorporated your primary keyword (or a synonym) into your page URL?
- ✓ Have you included **title tags** on all your pages?
 - Are all of your title tags ~65 characters or less? Title tags over this will be truncated in results.
- ✓ Have you included **meta description tags** on all your pages?
 - Are all of your meta description tags ~155 characters or less? Meta description tags over this will be truncated in results.
- ✓ Have you included **H1 tags** on all your pages?
 - Is your keyword in the H1 tag?
- ✓ Have you written informative and engaging **text content** on all your pages?
 - Do you have search-friendly text copy on each page? Using at least 100 characters is a good rule of thumb, as it gives search engines and users an opportunity to understand your page's topic.
- ✓ Have you included **images**?
 - Do all your images have ALT tags and filenames?
- ✓ Have you used **links** on all your pages?
 - Are you linking to your internal pages in an SEO-friendly way? Are you describing the page you're linking to in the anchor text, so that both users and search engines understand what it's about?
- ✓ Have you setup **social media** accounts for your site?
 - **Facebook, Twitter, Google+**
 - Pinterest, Instagram, Flickr

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?
ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

ON-THE-PAGE SEO			OFF-THE-PAGE SEO			
CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Privacy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	Vi ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created many links by spamming blogs, forums or other places?
TRUST		
Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
SOCIAL		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?
PERSONAL		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your "friends" socially favored the site?

