**General SEO checklist**

1. Length for Meta title should be 65 characters and for meta description should b e159 characters.
2. Robots.txt should be present.
3. Static and Dynamic Sitemap.xml should be present.
4. Sitemap.html / Sitemap.php must be present.
5. Proper sequence of Meta tags should pe present.
6. Google Analytics Code should be present.
7. Canonical tags should be present.
8. Page speed /page load time should be less as much as possible.
9. Page size should not be above 100kb.
10. SEO Friendly URL use only (-) example abc.com/my-url
11. No extra white space should be there in Code.
12. Minimizing inline markup, putting JavaScript code in an external .js file, and externalizing design-oriented CSS.
13. Proper internal linking and no follow tags to external links on the website.
14. Avoid Flash and Text contained in Images.
15. Consider Using Schema Markup schema.org.
16. All pages should contain only one <H1> heading tag.
17. Duplicate and un-necessary files should be present at the backend.
18. Proper Title Name should be provided to all pages.
19. Test your site to make sure that it appears correctly in different browsers.
20. No follow and no index tags syntax on every html page.
21. NOODP and NOYDIR tag should be used for every page.
22. Subheading of major heading should be H2 and sub-sub heading should be h3.
23. Page should have favicon icon.
24. Breadcrumbs must be used for long hierarchical links.
25. <link rel="alternate" href="site URL" hreflang="en" /> should be present. (In header)
26. <ul style="display:none" class="vcard">

<li class="fn">Dissertation Consultant</li>

<li class="org">Dissertation First</li>

<li class="tel">+44 203 3555 345</li>

<li><a class="url" href="site url">site url</a></li>

</ul> This microformats tag should be used. ( in footer)

1. Thanks , Policies pages and social media links should be nofollow.
2. All images used in website should have ALT tag with proper name.
3. Proper 404 page should be designed.