SEO Checklist

Use this checklist to implement your search engine optimization strategy. You may choose not to implement all aspects of this strategy, but the more you do, the greater your chance of driving traffic to a successful website. After all, isn't that your underlying goal: to drive traffic to your website and encourage the visitor to respond to your call to action?

Tier I – Solid Web Design

	Keywo	ord placement	
	0	Page Title	
	0	Meta tag – description	
	0	Meta tag – keywords	
	0	<h1> tag early on page</h1>	
	0	 tag enclosing keywords on page	
	0	<alt> tag with keywords</alt>	
	0	Content – early in first paragraph	
	Keywo	Keyword density	
	0	Avoid spamming by not using keywords too heavily	
	0	2% - 7% density	
	☐ Navigation that is easy to use		
	☐ Quick-loading graphics		
		ant content	
	Clean	code – no broken tags	
Tior I	I _ Woh	site Promotion	
	☐ Content changes are critical to search engine attention		
_		RSS newsfeeds	
	0	Articles	
	-	Newsletters	
		Tips / Tricks	
		Client acknowledgements	
		Testimonials	
		Resource links	
		Partner links	
	0	Staff recognition / changes	
	0	Simple content changes on a regular basis	
	0	Image changes	
	Link p	popularity efforts	
	0	List with free search engines	
	0	Directory listings – paid and unpaid	
	0	Reciprocal links – only with PR 5+ is best strategy	
	0	Purchase links in the beginning	
	0	Create a blog linking back to website; post regularly	
	0	Participate in forums with link in signature line back to website	
	0	Make every effort to have links coming back to your site use keyword-based anchor text	
	0	Create and post siteman xml with Google	

o eMail newsletter out on regular basis Articles o Posted on website o Posted on blogs o Posted in article directories o Posted in article directories o Vary article on website by 25% Pay-Per-Click advertising o Purchase keywords on Google Adwords o Purchase keywords on Yahoo Search Marketing (Overture) Tier III – Long-term on-going SEO efforts O Pevelop a list of additional keywords based around your core keywords Create satellite pages using different domain names that focus on individual keyword sets designed to drive traffic back to the "money site" Create links between these separate websites Follow the same steps as in Tier I for website design considerations Create ebooks and more articles designed to be found by search engines that will drive traffic back to the money site Monitoring your results Track hits from month-to-month Track hits from month-to-month Track entrance and exit page for traffic Monitor how long visitors spend on each page Watch for keyword searches Check Page Rank Check link popularity Check link popularity Check Google and other search engine website positioning for your keywords Test results for every change you make; if the change doesn't produce positive results, abandon the technique and try something else This is simply a checklist that has behind it considerable effort required to accomplish each step. This strategy toward search engine optimization is effective when implemented correctly. Should you need help in accomplishing the goals of your website, contact Chesa Keane at TAO Consultants, Inc.		eMail subscription list			
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Chara Vasna of TAO Compultants has been involved evidents the intermed for 10 evens of	Clara	Vocas of TAO Consultants has been involved with the interest for 10 (1 1 1 1 1			
Chesa Keane of TAO Consultants has been involved with the internet for 10 years through internet consulting, web development and search engine optimization. Go to www.computergoddess.com for a					

free Search Engine Optimization Checklist to make sure that you or your internet SEO specialist are

not missing critical steps toward getting your website listed prominently with the search engines.