

Landing Page SEO Checklist

All items on this checklist should be completed before this **landing page** goes live, or is considered SEO-Friendly.

Target Keyword(s): _____
Landing Page Address: _____

Landing Page Address

- | | |
|---|--|
| <input type="checkbox"/> Targeted keyword(s) found in URL | <input type="checkbox"/> URL is SEO-friendly (no crazy string of characters) |
| <input type="checkbox"/> URL use dashes, not underscores | <input type="checkbox"/> URL is not blocked by robots and is found on sitemap(s) |

Meta Data

- | | |
|---|---|
| <input type="checkbox"/> Title tag begins with target keyword(s) | <input type="checkbox"/> Description tag has less than 155 characters |
| <input type="checkbox"/> Title tag is unique and not repeated on site | <input type="checkbox"/> Description tag is unique and not repeated on site |
| <input type="checkbox"/> Title tag is less than 70 characters | <input type="checkbox"/> Description tag includes target keyword(s) |

Content

- | | |
|--|--|
| <input type="checkbox"/> H1 tag uses targeted keyword(s) | <input type="checkbox"/> All images have SEO-friendly file names |
| <input type="checkbox"/> Target keyword(s) found in copy 2-3 times | <input type="checkbox"/> All images have alt tags |
| <input type="checkbox"/> Text is broken up and not only in large paragraphs | <input type="checkbox"/> One image uses target keyword(s) in file name |
| <input type="checkbox"/> Target keyword(s) are bolded, italicized, or underlined | <input type="checkbox"/> One images use target keyword(s) in alt tag |

Code

- | | |
|---|--|
| <input type="checkbox"/> No inline CSS or Javascript found | <input type="checkbox"/> Web page is W3C Validated |
| <input type="checkbox"/> Web page is listed on sitemap.xml and sitemap.html | <input type="checkbox"/> Canonical tag properly used or not used |

Other

- | | |
|---|---|
| <input type="checkbox"/> Web page only targets 1-3 similar keywords/phrases | <input type="checkbox"/> Web page is shareable (Twitter, FB, LinkedIn or Pinterest) |
| <input type="checkbox"/> Analytics software found | <input type="checkbox"/> Internal backlinks found using targeted keyword(s) |