Optimizing Your Website Checklist

Instructions:

For each page on your site, run through the following checklist.

SEO Optimizations

URLs

☐	Is the URL less than 115 characters?	
☐	Is the URL easy to read?	
☐	Are you using subfolders instead of subdomains?	
☐	Does the URL use excessive parameters?	
☐	Does the URL use hyphens to separate words?	

Title Tags

☐	Is the title tag under 65 characters?	
☐	Does it effectively describe the content of a page?	
☐	Does it contain a targeted keyword in the front of the title?	

Meta Descriptions

☐	Is it less than 155 characters?	
☐	Is it engaging? Will it get the audience to click?	
☐	Does it include a keyword?	

Images

☐	Does the image add value to the page?	
☐	Does the image have an alt text with relevant KWs?	
☐	Is the file size below 70 kilobytes?	

User Experience

Site Architecture	
☐ How many clicks does it take to get from the homepage to other important pages?	
☐ Are important pages receiving more internal links?	
Page Speed	
☐ Does the PageSpeed pass Google's PageSpeed Insights test on desktop?	
☐ Does the PageSpeed pass Google's PageSpeed Insights test on mobile?	
Images	
☐ Is the site mobile-ready?	
☐ If applicable, is your app prominent?	