

Landing Page SEO Checklist

Double check this list before launching any new landing page.



mysiteauditor

Landing Page Address

- ☐ Targeted keyword(s) found in URL
- ☐ URL use dashes, not underscores
- ☐ URL is SEO friendly (no crazy string of character)
- ☐ URL is not blocked by robots and is not blocked by sitemaps

Meta Data

- ☐ Title tag begins with target keyword(s)
- ☐ Title tag is unique and not repeated on the site
- ☐ Title tag is less than 70 characters
- ☐ Descriptions tag has less than 155 characters
- ☐ Description tag is unique and not repeated on the site
- ☐ Description tag includes target keyword(s)

Content

- ☐ H1 tag uses targeted keyword(s)
- ☐ Target keywords found in copy 2-3 times

☐ Text is broken up and not only found in large paragraphs

☐ Target keyword(s) are bolded, italicized or underlined

☐ All images have SEO friendly file names

☐ All Images have Alt tags

☐ One image uses target keyword(s) in Alt tag

☐ One image uses target keyword(s) in file name

Code

☐ No Inline CSS or JavaScript found

☐ Web page is WC3 validated

☐ Webpage is listed on sitemap.xml and sitemap.html

☐ Canonical tag properly used or not used

Other

☐ Analytics software found

☐ Webpage only targets 1-3 similar keywords/phrases

☐ Web page is sharable with social media

☐ Internal backlinks using targeted Keyword(s)

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