Landing Page SEO Checklist

Double check this list before launching any new landing page.



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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