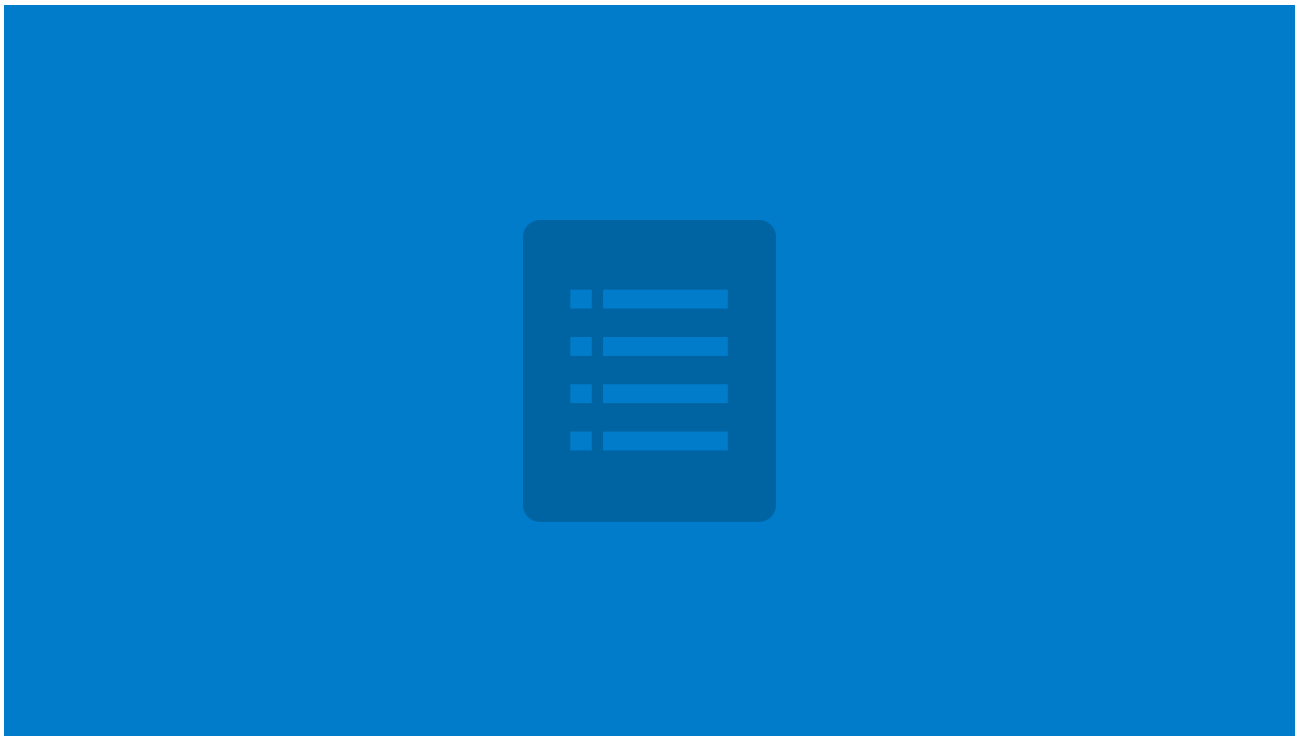
Landing Page SEO Checklist



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 found on sitemap(s)

Meta Data

- [ ] Title tag begins target keyword(s)
- [ ] Title tag is a nd not repeated on Site
- [ ] Title tag is less than 70 characters
- [ ] Description tag has less than 155 character
- [ ] Description tag is unique and not repeated on site
- [ ] Description tag includes target keyword(s)

Content

- [ ] H1 tag uses targeted keyword(s)
- [ ] Target keyword(s) found in copy 2-3 times.
- [ ] Text is broke up and not only in large paragraphs

- [ ] Target keyword(s) are bolded, italicized, or underlined
- [ ] All images have SEO-friendly file names
- [ ] All images have tags
- [ ] One images uses target keyword(S) in file name
- [ ] One images use target keyword(S) in alt tag

Code

- [ ] No inline CSS or Javascript found
- [ ] Web page is listed on Sitemap.xml and Sitemap.html
- [ ] Web page is W3C Validated
- [ ] Canonical tag properly used or not used

Other

- [ ] Web page only targets 1-3 similar keyword phrases
- [ ] Analytics software found
- [ ] Web page is shareable (Twitter, FB, LinkedIn or Pinterest)
- [ ] Internal backlinks found using targeted keyword(s)

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