

Google Geeks SEO Checklist

	Element	Question	Yes	No
1	Content	Has every page on your site got unique content?	Go to Step 2	Rewrite your content
2	Content	Is your keyword density spot on?	Go to Step 3	Rewrite your content
3	Page Titles	Has every page on your site got a unique page title and is it appropriate to that page?	Go to Step 4	Amend your page titles
4	Meta-Descriptions	Has every page on your site got a unique meta-description that backs up the page title?	Go to Step 5	Amend your meta-descriptions
5	Header Tags	Does every page have an appropriate h1 or h2 tag?	Go to Step 6	Add or amend your header tags
6	Site Map Link	Does every page have a link to an html site map	Go to Step 7	Add a link to an html site map on every page with a link title that contains the theme of your site
7	Html site map	Does your site have an html site map	Go to Step 8	Create an html site map
8	Html site map	Does your html site map have the correct anchor text i.e. the h1 tag from the target page?	Go to Step 9	Amend all anchor text in site map
9	Xml site map	Does your site have an xml site map	Go to Step 10	Create an xml site map
10	Robots.txt	Does your site have a robots.txt file with an xml site map declaration?	Go to Step 11	Create and/or amend your robots.txt file
11	Submissions	Have you submitted your site to all the major search engines?	Go to Step 12	Use submitexpress.com
12	Internal Links	Does every internal link pointing towards your home page contain a link title that is the theme of your site?	Go to Step 13	Add Link titles to home page links
13	Image Links	Does every image link on your site have an alt-tag that is the h1 tag of the target page?	Go to Step 14	Amend alt-tags on links
14	Link titles	Does every link within your site contain the correct anchor text?	Go to Step 15	Add link titles if not
15	Code Validation	Does your site now pass the W3C coding check?	Go to Step 16	Amend the code until it does
16	DMOZ	Is your site on DMOZ.org	Go to Step 17	Add to DMOZ.org
17	Google Maps	Is your company on Google Maps (Google Local Business Centre)	Go to Step 18	Add to Google Maps
18	Google Base	Are your products (if appropriate) listed on Google Base (Froogle)	Go to Step 19	Create a listing an upload
19	Rankings	Have you created a web ranking spreadsheet to check site progress.	Go to Step 20	Check your current rankings and

				record.
20	Rankings	Have your rankings improved since Step 1	Go to Step 21	Go back to Step 1
21	Stats	Do you use a stats package to record visitors and conversions?	Go to Step 22	Install stats – Google Analytics
22	Alt-tags	Has every image on the site got an appropriate alt-tag that contains nothing but letters and numbers?	Go to Step 23	Amend all alt-tags
23	Coding	Is your site coded in DIVS using CSS?	Go to Step 24	Get your webmaster to get rid of all tables and javascript whilst keeping flash to a minimum.
24	URLs	Has your site got user friendly and short URLs?	Go to Step 25	Use mod rewrite or rename all pages yourself. Amend both the xml and html site maps
25	Links	Using link:www.yourdomain.com, has your site started to show an improvement in inbound links?	Go to Step 26	Go to Step 1
26	Navigation	Is your site navigation as clear as it can be?	Go to Step 27	Amend accordingly
27	Stats	Do your users visit more than 3 pages on the site per visit?	Go to Step 26	Go to Step 28
28	Stats	Are your conversion rates above 10%?	Go to Step 30	Go to Step 29
29	Content	Is your content written for the user and broken down into short and relevant chunks?	Go to Step 31	Rewrite the content for the user and not the search engines.
30	Firefox v Explorer	Does your site load properly in all web browsers	Go to Step 32	Go to Step 15
31	Calls to Action	Is there a call to action on every page? i.e. contact us, phone number, buy now etc..	Go to Step 33	Go to Step 1
32	USP	Does every page have a USP? i.e. cheapest, quickest, best etc..	Go to Step 34	Go to Step 1
33	Local Searches	Have you cornered the local market before embarking on a larger scale SEO campaign?	Go to Step 34	Add town pages and Go to Step 1
34	Seven Seconds	You have seven seconds to capture the visitor and encourage them to move about the site. Does the first line of content say 'we do what you've just searched for'?	Go to Step 35	Go to Step 1
35	UGC	Do you encourage users to contribute to the site?	Go to Step 36	Add a forum or a blog so you can get some more unique content into Google's cache.
36	External Activities	Do you contribute to established blogs and forums that hold relevant content to your site theme?	Go to Step 37	Search the web, register and post
37	Links out	Does any page on your site have more than 3 outward bound links?	Cut down external links	Go to Step 38

			or bury links pages deep in the site.	
38	Reciprocal Links	Do you exchange links, page for page, with any other site?	Rejig so as to confuse Google's reciprocal link spiders.	Go to Step 39
39	Competitors	Have you looked at where competitors are getting their links from?	Presumably you've exploited the same resources – Go to Step 40	Exploit the same resources and go to Step 40
40	Google's cache	Has Google cached every single page of your website with no exceptions?	Go to Step 41	Go to Step 1
41	We are nowhere	Can you only find your site through very specific searches?	Be patient and go to Step 1	Go to step 42
42	Other domains	Do you have multiple domains?	Go to step 43	Go to step 46
43	Other domains	Do you employ redirects and/or aliases from other domains?	Go to step 44	Go to step 46
44	Other domains	Is each domain hosted on separate servers with different IP addresses?	Go to step 45	Go to step 45
45	Other domains	Do any of your other domains breach Google's rules into keyword stuffing or similar content?	Rewrite or disable and go to step 46	Go to step 46
46	Conversions	Have conversion rates improved since implementing your SEO campaign?	Go to step 47	Go to step 29
47	Rankings	Have rankings improved since implementing your SEO campaign	Go to step 48	Go to step 1
48	Fresh Content	Do you or the users add fresh content on a weekly basis (at least)	Go to step 49	Diarise a weekly content update
49	Rankings	Are you top five in Google?	Go to step 50	Go to step 1
50	Rankings	Are you top of Google?	Go to step 1	Go to step 1