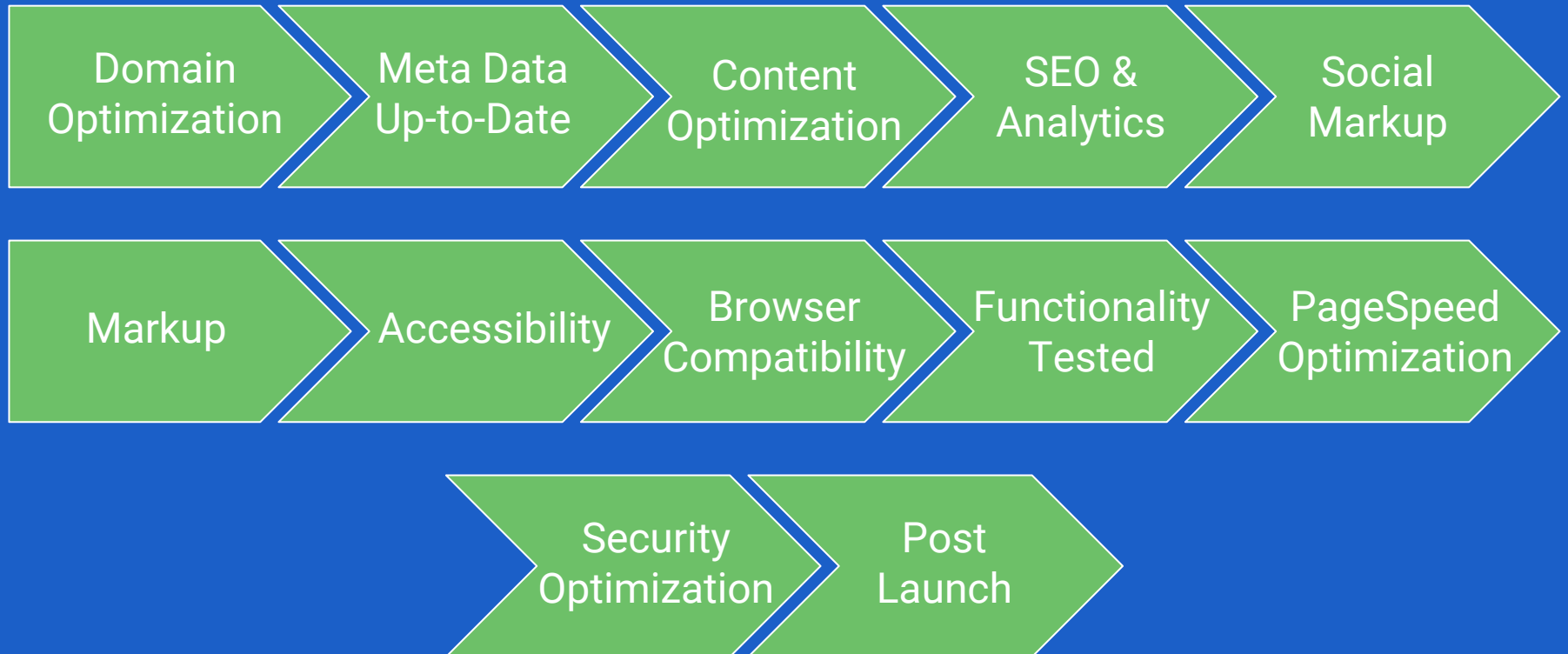


# Website SEO Checklist

Main points to have a flawless start for your new website.



## Domain Optimization

- Domain name chosen to be relevant to your company;
- Top-level domain (TLD) is chosen to best suit your company needs;
- Domain set to use subfolders / subdirectories rather than subdomain;
- Domain utilises the HTTPS protocol for user security;
- URLs are setup to be SEO-friendly with a clear structure;
- A preferred domain is set (www or non-www) and redirected;
- Chosen the preferred domain in Google Search Console;
- Domain expiration date is more than 1 year;



## Meta Data Up-to-Date

- Title tags are optimized for relevant keywords and location;
- Title tags are unique and don't have any duplicates;
- Title tags length is at a maximum of 50-60 characters;
- Description tags are optimized for targeted keywords and location;
- Description tags are not duplicate and fully unique;
- Description tags length is at a maximum of 160 characters;

## Content Optimization

- All the content present on your website is without grammatical errors;
- Content on all pages is properly formatted for them;
- There are no placeholder (Lorem ipsum) texts present on the website;
- Every page on your website has content present on it;
- There is a Privacy Policy page available on the website;
- There is a stylesheet specifically for print;
- Website has a text menu present on all pages;
- All images are with SEO-friendly file names (with keywords);
- All images have a descriptive alt tag, not keyword stuffed;
- All web pages have a H1 tag, H2 tags, etc. - a proper hierarchy;
- Footer of website includes a copyright statement;
- An informative 404 page exists and it helps guide a user on it;

## SEO & Analytics

- Generated an XML sitemap and it is accessible on the website root;
- Robots.txt file generated and checked not to block resources;
- Website is indexable and crawlable by search engines (noindex, nofollow);
- Google Search Console and Analytics present on every page;

## Social Markup

- Included Open Graph data for Facebook;
- Included Twitter Card data for visualisation on Twitter;
- Included Pinterest Rich Pin functionality;
- Social accounts are linked from your website, integrations go through APIs;

## Markup

- Website HTML is W3C Validated and known issues are fixed;
- Website utilises valid CSS that is cross-browser compatible;
- Website has no Javascript errors present;
- The website follows best practices and is mobile-friendly;
- Website has an interlinking structure that benefits important pages;
- Tested site links so they resolve properly and point to right locations;

## Accessibility

- Website uses semantic headings and structure;
- A link is clearly distinguishable from rest of copy and has a :focus state;
- Users with Javascript disabled are provided an alternative to view site;
- All forms have a logical and clear layout;
- Labels are added to each form field, clarifying what it's for;
- Color contrast does not obscure elements and make them hard to see;



## Browser Compatibility

- Website tested to be compatible with IE9, IE10 and IE11;
- Website tested to be compatible with Mozilla both on Mac and Windows;
- Website tested to be compatible with Chrome both on Mac and Windows;
- Website tested to be compatible with Safari on Mac;
- Website tested to be compatible with Safari iOS both on Mobile and iPad;
- Compatible with Chrome iOS and Android both on Mobile and Tablet;
- Website tested to be compatible with stock Android browser;
- Website displays and functions properly on high resolution screens;



## Functionality Tested

- All webforms are tested and work as intended;
- Required fields for input accept the proper input type (text, number, date);
- All submitted forms have their information sent to set recipients;
- Forms have tracking implemented - confirm URL or event tracking;
- Website search form and result pages tested to output correct information;
- All other custom functionalities not mentioned here are fully tested too;

# PageSpeed Optimization

- Images are optimized for web pages and most suitable extension is used;
- Website uses minified CSS and all stylesheets are combined in one;
- Website uses minified Javascript and all stylesheets are combined in one;
- Server GZip compression is enabled for your website;
- Load only needed Fonts, Font icons and character sets;
- Set proper Expire headers and ETags for all content types;
- Run website through [Google Speed Test](#) and [GTmetrix](#) - fix recommended;
- Use a Content Delivery Network (CDN) for hosting resources (CSS, Images);

## Security Optimization

- Search engines can not access secure areas of the website (admin panel);
- CMS URL to default admin login is changed to something else;
- CMS default username (typically admin) is changed;
- Website is protected from Cross-site scripting attacks;
- Website is protected from Clickjacking attacks;
- Hosting is safe and secure against DDoS attacks;

## Post Launch

- Make sure your website is visible to search engines;
- Your SSL certificates are successfully installed on the website;
- Website URL is submitted to Google and Bing for indexing;
- Regenerate a new sitemap.xml and resubmit it;
- If website was restructured make sure all 301 redirects are in place;
- Fix all errors that may appear in Google Search Console;
- Analytics tracking code is the correct one and functions properly;
- Social markup tested to work as intended for each social platform;

# Website SEO Checklist 2017

by



101 Convention Center Dr #900, Las Vegas, NV 89109, USA

Website

[411locals.com](http://411locals.com)

Facebook

[www.facebook.com/411local](http://www.facebook.com/411local)

Google+

[plus.google.com/+411LocalsLasVegas](https://plus.google.com/+411LocalsLasVegas)

Customer Service

866-391-0622

Sales

855-259-2908

Recruitment Line

702-824-9365