

## Optimizing Your Website Checklist

### Instructions:

For each page on your site, run through the following checklist.

### SEO Optimizations

URLs		
<input type="checkbox"/>	Is the URL less than 115 characters?	
<input type="checkbox"/>	Is the URL easy to read?	
<input type="checkbox"/>	Are you using subfolders instead of subdomains?	
<input type="checkbox"/>	Does the URL use excessive parameters?	
<input type="checkbox"/>	Does the URL use hyphens to separate words?	
Title Tags		
<input type="checkbox"/>	Is the title tag under 65 characters?	
<input type="checkbox"/>	Does it effectively describe the content of a page?	
<input type="checkbox"/>	Does it contain a targeted keyword in the front of the title?	
Meta Descriptions		
<input type="checkbox"/>	Is it less than 155 characters?	
<input type="checkbox"/>	Is it engaging? Will it get the audience to click?	
<input type="checkbox"/>	Does it include a keyword?	
Images		
<input type="checkbox"/>	Does the image add value to the page?	
<input type="checkbox"/>	Does the image have an alt text with relevant KWs?	
<input type="checkbox"/>	Is the file size below 70 kilobytes?	

## User Experience

Site Architecture		
<input type="checkbox"/>	How many clicks does it take to get from the homepage to other important pages?	
<input type="checkbox"/>	Are important pages receiving more internal links?	
Page Speed		
<input type="checkbox"/>	Does the PageSpeed pass Google's <a href="#">PageSpeed Insights test</a> on desktop?	
<input type="checkbox"/>	Does the PageSpeed pass Google's <a href="#">PageSpeed Insights test</a> on mobile?	
Images		
<input type="checkbox"/>	Is the site <a href="#">mobile-ready</a> ?	
<input type="checkbox"/>	If applicable, is your app prominent?	