

SEO On-Site Checklist (Technical)

ON-SITE SEO CHECKLIST	Yes/No
Titles are unique for each page?	
Titles length is between 50 – 65 characters?	
Description tag is between 150-160 characters?	
Description tag is not keyword stuffed?	
Permanent Link structure (URL) format?	
H1 Headings for title?	
Use of H2 and H3 for subheadings	
Small paragraphs and use of bold, italics	
Is there a unique logo for the web site?	
Is there a favicon?	
Content on the web site is fresh?	
Content length on post pages?	
Internal linking – Do you link internal pages?	
Internal linking – Use of anchor text (is it varied?)	
Trying to rank for high competitive keywords?	
Is there an ALT tag for all images?	
Are image files names descriptive?	
Image file size is optimized?	
Blog comments have the 'nofollow' tag?	
Are pages with duplicate or no content, noindex and nofollow?	
Site implements rel=canonical to identify the original content?	
Site checked for broken links?	
Page speed: Average time to load home page?	
Page speed: Average time to load other pages?	
Google Authorship status implemented?	
Are most important pages linked to from home page?	
Are most important pages linked to from Sidebar?	
Is there a user sitemap (html) in the main menu?	
Is there a 'related posts' section below each detail page?	
Is there an author for all site pages?	
Is there an About, Contact and Privacy policy page?	
Is there a breadcrumb on all pages?	
Is there a custom 404 page?	

