



## SEO Champions Checklist™ 2021

### Information Architecture – PM, DEV

User friendly, user focused, natural language

### Seed Keywords – Client/PM

User- persona-focused, natural language, per page, follows architecture

### Keyword Research – SEO

Primary and secondary per page; template for URLs, titles, headings, possible alt-tags

### URLs – DEV

Unique, short, lowercase, no typos, relevant, descriptive categories and file names, keywords

### Navigation – DEV

Simple, subject-organized page for humans, general to specific, every page attainable through link, breadcrumb structure, mostly text navigation, appropriate crosslinks

### Titles – DEV

Keyword first, Initial caps, agency style (<~55)

### Meta Description - Client/PM/ Dev

Reads smoothly, compelling, unique, no keyword stuffing, character length (~ 150 char.)

### Headings – Client/PM/DEV

Outline page structure, concise, uses keywords in H1s and at least some subheadings, main point is H1, consider H1 count per page

### Structured Data Markup – DEV

Used for products, business locations, product videos, opening hours, events, recipes, articles, company logo, valid, visible to users, authentic

### 404 Page – DEV

Blocked from crawling, custom to site, links to root page, links to popular content, web server configured for 404 OR if JS, “no index” meta tag

### Content in Text – Client/PM

Designed for persona, unique, original, fresh, compelling, easy-to-read, no errors, logical organization, short sentences, uses headings, “chunked,” robust (500 words? enough so that bots understand what the pages is about)

### Images – DEV

Brief, descriptive file names and alt attributes, supported formats in naming extension, page keyword *IF* appropriate

### Anchor Text – DEV/PM/SEO

Internal links between pages, authoritative external links, helpful, short, descriptive, relevant text, differentiated

### Site Checked – DEV

No crawl errors, broken links, duplicate titles, meta descriptions, H1s, or text content; alt-tag on all images, small page size, quick load times

### XML Sitemap Submitted – DEV

Google Search Console, Bing Webmaster Tools, (Pinterest, Yandex Webmaster)

### Client Training Provided – PM/SEO

Understands best practices in CMS (text AND images), writing for web, keyword use, SEO best practices in titles, meta descriptions, anchor text, H1s, H2s, site promotion

### Google Search Console – PM/DEV

Site checked in 2 and 3 weeks, and monthly for errors, duplicates, broken links; site maps reflect current configuration; errors/dupes corrected

\_\_\_\_\_ Initials DEV (Web Developer)

\_\_\_\_\_ Initials SEO (SEO Strategist)

\_\_\_\_\_ Initials PM (Project Manager)