



SEO Checklist for Champions™ 2023

Information Architecture – PM, DEV
User-friendly, user-focused, natural language

Seed Keywords – Client/PM
User- persona-focused, natural language, per page, follows heading architecture

Keyword Research – SEO
Relevant keywords help ensure “googlers” find what they want; nomenclature for URLs, titles, headings, possible alt-tags are all identified

URLs – DEV
Unique, short, lowercase, no typos, relevant; hyphens – not underscore, descriptive categories and file names, keywords

Navigation – DEV
Simple, organized for humans, general to specific, every page attainable through link(s), breadcrumbs, mostly text navigation, appropriate internal crosslinks

Titles – DEV
Keyword first, Initial caps(<~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; use 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, videos, opening hours, events, recipes, articles, company logo, valid, visible to users, authentic

____ Initials DEV (Web Develop)
____ Initials SEO (SEO Strategist)
____ Initials PM (Project Manager)

404 Page – DEV
Blocked from crawling, custom to site, links to root page, web server configured for 404

Content in Text – Client/PM/SEO
Designed for persona, unique, original, fresh, compelling, easy-to-read, no errors, logical organization, short sentences, uses headings, “chunked,” robust enough so that humans and bots understand what the pages are about. Meets [E-E-A-T](#) and [helpful content](#) standards.

Images – DEV
Brief, descriptive **file names** AND alt attributes describe image, use keywords *IF* appropriate

Anchor Text – DEV/PM/SEO
Internal links between pages, authoritative external links, helpful, short, descriptive, relevant text, differentiated (not click here)

Site Checked – DEV
No crawl errors, broken links, duplicate titles, meta descriptions, overly redundant text; alt-tag on images, sm. page size [loads fast, well](#)

XML Sitemap Submitted – DEV
Google Search Console, Bing Webmaster, etc.

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, or hired you. Consider giving [Easy SEO™ Content Template](#)

Google Search Console – PM/DEV
Site checked in 2 & 3 weeks & monthly for errors, duplicates, broken links; site maps; fix errors

Turn off the “do not crawl/ index” toggle!!!