



WEBPAGE SEO CHECKLIST

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Purpose: Use the *Digalyne Webpage SEO Checklist* to help increase your website’s visibility on search engines with guidelines for SEO-specific improvement.

SEO Checklist	Y	N
Key Phrase		
Is your key phrase in the introductory paragraph of the webpage?		
Is the key phrase used at least 3 times in the webpage text?		
Is the key phrase wholly or partially in the SEO title?		
Is the key phrase used in the meta description?		
Is the key phrase in the header or subheading?		
Is the key phrase unique to this webpage only?		
Is your key phrase 4 words in length?		
Is the key phrase in the URL slug?		
Meta Description		
Is your meta description less than 156 characters with spaces?		
Is your key phrase used in the meta description? <i>Same as above.</i>		
Text Length		
Is your webpage text at least 300 words in length?		
SEO Title		
Is your SEO title descriptive and at least 5-8 words?		
Image Alt Text		
Do all images have alt text attribution?		
Links		
Does your page content have at least 2 external links from reputable sources?		
Does your page content have at least 1 internal link?		

Reference:

Key phrase (also known as keywords): important and commonly used search query related to the specific purpose of your webpage.

Examples: proposal management tool, word of the day, mountain climbing, how to change a tire

SEO title: title description of the page that will appear on search engines, not necessarily your webpage heading.

Meta description: catchy and relevant page description for your webpage that will appear on search engines underneath the SEO title.

URL slug: the end of the web address that describes the page, usually following the trailing slash after the domain.

Example: www.digalyne.com/blog

In this example, /blog is the slug

Alt text: image descriptions that explain what is happening in the picture, as it relates to the webpage content. *Not the caption or title*. Yes, search engines factor in image relevance too!