

* Thanks to [SEOMoz](#) for the article that this checklist is based on

SEO On-site Checklist

Checklist Item	Notes
<input type="checkbox"/> Run \$100 Adwords Test Campaign after initial keyword research	
<input type="checkbox"/> Well written, non-duplicated Title/Description tags for each page	
<input type="checkbox"/> Verify that relevant content is static to page and not a text image	
<input type="checkbox"/> Revise on-page content to ensure minimum presence of themed keywords on every page without going overboard	
<input type="checkbox"/> Double check code to be sure content titles and subtitles are within H1 / H2 tags. * Be sure H1 tag is not overused	
<input type="checkbox"/> Verify that navigational elements are text links and are not "click here" or "more info" types of links	
<input type="checkbox"/> Contextual links are spread throughout and commonly used across website content to emphasize key pages	
<input type="checkbox"/> Small directory with themed categories, or at minimum "links" page. * Only if planning on trading links	
<input type="checkbox"/> Verify that robots.txt file exists and contains proper information	
<input type="checkbox"/> Verify that sitemap.xml exists at root and is in proper format	
<input type="checkbox"/> Breadcrumb trail to help cross-linking of site * Not necessarily required on ALL sites	
<input type="checkbox"/> Static sitemap easily reachable by visitors * Not necessarily required on ALL sites	
<input type="checkbox"/> Custom 404 Page that links to main categories & possibly search	
<input type="checkbox"/> All images not loaded via CSS contain valid alt tags	
<input type="checkbox"/> Analytics installed for tracking visitors	
<input type="checkbox"/> Conversion/defined action tracking analytics installed	

- Site registered and validated through Google Webmaster central
- IP location test to ensure hosting near main market
- Signature text at bottom of page
- SEOmoz Tools: Page Strength, Keyword Difficulty, and Crawl Test
- Validate XHTML/CSS

If running a blog platform:

- Be sure major content aggregators are pinged with new content
- Include links to major social platforms (digg, del.icio.us, etc)
- Register feed with Feedburner for universal feed and feed stats