

SEO Checklist

Welcome to our SEO Checklist! This guide is designed to help you optimise your web pages, helping them to rank higher in search engine results. Each element covered, from URL structure to meta descriptions and image optimisation, plays a role in enhancing your page's visibility and user experience. Remember, it's not just about pleasing search engines but also about creating a valuable and engaging experience for your customers.

URL

- Target keyword ☐
- No spaces ☐
- No special characters ☐
- No upper case characters ☐
- Not excessively long ☐

Page title

- Minimum 30 characters ☐
- Maximum 60 characters ☐
- Target keywords ☐
- Brand name ☐

Image file name

- Target keywords ☐
- Use hyphens to separate words ☐
- Brand name ☐

Meta description

- Minimum 70 characters ☐
- Maximum 160 characters ☐
- Product name or strategically important term ☐
- Call to action ☐

Image alt text

- Describe what is in the image ☐
- Target keyword ☐

Text on page

- Minimum 400 characters ☐
- Include targeted keyword 2-3 times ☐
- 1 x H1 All other titles H2 ☐
- Link to internal priority page except on product page ☐
- Link to authoritative third party site that adds value to your content. Except on a product page ☐

If you found this checklist useful, why not find out more? Contact Gemma at gemma@greenopal.co.uk

Also, don't forget to [check out our blog](#) for more insights and tips.