

# SEO Checklist

## To-do:

- ☐ Content! New content, great content, blog, etc. (ongoing)
- ☐ Brainstorm a key phrase list, incorporate throughout site
- ☐ Optimize your use of the following HTML tags
  - ☐ <title>
  - ☐ <meta> (description)
  - ☐ <h1>, <h2>, etc.
  - ☐ <a>
  - ☐ <img>
- ☐ Don't use www on your URLs; strip out with .htaccess
- ☐ Use clean URLs
- ☐ Sign your site up with Google Webmaster Tools

## Bonus:

- ☐ Setup robots.txt
- ☐ Create / submit a sitemap
- ☐ Setup / use Google Analytics