

# Landing Page SEO Checklist

Double check this list before launching any new landing page.

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## Landing Page Address

- Targeted keyword(s) found in URL
- URL use dashes, not underscores
- URL is SEO friendly (no crazy string of character)
- URL is not blocked by robots and is not blocked by sitemaps

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## Meta Data

- Title tag begins with target keyword(s)
- Title tag is unique and not repeated on the site
- Title tag is less than 70 characters
- Descriptions tag has less than 155 characters
- Description tag is unique and not repeated on the site
- Description tag includes target keyword(s)

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## Content

- H1 tag uses targeted keyword(s)
- Target keywords found in copy 2-3 times
- Text is broken up and not only found in large paragraphs
- Target keyword(s) are bolded, italicized or underlined
- All images have SEO friendly file names
- All Images have Alt tags
- One image uses target keyword(s) in Alt tag
- One image uses target keyword(s) in file name

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## Code

- No Inline CSS or JavaScript found
  - Web page is WC3 validated
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Webpage is listed on sitemap.xml and sitemap.html

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Canonical tag properly used or not used

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## Other

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Analytics software found

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Webpage only targets 1-3 similar keywords/phrases

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Web page is sharable with social media

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Internal backlinks using targeted Keyword(s)

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