

PAGE OPTIMIZATION CHECKLIST

Want to improve organic traffic, drive leads and improve your position in search engine results?

This SEO checklist can help.



Competing for top rankings in the search engines involves 3 elements:

1. On-page – Optimizing and improving what is on your website pages.
2. Off-page – Measuring and improving things that are happening beyond your site, such as the number/quality of links coming into your site from other sites.
3. Technical factors

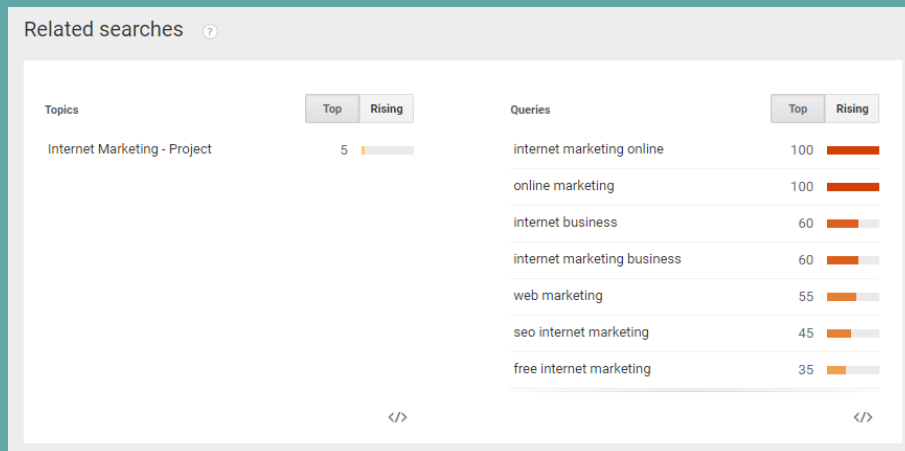
In this checklist, we will focus on No. 1 – On-page optimization.

The content on your site and the HTML behind your website pages are among the most accessible and controllable search engine optimization (SEO) elements, and they are a great starting point for your SEO efforts.

1. Keywords

For optimization purposes, you should have **one or two main keywords** targeted per page. Then sprinkle in 3-4 related keywords to boost relevancy.

You can use tools like [Google trend](#) to help choosing better keywords.



2. Keywords Stuffing

Do not repeat keywords or phrases so often that your page sounds unnatural.

The best way to avoid “keyword stuffing” is to create content that will be useful to readers and reads naturally.

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3. Title Tag

Google typically displays the first 50-60 characters of a title tag, or as many characters as will fit into a 512-pixel display.

Place important keywords close to the front of title tag.

Code Sample

```
<head>  
  <title>Your Title Tag</title>  
</head>
```

4. Meta Description

Meta descriptions are not a factor in ranking algorithms, but it is very important because it summarizes your page on search results.

It usually appears with your organic search listing, and convinces readers to click through. The meta description tag should be no longer than 160 characters.

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Information about internet marketing company in Alaska.

Alaska Internet Marketing Company

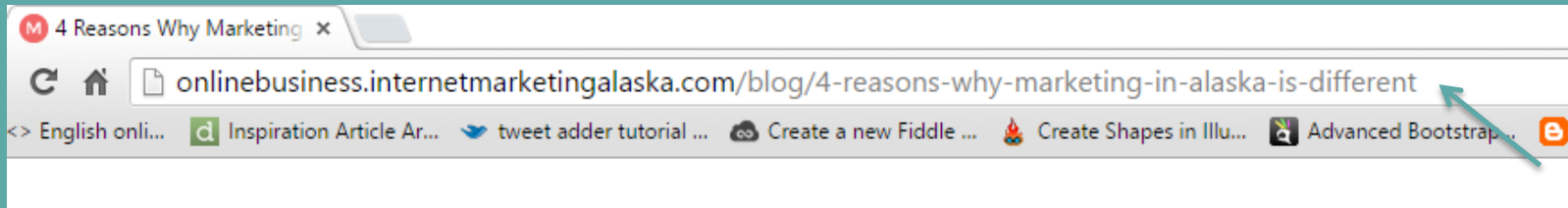
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5. URL

Include the target keyword/search phrase in the page URL if possible. Make sure the words are separated by hyphens ("-") as opposed to underlines ("_"), because google SEO algorithms accept hyphens as a blank space and can recognize keywords in your title.



6. Image ALT Tag

An alt tag is used to describe the content of an image. They are used for two reasons.

1. Google SEO bots cannot “see” images, so they use alt tags to understand the content of an image.
2. You can use them to describe the image with relevant keywords.

Code Sample

```

```

7. Include internal and external links

Internal links are links on your pages that, when clicked, navigate a user to another page on your site. Internal links also help SEO bots categorize your site.

External links direct users to other – **reputable** – websites that have content relating to yours.

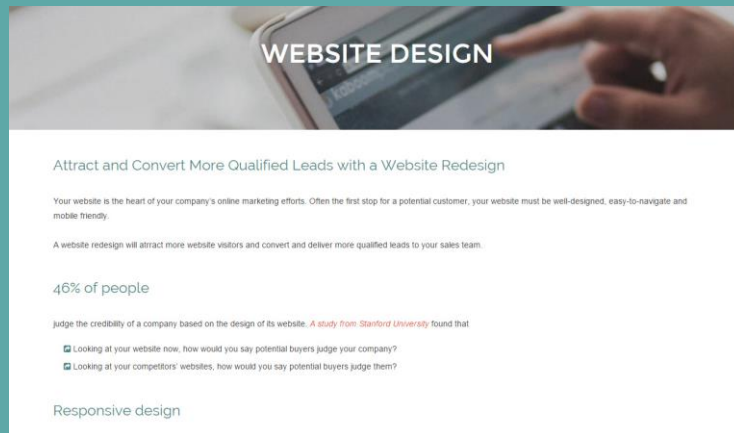
Code Sample

```
<a href="http://www.example.com">Example  
Text</a>
```

8. 300 words per page

Having too little text may not allow SEO bots to understand the **context** of your page. Aim to have at least 300 words per web page, or 500 words per blog post, in order to ensure that your page is ranked relevantly and properly.

Also format content to make it easier to read by using headers and sub-headers.

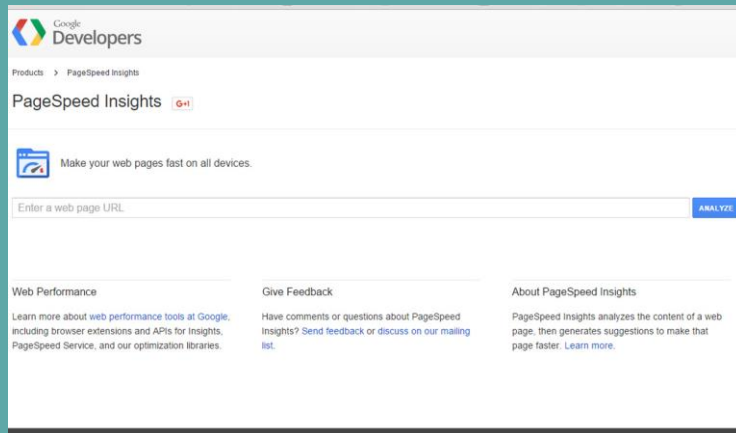


9. Page Speed

Page speed is better described as "page load time" - or the time it takes to fully display the content on a specific page.

A faster page speed is better for SEO. Many people have found that faster pages both rank and convert better.

[Google Page Speed Test](#)



10. Responsive Design

Design your website so that it looks good on both desktop computers and mobile devices like smartphones and tablets.

Googles Spring 2015 update now takes a website's mobile responsiveness into its algorithms for the webpage's SEO ranking.



About Us

NorthWest Data Solutions (NWDS) is based in Anchorage, Alaska. Our mission is to help businesses succeed in the ever-changing internet environment. NWDS was founded in 2003 and designed around creating marketing that people love.



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