The Happy Cooker: SEO Quality Assurance Checklist \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check off each item as complete. Use n/a or cross off items that are not applicable.

URL: <http://site513.modernearth.net/>

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1. Onpage Optimization

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|  | **Page titles** are unique per-page with keywords added as per dossier |
|  | **Meta descriptions** are unique per-page with key phrases added as per dossier |
|  | **~~Keyword bundle~~** ~~is on each page consisting of approved keywords and geography~~ |
|  | **Alt tags and title attributes** are present on all <img> tags in site   * Tags should accurately describe the image, and have keyword rich stub added as per dossier |
|  | **Image and page filenames** include key phrases where appropriate. |
|  | **Internal links in navigation and in page content** have title attribute describing the target page and using keyword rich stub |
|  | **~~Keyword footer~~** ~~is in place using approved keywords as phrases, directed to appropriate in-site pages.~~ |
|  | **rel=canonical** tag is in place on each page directed at the “www” version of the page’s url. |
|  | **~~Webmaster validations~~** ~~are present on the default or index page~~   * ~~Current standard validations are; Google, Bing~~ |
|  | **Google Analytics** is used on the site with filters are in place   * Appropriate goal funnels are in place (if ecomm, etc) * Event tracking is in place for exiting links, downloads, etc. |
|  | **~~Flash objects~~** ~~carry javascript replacement for browsers which do not support flash.~~  ~~(Static images (appropriately labeled) and transcripts of flash contents to be used for replacement)~~ |
|  | **All of the following elements are CMS~~- or DreamWeaver-~~editable on each page**   * Document title tag <title></title> * Meta data: Description * Meta data: Keywords * Meta data: canonical link |
|  | **~~The following additional meta data is present on appropriate pages~~**   * ~~Meta data: rel=alternate (for sites with blogs)~~ |
|  | **Initial rankings** have been recorded (post-live) |
|  | **Weekly tracking** has been entered into WebCEO (post-live) |
|  | **Sitemap** has been generated or rebuilt if this is an update, and submitted to Webmaster Tools (post-live) |