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

|  |  |
| --- | --- |
| [ ]  | **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~~ |
| [x]  | **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
 |
| [x]  | **Image and page filenames** include key phrases where appropriate. |
| [x]  | **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.~~ |
| [x]  | **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~~
 |
| [x]  | **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)~~ |
| [x]  | **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) |