



STOICA.CO

2019 SEO Checklist

We've compiled a list of the most important SEO signals, together with the most widespread pitfalls one could fall into. Make sure to stay away from those so that your website is as SEO friendly as possible.

1. Indexable Content

Navigation to pages

Details

Make sure all web pages are reachable by navigation and have crawlable links (eg, if your only navigation to some of the pages is through a search box, web crawlers are not able to use it to discover the content / page).

Flash or Java plug-ins

Details

Images, Flash files, Java applets, and other non-text content are often ignored or devalued by search engine crawlers, so you should supplement Flash/Java plug-ins with text on the page.

Images ALT text

Details

Assign images in gif, jpg, or png format "alt attributes" in HTML to give search engines a text description of the visual content.

Video or audio files on your website

Details

Provide a transcript for video and audio content if the words and phrases used are meant to be indexed by the engines.

2. Crawlable Link Structures

Sitemap

Details

If you don't have a sitemap yet, go ahead and create one to help search engines effectively crawl all relevant pages and index new content as it's being published.

Direct and crawlable links to pages

Details

Check each page's status code and make sure there are no broken links or errors and that each page has a direct link to it. Google Search Console is a great tool to use here.

Using JavaScript for links?

Details

If so, you may find that search engines either do not crawl or give very little weight to the links embedded within. Standard HTML links should replace JavaScript (or accompany it) on any page you'd like crawlers to crawl.

Meta Robots and robots.txt

Details

The Meta Robots tag and the robots.txt file both allow a site owner to restrict crawler access to a page. Make sure that pages you would like to be crawled are not blocked by meta robots or robots.txt.

Links embedded in frames or iframes

Details

Technically, links in both frames and iframes are crawlable, but both present structural issues for the engines in terms of organization and following, so it's best to stay away from them.

Pages with more than 100 hyperlinks

Details

Search engines will only crawl a defined number of links on a given page, as to cut down on spam and conserve rankings. Pages with hundreds of links on them are at risk of not getting all of those links crawled and indexed, so remove extra hyperlinks.

3. Keyword Usage and Targeting

Targeted list of keywords

Details

Put together a list of relevant keywords you would like to be ranked for. Research for keywords variations (long tail keywords) as well and keep an eye on volume of search and competition for each keyword. Google Keyword Planner is a great tool for this.

4. Keyword Domination

Including targeted keywords in title tags, page content and metadata

Details

Make sure to include your targeted keywords in title tags, meta descriptions, header tags, URL as well as body content (preferably in the first 100 words).

Keyword phrase in the header tag

Details

Add an H1 to each page and use targeted keywords at the beginning of your headers. Header tags help search engines and searchers quickly determine what your page is about. When search results are clicked on, the searcher expects to see a closely matching headline on the page they visit.

Keyword phrase in image alt attribute

Details

Include the keyword phrase at least once in the alt attribute of an image on the page. Assign images in gif, jpg, or png format "alt attributes" in HTML to give search engines a text description of the visual content.

Including keywords in anchor text

Details

Remove keywords in link anchor text pointing to other pages on your site; this is known as keyword cannibalization.

7. Canonical and Duplicate Versions of Content

Do two or more duplicate versions of a webpage appear on different URLs?

Details

Canonicalization is the practice of organizing your content in such a way that every unique piece has one, and only one, URL. Make sure that every unique piece has only one URL. Duplicate pages should be 301-redirected or use canonical tag.

8. Rich Snippets

Structured data

Details

Structured data is on-page markup that helps the search engines have a better understanding of the information on your website. Besides helping Google understand your content better, structured data can also help you gain additional visibility in SERPs with elements like rich snippets or knowledge boxes. Go ahead and check Schema.org - this is the most commonly used structured data markup for SEO.

5. Keyword Abuse

Keyword density

Details

Keyword density is not a part of modern ranking algorithms anymore. While there is no magic formula, using the exact matching keyword around three times in the main content text should be enough. You may also want to use different keyword variations in the main content. Most importantly, make sure to use keywords naturally, so the content sounds appealing to actual users.

6. On-Page Optimization

Keyword phrase in title tag

Details

Title tags appear on the SERP as a preview of the site's page content, they help searchers decide if the page is relevant to them. Include your target keyword in title tag and as close to the beginning as possible, as this gives more weight to the title. Limit titles to be between 10 and 60 characters or modifying the characters selected to keep it under 570 pixels, so that customers see full title on the SERP, in the browser tab, and in social channels.

Keyword phrase in main page content

Details

Include your target keyword in the first 100 words of the body content to give it more weight in search rankings.

Keyword phrase in the URL

Details

Use targeted keywords in the URL string to add relevancy to your page for search engine rankings, help potential visitors identify the topic of your page from the URL, and provide SEO value when used as the anchor text of referring links. For multi-word phrases, hyphens allow the search engines to read the URL as separate words. Optimal format: www.mysite.com/my-keyword-phrase. choose shorter, human-readable URLs with descriptive keywords. Keep URL length under 75 characters

Keyword phrase in meta description

Details

Add a meta description tag to page, describing content on the page in a way that will make it compelling to potential visitors who see the snippet in the search results. Optimally, the length of your description should be 55-300 characters and contain keywords that you want to appear in the search results.

Sample <meta name="description" content="Get SEO best practices for the meta description tag, including length and content." />