Artistic Document Designs - SEO Planner

1. Mobile First Design
2. SSL Certificate Installed - Additional Cost
3. Xml Sitemap Submission to Google
   a. Robots file in root of HTML
   b. Sitemap also in root of HTML
4. Local Business Google Submission
5. Reflective Domain Name
   a. Domain name that relates to the name or topic of the website
6. Meta Proper Page Titles
   a. less than 65 char including spacing
7. Meta Description Tag
   a. less than 150 char including spacing
8. Keyword Targeting
   a. Include a few but not too many Meta Keywords,
   b. Includes the use of these in the page's content
9. Single Header <h1> tag per page
10. Proper HTML5 markup
    a. Single h1
    b. h2's and h3's used like chapter heading and content headings
    c. HTML tags - Heading, nav, footer, article, aside, sections, lists, charts, media, etc.
11. Page Content (including keyword) 300 to 700 words per page
12. Don't overuse keywords in the page content
    a. Google can tell if you use keywords too much
13. Code friendly HTML navigation
    a. Use good naming conventions
14. Image Optimization
    a. Specific and proper naming conventions for images
       i. lower case and hyphen between words
    b. Alt Text for images
    c. Content nere images relates to content within the images
    d. Optimize image size
15. Site Loading speed
16. Link Building
    a. Internal links (within the website)
    b. Backlinks (links from other content related websites to yours)
    c. Outlinks (links from your site to other content related sites)
17. Current cross browser and device compatibility and rendering
    a. Opera, Edge, Chrome, Safari, Firefox
    b. Handheld, Tablet, PC (Responsive Design)
18. Proper OG (Open Graph) Meta data in head
19. Social Media Engagement
    a. talk about your site and link to it in social media with related content
20. Fresh Site Content
    a. Update images and content to website quarterly or at least bi-yearly
21. Validate HTML and CSS
22. Check for broken links