

Search Engine Optimization Checklist

for Web Designers

- Domain name** - choose wisely, register for many years
- Site architecture** - not too deep or confusing
- Files names** - relevancy/keywords
- Clean code** - client side JavaScript/CSS
- Titles** - very important, get your keywords in there
- Meta Description** - your FREE ad, make it work
- Keywords/Tags** - make a list and refine
- Rich, relevant and keyword heavy text** - good relevant content
- Content Headlines** - semantic markup, H1, H2, etc.
- Alt tags** - check your images
- Anchor text/links** - relevancy
- Link popularity and backlinks** - build trust and credibility
- Blogs** - devote yourself, it's worth it
- Social networking** - find the right ones, start networking
- Directories** - submit to relevant ones
- Re-directs** - use 301 re-directs
- Consistency** - structure of site
- Bad or broken links** - check on regular basis
- Search engine submission** - sitemap.xml files
- Google page rank** - watch your PR
- LUCK** - it helps!

[Read the full article at designdump.com/webdesignarticle14.aspx](http://designdump.com/webdesignarticle14.aspx)