



# QUAK DESIGN CHECKLIST

## SEARCH ENGINE OPTIMISATION



### KEY POINTS

- Getting page 1 results takes time so be patient
- Select Keywords that are profitable and make up the biggest share of your business revenue
- Target local areas if you offer a service
- Focus on growing revenue and increasing brand awareness

1

### PAGE TITLES

- Include your main keyword in all page titles ☐
- Include search terms in the first sentence of your page ☐
- Use other targeted keywords throughout your page ☐

2

### PAGE DESCRIPTION

- Summarise the contents of a page in the Meta Tag ☐
- Ensure this description in more than 150 characters ☐
- Include your main keyword in this description ☐

3

### IMAGE OPTIMISATION

- Only use quality and engaging images ☐
- Include keywords in the image file name ☐
- Include keywords in the ALT Tag of the image ☐

4

### CONTENT

- Posts should be a minimum of 400 words ☐
- Include keywords in the title of all posts ☐
- Create links to other relevant posts and pages ☐
- Share your posts on social media ☐

5

### SITE MAP

- Submit your site map to all major search engines ☐
- Link your HTML site map on your home page ☐

6

### LOADING SPEED

- Remove an unnecessary plug ins ☐
- Reduce image size wherever possible ☐
- Use [www.webpagetest.org/](http://www.webpagetest.org/) to test performance ☐