

Search Engine Page Optimization Worksheet
Ian Landsman's Weblog
<http://www.userscape.com/blog/>

This worksheet should be used in conjunction with the original article located at:
<http://www.userscape.com/blog/2005/03/24/search-engine-optimization/>

PAGE URL: _____

KEYWORD RESEARCH

3 Words/Phrases you're going to optimize this page for:

BASICS

- Is your text human friendly?
- Read the page out load to someone else to confirm
- Is your title tag unique to the page?
- Is your title tag 4-8 words? Does it use at least one of your keywords listed above?
- Do you have a description meta tag?
- Is the most relevant and keyword inclusive content first in your source code? Does it display "above the fold"?
- If your page is dynamically generated do you have less than 4 parameters going into the page?
- Do your URL's use dashes instead of underscores for word breaks?
- Do your directories and filenames use appropriate keywords in them?
- Are you only using alt/title attributes for describing images/links and not for stuffing keywords?

WRITING FOR SEARCH ENGINES

- Go back and make sure what you wrote sounds good to actual humans
- No important keywords are in images
- The page has around 250 words (including words in lists, tables and sidebars)
- Do you have a good keyword density (without sounding bad to humans)?
- Does the main body of your page have good, keyword rich, opening and closing paragraphs?
- Is the page written using common everyday words?
- Did you include some keyword variations such as plurals and past tense?

LINK BUILDING

- Start with great content. Nobody wants to link to a site with poor content.
- Find the top 30 sites for keywords you're targeting, filter out commercial sites and your competitors
- Contact appropriate sites about links. Be nice. Make sure you do your research and write a custom message.
- Don't forget to contact sites which have no SEO benefits but may have visitors interested in your site like password protected associations.