

Web Page Checklist – One for each page including home page

	What is this Page:	
	Is a Sub-page of :	
1.	Main Keywords	
	List the keyword phrases for this page (a page can only focus most effectively on one or 2 phrases so list the most important first)	
	Comments:	
2.	Page Title (generally up to 50 – 60 characters)	
	This is not visible on the web page but must be relevant to the page – it is the most important part of the page to Google – the first line in a search results list comes from here. It should include the Keywords for this page.	
	Comments:	
3.	Page Description (generally around 130 – 150 characters)	
	This is not visible on the web page but must be relevant to the page – it is important as in Google the third and fourth lines in a search results list comes from here. It is your chance to influence searchers to choose your web page from the list.	
	Comments:	
4.	Page Heading (H1)	
	The main visible heading on the page – this is important to Google (it should include Keywords) and for catching the eye of your visitors.	
	Comments:	

5.	Main Page Content (ideally at least 250 to 500 words)	
	The text content. The first paragraph might be all the visitor reads so encapsulate what you want the reader too take away from this page. Make the rest easy to scan – divide up with meaningful sub-headings, use bullets and links to other pages.	
	Comments:	
6.	Call to Action	
	Guide your visitor in what they should do next.	
	Comments:	
7.	Images (Images should have relevant file names including keywords but hyphens instead of spaces)	
	What images do you want on this page and where do you want them.	
	Comments:	
8.	Additional Features on this Page	
	Comments:	