

Website Optimization Checklist

Use this checklist to keep track of your own website optimizations. This document accompanies 3 articles located at:

- <http://www.ethanandjamie.com/blog/39-seo/77-website-optimization-guide-1>
- <http://www.ethanandjamie.com/blog/39-seo/78-website-optimization-guide-2>
- <http://www.ethanandjamie.com/blog/39-seo/79-website-optimization-guide-3>

Unique Title Tags for Each Page

Relevant Content

Descriptive Anchor Text

Proper Use of Headings, Strong & Em

Use Accessible Image Replacement Techniques

Use Alt Text for Images

Separate Content from Presentation

Add Metadata

Use Semantic Coding

Use Friendly URL Rewriting

Use Robots.txt to Help Guide Search Engines

Create an XML Site Map

Optimize Documents

Make It Work for the User

Follow Yahoo's Advice

Serve Javascript Frameworks from Google or Yahoo

Reduce the Size of Images

Adhere to Good Design Principles