

# SEO 101: Checklist

## Content

- Language: Use plain language without the jargon (unless its necessary)
- Sentence Structure: Short sentences with paragraph breaks  
[Example Article](#)
- Voice: Use Active vs Passive Voice when writing
- Intent: Are those coming to your page looking for information, looking to learn more about your program, interested in applying, trying to find a specific website, etc.? Once you determine intent optimize your content to appeal to that intent.

## CTAs

- Are your CTA's to generic?
- Will the user know exactly what to expect when they click that button or link?
- Do your CTA's guide users to the next steps you want them to take or are they distracting from the main purpose of the web page?

## Meta Descriptions

- Do your meta descriptions clearly communicate the intent of the webpage they are describing?
- Do the meta descriptions encourage the user to click on that organic link?
- Keep the Meta Description to 105 characters

## Headings

- Does your heading structure organize your content in a way that allows search engines to understand what the page is about?
- Does your H1 heading include keywords that you are wanting to target
- Your H3 should support your H2. Your H2 should support your H1.

## Images

- File names should make sense to both the search engines and humans
- Images should have descriptive file names (including your keyword), alt text, and captions
- Your Alt text should be 10-15 words
- Does your copy explain the image to help search engines see the relevancy of the image?

## Internal Links

- Make sure webpages are interlinked so google can find and index them easily
- Anchor text should be relevant to the linked content
- The link should be naturally placed, providing the reader with additional helpful content, not just random pieces of content you want indexed or ranked.