

SQV Internet Marketing

Project Name: _____

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Checklist for SEO Projects

Strategic Overview and Assessment

All SEO projects large or small include early and upfront analysis before ANY work starts. Early analysis is one of the major keys to success. It will include things like:

	New or Existing website:	
	Website/Domain Name/URL:	
	Type/Purpose of website: (ecommerce, info, leads, presence, etc)	
	Goal of SEO:	
	Website Analysis:	
	Geographic Reach: (global, national, regional, local)	
	Customer keyword research 3 max: (keywords, keywords, keywords)	
	Linking analysis & assessment:	
	Site content evaluation:	
	Layout analysis:	
	Competitive research & analysis:	
	Target audience:	
	Estimated delivery:	Date:
	Full access to website:	FTP:
	Security:	
	Create benchmark positioning report:	

Methodology, Approach, and Techniques

List actual work, tools, and techniques for SEO project:

	Technology used for web development: (HTML, ASP, ASP.Net, PHP, JSP, etc)	
	Custom programming issues: (flash, JavaScript, frames, DB integration)	URL rewriting, static HTML, move code off-page, etc
	Number of pages in website:	
	Number of pages optimized:	

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	Optimization approach:	Standard on-page factors: TITLE, META, ALT, H1, bolding, etc
	Navigation internal linking structure:	
	Code optimization:	
	Versioning strategy:	Track changes for web development and SEO
	Quality Assurance Procedure:	Per web development specification
	Content management:	
	Spell checking:	
	Sitemap Strategy:	Use sitemap.xml
	Search engine directives:	Use robots.txt, sitemat.xml, META tags
	SEO schedule:	

Monitoring, Tracking, Reporting

List monitoring, tracking, and reporting tools and requirements for SEO project:
