Web Page Checklist

- What keyword phrases do you want to make into web pages?

- What will be the purpose of the web page?

- How do you want website users to respond to the web page?

Web Page Attribute	Web Page Answer
Title with keyword phrase near the start (grab attention)	
Web Page File Name (URL) with keyword phrases. E.g. word1-word2-word3.html	
Meta Description. Two sentences to describe the web page for search engines.	
First Heading with keyword	
First paragraph with keyword phrase and synonyms	
Second Heading with keyword	
Second paragraph with keyword synonyms	
Image related to keywords	
Image description with keywords	
Footer Call to Action statement	
URL Link 1 for related information	
URL Link 2 for related information	
URL Link 3 for related information	

This is a minimum requirement to have a web page suitable for indexing by Internet search engines. More developed web pages have more chance of being indexed by search engines (free traffic later).

Website Design Checklists PDFs   Website Development Homepage