

Work-at-home-Executive ©

Web Page Checklist

Keep on topic, remember your Niche & Specific Keyword List!

SEO is simply the "correct" way to build a web page, you wouldn't build a house with lego!?
Give your website the correct foundation...it will be watertight for many years to come.

Layout: Deliver expectations. Don't confuse your content with awkward menu's or distracting gimmicks & images. Keep to a standard layout, your customers will love you...and so will the search engine crawlers!

Metatags: Remember your code. For every page, take full advantage of;

Title tag
Description tag
Keywords tag (from your list)
H1, H2 tags. (Header tags)
Alt. Tags. (Alternative image text)

File Extensions: Use Keyword Specific file extensions for your niche's content. Use your keywords in page urls, folders/subfolders, image filenames and downloadable content extensions.

Outbound Links: Keep outbound links to a MINIMAL...until your site is indexed and ranked. Pages with nothing but monetization will not get very high, your customers will feel cheated, search engines invalidated and directories will over-look you.

The solution? Once...and only once your website and web pages are being indexed and included in search engine results, should you begin to add outbound links related to products/services. The Dmoz directory, which requires manual submission and has manual approval...will not take kindly to a fresh website filled with google ads and affiliate links...just don't do it...wait!

Inbound Links: Incorporate a means of continual relation between you (your website) and your customers. This may include bookmarks, blogs, RSS Feeds, Newsletters and Social Networks. These will provide invaluable back links to your website.

Content: Keyword Rich Content...and lots of it! Write in common language as if speaking to a friend, not in illogical sentences made up of keywords only. Search engines thrive on quality and are very particular...DELIVERY QUALITY CONTENT!

Templates: Once you believe you have created a fully optimized web page, be sure to save it as a template for all future pages to be created from. Your website must be consistent...consistently good! Be sure to ammend any meta tags to reflect every individual pages content, whilst remembering your Niche and Specific Keyword List. Templates will save you in time, money and unranked pages.

The above is a quick checklist to make sure you have covered the basics before beginning to create your website. Please refer to www.Work-at-home-Executive.com for a more detailed analysis of everything you will need to cover.

