



SEO Checklist

SEO isn't all technical wizardry.

You as a content creator can have a large influence on your website SEO.

When creating content for your website, use this SEO checklist to make sure that you have covered the important things needed for the search engine to list your page as high as possible in search results.

- Keyword research – 1 keyword identified for each webpage
- Unique Meta data per page – title (8-10 words) & description (12-24 words) using keyword consistently
- Keyword used consistently in the first 200 words (3% of total)
- Heading tags use keyword consistently <H2> <H3> etc
- Image file names are keyword relevant
- Image captions use keyword
- Image alt text uses keyword consistently
- Anchor text hyperlinks are chosen strategically and use keywords

At Parachute Digital we believe that every digital strategy should be built around content. We work with non-profit organisations to help them make more money online and give every donor a great experience.

Can we help you optimise your content so your supporters can find you in Google?

Contact us at 02 9188 4493 or via ask.us@parachutedigital.com.au