



- web design
- search engines
- top ten rankings
- graphic design
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Search Engine Submission Checklist

1. Have you created web pages with substantial unique content that your visitors will want to read?
2. Does your content contain targeted key phrases, not just general keywords?
3. Does each web page contain a unique title?
4. Are you using multiple keyword combinations on each page when appropriate?
5. Are your most important keywords appearing at the beginning of the page and are used throughout the rest of the page?
6. Are you including keywords in link text?
7. Does each web page have a call to action of some kind, for example to fill out a form or buy something, or even directing you to another section of the site?
8. Does each page contain a unique Meta tag description that contains your keywords?
9. Does each web page contain a unique Meta tag keyword list?
10. Have you used every keyword listed in the Meta tag in the body of text?
11. Do your graphic images contain descriptive keywords in the alternate text attribute?
12. Do you provide at least two methods of navigating through your site, one for visitors and one for search engines?
13. Do you have a site map linked from your homepage for both visitors and search engines to navigate?
14. Does your site use frames?
15. Have you created a robots.txt file and placed it in your root directory?
16. If your site uses JavaScript, did you place the code in an external file to reduce total code size? If so, did you place a no follow command in the robots.txt file?
17. If you used Cascading Style Sheets to format the site's colors, did you place the code in an external file to reduce total code size?
18. Did you check to make sure you have no redirects on your site?
19. Are your optimized pages easy for search engines to locate, either in the root directory or in one subfolder?
20. If within your budget, did you submit your site to Pay for Inclusion Sites?



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DIRECTORY SUBMISSION CHECKLIST

1. Did you search the directory to make sure your site isn't already listed? If so, find the form to modify your listing as needed.
2. Have you read the terms and conditions of the directory before submitting, to ensure you are following its guidelines?
3. Does your site contain unique content? Have you researched your targeted category to make sure that the site you are submitting has unique relevance?
4. Is all of your text legible to a viewer?
5. Have you checked the site for broken links? Does every graphic load on every page?
6. Is your site legible on all web browsers?
7. Is all of your contact information, including a physical address, visible and easily accessible on your site?
8. Is the correct spelling of your company name found easily?
9. If your site accepts credit cards, does the site have secure credit card processing?
10. If your site sells products, does the site have a returns policy and a money back guarantee?
11. If you collect confidential information, do you have a privacy policy?
12. Does your site have a copyright notice? Is it current?
13. Do visitors have to download a plug-in in order to view the site? This may be a reason to reject your site.
14. Does the site have at least six pages of substantial unique content?
15. Do your web pages load quickly?
16. Is the site working 24 hours a day, 7 days a week? Does every form and shopping cart area work properly?
17. Do your forms have an appropriate thank you page that loads once you hit the submit button?
18. Have you spell checked every web page?
19. Does your site contain any redirects from one page to another? This is a reason to reject your site.
20. Is your site for members only? If so, do you have login information to give to the directory editor so they can view your site's content.
21. Did you do extensive category research to ensure you're submitting the site to the correct category?
22. Is the title you're submitting the official company name?
23. Have you removed unnecessary sales copy from the title and description?
24. Did you make sure you didn't repeat the title in your description?



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25. Are all the words in your title easily understandable? Don't use abbreviations.
26. Did you capitalize the first letter of the description?
27. Did you examine the number of characters in the sites already listed in the category to make sure yours isn't too long or too short?
28. Did you examine the format of the descriptions to see how they are worded? Are the descriptions there lists of keywords or more like complete sentences?
29. Did you focus your description on your most important or unique products or services?
30. Can the directory editors easily find your most important products or services easily from your homepage?
31. Have you kept a list of the details of your submission, including title and description used, date submitted, and contact information used?
32. Have you looked for specialized directories related to the theme of the web site?