Optimization Checklist

Use ✓ for YES column and ✓ for NO column. If NO, define why.

|  |  |  |  |
| --- | --- | --- | --- |
|  | YES | NO | If “NO,” why? |

# Bulleted Lists

|  |  |  |  |
| --- | --- | --- | --- |
| Ordered or unordered lists are used wherever information can be parsed |  |  |  |
| Change numbered lists to standard bullets when list does not represent ordinal sequence |  |  |  |

# Headers

|  |  |  |  |
| --- | --- | --- | --- |
| Clear overview of the page by scanning headers only  |  |  |  |
| Headers are nested properly |  |  |  |
| Headers are all title case (if style is client-preferred) |  |  |  |

# Keywords

|  |  |  |  |
| --- | --- | --- | --- |
| H1 (page headline) uses top keyword/s  |  |  |  |
| H2, H3 headers include keywords |  |  |  |

#

# Paragraphs

|  |  |  |  |
| --- | --- | --- | --- |
| All paragraphs contain four or fewer sentences |  |  |  |
| H2 headers are used to break up multiple paragraphs along topic lines |  |  |  |

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