Search Engine Optimization (SEO) checklist for Web Pages

Someone types a word or phrase into their search engine and a list of results pops up. Whether or not your site is in that list depends in part on how well your website content matches the terms they searched for. This checklist will help you use keywords in particular locations to help optimize your pages for search.

**Keyword** – a word or phrase someone might search for.

Use keywords, keyword variations, and naturally related words in these places:

- Page title
- Heading 1 tag (h1), heading 2 tag (h2), etc.
- On-page text
- File names and alt tags
- In meta descriptions (can only be edited by Web Administrators)

1. Page title – should briefly describe what the page is about.

- **Put important keywords in the title** when possible.

Page titles should be 70 characters or less; however, **the page title you enter in Web Manager is only part of the full title**. Liberty websites display the site name as part of the page title. You can hover over the tab of a live page to see the full page title.
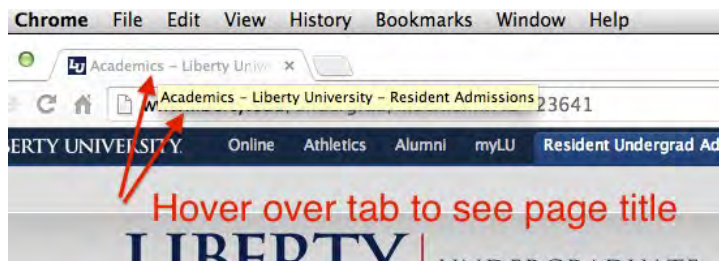
Page title length per website The Web Manager editable part is shown in **green text.** (Number of characters available per template are shown in parentheses.)

Liberty.edu: (varies, 46 characters minus the length of the department name)
Department Name | Web Manager Page Title | Liberty University

Liberty.edu/undergrad: (28 characters)
Web Manager Page Title | Liberty University Undergrad Admissions

Liberty.edu/alumni: (42 characters)
Web Manager Page Title | Liberty University Alumni

Liberty.edu/flames (53 characters)
Web Manager Page Title | Liberty Flames

Liberty.edu/online (42 characters)
Web Manager Page Title | Liberty University Online

Liberty.edu/divinity (30 characters)
Web Manager Page Title | Liberty University School of Divinity

Liberty.edu/law (35 characters)
Web Manager Page Title | Liberty University School of Law

Liberty.edu/onlineacademy (45 characters)
Web Manager Page Title | Liberty Online Academy

Liberty.edu/LUCOM (15 characters)
Web Manager Page Title | College of Osteopathic Medicine | Liberty University

Liberty.edu/campusrec/clubsports (35 characters)
Web Manager Page Title | Club Sports | Liberty University

Liberty.edu/snowflex (35 characters)
Web Manager Page Title | Liberty Mountain Snowflex Centre

2. **One h1 on each page**

- The h1 can be the same as the page title.
- Use h2 (and h3, etc.) styles to further subdivide your page content and include other keywords.

Examples:

Good: ✔ One h1, appears at top of page, followed by h2s that describe subsections

Bad: ✖ no h1 on the page:

Bad: ✖ more than one h1 on the page:

3. **File names** –
- **Save PDFs and image files using dashes between words.** (Do NOT use spaces, underscores, or run words together.)
- **Put most important keywords at the front of the file name.**
- **For PDFs, put revision dates in the document footer and/or description** rather than in the file name.

Examples:

Good: **student-leader-move-in-day.jpg** ✔
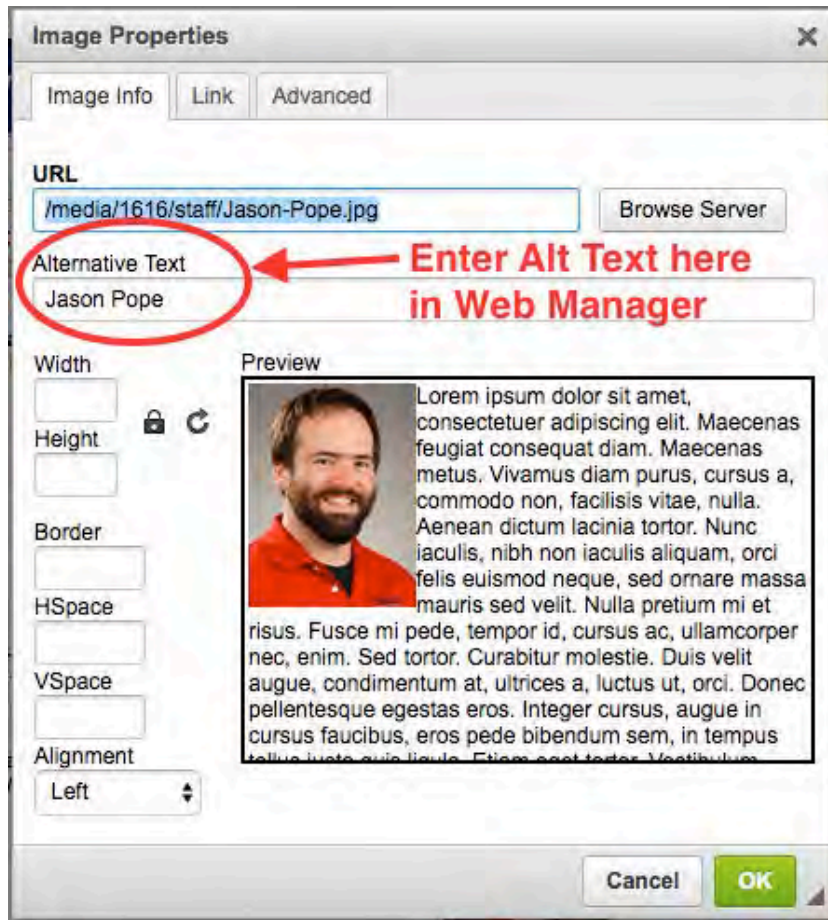Bad: 20120814_3511JR.jpg ✖
Bad: slc_holdingbox.jpg ✖

Good: **LUOA-4th-Grade-Curriculum-Guide.pdf** ✔
Bad: LUOA_4th_Grade_Curriculum_Guide_rev_ 10-2013.pdf ✖
Bad: LUOA4thGradeCurriculumGuiderev10-2013.pdf ✖

Alt tags – Add Alternative Text, or "alt tags" to images using keywords and briefly describing the image.

4. **Meta descriptions** – 156-170 characters that include important keywords and describe the purpose or content of the page.

- Meta descriptions appear in Google search results and help our internal search engine determine what results should be displayed on our site.
- Publishers and Normal users cannot add or edit meta descriptions. The Web Content team can add these for you if you provide a list of PIDs and the description you would like to add for each.