

SEO CHECKLIST

This worksheet guides the development of a searchable website, allowing potential graduate students to find and be compelled to apply to a program at Utah State University.

DEPARTMENT/PROGRAM INFORMATION

General Information

Provide contact and background information about your department/program.

Program

Department

College

Recruitment Point
Person

Email

Phone Number

Graduate Program Established
 Exists, but needs work
 Ready to implement new
 Early conception stages

URL(s)

Content Management
System

Is Google Analytics
installed?

PLANNING

Target Audience

Describe the audience to recruit to the department or program.

Locations

Needs, Interests
and Goals

Educational
Background and
Aspirations

Career Background
and Aspirations

Unique
Characteristics

Broad Demographic
Characteristics

Target Topics

Describe the areas of study related to your department/program even if they fall outside your department/college at Utah State. These topics will guide your keyword research.

Fields of Study

Research Topics

Unique
Characteristics

Competitors

Name institutions the program/department competes with when recruiting grad students. Pay attention to where they appear in search results and investigate why to compete for better search performance.

AUDITING

Audit Checklist

Content	<input type="checkbox"/> Clear and concise	<input type="checkbox"/> Headings
	<input type="checkbox"/> Keywords	<input type="checkbox"/> No duplicate content
	<input type="checkbox"/> Relevant content	<input type="checkbox"/> Easy on acronyms
	<input type="checkbox"/> No missing content	<input type="checkbox"/> Consistency in terms and styles
	<input type="checkbox"/> Easy on jargon	<input type="checkbox"/> Short sentences, paragraphs, pages
	<input type="checkbox"/> Lists as bullets	<input type="checkbox"/> Correct grammar and spelling
	<input type="checkbox"/> Active voice	<input type="checkbox"/> Inverted pyramid

URLs	<input type="checkbox"/> Keywords	<input type="checkbox"/> Lowercase
	<input type="checkbox"/> Hyphens	<input type="checkbox"/> Words are spelled out
	<input type="checkbox"/> Correct spelling	<input type="checkbox"/> No dates or years

Information Architecture	<input type="checkbox"/> Pages organized logically	<input type="checkbox"/> Every page has a parent; not all pages are child pages to the homepage
	<input type="checkbox"/> No duplicate pages/content	

Links	<input type="checkbox"/> Title text	<input type="checkbox"/> External links
	<input type="checkbox"/> Keywords	<input type="checkbox"/> Button use (action-based, titles, consistent design using CSS)
	<input type="checkbox"/> Internal links	

Headings	<input type="checkbox"/> Page titles	<input type="checkbox"/> H3 and H4
	<input type="checkbox"/> H1	<input type="checkbox"/> Hierarchy
	<input type="checkbox"/> H2	<input type="checkbox"/> Keywords

Files	<input type="checkbox"/> PDFs	<input type="checkbox"/> Images
	<input type="checkbox"/> Accessible	<input type="checkbox"/> Alt text
	<input type="checkbox"/> Searchable	<input type="checkbox"/> Relevant
	<input type="checkbox"/> Open across devices	<input type="checkbox"/> Hi-resolution

Analytics	<input type="checkbox"/> Site search	<input type="checkbox"/> Conversions
	<input type="checkbox"/> Navigation	<input type="checkbox"/> Devices
	<input type="checkbox"/> Demographics	<input type="checkbox"/> Browsers
	<input type="checkbox"/> Acquisition	<input type="checkbox"/> Pageview peaks and valleys- and their causes (e.g., campus event, PPC campaign, dept. email, grad fair)
	<input type="checkbox"/> Landing pages	
