

1. SEO Checklist

The following checklist aims to provide a good overview of all the various technical and on page elements of SEO that should be considered when content is being created for the British Airways website. Bigmouthmedia are able to help in all areas should assistance or a clearer understanding be required.

1.1. URL

URLs should be short but meaningful, they should avoid query strings, only lower case US ASCII characters should be used and words should always be separated with " -".

URL is all lower case?	<input type="checkbox"/> Yes <input type="checkbox"/> No
URL is short and meaningful?	<input type="checkbox"/> Yes <input type="checkbox"/> No
URL structure reflects site hierarchy?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Dashes used to separate words (not underscores or other characters)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Unusual characters (non- US ASCII) not used?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the same page found at more than one URL (even slight differences such as trailing slashes or tracking codes count here)?	<input type="checkbox"/> Yes <input type="checkbox"/> No

If a URL replaces an old URL, the old URL must be 301 redirected to the new URL.

1.2. Meta Data

Meta data should be supplied with the page content. Content for each heading (H1, H2 etc.) should also be supplied.

Page title supplied and less than 70 characters?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Page title leads with target keyword / phrase?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Page title follows a structure such as 'target keyword – category – British Airways' and is unique on site?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Page title is compelling for users, encouraging them to click through from search results?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Description supplied and between 120 and 160 characters, incorporates target and supporting keywords and reflects page content?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Descriptive alt text added for every image? This text should reflect the image within reason and incorporate keywords only where relevant	<input type="checkbox"/> Yes <input type="checkbox"/> No
All pages should have a unique H1 heading	<input type="checkbox"/> Yes <input type="checkbox"/> No
All headings supplied incorporate core and supporting keywords (H1 - core keyword & H2 - supporting keywords)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the Meta data unique (does not appear on other pages)?	<input type="checkbox"/> Yes <input type="checkbox"/> No

1.3. Links on page

Links on the page should be consistent, always pointing directly to the same URL format.

Do all links on the page point to non-trailing slash version of page? E.g. britishairways.com/travel/london/public/en_gb not britishairways.com/travel/london/public/en_gb/	<input type="checkbox"/> Yes <input type="checkbox"/> No
Links point to final URL, not via redirected URLs?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Links point to absolute (full) rather than relative URLs?	<input type="checkbox"/> Yes <input type="checkbox"/> No

All links are <a href> links? No JavaScript, Flash, Form option etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Links use meaningful text not generic ("find out more" etc.)?	<input type="checkbox"/> Yes <input type="checkbox"/> No

1.4. Links to page

If pages are not linked effectively from other parts of the site, the pages will not be found or indexed.

Page is linked to from other pages on the site?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Navigation is prominent, not hidden?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Navigation does not contain large numbers of links? (over 150)	<input type="checkbox"/> Yes <input type="checkbox"/> No
All links are <a href> links? No JavaScript, Flash, Form option etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Links point directly to final URL? (no "go" navigation or redirections)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Links use meaningful text not generic ("find out more" etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No

1.5. Copy

Copy on site is a key quality factor for search engine optimisation, copy should always be written primarily for users but utilise best practice SEO to ensure effective authority and relevance can be applied. Content and copy should be updated regularly where possible.

Does each page of copy have a unique keyword target?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Tiered heading structure is used (H1 > H2 > H3 > H4 > H5 > H6)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Target keyword appears within first 25 words of the copy?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Copy is a minimum of 150 words?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Copy is HTML based and not contained within images, Flash, JavaScript etc.?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Important text is emphasised using bold, lists etc. (but used sparingly)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Copy will be refreshed and kept up to date regularly?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Copy incorporates links utilising best practice as per 'Links on page' above?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Copy is written with the user in mind rather than purely for search?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Copy written is unique and not duplicated from any other pages or other sites?	<input type="checkbox"/> Yes <input type="checkbox"/> No

1.6. Sitemaps

Sitemaps, both on site (user facing - http://www.britishairways.com/travel/flights-sitemap/public/en_gb) and XML, can help with indexation of new content. It's best to ensure these are kept up to date as appropriate with both new pages added and old pages removed.

If a new page has been added to the site has the appropriate information been added to the sitemap.xml file and this file then re-uploaded?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If a new page has been added to the site has the appropriate link been added to the user facing sitemap page?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If an old page has been removed from the site has the appropriate information been removed from the sitemap.xml file and this file then re-uploaded?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If an old page has been removed from the site has the appropriate link been removed from the user facing sitemap page?	<input type="checkbox"/> Yes <input type="checkbox"/> No