

On-Page SEO Integrated into a New Web Site Design RFP (Request for Proposal) Checklist

Does the Web Design Company provide integrated On-Page Search Engine Optimization (SEO) integrated as part of your New Design?

- Yes?** Verify the SEO Requirements Numbers 1 thru 10 below
- No?** You'll need to hire an additional SEO company to partner with your Design Company for integrated On-Page SEO

1: Will the new Web site design include a unique <title> Tag included in the <head> section of each Web page, verified as highly applicable to the Inn's best search engine placement for that page?

2: Will the new Web site design include a unique <description> Tag included in the <head> section of each Web page, verified to support the <title> tag for a quality search engine listing display for each page?

3: Will the new Web site design be created with acceptable Search Engine Friendly Navigation and File Structure for accurate indexing in the Search Engines, ensuring ease of use by your guests?

4: Will the Design or SEO Company create both HTML and XML Sitemaps for your new Web site design, and load them accordingly, for best Search Engine Indexing.

5: Will the new Web site have readable WORDS or TEXT, supporting the <title> and <description> tags on each page of the site, for best usability of your guests and also appropriate indexing in the Search Engines.

6: Will the new Web site design incorporate all facets of Social Media, including but not limited to an integrated Blog product of your choice, Facebook Link and Thumbs-Up Like Buttons, Twitter Link, YouTube Access, etc?

7: Will the new Web site design incorporate the correct use of Anchor Text to support the unique <title> tags associated with each page of your site?

8: Will the new Web site design incorporate the correct use of Alt Tags on Images displayed on your Web site, for optimum indexing in the search engines?

9: Will the new Web site incorporate the correct use of Heading Tags to define proper page structure for best use of your guests and indexing in the search engines?

10: Will the new Web site incorporate the proper integration of your correct local NAP (Name Address and Phone) as per Schema.org documentation, to best support your Local Places listings?

Steps 1-10 have very little to do with the "Look and Feel" of your new Web site design. This type of work is typically done by a writing team; technical editors and SEO Experts that pull together and organize this information to be properly included into the new Web site design. Design and On-Page SEO are not one in the same, but they merge together to complete a quality site design that indexes well in the search engines.

Note: Make sure to request that cost regarding the "DESIGN" of the site be separated out from the "ON-PAGE SEO" cost in the bid or estimate. On-Page SEO portion of the bid can be expected to be approximately 20-30% more than the design portion of the bid.

Request 3 references and contact them personally.

**Review the Company's Blog, Facebook, Twitter and YouTube Accounts.
Also, search for Comments and Reviews Online.**

Company Comparison Chart

On-Page SEO Integrated into a New Web Site Design

	Company 1	Company 2	Company 3
	Name:	Name:	Name:
Integrated On-Page SEO Pricing \$\$\$			
Policy on <title> Tag			
Policy on <description> Tag			
Policy on Search Engine Friendly Navigation and File Structure?			
Policy on XML / HTML Sitemap Creation			
Policy on Content / Wording / Text for all Pages			
Policy on Social Media, Blogs, Facebook, Twitter and YouTube			
Policy on Anchor Text			
Policy on Alt Tags			
Policy on Heading Tags			
Policy on Local Places On-Page Support			