HotSeat Checklist

Keyword Location	Y / N	Notes
Site title (meta title)		
Page Title		
Within Content		
Keyword Makes Sense		

SERP	Y / N	Notes
Keyword in Title		
Authorship Image		
Meta Description Makes Sense and Clickable		
Meta Title Fits in SERP		
Meta Description Fit in SERP		

Images	Y / N	Notes
Right of Content		
Alt Tag within Code		
Proportioned		
Related to Content		

Content	Y / N	Notes
Unique Content		
Speaks to Visitor		
Nice Layout		
Readable Font		

Content	Y / N	Notes
Readable Color		
Call to Action		

Additional Elements	Y / N	Notes
Sitemap		
Privacy Policy		
Internal Links		
Webmaster Tools		
Google Analytics		
Google+ Authorship		
Social Elements		

Inbound Links	Y / N	Notes
Total Amount		
Quality of Links		
Mix of Anchor Text		
Socially Shared		

Total Score	Out of 30	Percentage