



*SEO: An Hour a Day*

## Site Assessment Worksheet

Home Page URL:	
Yes/No	
	This page has a unique HTML page title.
	The HTML page title contains my target keywords.
	This page contains 200 or more words of HTML text.
	HTML text on this page contains my exact target keywords.
	This page can be reached from the home page of the site by following HTML text links (not pull-downs, login screens, or pop-up windows).
	The HTML text links from other pages on my site to this page contain my target keywords.
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CONVERSIONS – Online and Offline			
Conversion Name	[Month]: number, quality, or dollar value	[Month]: number, quality, or dollar value	[Month]: number, quality, or dollar value
<i>Examples:</i> <i>Lead form Submittals</i>	<i>6 good leads</i>	<i>12 bad leads</i> <i>3 good leads</i>	<i>4 bad leads</i> <i>4 good leads</i>
<i>Online Sales: Product 1</i>	<i>\$12,300</i>	<i>\$21,300</i>	<i>\$31,200</i>
<i>Phone Sales: Product 1</i>	<i>63 sales</i>	<i>23 sales</i>	<i>54 sales</i>


