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### SEARCH ENGINE OPTIMIZATION - SEO

CLIENT

CONTACT

**PROJECT**

BRIEF DATE

JOB NUMBER

### Title tag keyword description

Relevant to page content

### Alt and meta tag descriptions of images, graphics and rollovers

Relevant labels describing each

### List of keywords and phrases

Relevant search criteria

### Website description

Recommended limitation to 250 characters only. Relevant to page content

### Keyword densities

Not too heavy or light

### Links to other websites

Relevant to page content. Include backward links if possible

### Site map of structure

For ease of referencing by search engines

### Submission to search engines and directories

Post site launch