This document contains a checklist of changes to make to the page (https://www. /) in order to improve its SEO.

Feel free to ask me any questions that may come up!

**CHECKLIST**

[ ] Make the page a child of another page (for example: https://www. /). Using the example as the actual URL would be ideal because having keywords in the path is strongly correlated with rankings. https://www. / could be created as a general informative page on the requirements.

[ ] Add schema markup for date published and date modified as per the example below (plug in actual dates using ISO 8601):

[ ] Add the meta description tag pasted below:

```
<meta name="description" content="" />
```

[ ] Add the canonical URL (plug in the actual URL of the page instead of #):

```
<link rel="canonical" href="#" />
```

[ ] Change title tag to (do not include "" in the title tag):

```
<title></title>
```

[ ] Add Twitter card meta tags (update the image URL and add the Twitter handle instead of the placeholder):

```
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="" />
<meta name="twitter:description" content="" />
<meta name="twitter:image" content="https://www.example.com/photos/image-1200x600.png">
<meta name="twitter:site" content="@yourtwitterhandle">
```
[ ] Add meta keyword tag:

```
<meta name="keywords" content="" />
```

[ ] Add Open Graph meta tags (update URL field and image URL):

```
<meta property="og:type" content="article" />
<meta property="og:title" content="" />
<meta property="og:description" content="" />
<meta property="og:image" content="https://example.com/photos/image1920x1280.png" />
<meta property="og:url" content="#" />
<meta property="og:site_name" content="" />
<meta property="og:image:width" content="1920" />
<meta property="og:image:height" content="1280" />
```

[ ] Create a “Privacy Policy” page and include the link in the footer.

[ ] Create a CSS class called . and include use it twice on the page.

[ ] Replace the current h1 tag with:

```html
<h1 class="heading"> </h1>
```

[ ] Replace this text:

```
```

With this text:

```
```

[ ] Replace this text:

```
<h3 class="heading" style=""> Contact our <mark> </mark> experts</h3>
```

With this text (could be a good spot to include the class to style rather than using the mark tag):

```
<h5><span class=" "> </span></h5>
```

[ ] Add 9 more images to the page to bring the total to 12 images. 6 of these images must have alt tags and 6 must not have alt tags.

[ ] Include 2 “nofollow” external links to the page’s copy. Use “ ” in the anchor test of one of those links.

www.PaulCarl.com
[ ] Add 32 more sentences worth of content. Aim for an average of 25-30 words per sentence. The page should have around 1,000 words total.

[ ] Include the keyword "" in <strong> tags (not <b> tags!) twice.

[ ] Add the following Schema markup to this page and update the URLs with the correct resources/links:

```html
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Article",
  "headline": "",
  "image": ["https://example.com/photos/1x1/photo.jpg",
   "https://example.com/photos/4x3/photo.jpg",
   "https://example.com/photos/16x9/photo.jpg"],
  "keywords": [" "],
  "datePublished": "2018-06-07T14:26:00+00:00",
  "dateModified": "2018-06-11T14:26:00+00:00",
  "articleSection": "",
  "articleBody": "",
  "mainEntityOfPage": "True",
  "author": "",
  "publisher": [{"@context": "http://schema.org",
   "@type": "Organization",
   "name": "",
   "image": "http://#",
   "logo": "http://#",
   "url": "",
   "telephone": "",
  }]
}
</script>
```