

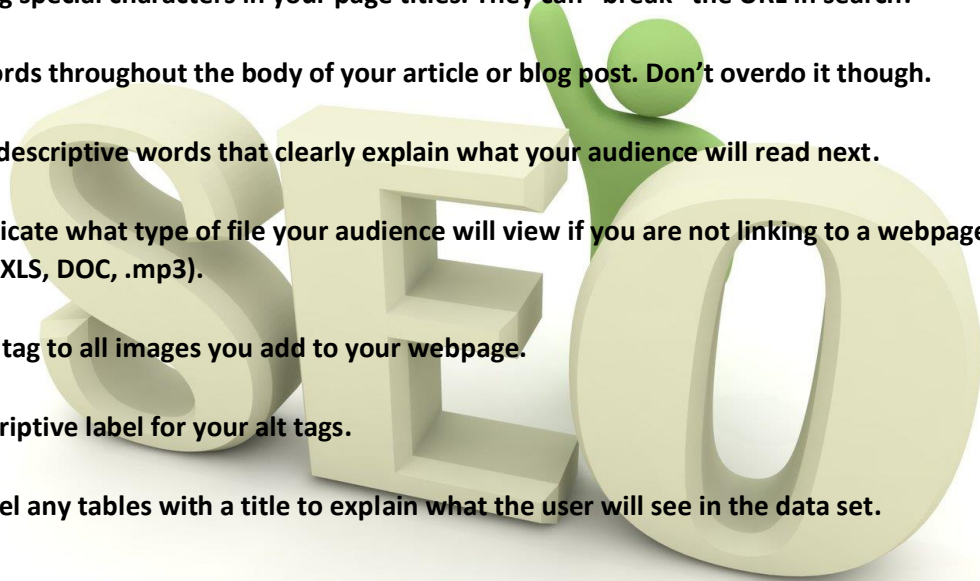
## SEO Checklist for Beginners

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Ready to step up your search engine optimization game? Keep this checklist by your side as you're developing your web content. You'll become an SEO pro in no time.

- **Keep page titles to 50 characters or less, including spaces.**
- **Use keywords in your page titles.**
- **Avoid using special characters in your page titles. They can “break” the URL in search.**
- **Use keywords throughout the body of your article or blog post. Don't overdo it though.**
- **Hyperlink descriptive words that clearly explain what your audience will read next.**
- **Clearly indicate what type of file your audience will view if you are not linking to a webpage (e.g., PDF, XLS, DOC, .mp3).**
- **Add an alt tag to all images you add to your webpage.**
- **Use a descriptive label for your alt tags.**
- **Clearly label any tables with a title to explain what the user will see in the data set.**



*Figure 1: A giant SEO image to enhance the plain text on the page.*