Naming Conventions

- firstnameinitial_lastname for site folder
- Start page: either index.htm or index.html or default.htm or default.html
- Start page: easy to find (e.g., not in subfolders)

Page/Media Issues

- Alt tags for ALL images
- Titles for ALL pages
- No “working” pages or “working” media
- No broken links (de-link if necessary)
- 80k or less per page with very rare exceptions

or This...

or This...
Don't Do Any of These!

No Problems Here

Great Stuff!