**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 sub-folders)

**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
Also Great Stuff!