

Panda Quality Score Checklist*

Navigation

- Internal Links Within Content
- Related Links (relevant to content)
- External Links (relevant to content)
- Breadcrumbs Navigation
- Dynamic Navigation Specific To Each Category
- User Sitemap

Optional Factors

- Tables Of Content
- Pagination
- Social Media Icons & Links
- Google .xml Sitemap
- Comments For Information Sites Or Blogs

Miscellaneous Quality Indicators

- Regular And Freshly Updated Content
- Positive Link Velocity

Page Content

- Original Content (found first on your site)
- Original Images (found first on your site)
- 1000 - 2000 Words Of Text
- Content Above The Fold
- 4+ Words In Title Tag
- Headline H1 Tag
- Sub-Headline H2 Tag
- No Ads Between H1 Tag And First Paragraph Of Text
- Spell Check Your Content
- Quality Grammar
- 1 Photo Or Video (suggested 5 or 6)
- High Quality Supplemental Content In Sidebar

Code

- No Broken Code (HTML errors, PHP errors)
- No Broken Code (div tags)
- Fix Broken Links (404 pages, missing images)
- Remove Deprecated Code
- No Infinite Loop Pages
- No Overlapping Text
- No Images Exploding Outside Div Tags
- No Hidden Text (disable CSS to verify)

Server Speed

- Fast Hosting Server (consistent up-time)
- Server Speed (page load sub 4 secs)

Site Content

- Consistent Themed Content
- Natural Titles
- Substantially Different Articles (Google prefers similar content to be combined into one large article)
- Contact, privacy policy, copyright information, disclaimer and terms of service pages kept up to date.

* reference: <http://themoralconcept.net/pandalist.html>