How to Check If a PDF Is Optimised

1. Filename Based on Keyword Analytics / SEO

Self-explanatory

2. Title and Description

Self-explanatory

3. In Document Properties:

- Specify the Title
- Specify the Author
- Specify the Subject
- Keywords

This can be found in document properties in your Adobe Reader. We can see it, but not alter or edit:

	Description	Security	Fonts	Custom	Advand	ed		
Description								
File:	Negotiation_Skills_Infographic.pdf							
Title:	Negotiation Skills Infographic							
Author:	Darren A. Smith							
Subject:	Negotiation Skills Infographic - What are the qualities of a good negotiator? What are							
Keywords:	Negotiation skills; negotiation techniques; negotiation skills training; negotiation stages; and win win negotiation.							
Created:	30/08/2019, 09:08:09							
Modified:	04/09/2019, 13:57:07							
pplication:	Adobe InDesign 14.0 (Windows)							
dvanced								
PDF Producer: Adobe PDF Library 15.0								
PDF Versi	PDF Version: 1.7 (Acrobat 8.x)							
Locati	ion: Macintosh HD:	Macintosh HD:Users:paulhaiselden:Downloads:						
File S	ize: 228.35 KB (23	3,830 Byte	s)					
Page S	ize: 8.27 x 133.59	in		Number of F	Pages:	1		
Tagged P	DF: Yes			Fast Web	View:	No		

4. Ensure It Is Saved as a Text-Based PDF

You can tell if it is a text-based PDF if the text can be highlighted/selected. If it cannot, it has been treated as an image.



5. Keep File as Small as Possible (Reduced Size/Compressed PDF)

Checking the file properties (get info on a Mac) will show the file size. If it is multiple megabytes it is unlikely that it has been compressed. If it is a one-page file, such as an infographic, I would expect it to be well under 1MB.



6. Write-Protect the File to Prevent It from Being Used/Adapted by Others

This is visible in the security tab in document properties.

	Document	t Prope	erties		
Description	Security F	onts	Custom	Advance	d
Document Security					
The document's Security Method res	tricts what c	an be d	one to the o	document.	
Security Method: Password Sec	urity				Show Details
Can be Opened by: Acrobat 6.0 a	nd later				
All contents of the document are end metadata.	rypted but se	earch ei	ngines can	access the	document's
Document Restrictions Summary					
Printing:	Allowed				
Document Assembly:	Not Allowed				
Content Copying:	Not Allowed				
Content Copying for Accessibility:	Allowed				
Page Extraction:	Not Allowed				
Commenting:	Not Allowed				
Filling of form fields:	Not Allowed				
Signing:	Not Allowed				
Creation of Template Pages:	Not Allowed				
					Cancel OK

7. Ensure All In-Document Links Work

You can check these by hovering over them with your mouse. The URL is displayed in a yellow box if there is a link embedded.

8. Use Accessibility Tools to Touch up the Reading Order and Add Alt Tags for Images

This is harder to check as we don't have access to the Adobe Pro Tools menus. However, Adobe Reader has a read out loud function. This can be used to check if the reading order is correct. It is accessed in the 'view' menu:

