How to Check If a PDF Is Optimised

1. Filename Based on Keyword Analytics / SEO

Self-explanatory

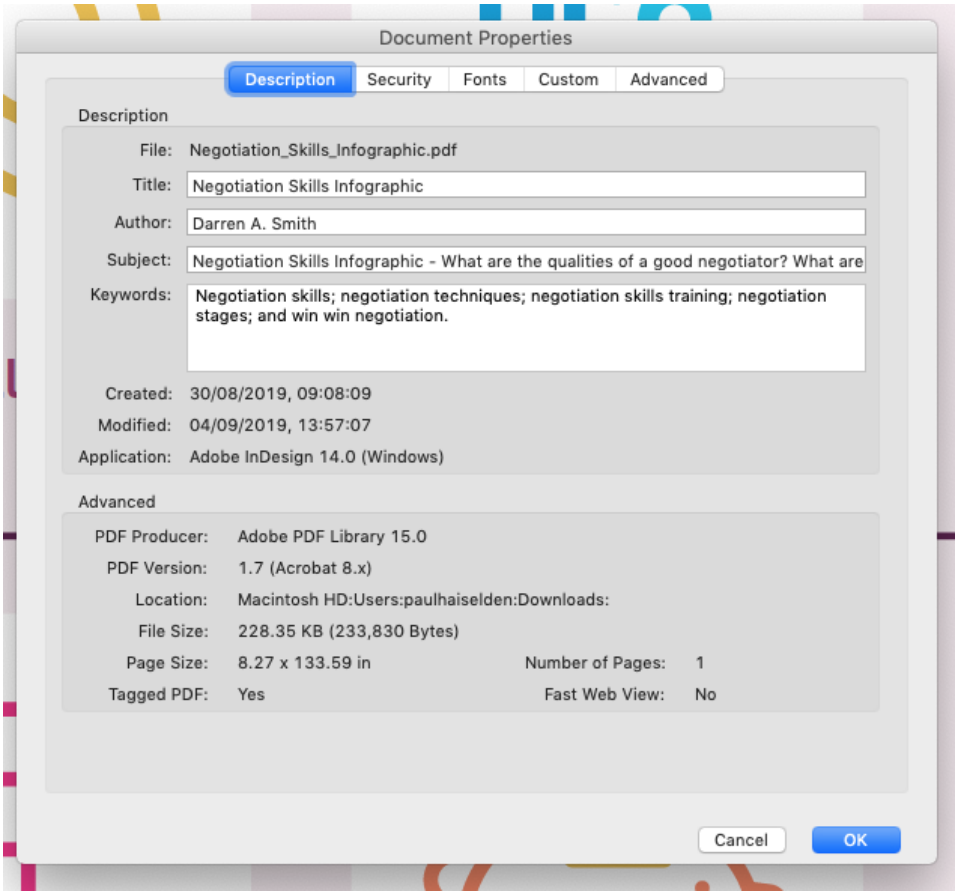
2. Title and Description

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:

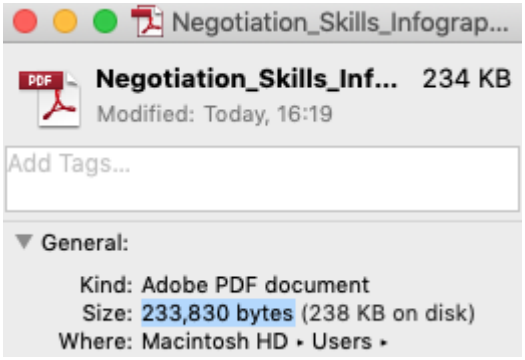


4. Ensure It Is Saved as a Text-Based PDF

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.

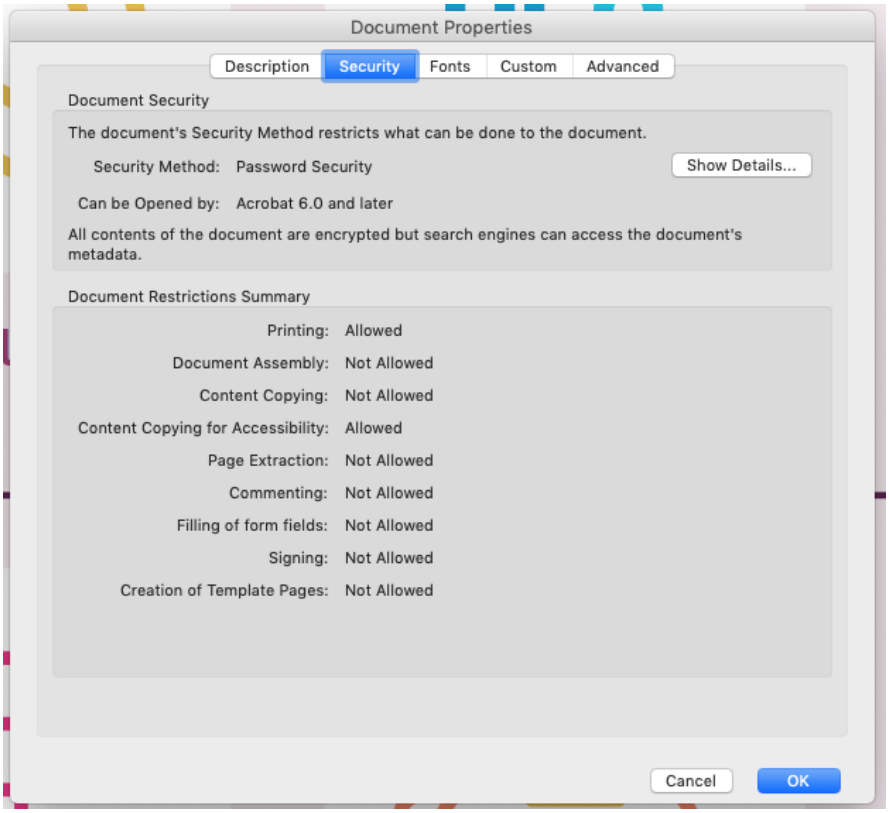
5. Keep File as Small as Possible (Reduced Size/Compressed PDF)

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.

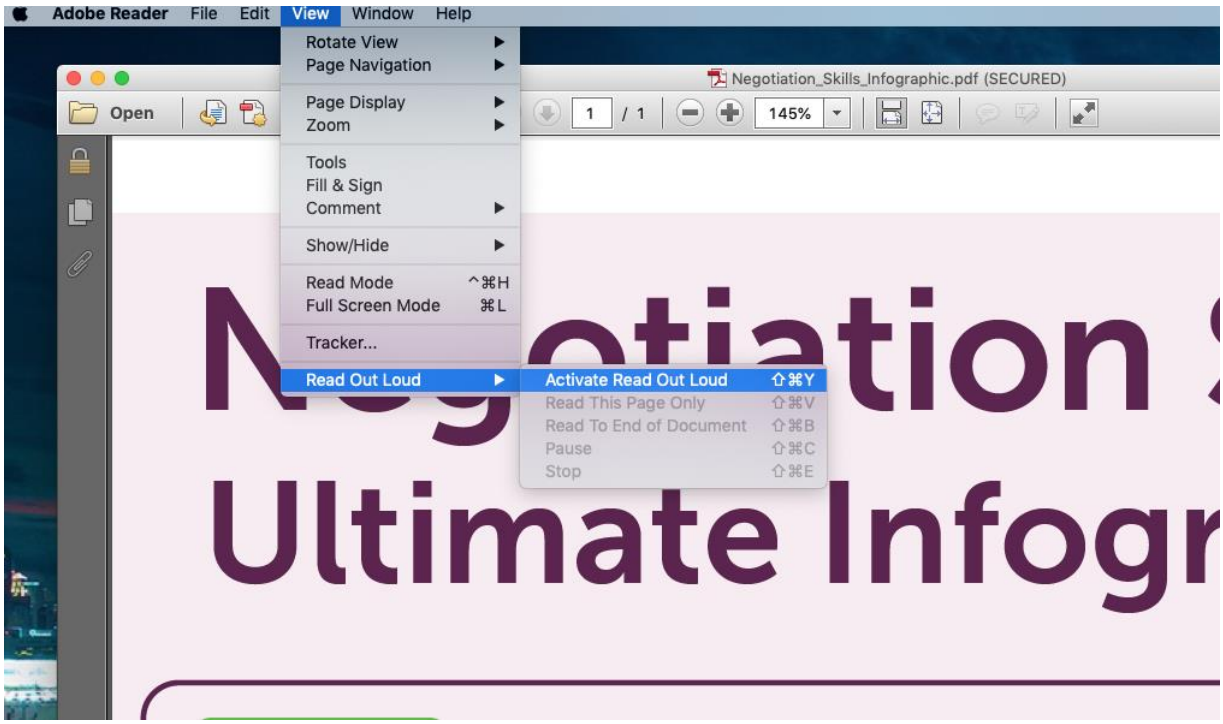


7. Ensure All In-Document Links Work

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:


Adobe Reader
File
Edit
View
Window
Help
Rotate View
Page Navigation
Page Display
Zoom
Tools
Fill & Sign
Comment
Show/Hide
Read Mode ^⌘H
Full Screen Mode ⌘L
Tracker...
Read Out Loud
Activate Read Out Loud ⇧⌘Y
Read This Page Only ⇧⌘V
Read To End of Document ⇧⌘B
Pause ⇧⌘C
Stop ⇧⌘E
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