



Old School:

Some things never change - others completely disappear. Check out search changes over the past 20 years:

- **Title** - Once super important, now less so and sometimes replaced by Google in SERPs
- **Meta description** - Another ex; used by the public, (not Google) sometimes replaced
- **Meta keywords** - Once important (1990s), now dead!
- **Page headings** - Still important to heading 1, h1, heading 2, h2, etc)
- **Links** - One reciprocal link sharing was the way, in and out. Now 99% inward, quality links only

Content & Blogging

Content continues to be king (or queen). Great content will make your website great again, no red cap needed:

- Research and write meaningful, rich and unique content
- Check spelling & grammar
- Tap into trending topics that relate to you and your business
- At least 300 words on a page, 2000 is optimum
- Use effective page or blog titles
- Content should be evergreen, true at any time
- Update your site as often as practical
- Feature other brands (relevant & competition) to get backlinks / keyword value
- Do **not** copy and paste into a blog, or any web page
- Include images relevant to the post
- Use natural language that a 13 year old can understand
- Assume people scan a page: add formatting, sub-headings & bullets, lists
- Don't write clickbait! Write engaging titles fitting your audience/location

Keywords/Keyphrases

These are the words and phrases that best represent your business, website and individual web pages. Get your head around these and half the battle is won!

- Do keyword research
- One primary keyword per page on your website, expand on that
- Different per page, don't duplicate
- Use keyword in title, URL, heading, (one) sub-heading, first paragraph, image alt tag, meta description and throughout page
- Check your page for "stuffing" - don't overdo it

Local SEO

Where are you? Google wants to know more and more to give better context to search results. With people using mobile devices on the move more than desktops, location is key:

- Set up a Google Business page
- Use all social media platforms to link to your website
- Add your website to **relevant** business directories
- Make sure your contact details are consistent on all listings
- Add your address (or at least the town / region) in the footer

Links

Links to, from and within your website can help with Google search positions. And of course they help your user navigate to, from and within your website too:

- Website navigation should be simple & consistent throughout the website
- Site hierarchy should be well structured, accessible and not too “deep”
- Link to other relevant / high quality websites occasionally
- Outgoing links generally use “nofollow” attribute
- Check for and fix broken links in your site
- Have a Google review link on your website, alongside social media links
- Attract backlinks from high-authority websites
- Find out who links to your site already
- Remove “bad” backlinks using the Google Disavow Tool (sparingly)
- Make it easy to share your pages
- Host events or meetings to gain shares

Technology

Make your website’s platform function better, to more effectively deliver content to the public!

- Get an SSL certificate for your site
- Ensure your site is mobile-friendly (adaptive)
- Three second rule
- Optimise page code
- Add Open Graph and Twitter cards
- Add structured data markup
- Choose the right image file-type
- Smush photos & graphics
- Upgrade to the server speed and technology
- Avoid too many redirects
- AMP and CDN technology
- Robots.txt can be used to guide Google

Domain Names

The humble domain name has a few SEO tricks up its sleeve that you can use to your advantage:

- More domains don’t help (mostly)
- Redirect any variations to a single URL http, https, www, etc
- Registration duration (history/future)
- Old websites should be redirected using a 301-redirect

Google Resources

If you can’t beat them, join them! Who better to use than Google themselves for the latest, SEO-friendly technologies:

- Google FINDS [crawls], ANALYSES [indexes] and RATES [ranks] your content:
That leads to *DISCOVERY, RELEVANCE, AUTHORITY*
- Implement Analytics to analyse your website traffic - **use it**
- Create a Google Webmaster listing/sitemap
- Google Reviews to write and receive testimonials

Visit www.newwebsite.co.nz/seo for resources relating to this worksheet.