

SEO for Business – Simple steps to better SEO

Summary Worksheet

Before you start

1. Check your analytics

Before doing SEO work, make sure your analytics are set up so you will know if you are getting more visitors.

On page SEO

2. Start by being clear about your business description

Thinking about your business, write down as many words and phrases as you can that you feel summarise what you offer. I.e. if you offer dog walking you might have, dog walking, dog care, pet care, walking services, walkies etc. Add in the local area if that is relevant.

3. Decide on your key word or phrase for each page

Using the keyword tools, enter your potential words and phrases into the search and look for higher volume searches. (remember not everyone thinks like you!) Use <https://keywordseverywhere.com> and <https://answerthepublic.com/> for research. Take a look at what your competitors are doing with <https://www.spyfu.com/>

4. Website optimisation.

- a. For WordPress sites, make sure you have the Yoast plugin installed called WordPress SEO.
- b. For all other sites find the area on your pages where you can alter your page title, meta description etc.

5. Website page name

Make sure that your page name is related to the key words for your page if possible.

6. Meta Descriptions

Add a meta description to the page. This paragraph describes what the page or post is about. Use the keywords for your business and specific key words for the page to make a meaningful description.

7. Images

The search engines cannot see what your picture is of, so they need your help! Ensure that all your images are properly annotated with alternative text (for screen readers for visually impaired users) and description completed as well as using images with names that describe them (i.e. not img29539.jpg but blackdog.jpg).

8. Page structure

Use good page structures, combined with naturally positioned keywords or phrases to confirm the usefulness and relevance of the page. (H1, H2, etc, bold, paragraphs)

9. Links

Outbound links can prove to Google that you are serious about helping others. Include relevant links off your site to other places of interest to your readers (maybe a 'Resources' page?) These should be set to open in another tab so that your page is not forgotten and show the robots that you are helping people to achieve the goal they have in searching for information.

Off Page SEO

10. Site Speed

A very slow site will not rank well. Use a speed checker such as <https://tools.pingdom.com/> to check your site speed

11. Security Certificate

Use a security certificate on your website to ensure users data is protected.

12. Make sure your website is mobile friendly.

This can have a big effect on your ranking when people are searching on Google on their phones, if you're not mobile friendly your site won't be shown to people. You can check it here <https://search.google.com/test/mobile-friendly>

13. Social linking

Link your website to your social sites. Make sure your profiles link back to your website.

14. Get links from other sites – use directories

Submit your page to relevant directories and lists. Search for directories in your specific niche as well as the standard ones. Some to consider include:

[Google Business](#)

[Yahoo Local](#)

[TripAdvisor](#)

[Yellow Pages](#)

[Business Magnet](#)

Professional bodies

15. Ask for links from other businesses

Ask businesses with similar but non-competitive products or services if they would consider referencing you. Be prepared to return the favour.

SEO Checklist

Work through this checklist, it shouldn't take long but could have a big effect on your website ranking.

- Ensure you have analytics set up on your site so you can measure the effect of your work.**
- Start by being clear about your business description**
- Decide on your key word or phrase for each page**
- Install Yoast (WordPress) or find your SEO settings**
- Check your web page name supports your keywords**
- Add a Meta Description which includes your keywords**
- Ensure Images are named and Alt text used**
- Page structure should include headers which contain keywords**
- Links to other pages on and offsite are recommended**
- Site Speed – check your site is not too slow**
- Security Certificate – add a security certificate if necessary**
- Make sure your website is mobile friendly**
- Social linking – link your social presence to your website**
- Get links from other sites – use directories**
- Ask for links from other businesses**

HOME PAGE

ABOUT

CONTACT

Page

Page.....

Page

Page

Page

Page.....