



Top SEO Tips **Guide**



On Page SEO

- Page Title
- Meta Description
- Header Tags
- URL (include keywords)
- 300+ words content



Repurpose Old Content

- Revisit old blog posts
- Re-optimize
- Add to content
- Stats to add?
- Link to newer posts



Build Backlinks

- Online Directories
- Ask clients
- Guest Blogging
- Forum comments
- Blog comments



Loading Speed

- Speed test
- Optimize images
- Check plugins
- Check on mobile
- Run a health check

Google Search Console



- Monitor Page Views
- Check backlinks
- Approve content for crawling
- Remove indexed content
- Check specific pages

Add New Content



- Add regularly
- Long and short form
- Remember your keywords
- Keep up with industry news
- Make a content plan

Site Audits



- Perform regular audits
- Check internal links
- Monitor external links
- Run a site health check
- Look at underperforming content

In Depth Keyword Research



- Look for long tail keyphrases
- Do competitor research
- Use Content Optimiser
- Don't discount undersearched terms
- Consider testing with PPC

Mobile Mobile Mobile



- Check load time
- Optimize images
- Ensure readability
- Check interactions work
- Update security

Become a Spy



- Check out your competitors
- Find their keywords
- Analyse their strategy
- Outoptimize & outperform
- Monitor regularly

Need help with Search Engine Optimisation?
Why not get in touch?