

## Search Engine Optimisation Checklist

### **Make your website for users, not search engines**

- Make the website easy to navigate, useful and interesting. This will encourage people to visit and recommend it
- Where users go, the search engine will follow

### **Links**

- Both external links and internal links combine to rank your website higher in the results more than any other criteria.
- Therefore, we need to cultivate as many links with associated sites as possible.

### **Content**

- Search engines look for words. Not graphics, or images, but words.
- The words need to be in the right format to help the search engines prioritise the content.
- The search engine gives greater weight to content at the top of the page.

### **Keywords or Phrases**

- Agree the phrases that your customers will use to search the site and include them in the page titles and descriptions
- 80% of searches are targeted on phrases of 3+ words.

### **Pages**

- Each page should have a relevant and meaningful title.
- Each page should have unique, clear and concise content.
- Each page should have a good description as this will appear in the search engine results.

### **Spread the Word**

- Submit the website to search engines, Google Local Business Centre and directories (e.g. Chamber of Commerce)
- Include your website address at the foot of emails, in business cards and letterheads.
- Participate in forums and blogs and always include a link to your website. Join Social Networks such as LinkedIn.
- Adword campaigns, including Google or Facebook.

### **Encourage Repeat Traffic By Participation**

- Regularly update the website with news stories, competitions or polls.
- Offer visitors the opportunity to sign up to email newsletters

