



Simple steps to optimise your SEO

- Review your site navigation – if visitors cannot find what they are looking for, they will likely leave. Your bounce rate and the time visitors spend on your website all impact your SEO. You can manage this data via your free Google Analytics account.
- Remove any duplicate content – Google rewards unique content.
- Ensure your website is optimised for mobile devices – Google now penalises sites that are not mobile friendly.
- Site speed is important for your SEO. Large images can take longer to load, ensure your images are sized appropriately.
- Consistent, high quality content performs well in Google. Blogs can be a great way to improve your content creation and deliver information of relevance to your target audience.
- Update the metadata for each page on your website to include the keywords for each page – you should be able to manage the metadata in the backend of your website. This includes the following:
 - Title – this is what’s displayed at the top of the browser window and is the page heading that will appear on your Google listing.
 - Description – this is what will appear for your page snippet on Google and tells potential visitors what the page is about. A clear and accurate description which highlights your keyword is important.
 - Alt tags – alternative text descriptions / tags are used to describe any images / videos on your website. This helps tell Google what your images are about and where to deliver this content via image search results.
- Include inbound and outbound links throughout your website. Inbound is linking to your own site pages, whereas outbound is linking to pages on external websites.
- Make sure your content is easy to read – short and sharp text. Sub-headings, short sentences, bullet points, bold and italics are all great tactics to improve

the readability of your website pages.

- Update / refresh your content regularly. If you do not make regular changes, Google will assume your website is inactive.
- The more traffic that comes to your website, the higher it will rank on Google. Where possible, try to always encourage visitors to your website (i.e. via emails, social media, etc.)