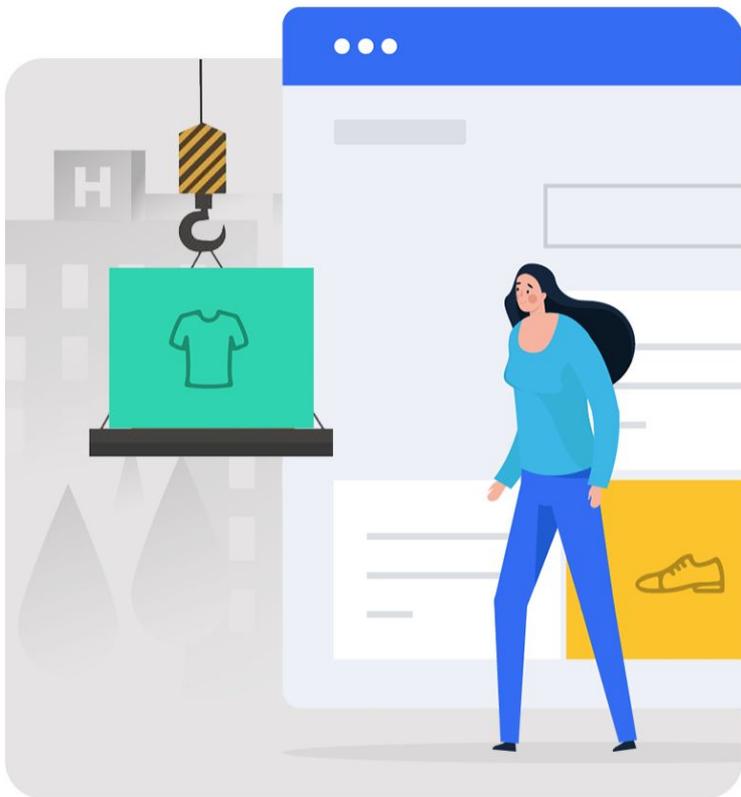




# Things to consider when SEO optimising your website

Get your brand front of mind, top of lists and you're more likely to generate sales. Search Engine Optimisation plays a big role in making that happen. This guide gives you all the ingredients you need for success.



01

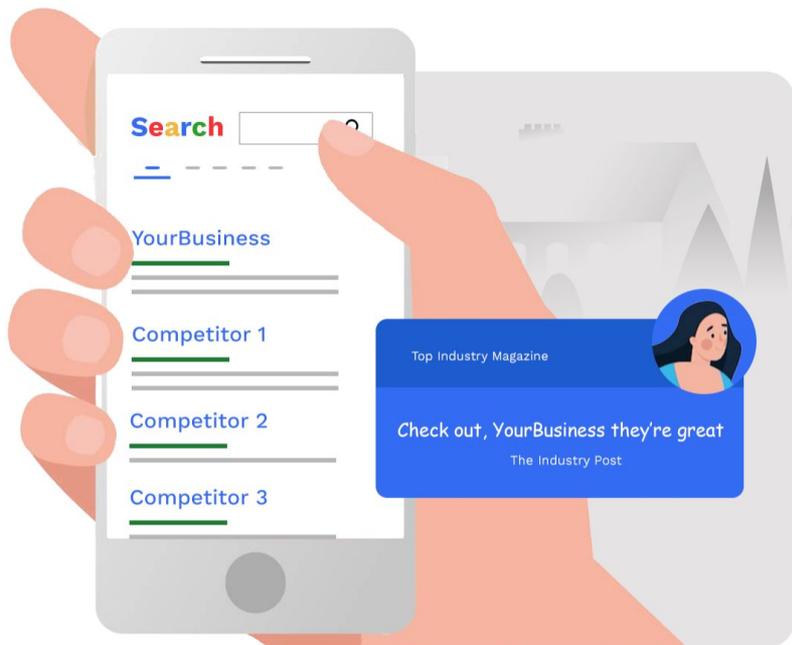
ON-SITE OPTIMISATIONS

## Slacking on your website? Google knows.

On-site optimisations are the bread and butter of SEO. In order for your website to communicate best with Google, and ensure that each user has a great experience, taking the time to optimize your website is essential. But what does it take to best optimize your site?

Making sure you're website loads quickly, placing certain words within your content in a strategic manner and even down to the filenames of your images are key portions of the process. Without great on-site SEO, your site will likely get lost in the midst of the competition.

How are you doing with on-site optimisations, currently? You can check by using this useful tool, [SEOptimizer](#), from us to you. [SEOptimizer](#) is a Chrome extension and one-click tool that you can easily access. Just simply open Chrome, download the extension, go to your website and click the chrome extension and it'll tell you what could be done better on your site.



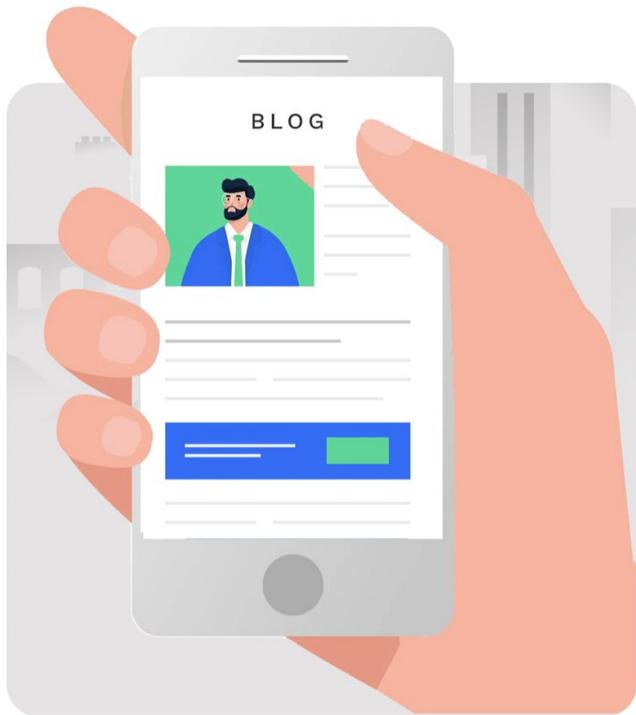
## 02 OFF-SITE OPTIMISATIONS

# Reputation is everything.

In today's internet-driven world, being at the forefront of where people are browsing matters more than ever. But doing this is no easy feat, several components go into ranking at the top of Google.

Perhaps the most important determinant is your reputation online. Ranking on Google is essentially a popularity contest. A lot of your SEO clout, from Google's perspective, is based around the quantity and quality of links (known in the industry as *backlinks*) mentioning your website on the internet.

If you want to know how your website is doing, we recommend using [Majestic's Site Explorer](#). This is a free tool that enables you to measure how many people are linking back to you and the quality of those links. See the 'Trust Flow' for a quality score, and 'Citation Flow' for a rough estimate on volume.



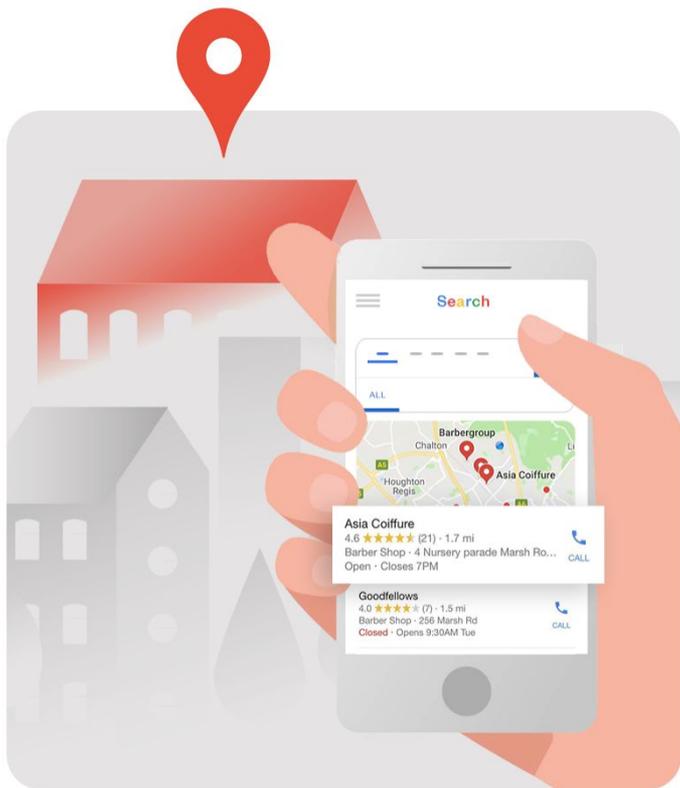
## 03 CONTENT MARKETING

# Google cares about your content - you should too.

Content marketing is publishing articles, infographics, podcasts, etc. on your website. It sounds more technical than it actually is. If it's useful stuff, people will share it and link to it, helping to build the amount of links pointing your way around the internet.

That's why it's one of the most effective ways of building up your reputation in the eyes of Google. Along with this, content marketing also gives you great, useful posting options across your social media platforms. If you were unaware, Google checks social media for activity, and also monitors content that is getting a lot of attention. This can drive your Google ranking up even more!

It is important to make sure that your articles range from 1k-1.5k in word count. If you're in need of fresh content ideas, use [Google Trends](#) or [Answer The Public](#) to get your creative juices flowing.



## Put yourself on the map

Picture this: you are looking for a quick bite to eat, so you quickly Google cafes near you. You're pretty hungry so you just pick the top one, quickly head that way, and enjoy a great sandwich. This sandwich-seeking story isn't unique, in fact, it is predominantly what happens in our world each-day every-day, consumers using Google to find local businesses. The business at the top, are the ones who end up with the customer!

When a person searches for nearby locations, and a business pops up on Google Maps, Google Local is at work. Google Local — which is powered through [Google My Business](#) — allows businesses to appear above normal search results accompanied by a map of where the various businesses are located. Due to this position, it can have the effect of driving more attention and clicks to a website. It has been shown that 50% of consumers who conduct a local search visit the business within a day.

The number and quality of backlinks, the business directories you're listed on, the consistency of the information on those directories and customer reviews all matter in positively impacting your business' ranking.



05

WEBSITE SPEED

## Speed matters.

When visiting your website, the last thing people want to deal with is a slow loading speed. In our society, information is often readily available, and it is expected to arrive quickly. People do not want to wait around for a page to load. Studies have shown that 40% of website users will leave the site if the page does not load within 3 seconds. If your website speed is not up to par, visitors could simply find another site that loads much quicker.

How does Google fit into this? Google cares about where they send their users — so if your website is slow, their users will not get the information they desire. If your site is not efficiently providing that, do you think Google is going to keep sending people your way?

Ensuring your website speed is fast matters. Doing so will benefit your business as well as Google. If you're unsure about your site's current speed, you can use Google's very own ['Test My Site'](#) tool to measure it accurately.

