

Keys to High Converting Websites

Key #9 - Website ROI

Why Quality Search Engine Optimisation is Essential *Search Engine Optimisation Worksheet*

Background

This worksheet is to accompany Key #9 of the *Keys to High Converting Websites*.

This is a basic introduction to on-page optimisation.

Keyword Research

If you have different sections to your business and therefore different sections of the website focused on those specific sections, then you will need to do research for each section. Let's use a legal practice for examples.

The objective is to choose up to three prime keyphrases and up to ten secondary phrases that we believe will be the subject of good numbers of Google search results. These can be researched using the tools in this "teach" or you can use your own judgement.

Consider some long tail keyword such as "solicitor in harlow for motoring offences"

My Top Three Keywords and Phrases Are:


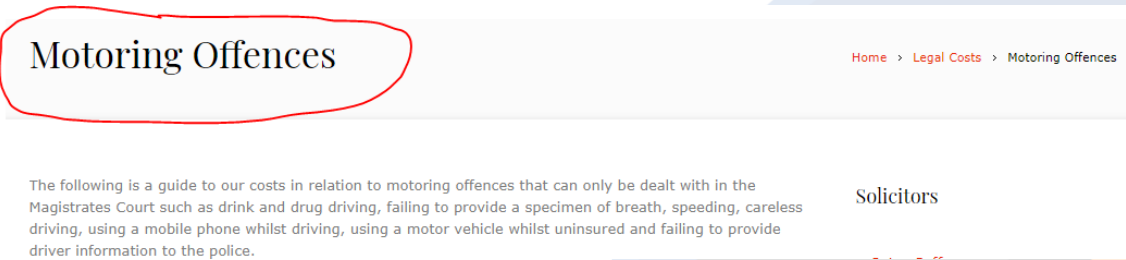
One	e.g. "solicitor in harlow"
Two	e.g. "conveyancing in harlow"
Three	e.g. "motoring offence legal representation"

My Secondary Ten Keywords and Phrases Are:

One	e.g. "commercial conveyancing in harlow"
Two	e.g. "commercial conveyancing in essex"
Three	e.g. "solicitor in harlow for motoring offences"
Four	
Five	
Six	
Seven	
Eight	
Nine	
Ten	

Using the Keywords

Your basic checklist:

Item	Check
<p>Have you used one of prime keywords in the slug?</p> <p>e.g.</p> 	
<p>Have you used the prime keywords in the meta title?</p> <p>e.g.</p> <pre><title>Solicitor in Harlow. Solicitor; conveyancing, wills, crime, motoring offences</title></pre>	
<p>Have you used the prime and secondary keywords in the meta description?</p> <p>e.g.</p> <pre><meta name="description" content="Solicitor in Harlow providing private and business conveyancing, leases and tenancy agreements, wills, probate, trusts and inheritance tax, criminal litigation and motoring offences. Old Harlow Solicitor's for legal aid, criminal defence, private defence and private prosecutions." /></pre>	
<p>Have you used H1 and H2 Headings in the page that use your keywords?</p> <p>e.g.</p> 	
<p>Have you got at least 300 words of copy on the page and does it include all your primary and most of your secondary terms?</p>	
<p>Have you checked that all images have alt tags explaining what the images are using your prime and secondary key terms?</p> <p>e.g.</p> <pre><img src="motoring-offence.jpg" alt="Motoring offence notification image, solicitor in Harlow"</pre> <p>Have you added text links to this page from other pages in the site by using this page's keywords?</p>	

Other than the words what do I have to do?

Have you added Google Analytics?

Have you checked the mobile score with Google Lighthouse?

Does the site print out well?

Beneficial content and methods:

- User friendly navigation (breadcrumbs, user sitemaps)
- Image optimisation (image size, proper names, use of ALT tags)
- User friendly 404 pages
- Fast loading pages
- Mobile Friendly pages/ Responsive website
- Top quality fresh content
- Robots.txt
- XML sitemaps
- Page construction to W3C **standards**
- Long tail keywords e.g. ““solicitor in harlow for motoring offences”
- Calls to action – contact/buy/rate/join/sign up/contribute/talk to us live/leave a message etc.
- Apple Retina suitable images
- Pay special attention to one infinity page sites

Monitoring and adapting

Now this is done do review key metrics over time in Google Analytics and Google Search Console to see how the character of your organic traffic changes. Notice which terms attract traffic, notice which pages are well received and which ones have high bounce rates. Get to know what's happening and then loop through the above process periodically with a continuous improvement mindset.

Resources

Google Analytics - <https://analytics.google.com/analytics/web/>

Google Search Console - <https://search.google.com/search-console>

Bing Webmaster Tools - <http://www.bing.com/toolbox/webmaster/>

A comprehensive SEO resource - <https://www.clickminded.com/seo-checklist/>

Stie rating tool - <https://nibbler.silktide.com/>

Website Speed Test and Analysis - <https://tools.pingdom.com/>

Google Lighthouse – accessible via Chrome Browser

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