

Search Engine Optimisation (SEO) Checklist

We believe your Search Engine Optimisation strategy including content, link building, page titles and more is best done by those who know your business best - you!

There are a number of easy to implement things which can make a big difference toward improving your SEO rankings if done thoughtfully and consistently - so we have put together a checklist to help you manage this yourself.

In [Google's Webmaster Guidelines](#), they suggest that you "Think about the words users would type to find your pages, and make sure that your site actually includes those words within it" ... which we think sums it up pretty well.

So before you start working on the areas we've suggested in our checklist below, take some time to research relevant keywords and phrases and use those words and phrases through all the different elements for title, description, headings, content, image alt tags and url's where ever possible.

The [Google Adwords Keyword Tool \(https://adwords.google.com/KeywordPlanner\)](https://adwords.google.com/KeywordPlanner) can help you find keywords related to your business. Remember, most web users will type a phrase, usually with their location - "accountants in Sydney" rather than your company name. Narrowing the key phrase gives more qualified results.

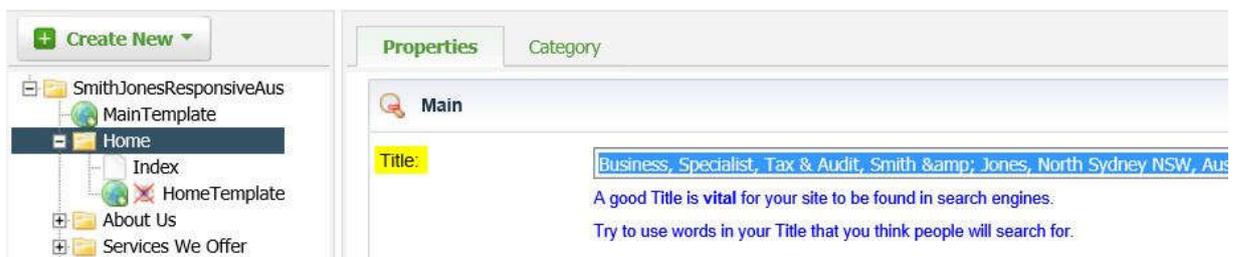
For tips direct from Google, visit <https://support.google.com/webmasters/answer/35769?hl=en>

Meta tags

□ Titles

- Title tags tell a user what the page is about, these appear in the browser tab. It is important for SEO that the title tag represents the content on the page.
- Title tags should be approx. nine words, plus or minus three.
- Make sure the most important information, including top keywords and phrases that users are likely to search on, show up before the cutoff in the Search Engine Results Page (SERP) in Google - approximately 70 characters including spaces.

NB: Google may penalise sites that contain duplicate search descriptions.



□ Search Descriptions

- Search descriptions contain key words or phrases which form part of structured sentences related to your line of business or geographic location which show search engines and users information about your company from the Search Engine Results Page (SERP) in Google.
- Include the most important key words or phrases before the SERP cutoff - approximately 230-320 characters including spaces.

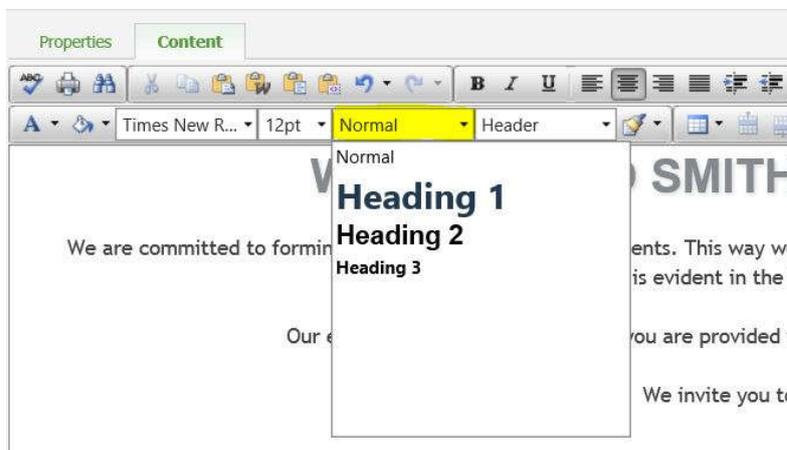
NB: Google may penalise sites that contain duplicate search descriptions.



Content & Formatting

□ Heading tags

- In the body of your content, make sure your first heading tag always begins as an <h1>. Subsequent heading tags should be <h2>, <h3>, etc., and be used as the page's table of contents.
- Where possible include top keywords and phrases that users are likely to search on in your headings
- In Web Manager these are the 'heading' dropdown options rather than the 'Apply CSS Class' dropdown menu.



□ Content

- It is important to have relevant, well written content throughout your site. A healthy amount of search engine-accessible text on your site will give search engines an opportunity to understand what the topic of your page is.

NB: Avoid putting irrelevant text on your site. We recommend not creating a new page unless you have roughly ~100 words worth of content.

□ Internal Linking

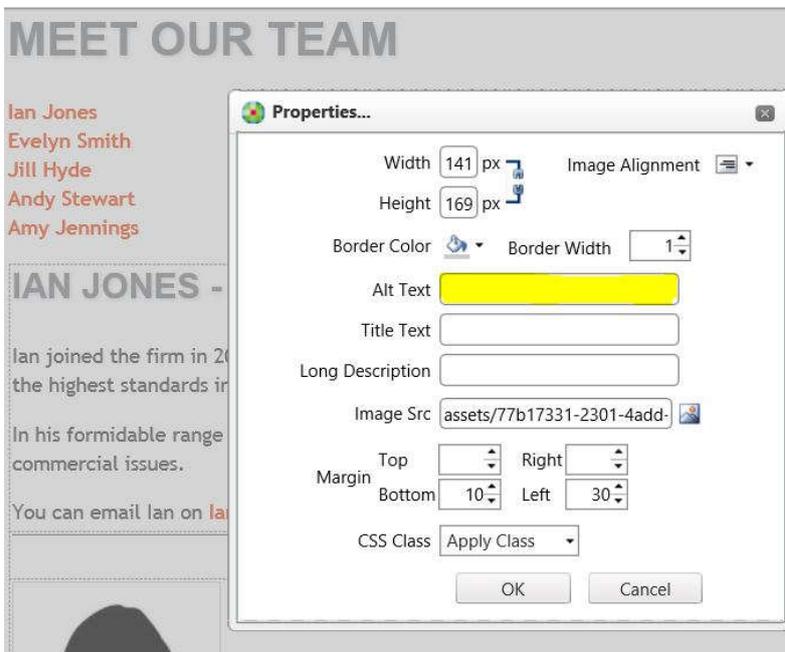
- Linking key words to other relevant content within your site helps to drive traffic to your internal pages.
- Ensuring that the linked words reflect the content that you are linking to lets both users and search engines understand what it's about.

□ Bolding

- Bolding key words/phrases on your home page can help to direct search engines and visitors to the more important information on your website.

□ Images

- We recommend that your images have descriptive ALT tags and relevant file names. Search engines "see" images by reading the ALT tag and looking at file names, among other factors. Try to be descriptive when you name your images. ALT tags should contain no more than 16 words in total.
- In Web Manager you can add an ALT tag to your image by right-clicking the image, going to Properties and adding text to the 'ALT Text' section.



Website functionality & Design Standards

Mobile Friendly

- Is your website mobile friendly? Statistics show that most browsing for a service – Accounting, Law etc. is done via a mobile device so it is important that your website is user friendly when viewed from such devices.

NB: [Ask us about responsive design \(http://cchifirm.com/responsivedesign\)](http://cchifirm.com/responsivedesign).

Ongoing maintenance

Blog Posts

Write regular blog posts and/or newsletters and publish these to your website

Update content as things change

Keep your content up to date, remove staff who have left, add new staff, and keep your contact information current

Review Broken Links often

Check your 'Broken Links' area after making structure changes to your site or renaming pages or categories and fix these broken links. For instructions on creating permanent (301) links, visit this page - <http://wm-help.cchifirm.com/permanent-301-link>.

Review the above checklist when you add new content

When you add a new page, write a Search Description in the properties tab that is a summary of the page with key phrases and terms

Social Media

- If you have social media accounts, e.g. Facebook, Twitter, LinkedIn, Google+ these can be used to drive traffic to your website.

NB: We recommend focusing on social media platforms that you can utilise to share relevant content and keep up to date.

In Bound Linking

- An important aspect of SEO is links to your website from other sites.
- Ensure your online business listings e.g. yellow pages include your website address, check that your social media pages include a link to your site and ask associated businesses to include a link on their website back to yours.