

OPTIMISING YOUR WEBSITE

...For Search...

SEO Strategies for Optimising your Website



Some Definitions

- Search Engine Optimisation (SEO)
 - Activities designed to improve your Search Engine Rankings (increase Organic Traffic)
- Search Engine Marketing
 - Activities designed to increase traffic via Search Engines (including SEO)
- Online Marketing
 - ALL Activities associated with promoting your business Online
- Conversion Optimisation
 - Activities to improve your “conversion” rate

Keywords are CRITICAL !!!

- Step #1 – KEYWORD ANALYSIS

- DON'T Just Guess !!!
- Create a List (and keep it handy)
- Review at least annually

- Where to use Keywords?

- Domain Name
- Site Structure
- Categories
- Page Titles
- Post Titles
- Tags
- Headings (H1, H2, H3....)
- Captions
- Image names
- Image Alt Tags



Search Engines Fundamentals

- Google's Job ?
- Search Engine Process
 - Crawl
 - Index
 - Rank

SEO Tactics & Strategies

- Link Building ?
- “Content is King”
 - Unique/Original
 - Keyword Focused
 - Useful
 - Interesting
 - Educational
 - Informative
 - Controversial
 - Funny
 - Shocking



Blogging for Business ???

Adding a blog to your website, and occasionally posting articles or news items related to your business, can be one of the simplest and most effective ways to:

- raise the online profile of your business
- improve search rankings
- increase traffic
- optimise conversion rates
- and (most importantly) generate leads and sales



WORDPRESS and SEO

- “Out of the Box” – WP is *Pretty Good*
 - Search Engine Friendly
 - Crawlability
 - Ease of Use --> Dynamic Content
 - User Generated Content
- But it can be improved....
 - SEO related Plugins



..... Website Speed

- **Google Rankings**

- Since 2010....



- **Usability**

- 1 second increase in page load time, leads to a 7% loss in conversion

- **Check Your Site Speed**

- GTMetrix.com

..... SSL

- **Google Rankings**
 - Since 2014....
- **Browser Warnings**
 - Firefox / Chrome
- **Improve Your Site speed**



... That's All Folks ...

Web Optimise



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