Get your website higher in Google

Best practices for attracting useful website traffic

Start

Work out what **YOU** want to be found for…

https://ads.google.com.au > Keyword Planner

Search Phrase	Searches per month	Notes: Competition, Map? etc

Use your words!

Page titles 50-60 characters Up to 120 characters on your front page title

https://www.semrush.com/blog/on-page-seo-basics-page-titles
Page descriptions two short sentences 160 characters

Exercise: Write a better front page title for your website!

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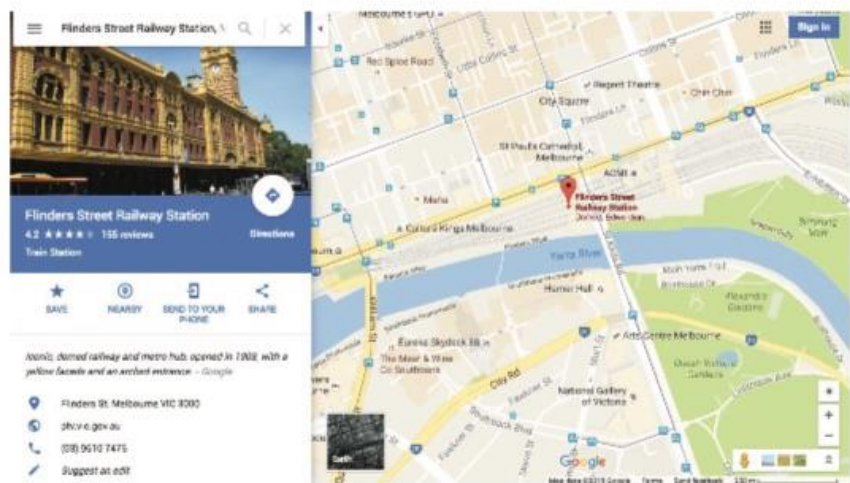*Best practices for attracting useful website traffic*

Google MyBusiness

www.google.com.au/business

Content Marketing for SEO

https://moz.com/beginners-guide-to-content-marketing

- Who are your **Dream Clients**?
- What do they **Need**, **Value** or **Search** for?
- What's your "**Pitch**"?

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Content Calendar – Plan the "Who, what and when" for developing your content

Small Business Vic - Content Marketing planning templates
https://business.vic.gov.au/business-information/marketing-and-sales/write-a-content-marketing-plan

https://docs.google.com/spreadsheets/d/1nVE90ijlJt5Vq2cHSFSlTb7NywrTiO25UOkXDht_hPU/edit#gid=0

Website Speed

Page Speed Insights - Google's own test
https://developers.google.com/speed/pagespeed/insights/

GT Metrix - Detailed test, Aust option, PDF reports
https://gtmetrix.com

Google's "Web Vitals" score
- First Contentful Paint – Can I see it?
- Time To Interactive – Can I use it?
- Cumulative Layout Shift – Has it stopped "wiggling"?

Setup Google Account

Simply an **email and password** to login to <u>all</u> Google services
You will need this to setup Google Alerts, add your business to Google Maps / MyBusiness and connect Google Analytics to your website
- Visit e.g. Google Analytics > **Create account**
- **Do** Use your business email (strongly suggest to use your primary business email address to create a Google account as its much less likely to be forgotten than a Gmail email)
- **Do** Record your Google account login details safely

Links

SEO Guides

https://moz.com/beginners-guide-to-seo

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https://developers.google.com/search/docs/beginner/get-started

Google Analytics

Search for "Google analytics" or visit https://analytics.google.com

Google Ads: Get Started and Beginner Guides

https://ads.google.com/home/

https://support.google.com/google-ads/

https://www.wordstream.com/learn

Other Useful Tools

Answer the Public - Great for content ideas

https://answerthepublic.com/

Mailchimp – email marketing

mailchimp.com

Digital Safety Check!

https://www.artful.com.au/web/digital-safety-check.html

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