

ESSENTIAL SEO CHECKLIST

1 Visualise your users in their moment of need.

Picture that point leading up to the moment they find your website and experience that “aha!” moment. What’s just happened? Why are they searching? What are they searching and what are they hoping to find?

2 Search the term you think they’ll search.

Look at the pages which are already ranking – they’re there for a reason. What’s good about them? What does the fact that they’re the highest-ranking results tell you about what your users might be looking for? What do the results look like (the blue link and the text underneath)?

3 Look critically at your site

If a user was searching that term and your site did rank, which page would be the one to solve their problem? Is there even a relevant page, or do you need to create one? Open up your chosen page. Look at the design, the content, the videos, imagery, fonts. Open it on your mobile phone and do the same. Then compare against the sites which are already ranking. Are you in the same ballpark? If not, what needs to change? If you are, how could you be even better?

4 Look at just the text on your page.

No videos or images. Does it answer the question your user had when they searched, or is there vital information contained within images or videos? If they don’t know anything about your industry, does it walk them through the process? Does it speak to them in the language they’d use? Does it inspire them?

5 Create an improvement plan for your page.

Categorise your changes as: text content, visual and design changes, search result appearance (this is your title tag and meta description – I know, we promised no jargon, but these are so important that they’re just unavoidable).

6 Implement your changes.

Title and meta description are usually easiest. On-page content comes second. Design and visuals tend to be more work. Prioritise accordingly based on the resources you have available to you.

About Cameo Digital

At Cameo we live and breathe SEO, and can help you fill in the technical gaps in your knowledge to get your site performing at a new level. Providing personalised training workshops, we can equip your team with the knowledge and skills needed to elevate your digital presence and reach more customers.

Get in touch with our team of experts to chat about your training needs today.

For more information on our training services, please visit: www.cameodigital.co.uk/digital-marketing-training/

