**ARB Accountants - Saurabh Bedi**

**Hi**

**Post website evaluation etc**

**Sent Report with Logo to guy**

I need an upgrade to my website so that it is SEO compliant. I need help from someone who designs and develops website with full knowledge of google analytics, adwords and keyword searches.

**Google analytics – can I access this information?!**

**Adwords – Do you have them?!**

**Keywords and searches?!?!**

**KeyWords**

The <meta name="description"> element provides a summary of a page's content that search engines include in search results. A high-quality, unique meta description makes your page appear more relevant and can increase your search traffic.

**Google Analytics**

**AddWords – do you have an adwords account?**

1. **Keyword Research**
2. **Setup a Campaign**
3. **Setup an Adgroup**
4. **Setup Adwords**
5. **Advance Features**

**Other Audit issue to improve on performance of site.**

HighPerformanceEliminate render-blocking resources[Eliminate render-blocking resources](https://web.dev/render-blocking-resources/)

HighPerformanceProperly size images[Properly size images](https://web.dev/uses-responsive-images/)

HighPerformanceRemove unused CSS[Remove unused CSS](https://web.dev/unused-css-rules/)

HighPerformanceRemove unused JavaScript[Remove unused JavaScript](https://web.dev/unused-javascript/)

HighPerformanceServe images in next-gen formats

**Square space or wordpress**

**Change to the design or the backend changing to optimize your SEO?!**

**Send Audit to chap - then cal etc!  
Questions – what typical things do people look for when an account in google?!**

* **Accountant in area?!**
* **Do you work ina specific area or anywhere in the UK?!**

**Don’t use google search partner (not useful in this way)**

**Are you operating in the UK?!**

**Daily add’s budget?!?!**