Name Luke Fitzgerald Company Wolfgang Digital

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Do you wish to remain anonymous? No

|  |  |  |  |
| --- | --- | --- | --- |
| Q. No. | Question | Answer (1 = Ineffective 🡪 5 = Extremely Effective) | Comment (where appropriate)\* |
|  | Rank the following in terms of effective SEO tactics |  |  |
|  | Page Design Level | | |
|  | **Use of Metatags** | 4 | Remains an effective means of communicating your website content to search engines |
|  | **Originality of content (not copied from other location)** | 5 | Duplicate content will be very difficult to rank organically |
|  | Appropriate tagging of images i.e. use of Alt tag | 3 |  |
|  | Use of Word Stemming | 3 |  |
|  | Provision of a Site Map | 3 |  |
|  | Ability to link or embed content to other site | 2 |  |
|  | Frequency of the site being linked to by other sites | 4 |  |
|  | Short relevant site name | 1 |  |
|  | OTHER DESIGN CONSIDERATIONS (Good / Bad): | 5 | A clean hierarchal, parent/child URL infrastructure |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Site Management | | |
|  | External SEO companies | ? |  |
|  | Responsiveness of site (mobile, tablet etc.) | 4 | Google have just confirmed that their index is now mobile first |
|  | SEO being incorporated into design process from initial stages | 5 | Dev and SEO should be closely connected as it will ensure that you do not have to undo SEO negative activities late in development |
|  | OTHER  CONSITERATIONS (Good / Bad): |  |  |
|  |  |  |  |
|  |  |  |  |

What would be the main SEO Tools used to gauge Site SEO?

|  |  |
| --- | --- |
| Tool | Main Functionality |
| Screaming Frog | Website crawling |
| SEMRush | Competitor Analysis |
| Moz Pro | SEO Campaign Management and Reporting |
| Majestic | Backlink Analysis |

EMAIL Correspondence

**Luke Fitzgerald** <luke@wolfgangdigital.com>

**To:**Eugene O' Regan

**Cc:**Ciaran Murphy

17 Apr at 08:04

Howya Eugene,

Nice one for the Bandcamp voucher, I'm both grateful and confused what to do with it in equal measures! :)

**Yes, SEO is definitely a long-term, iterative process** but there are a **few relatively quick wins you can capitalise** on by

1. building the site well and having things like
   1. decent content and
   2. keyword-optimised meta data in place from the off. Feel free to bang me over the domain once it's live sure and I'll revert with some recommendations for ya.

What platform are you building it with or is it custom?

If using **WordPress**, then having things like

1. Yoast installed for easy SEO optimisation and
2. a caching plugin like W3 Supercache for quicker page load speed will have it out of the traps in good shape.

Here's a couple of free tools that can help you better understand what can be done to improve the SEO-friendlienss of the site once it's live:  
  
<https://www.woorank.com/>  
<https://varvy.com/>  
<https://website.grader.com/>

Thanks,,

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