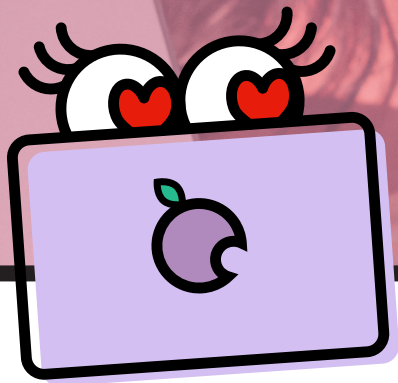


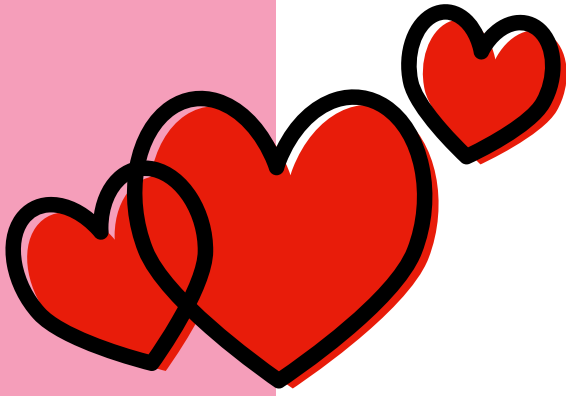
Lucky Night



SEO

(SEARCH ENGINE OPTIMISATION)

CHECKLIST



HOW DOES SEO WORK?

When people search for something online, they usually start by putting a few vague keywords into a search engine like Google. This will usually open up thousands of possible results, so how does Google decide which websites are most relevant to show you?

They have crawlers (google bots) that will go through all websites and rank them on their speed, content and code quality. SEO is a way to make sure that websites are giving the crawler bots all the information they need to rank the website and show it nice and high on search results.

Work through this checklist to discover how you can optimise your SEO, boost yourself up the Google rankings and get discovered by even more of your dream customers.



CLEAR URL'S

URL's (***the www.websitename.com/page***) are used by the Google bots, to work out the hierarchy of pages on your website. This is why grouping related pages is so important, for example: ***www.bakery.com/blog/2017/opening-day*** this URL makes it clear to the bots that the hierarchy of the page is blog > 2017 > blog title

Go through your site and ensure all page names and groupings are clear & relevant for easier Google crawling.



USEFUL TITLE TAGS

Title tags are code that tells the google bot what the page is about, you will see the title of a page in the tab in your browser. Title text should be unique and clear and short, so rather than all pages using 'Amy's Bakery', they should be clear like 'About Amy's Bakery', 'Price List for Amy's Bakery'. Be careful when using templates or website builders to make sure you are not using default titles like 'New Page 1'

Take a look at all your page titles and make sure they're clear, concise and accurately depict the purpose of that page.



SPEED, SPEED, SPEED!

The speed at which your website loads is a HUGE ranking indicator for Google. If you have lots of large images or your site has to get content from an external server (like with WordPress, Squarespace or Wix sites) this can massively slow your website down. Google even has a tool to let you know how speedy your site is: ***<https://pagespeed.web.dev/>***

Test your website speed using above link. Make sure all images are as small as possible and web optimised. Delete any unnecessary content & keep testing to see improvements.



PAGE HIERARCHY

Heading tags are used throughout your website to add hierarchy to your pages. This should indicate to the user and the Google bots the key information on that page. Ideally you only ever want one H1 tag, too many heading tags will lower your ranking. You can also indicate to google key information points, such as opening times for your business! Have you ever googled opening times for a business and it shows up at the top of google search results without having to even go to the website? Well, Google knows this is the key information because the data structure markup is indicating it. There are lots of options including recipes, ratings, job postings and directions.

Make sure each page of your site has only one H1 tag and other information is ordered with H2, H3, H4 etc subheadings and paragraph tags. Use data structure markups to indicate key pieces of information.



LINKS

For the google bots to properly understand how your website navigates and what information is important, it uses links to understand how your content is all connected. This means your navigation should always use text and that text should always be meaningful. A button or link saying 'Click here' it doesn't give much the Google bots enough context. Keep links relevant and crawlable by using clear statements like 'Book an appointment' or 'Add to cart'.

Ensure all link text is clear and relevant so that the Google bots can easily scan it. Make sure your navigation always uses text and not just icons so that Google bots can read it.



NEW UNIQUE CONTENT

Google bots don't just crawl your website when it's first created. When you add new content it will rescan it and improve the ranking knowing that you are working on your website and hopefully adding new and useful content. Adding blogs, new services or updating contact information are all ways to achieve this. Any content you add does need to be unique. If you're posting blogs on an external site like Medium, you can't copy and paste it on your website as this will lower your ranking.

Make sure your website is updated frequently by blogging, adding new services & resources to your pages or updating contact information.



IMAGES

Images are great for user experience and can add a lot to the feel of your website. However, google bots are unable to see images, so it's helpful to give them a hint by making the image name and alt text relevant. Rather than **homepage1.png** try something more descriptive like **dog-on-beach.png**. This description should also be added to the alt text of images - this is important for bots and screen readers and general accessibility. Finally, don't forget the image size. If your image is always going to be 400px wide, then don't upload the image at 2500px as it won't improve the quality and will slow your website down.

Name your images in a way that Google bots can scan and get a basic understanding - same with the alt-text of images (this also helps people who are using a screen reader). Upload images at as small a size as possible, but never smaller than they will be displayed.



USEFUL 404 PAGES

All websites should have a 404 page. A 404 page is when the user has tried to visit a link but there is no page to display, this can be from an outdated or broken link or user error. Rather than a standard 404 page, maybe instead link the user straight back to your homepage. You could even add a search field or recommended pages on your 404 page, so the user can more easily find what they are looking for.

Make sure your 404 error page gives your users a useful way to get back into the main flow of your site. If possible, you can redirect users straight to your homepage or to a search page.



MOBILE FRIENDLINESS

In 2016 Google began using the mobile version of your website for ranking. Your website needs to be mobile-friendly to score highly with Google. In 2021, almost 60% of web traffic came from mobile devices, so mobile-friendliness is not only crucial for your ranking but also for your users. Make sure that key content is on top for mobile. If you have a large image on your website which looks great on your monitor, consider hiding it at mobile sizes so the user doesn't have to scroll before seeing the key information they want. All websites should use responsive design, this means it should work on all devices, but make sure all your content is visible and clear. Content that only shows on a mouse hover for example is not going to work on mobile. You also need to ensure all buttons are at least 35px wide to give even the largest thumbs the option to click it.

Rigorously test your website on your mobile phone. Is all key information displayed at the top of the pages or do you have to scroll to reach it? Are images and tables scaling correctly? Are all buttons and links easy to click on a screen? Has any crucial information been hidden by elements used on the desktop site?



WE HOPE YOU FOUND THIS GUIDE USEFUL

If this all feels like a bit too much work with everything else you have going on, **book a free 30 minute consultation** with us. We can create a website for you that fulfils all these requirements without you having to lift a finger. Dreamy eh?

Ready to give it a bash yourself? Happy optimising! Keep an eye on our blog and emails for more regular web content and guides.

Remember, if you have any questions feel free to reach out to us over email or social media and we'll do our very best to help. If you're going to do it yourself, you should at least have the tools to do it properly!

[Book a free consultation](#)

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