**SEO COMMENTS**

**HOME PAGE**

1. Use responsive design and ensure that the website functions well on mobile and loads promptly. The domain needs to have a valid SSL certificate and all versions of the domain to be 301 redirected to one primary HTTPs version.
2. Make sure that you're able to change the page title and a meta description tag on each page of the website separately. For example, a title tag you set for the homepage should not be duplicated across other pages of the website.
3. Make sure the logo points to the homepage and has a relevant alt tag and a filename.
4. Make sure the video size is acceptable. May want to use a static hero image for mobile. Consider adding a call-to-action on top fold, perhaps VIEW BRUT PRODUCT RANGE?
5. Use a proper heading structure throughout the page: one H1 tag, multiple H2-H6 tags for other headings. For example, H1, H2 headings should be visually more prominent and located higher on a page than H3-H6 headings. Add your target keywords for that specific page to the headings.
6. Set up event tracking for video content through Google Tag Manager.
7. Every image needs to have a relevant alt text, title and filename. Images also need to be optimised for web to keep the page load speed down.
8. Use target keywords throughout the page and site, refer to the keyword research - <http://bit.ly/2SBPp0Z> however, don't keep repeating the same keywords, instead use synonyms.
9. Make sure to link from all elements used, i.e. product image, product name, call-to-action. Same as with the product listings, link from the title, image and a call-to-action.

**PRODUCT PAGE**

1. Optimise title tag and a meta description tag for each category, product listing page. Please refer to keyword research - <http://bit.ly/2SBPp0Z>
2. To maximise organic visibility on Google, we strongly recommend that each product category, i.e. aftershave, deodorant has its own page. We also recommend that the products sit on separate pages as well.
3. Use SEO-friendly URLs for every page of the website. Include target keywords into the URI.
4. Use structured data markup for the individual products to improve organic search appearance. Also consider using social media sharing buttons.
5. Make sure to use text content, i.e. text is not part of the image. Enclose a product name in an appropriate heading tag, i.e. H2-H3. Include target keywords. Consider prioritising products based on a search volume and website usage data.
6. Every image needs to have a relevant alt text, title and filename. Use target keywords for the alt text. Images also need to be optimised for web to keep the page load speed down.
7. When linking to a product listing page, make sure to link from all elements used, i.e. product image, product name, call-to-action.
8. Use structured data markup for the individual blog posts to improve organic search appearance.

**BLOG PAGE**

1. Use the article title as a default title tag. However, both title tag and a meta description should be customisable for each blog post. Use the first 150 characters of the article as a default meta description.
2. Use SEO-friendly URLs for every page of the website. Include target keywords into the URI.
3. The hero image seems to take the entire space above the fold but doesn't serve much purpose. Consider adding a call-to-action or adding the blog post title (H1 tag) to the hero image.
4. Every image needs to have a relevant alt text, title and filename. Images also need to be optimised for web to keep the page load speed down.
5. Consider automatically using an article title as an alt text for the hero image. Saying that the alt text should still be customisable if you need to change it.
6. To improve website navigation and usability consider using breadcrumbs.
7. Use a proper heading structure throughout the page: one H1 tag, multiple H2-H6 tags for other headings. For example, H1, H2 headings should be visually more prominent and located higher on a page than H3-H6 headings. Add your target keywords for that specific page to the headings.
8. Use prominent social media buttons to encourage content sharing.
9. Product listings should link to an individual product page, not the product range category page. Make sure to link from name, image and a call-to-action.
10. Use a suitable size font for better readability. Use a mix of image, text, video, etc., content. Structure the blog posts in a way that is easy to follow. Remember, users don't read, they scan.
11. Use target keywords throughout the page, refer to the keyword research - <http://bit.ly/2SBPp0Z> however, don't keep repeating the same keywords, instead use synonyms.