

SEO Basics



A no-nonsense 10 step guide to quality website search engine optimization.

Step 1 - Key Words

Research & define your business' key words with Google's keyword tool:

https://ads.google.com/intl/en_nz/home/tools/keyword-planner/

The screenshot displays the Google Ads Keyword Planner interface. The top navigation bar includes the Google Ads logo, the text 'Keyword plan', and various utility icons. A red banner at the top indicates a payment issue: 'New form of payment required - Your current payment methods can't be charged.' Below this, the left sidebar shows navigation options: 'Keyword Ideas', 'Plan overview', 'Ad groups', 'Keywords', and 'Locations'. The main content area shows a search for 'Notorious BIG' with filters for 'New Zealand', 'English', and 'Google'. It lists '711 keyword ideas available'. A table of results is shown, including 'notorious big' and several related terms like 'biggie', 'voletta wallace', 'il kim and biggie', 'notorious thugs', 'life after death biggie', and 'faith evans and biggie'. Each row provides data on search volume, competition, and impression share.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
notorious big	1K - 10K	Low	—	—	—	
biggie	100 - 1K	Low	—	—	—	
voletta wallace	10 - 100	Low	—	—	—	
il kim and biggie	10 - 100	Low	—	—	—	
notorious thugs	10 - 100	Low	—	—	—	
life after death biggie	10 - 100	Low	—	—	—	
faith evans and biggie	10 - 100	—	—	—	—	

To get more detailed statistics, run a campaign.

Step 2 - Google Business

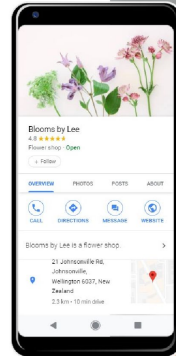
If you want your business to perform in SEO, *you must register with Google Places For Business.*

Google will reward businesses with improved search rank who are registered with their platform.

Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)



Step 3 - HTML

Add keywords to your:

- Html page title
- Html meta description
- HTML h1-h6 + p, site content

Try not to repeat key words *too* many times, Google may punish this.

```
▼ <head>
  <meta charset="utf-8">
  ** <title>Welcome to The Chocolate Cake Company Auckland and Wellington</title> == $0
  <meta name="description" content="The Chocolate Cake Company, Auckland, Wellington, Chocolate
  Mud Cake, Chocolate, Chocolate Cake, Mud Cake, White Chocolate and Raspberry, Jaffa, Cake
  Size, Cake Delivery, Chocolate Cake NZ, Chocolate Cake Auckland, Chocolate Cake Wellington,
  Gluten F">
  <meta name="keywords" content="The Chocolate Cake Company, Auckland, Wellington, Chocolate
  Mud Cake, Chocolate, Chocolate Cake, Mud Cake, White Chocolate and Raspberry, Jaffa, Cake
  Size, Cake Delivery, Chocolate Cake NZ, Chocolate Cake Auckland, Chocolate Cake Wellington,
  Gluten Free Chocolate Cake, Elegant Chocolate Cake, Decorated Chocolate Cake, Decorated Cake,
  Elegant Cake, Personalised Cakes, Logo Cake, Edible Image Cake, Birthday cake, Wedding Cake">
  <meta name="viewport" content="width=device-width">
```

Step 4 - Images

Use keywords as part of your image files, alt description and title attributes.

Image data is a hidden and undervalued SEO tool.

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Step 5 - Back Links

Links were once considered “the currency of SEO”. The more legitimate sites that link back to your web site or app will improve your Google search rank.





Step 6 - Search Console

Google search console is a crucial tool for SEO. It allows you to:

- 1. Index a site with Google for faster registration show you will show up in Google searches.
- 2. Submit a site map, which allows google to crawl your site effectively to submit all relevant site information to Google

Google's Search Console can be found here:

<https://search.google.com/search-console/about>

Site maps can be easily generated here:

<https://www.xml-sitemaps.com/>

Step 7 - Domain/s

Your domain is a factor in how your web site will rank.
This means that a domain with:

- Age and history (older = better)
- Keywords in the address (keywordhere.co.nz)

Will be granted some performance benefit in search rank from Google.



Step 8 - Mobile

For approximately 2 - 3 years, Google has rewarded sites that are mobile functional. Older sites that are not mobile functional will or may still perform well in search rank.

It is best to make sure your new or current web site works on mobile to appease google and maintain search rank/SEO.



Step 9 - Directories

The more links to your web site from other reputable sites means an improved search engine rank.

New Zealand has multiple free online business registries. Register your site with several of these online directories to improve immediate SEO performance: <https://www.found.co.nz/blog/nz-business-directories/>

1. Google My Business

1. Creating your Google My Business account may take a little time, but it's an essential ingredient in **local SEO** and boosting your rankings in Google's search results. So it's well worth the time!

2. Yelp.co.nz

1. Another global directory with a site dedicated to NZ businesses. Yelp offers more than just a great listing opportunity: it lets users review your business, which can further boost your search rankings.

3. Finda.co.nz

1. In my opinion the very best online directory in New Zealand. An official Google partner. Automatic submission to **Google Maps & Wises.co.nz**. Easy to use. Good looking profile pages

4. iBegin.com

1. A global directory, iBegin has a sub-directory dedicated to NZ businesses. High ranking and with a quick sign up process, too.

5. HotFrog.co.nz

1. Impressive presence in **Google.co.nz** for a variety of searches.

Step 10 - Blog!

Be creative and start a blog. Blogging is one of the more honest and reputable ways to:

- Improve your writing ability
- Promote your business or service
- Increase your online “foot print”
- Further expose your business to Google’s search algorithms

