SEO Cheat Sheet

These are some tweaks you can make to your site to improve your indexability with search engines and also make it easier for people viewing your website to find relevant information

1. Structure – intuitive, easy to navigate
Organise pages in an intuitive manner with like content grouped together with relevant page names.

2. Use Headings effectively
On each page, organise your content into headings, content and bulleted lists that make it easy for viewers to scan. Use descriptive keyword-rich headings and style using preformatted Heading 1 <h1>, Heading 2 <h2>, etc with Heading 1 being the main heading for the page. You can only have one <h1> per page, but multiple of other headings.

3. Images – alt tags
Search engines are based on textual content, so images need to have a text alternative to let the search engine crawlers know what the content of the images are. We call these "alt" tags – you need to assign each image with an "alt" tag that serves as this text description for search engines.

4. Keyword-rich page titles and descriptions
Give each page a keyword-rich yet relevant title and description. This information shows up in search results and can be what determines whether a viewer actually clicks through to visit your page or skips pasts and looks at someone else's!

5. Internal Links
Add links to other pages on your site within each page to encourage intuitive travel throughout your site rather than relying on menu navigation.

6. Content/Language
Use correct grammar and spelling and structure your content in a way that is easy to read and understand. While we all want to sound like experts, we also need to make sure people can understand what we are trying to tell them!

7.Security
Make sure your site is using an SSL connection. The little padlock at the beginning of the address bar gives your customers peace of mind that their information is safe and also keeps your website in line with search engine requirements which will give you preference over non-secure sites.

8.Mobile responsive
Your website must provide a good experience to all users despite the size of their screen. Google uses mobile-first indexing so if you website is not mobile responsive you will be being penalised in search results.

9.Don't duplicate
Don't duplicate content, keywords or alt tags. This is considered bad practice and will do your SEO efforts more harm than good.

10.Quality content
Provide quality, authentic content that leaves your viewers satisfied and glad that they stopped by!