

Get More Traffic To Your Website With These Simple SEO Strategies

Webonize

with Jayne Day

www.webonize.com.au



Hello! My name is Jayne Day and I am an Online Marketing Strategist and Business Success Mentor.

The strategies I outline in this checklist are the exact steps that I have used to bring considerable amounts of traffic to websites for my own businesses as well as the websites of hundreds of clients I have worked with over the past 5 years.

Search Engine Optimisation (SEO) is the process of doing things in order to give your website a far better chance of ranking in search engine results such as Google. And once you start ranking in Google for search keywords that your prospective customers are using, Google will be sending new clients to your website for free..

A huge percentage of customers research online before making a purchasing decision. If you don't exist in Google search results, potential clients will find your competitors instead. The goal is to start ranking above your competitors so that prospective customers click through to your website first.

Use this checklist to give yourself a head start and begin to drive more potential customers to your website. And the more people coming to your website will result in more sales. All without spending any extra money on advertising. The only cost to get your website optimised for search engines is your time.

The next page details the steps you need to complete prior to publishing a new page on your website, which also includes blog posts and product pages.

I can't wait to hear what differences this makes to the success of your business.





Ensure you have all these boxes ticked every time you publish a new page or blog post on your website or upload a new product

- ☑ Conduct keyword research. The keyword that you will be targeting needs to be one that your prospective customers are searching for. They keyword also needs to be highly relevant to the page. Google Keyword Planner is a great place to start.
- ☑ Use the keyword in the URL of the new page.
- ☑ Use the keyword in the meta title. The meta title shows in search results so ensure it reads well & entices people to click through to your webpage. Must be 60 characters or less.
- ☑ Use the keyword in the meta description preferably at the beginning. This description also shows in the search results so must read well. Must be 160 characters or less.
- ☑ Include the keyword in the H1 heading on the page.
- ☑ Include the keyword in the file name and alt tag of the image.
- ☑ Include the keyword within the first sentence of the content on the page.
- ☑ Include synonyms and slight variations of the keyword throughout your content.
- ☑ Include a hyperlink to another relevant page on your website.



Ensure you have all these features in place across your entire website

- Ensure your website is mobile responsive
- Ensure your website loads quickly
- Ensure you have a SSL Certificate installed on your website
- Ensure all the content on your website is unique and not replicated on any other website
- Ensure the content on every page is of high quality. Ideally you want to aim to have an absolute minimum of 300 words on those pages that you are trying to get rankings with in the search engines.
- Update your website with fresh, unique and quality content on a regular basis.



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Search Engine Optimisation has been a huge factor in the success of my businesses as well as the hundreds of clients I have worked with.

Would you like to be shown step-by-step how to optimise your website in an easy to understand format and also have me to answer any questions or issues you encounter along the way? If so, I would love you to join me inside the Webonize Inner Circle. You can get started for just $59.

The Webonize Inner Circle is a group membership program where you get access to trainings on all things Online Marketing. So not only will you learn about SEO, you will also learn all about other online marketing strategies including social media, Facebook & Instagram advertising, email marketing and so much more. Plus you will be added to our exclusive Facebook Group where you can ask me questions at any time. It is like having your very own online marketing consultant available at any time for the small cost of $59 per month.

Want to learn more?

Read all the details and join here: https://webonizeinnercircle.com.au

I can't wait to work with you to make your business a success.

Jayne

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