The POLKA.

SEO!

3 actions you can take today to improve your website's SEO

(spoiler alert: it's all about user experience!)

1 GET FASTER
Improve the time it takes pages to load on your site.

- ✅ No-one likes a slow website, especially when we're on our phones. Test your site's speed on all devices.

- ✅ Compress images and videos, reducing their size without affecting quality.

- ✅ Minimise code on your site, particularly CSS and JavaScript, to enhance speed and make it easier for search engine bots to crawl.

2 BE CUSTOMER FIRST
Give your users what they want! Do some keyword research to identify what terms your customers are searching for. By understanding what your prospects are typing into Google, you can create content which speaks to them and their challenges.

- ✅ Use SEO tools (we like Semrush) to evaluate keywords based on metrics including search volume and how difficult it would be to rank for. Target keywords with high search volume but low difficulty. Discover:
  - Keywords that currently bring people to your site
  - Keywords you share with competitors, plus keywords they rank for but you don't - yet
  - Gaps in your current content - brand new keywords and topics to consider to get ahead of the competition.

- ✅ Once you've identified your target keywords you can sprinkle them throughout your content:
  - Include keywords in your page titles, meta descriptions, headings and body text.
  - You don't have to start from scratch - refresh your current content to make it more relevant for your audience. This is a good regular practice to adopt because Google places a higher value on pages that are already active containing up-to-date information.
  - Create high-quality, compelling content, using your newly discovered keywords naturally throughout.

- ✅ Beware of:
  - 'Keyword stuffing' – overusing or unnaturally using keywords in your content. Google doesn't like it!
  - 'Keyword cannibalisation' - ensure each page focusses on different, specific keywords. Otherwise, your pages will be trying to rank for the same keywords and that will not only confuse search engine bots but also dilute your content.
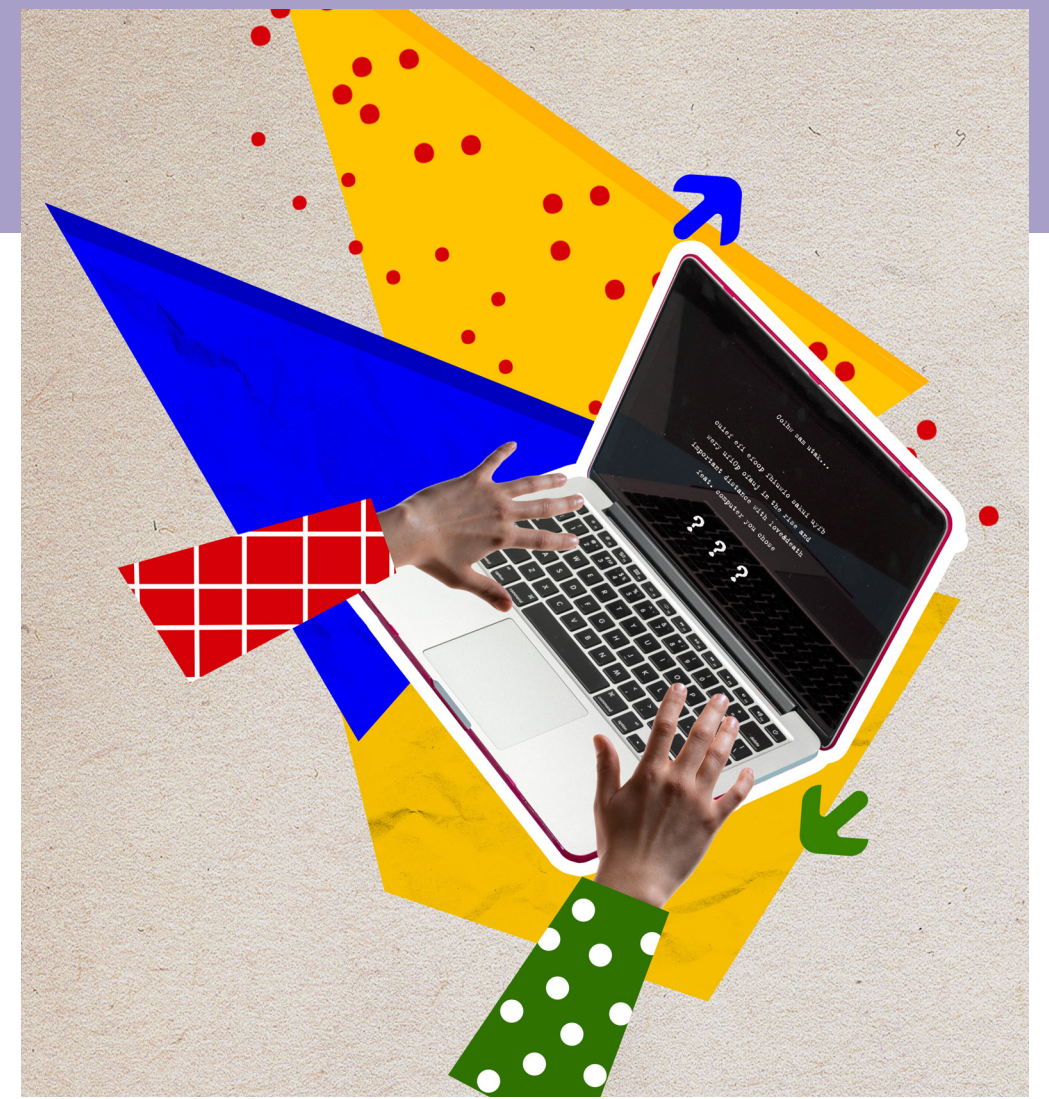
✅ Use descriptive URLs with a consistent hierarchy.

✅ Ensure your content is readable. Think space on page - we often scan rather than read each line. So use bullet points, headings, and concise paragraphs.

✅ These elements not only make it easier for the user to navigate your site but also for Google to crawl. A win-win!

NEED SOME HELP?

Want your ideal client to come to you?
We help expertise-led businesses like yours become the go-to in your sector.
We can help you connect with your ideal client and move them along the buying journey to action.

No time for marketing? Not sure where to start?
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