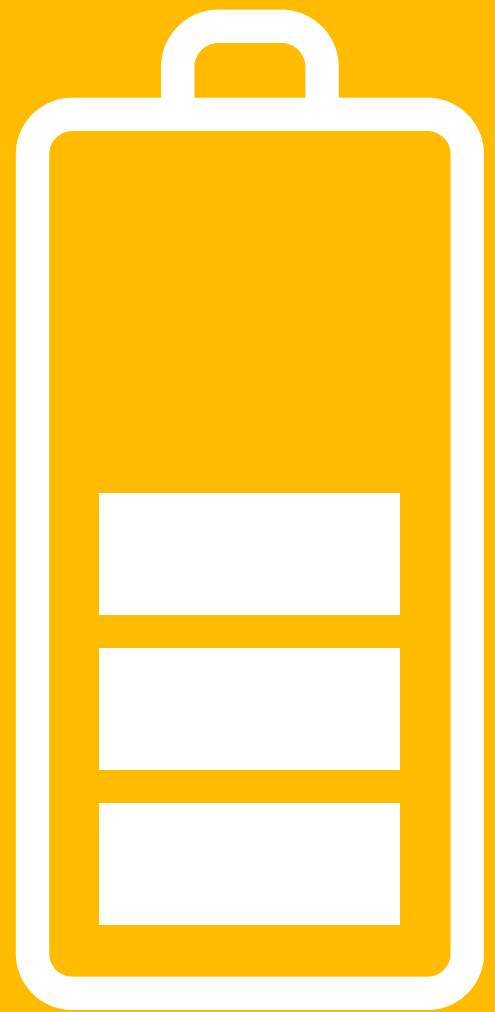


*5 ways to
power up*

SEO



**BY CARYS DORRITT
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Hello



Hello, I'm Carys and I've been working in digital marketing for 20 years.

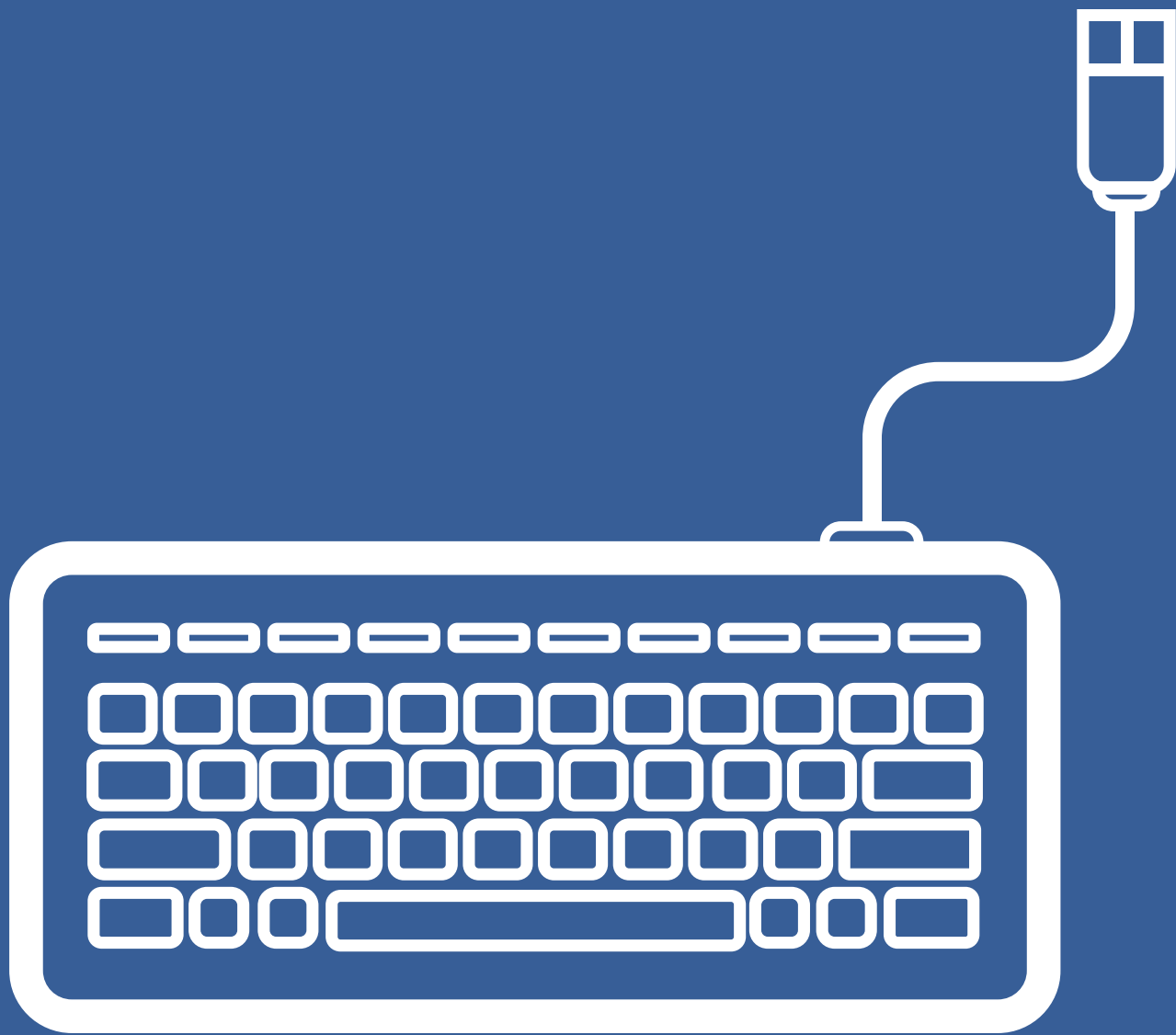
I know SEO can often feel like SEO-oh-no.

I've put together this guide to help you ditch the overwhelm and give you a place to start working on your SEO.

SEO is a big topic to get your head around and can often feel really jargony and inaccessible.

With this guide you can join the SEO club and learn how to naturally boost your website traffic.

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1. Set up Google Search Console

Did you know you have a free SEO toolkit at your disposal?

Google's Search Console is a totally free and invaluable platform that you can use to improve your site and boost your SEO.

Google Search Console will tell you when Google crawled your site, if it found any errors, how fast your pages are downloading and so much more. It's fab!

A particularly useful tool within Google Search Console is the Keyword report.

Find out what search terms are driving traffic to your website and where you're ranking on Google's Search Result Pages. Amazing!

If there are some keywords you think are important to your website and they're not giving you any traffic you know where your priorities lay.

To start using the **tool** you'll need to 'add a property' and verify the domain to prove that you own it.

This is a Page Title



What makes a good website? • Yoast

10 Oct 2019 — A **good website** is easily crawlable and shows search engines what they can and can't index. **Good** sites don't have a huge amount of errors. A **good website** loads super fast, from anywhere in the world. **Make** sure you do everything you can to get those pages to loads as fast as possible.

2. Get your Page Titles right

The Page Title Tag is a piece of HTML code in your website which tells Google and the user what it can expect to find on your page.

It's not the same as the URL or the headline that you use on your webpage.

It's that blue clicky bit which you see at the top of the search result,.

Page Titles are one of the most important factors in determining your SEO rankings,

They're Google's first port of call for understanding whether your page is relevant to a user's search,.

Each of your webpages should have a unique Page Title which has been intentionally written with SEO and a good user experience in mind.

Don't leave this to chance. Your website will automatically generate a Title Tag but it might not be the one you want Google or someone searching to see.

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3. Good rich relevant content

SEO is essentially about Google trying to do a good job on behalf of people searching.

It knows if people get irrelevant results they won't use Google anymore (or Bing or whatever your search engine of choice may be).

So if you want to feed Google with the stuff it likes, in other words 'words' you've got to fill your pages with good rich relevant content.

Not keyword stuffing. Those days are long gone. The search engines are smarter than that these days. They can recognise sentence structure and even give points

for good readability and easy to consume content.

Well written, in depth stuff ticks Google's boxes. It likes to see a webpage is making an effort with its copy.

No scrimping on this one please!

That's why blogs are such a winner. They're original, long-form content which is regularly updated. tick, tick and tick again.

If you're using blogs to help boost SEO, think about where you're linking to from those blog posts to make the most of the traffic.



4. Make sure your page loads quickly

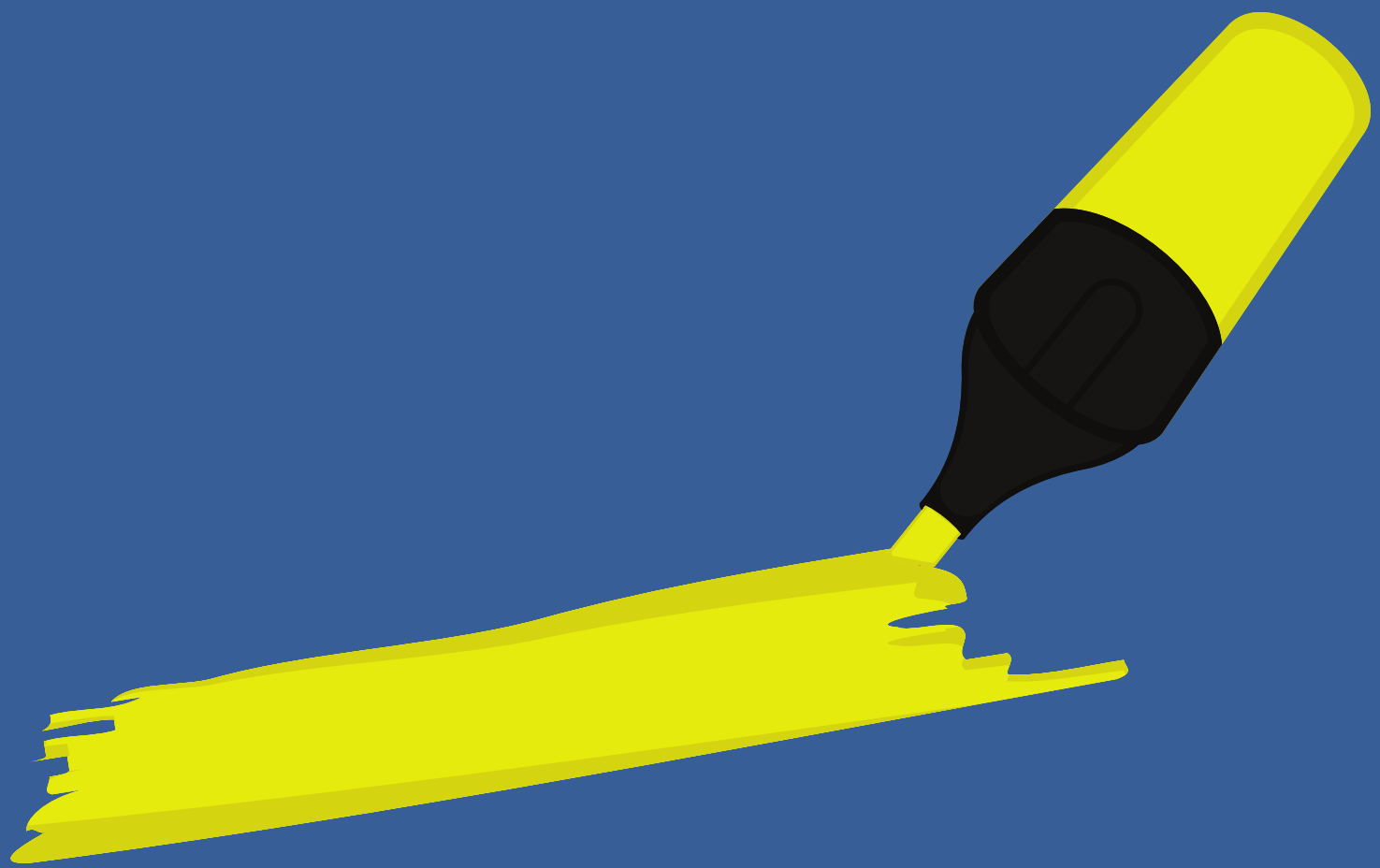
Page speed and how quickly your page takes to load is a key criterion in how good Google judges your site to be.

If you're not sure if you're the tortoise or the hare check out this free [Page Speed insights tool](#).

Page speed and user experience is becoming ever more important as Google rolls out its 'Page Experience Update' this year. It wants to see the interactive features on your website loading quickly.

If you've got Google Search Console you'll find a report in there - The Page Experience Report - which will give you an indicator of how your website is performing .

A quick tip is to check your image size. While .png images are generally better quality .jpps are smaller in size and will therefore load more quickly.



5. Use Header Tags

A Header Tag or H tag is a bit like taking a neon highlighter to your webpage and highlighting the important bits.

Header Tags are useful to Google because they tell it how the page is structured and where to look for information.

Just like we humans read a bold title and some underlined words and understand that's the section we should read Google needs a helping hand too.

If you use a platform such as Wordpress it'll automatically

tag the titles within your copy with H1 and H2 etc.

You may have noticed lots of Q+A style boxes on the search results page. It seems that a well structured page with a good use of H tags is more likely to feature in these snippets as copy is often taken from the middle of a page.

SEO is a long game

Boosting your web traffic organically won't happen overnight.

SEO is a long game.

This guide provides you with 5 ideas to start your SEO journey.

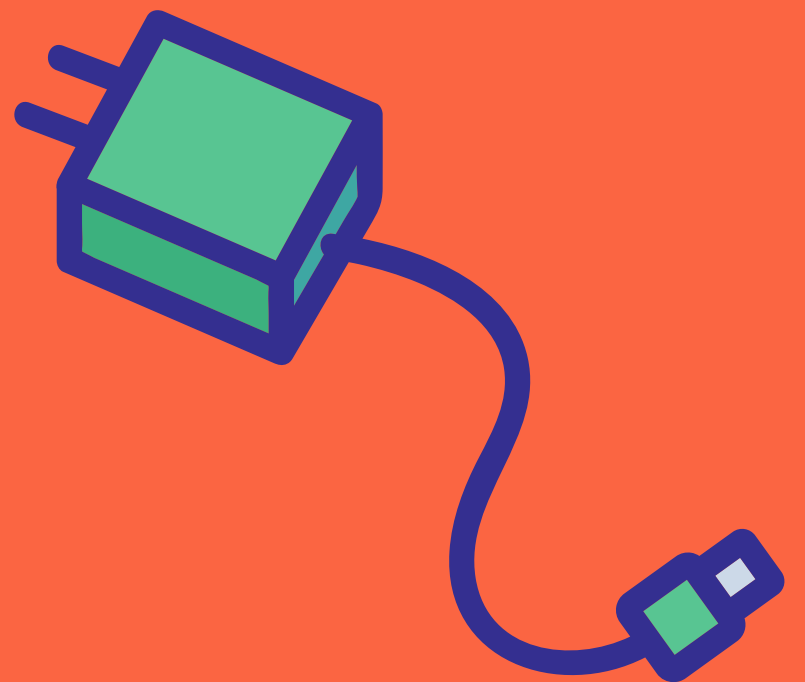
But if you start today and you keep working at it consistently you will see results.

Remember if you crack this nut SEO is a great source of traffic (that you're not paying for).

SEO

Kickstarter

Power Hour



What next?

Get it off your To Do list and into your diary.

Book your SEO kickstarter Power Hour and learn:

- ▣ What SEO is all about
 - ▣ Why you need it and how it fits with the rest of your marketing activity
 - ▣ Practical things you can do to start boosting organic traffic
 - ▣ Tools and tips to get you on your way
 - ▣ BONUS - A free mini audit of your website ▣
- 1 hour of pure SEO gold = £119

[Click here to contact me and book](#) or email carys@thepolka.co.uk

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