

Basic Website SEO Check

By Neil Ford – www.elymt.co.uk

This list is intended as a DIY Search Engine Optimisation, (SEO), check for site owners who wish to improve their website visitor performance. It is not a definitive 'fix-all', and there will be those in-the-know who don't agree with all of it, or indeed, any of it.

Some of this may seem blindingly obvious, however, you will find things are not always as you expect so it is worth checking.

Also be aware that if you do find things that need fixing or adjusting, putting things right can take time - and can be unpredictable. So please be prepared to be patient!!

1. Check that your site is listed, or indexed, on the major directories and search engines.
2. Review your site page file names and confirm that they refer to you. For example, instead of enquiries.html, could the page name be ask-thetford-builders.html?
3. Check your page titles and confirm that a) they are not all the same, and b) again, they relate to you and what you do or offer. An example might be – rather than About Us – Thetford Builders – About Us.
4. Review the page descriptions, or META descriptions, and confirm that every one for each page is different, and most importantly, relevant to the information on that page. It is also important that the description reads well because it is not only used by some search engines to index your pages, but also by people surfing to find appropriate information.
5. Have you identified key words or phrases for each page? If so, are they being used effectively in the content and structure of the page? If you haven't, how have you identified what should be specifically covered or included in each page?
This is something that is frequently overlooked – it is critical for good search engine listing results.
6. Is there an obvious link between the page name, title and description, and the page content? Are specific and relevant words used in the content that directly link with the stated subject of the page? Again, this is so often overlooked.

If you need assistance with anything you identify, please contact me at neil@elymt.co.uk

Thankyou

Neil