



# *Getting started with* **SEO**

by [www.chickswhocode.com](http://www.chickswhocode.com)

# SEO BASICS

## What is SEO?

Search Engine Optimization (SEO) is the process of improving the visibility of your website in search engines (e.g google search) as an "organic" or "unpaid" search result.

## Why does it matter?

Search engines are a major source of traffic (visitors to your website). They allow potential customers to find you which can increase your sales. You want to aim to be on the first page of google when they search for your products/services.

## A tip from google:

Use keywords to create descriptive and user friendly urls. eg [www.yoursite.com/your-service-or-product](http://www.yoursite.com/your-service-or-product) and **NOT** [www.yoursite.com/ekjkdoifk.html](http://www.yoursite.com/ekjkdoifk.html)

PS:



## Keep in mind

Seo takes time, you are not going to see results immediately, it can take weeks or months before you start to see changes.

It also something that has to be done regularly as search engines change their algorithms (so what worked last year will probably not work this year)

# KEYWORD

## RESEARCH

### 4)What is a good SEO plan?

- 1)Keyword research
- 2)On-page optimization (for relevance)
- 3)Off-page optimization (for authority) - other sites linking to you.
- 4)Analytics

Your **first steps** will be to decide what search terms you would like people to find you for on Google. For example: If you sell shoes in Hendon, London. Someone could be searching for "Dance shoes in hendon". You want to aim for long tail keywords e.g "Dance shoes in hendon" instead of just the word "shoes" as these will convert better and are more specific to what the searcher is looking for.

**Next** find what page on google you are on for that search term and **finally** decide what page you want to optimize with your chosen keyword. You can use the table below to keep track of your progress.

PS:



If you need some extra search term ideas, enter your keyword into Keyword Planner: <https://adwords.google.com/KeywordPlanner> or [www.keywordspy.com](http://www.keywordspy.com)

# KEYWORD

Use the table below to keep track of your progress.

## RESEARCH

Keyword	Google Page Number	Web Page

# PAGE

## CHECKLIST

Print this for each page on your website -  
and use it to keep track of your seo  
optimization

Keyword

Web Page

Task	Check if Yes	If no, enter Due Date
Keyword appears in Title tag	<input type="radio"/>	
Keyword appears in Meta Description	<input type="radio"/>	
Keyword appears in Page Heading	<input type="radio"/>	
Keyword appears in Body Content	<input type="radio"/>	
Keyword is bold in the body content	<input type="radio"/>	
Keyword appears in alt attributes of images	<input type="radio"/>	
Keyword appears in Image name	<input type="radio"/>	
Keyword appears in Anchor text on page	<input type="radio"/>	
Scheduled blog post for this keyword	<input type="radio"/>	

# KEYWORD

Schedule your keyword rich blog posts to help you show up in google search

## CALENDAR

Month	Keyword	Article Title	Due Date
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			