

Get your website higher in Google

Best practices for attracting useful website traffic

Start

Work out what **YOU** want to be found for...

<https://ads.google.com.au> > Keyword Planner

Search Phrase	Searches per month	Notes: Competition, Map? etc

Use your words!

Page titles 50-60 characters Up to 120 characters on your front page title

<https://www.semrush.com/blog/on-page-seo-basics-page-titles>

Page descriptions two short sentences 160 characters

Exercise: Write a better front page title for your website!

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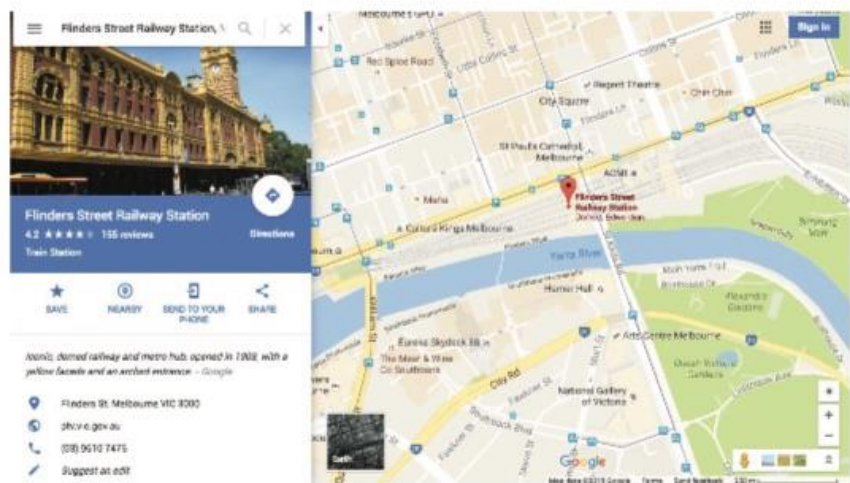
Google My Business

Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+

Google Map

- Find your Google map & claim it

- If you can't find a map create one at: www.google.com.au/business



Google MyBusiness

www.google.com.au/business

Content Marketing for SEO

<https://moz.com/beginners-guide-to-content-marketing>

- Who are your Dream Clients?
- What do they Need, Value or Search for?
- What's your "Pitch"?

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Content Calendar – Plan the “Who, what and when” for developing your content

Small Business Vic - Content Marketing planning templates

<https://business.vic.gov.au/business-information/marketing-and-sales/write-a-content-marketing-plan>

https://docs.google.com/spreadsheets/d/1nVE90ijJt5Vq2cHSFSITb7NywrTiO25UOkXDht_hPU/edit#gid=0

Website Speed

Page Speed Insights - Google’s own test

<https://developers.google.com/speed/pagespeed/insights/>

GT Metrix - Detailed test, Aust option, PDF reports

<https://gtmetrix.com>

Google’s “Web Vitals” score

- First Contentful Paint – Can I see it?
- Time To Interactive – Can I use it?
- Cumulative Layout Shift – Has it stopped “wiggling”?

Setup Google Account

Simply an **email and password** to login to **all** Google services

You will need this to setup Google Alerts, add your business to Google Maps / MyBusiness and connect Google Analytics to your website

- Visit e.g. Google Analytics > **Create account**

- **Do** Use your business email (strongly suggest to use your primary business email address to create a Google account as its much less likely to be forgotten than a Gmail email)

- **Do** Record your Google account login details safely

Links

SEO Guides

<https://moz.com/beginners-guide-to-seo>



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<https://developers.google.com/search/docs/beginner/get-started>

Google Analytics

Search for “Google analytics” or visit <https://analytics.google.com>

Google Ads: Get Started and Beginner Guides

<https://ads.google.com/home/>

<https://support.google.com/google-ads/>

<https://www.wordstream.com/learn>

Other Useful Tools

Answer the Public - Great for content ideas

<https://answerthepublic.com/>

Mailchimp – email marketing

mailchimp.com

Digital Safety Check!

<https://www.artful.com.au/web/digital-safety-check.html>

NOTES

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This handout and workshop content have been developed by Nick Sibbing from Artful Web+Print+Design © Artful 2021

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