How to stand out from the (online) crowd

SEO (Search Engine Optimisation) is an activity that ensures your website can ‘cut through the noise’ and be found through search engines.

5 Golden SEO rules

1) Use keywords
2) Blog
3) Assess your website speed – for mobile
4) Create a great user experience
5) Check out the competition

Measuring up your competitors checklist

- Does the website look trustworthy?
- Do you immediately know what the business does or offers from the homepage? Is this obvious?
- Does the homepage provide any testimonials, reviews or visible signs of how well the business/company is doing?
- Is the website easy to navigate?
- Is the website well designed?
- Is there enough text on the main pages (must have at least 300 words to be rankable in Google)?
- Is the website fast enough?
- Is the blog up to date and does it appear to be updated regularly?
- Does the website use pop-ups? (This is bad for ranking)
- Does the website offer a mailing list / signup for leads / conversions?
- What’s the quality of the content? Does it need editing?
- Is the content optimised and does it appear to be professionally structured?
- How do they rank for your keywords?

Useful links

Page speed checkers:
Desktop: www.developers.google.com/speed/pagespeed/insights/
Mobile: www.testmysite.withgoogle.com/intl/en-gb

Southerly blogs and webinars

SEO: friend not foe (a beginner’s guide) www.hellosoutherly.com/seo-beginners-guide/
How to conduct a simple website audit to improve your SEO www.hellosoutherly.com/conduct-website-audit/