



# SEO

## 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/](http://www.developers.google.com/speed/pagespeed/insights/)

Mobile: [www.testmysite.withgoogle.com/intl/en-gb](http://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/](http://www.hellosoutherly.com/seo-beginners-guide/)

**How to conduct a simple website audit to improve your SEO** [www.hellosoutherly.com/conduct-website-audit/](http://www.hellosoutherly.com/conduct-website-audit/)

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