



semantic



Website Wins From Home – #2

SEO wins

Our list of quicks wins to give your
SEO a boost.

Darin Goodsell – April 2020

Quick Impact SEO

Whilst a full ongoing SEO plan takes expert knowledge and time to carry out each month, there are a number of quick wins that we recommend to give your site an instant boost.

Driving visitors to your site to build awareness of your brand will become more important than ever. If you're not sure where to start, then our quick guide should help.

Making sure you cover everything in this guide will help set you up for success as things start bouncing back later in the year..

P.S. Need some extra support?

We're offering free video-call consultancy sessions for leisure & tourism, sports, theatres and professional bodies impacted by Coronavirus (subject to availability).

We can cover SEO, conversion rate optimisation, technical or critical analysis of your site.

Just give us a call for more details on 02380 111 545.

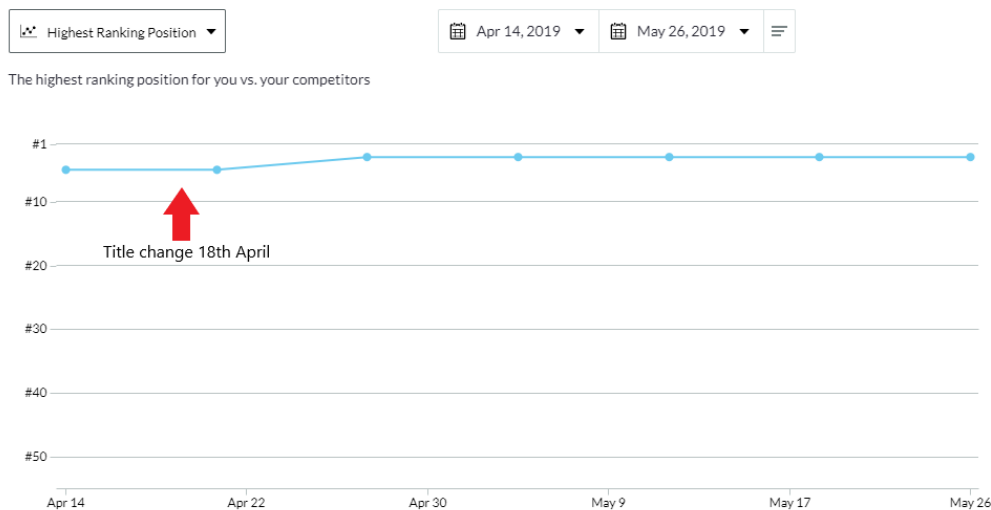
Meta Titles

What can it impact? Search Rankings and Click Through Rate (CTR)

A meta title is the main title of a web page and will be displayed on browsers and on search engine results pages.

Optimising the title of your page can have a quick impact on your ranking, and can have an effect on your CTR too.

Your Performance



It's very possible to see ranking changes (for better or worse) from page title amendments within a day or two. This graph shows a ranking increase from 5th to 3rd after a title change to include target keywords (no other changes were made to the page, no sudden gain in backlinks).

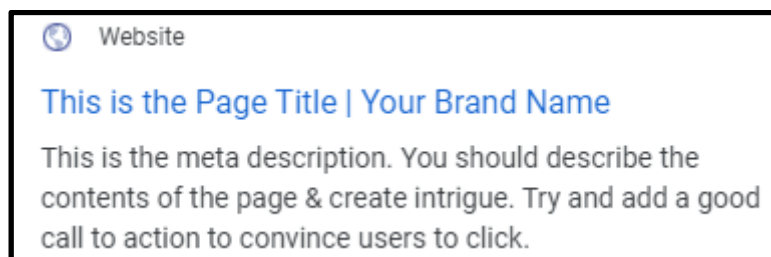
Checklist

- Make sure all website pages have a title specified (You can use a tool like [Screaming Frog](#) to crawl)
- Check title is 60 characters or less
- Include your keywords and phrases at the beginning

Meta Descriptions

What can it impact? Click Through Rate (CTR)

Meta descriptions are added to web pages for search engines to use to describe what's on the page in their listings. They are your opportunity to convince users to click through to your website. They need to be relevant, concise and compelling.



Here's a reliable meta description format to try:

- Get your keywords in near the start (matching keywords in descriptions appear in **bold**)
- Describe what's on the page in the middle. Create some intrigue if you can.
- Add a call to action at the end

Bonus Tip: Want to see how your meta description and title would look in the wild? Use this [SERP Simulator tool](#).

Checklist

- Make sure all pages have a meta description, and amend those that too short or too long
- Use a SERP simulator tool ([here](#)) to preview how your descriptions will look and to check they are the right length
- Ensure keywords are included with a strong call to action

Copy/Content

What can it impact? Ranking/Session Time/Bounce Rate + more

Analyse the content of your page. Is it formatted in the best way it can be for easy reading, or is it a wall of text? Have you included your targeted search terms?

Using Header Tags

Make use of header tags and break your copy down into readable chunks. People only really skim headlines and subheaders, patience on the internet is almost 0.

Including Search Terms

Look to try and include your target keywords/search terms within the first paragraph of your copy if you can. In a natural way, of course. Your H1 header tag should also include your chosen search term, ideally.

Thin Content

You may already be aware of some pages you know should be fleshed out more. When expanding on your content, look for opportunities to include related terms to the main keyword.

Don't confine yourself to targeting just one search term per page. Your page could rank for other related terms and help reel in more relevant traffic.

Bonus Tip: Link to other parts of your website within your page content (where it makes sense). This helps search engines crawl your site easier and understand it better, as well as helping direct users to more content they could find useful and interesting.

Checklist

- Make sure you're including your keywords within your copy
- Review all your content to see if the structure can be improved
- Look over older pages/blog posts and update with new information - search engines love fresh and updated content

Image Alt Tags

What can it impact? Ranking

Adding image alt tags is super quick and super easy. Get some image alt text on your images, and when doing so make sure you put your desired keywords in there.

Search engines will peak behind the curtains and see what you've got to say about the image, for both internet accessibility reasons and to further piece together what your page is about for ranking consideration.

Bonus Tip: It doesn't hurt to ensure the filename of the image is descriptive with your keywords in there too.

Checklist

- Use a site crawling tool (Screaming Frog's free version is fine!) to scan and list all images without alt text
- Give each one some alt text that includes your targeted keywords
- Review images that do have alt text to ensure they include keywords

Identify and Fix Internal 404's

What can it impact? Bounce Rates & Ranking

Clicking a link to another page on the same website only to be met with a 404 error can be a frustrating experience for a user, and the chances of them leaving your site altogether are higher.

Another thing to consider are the search engines crawling your site. If they frequently run into 404's, they may not be able to fully crawl and it can have an impact on how you're ranked.

Finding broken pages on your site

Firstly, you could create an internal 404 custom report in Google Analytics and instantly see any 404's that have been experienced on your site within the dates you set.

[Here's one](#) you could import into your GA account, and here's how it would look:

Page ?	Previous Page Path ?	Page Title ?	Unique Page Views ? ↓
1. [REDACTED]	[REDACTED]	404 Page Not Found	33 (22.45%)
2. [REDACTED]	[REDACTED]	404 Page Not Found	9 (6.12%)
3. [REDACTED]	[REDACTED]	404 Page Not Found	4 (2.72%)
4. [REDACTED]	[REDACTED]	404 Page Not Found	4 (2.72%)

Alternatives for finding internal 404s

There are also many applications out there as well (such as [Screaming Frog](#)) that will crawl and report on all the links on your site and show you the broken ones.

There are some online that will do it for free too, but don't rely on those to uncover everything.

However you choose to find them, hunt down those internal 404's and correct them. **You have the power.** Don't allow users and search engines to run into those pages, it leads to a poor user experience and can count against your SEO efforts.

Checklist

- Using a tool of your choice or Google Analytics, find out if you have any internal 404's.
- List all instances of internal 404's and amend the offending URL on each referring page.

Need a hand?

If you've followed along, then you'll have covered many of the basics that often get missed.

Next week, we'll be posting about how to think mobile-first and refining your value proposition for the small screen. Just keep an eye on our blog and LinkedIn for updates.

If you need a hand in the meantime, then we're always happy to help.

- Email me on neil@semantic.co.uk
- Call 02380 111 545
- Book a time in my diary to chat at <https://calendly.com/neillewin/>



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