



semantic



Basics

# SEO Wins

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

Semantic Website Wins #2  
Darin Goodsell – April 2020

# Welcome

Semantic Website Wins is a new series of mini guides to help marketers optimise their website, learn something new, and make the most of these strange times.

Many of us are working from home or furloughed, so day-to-day work has reduced or stopped. We hope that you can use our guides to find website wins to use now, or in the future and also build your skills so that you're ready to bounce back stronger.

We'll be writing guides with advice, tips and ideas to help you optimise your website in the coming weeks. Of course, we're always happy to help with any questions and provide further support if you get stuck.

Just drop me a line I'll be back in touch:  
[neil@semantic.co.uk](mailto:neil@semantic.co.uk) or 02380 111 545.

In the meantime, stay safe, and stay positive.

Neil

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**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.

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.

# SEO Wins

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.

There are several key areas to sort out:

- Check your meta titles
- Check your meta descriptions
- Copy/content improvements
- Adding image alt tags
- Identify and fix internal 404's

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. We'd love to hear how you get on. Drop us a line with any comments, or if you get stuck on anything.

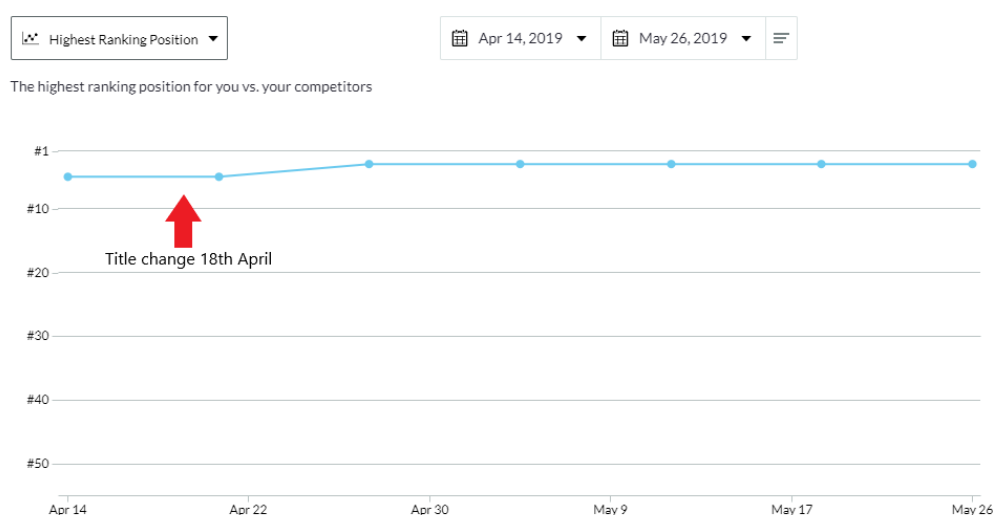
# Check your Meta Titles

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).

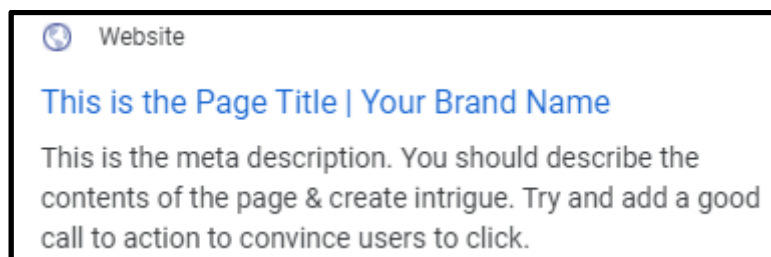
## Checklist

- 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 improvements

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?

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

## 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 zero, unless you are selling high value products.

## 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 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

Be sure to take a look at our guide for writing content for the web for more support on this.

# Adding 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's good to ensure the filename of the image is descriptive with your keywords in there too.

## **Checklist**

- Use a site crawling tool to scan and list all images without alt text (Screaming Frog's [free crawler tool](#) is fine!)
- Add 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 is frustrating. These are the error pages you see when a page is missing, perhaps from an old or incorrect link. Fixing these issues is a quick win, and means it's less likely users will get frustrated and leave your site altogether.

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 all pages, having an impact on your rankings.

## 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 can 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 many applications out there, 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.

In the next guide, we'll be posting about how to think mobile-first and refining your value proposition for the small screen.

As ever, please keep an eye on our blog and LinkedIn for updates, and if you need a hand then just get in touch. We're always happy to help.

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



Neil  
Owner, Semantic