

sorting

OUT

your

SEO

## WORKSHEET 5: SORTING OUT YOUR SEO

Follow these six steps to make sure your website is fully search engine optimised.

### 1 Look at each page of content and list key words for:

Home

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About

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Products

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Services

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Content

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Each blog

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### 2 Have you included key words in your:

- Headers?
  - Content?
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### 3 Images

Have you used key words in your 'alt' text for each image?

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**4 Internal links**

Check the wording on any hyperlinks e.g. change 'click here for more info' to a sentence that includes key words.

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**5 Metadata**

Review each page to add in:

- Meta title

- Meta description

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**6 Backlinks**

What directories can you list your website on?

Who could you submit your blogs to?

Make sure that every time you post on social media you provide a link back to your website.

Are there any industry organisations or publications you can advertise or provide editorial to – with links back to your website?