



## ONSITE OPTIMISATION TIPS

### STARTING THE PROCESS

- Conduct Keyword Mapping: match each of your chosen keywords with a particular webpage or blog post (try to use the most relevant/valuable one on your home page).
- Complete/edit your Meta/SEO Title and Description for the Home Page.
- Can your primary keyword be used in your footer?

### ADDING KEYWORDS TO A WEBPAGE

Consider including your keyword in the following places:

- The URL.
- The Page Title (Make sure to use H1! – use Chrome Extension “SEO Meta in 1 Click” to check).
- The Meta Title: you’ll usually find this field in your SEO plugin or at the end of the page on your dashboard.
- Meta Description: Doesn’t necessarily need your keywords, but fill it in with something that will tempt the user to click through and visit your site.
- Within the Page Content: at least once. Preferably above the fold.
- In a Subheading (H2). This is a great place to use those awkward keywords: things like “financial planner Brisbane”.
- The title of the image BEFORE you upload it.
- In the “Alt Text” field of the image.
- How can you add authority to this page of content? Consider linking to reputable sources, or adding a bio.
- Make sure there’s a Call to Action (can also be a great place to use your keyword!)
- Could you add an internal link to another important page on your site? What anchor text will you use?



## WHICH PAGES TO OPTIMISE FIRST

- Home page
- Consider Services and Category pages
- Consider About page
- Look at individual blog posts
- Contact page

## INTERNAL LINKS

- Go through your website and create internal links to the most valuable pages (the one/s you've just optimised) – use “anchor text” that tells the user a bit about the page it is linking to

## TIPS FOR DIFFERENT PLATFORMS

### WORDPRESS

- Install an SEO plugin (All In One SEO, Yoast, or Rank Math) and/or configure the Global Settings if already in place (try using the Setup Wizard if there is one).
- Rewrite the Meta Title and Meta Description of the site (in the plugin) to reflect chosen keywords.

### SQUARESPACE

- Open the home page in the dashboard. Click on “Edit Site Header” then click “Site Title and Logo” and the little pencil which appears on the right. Change your Site Title. Save and Exit.
- Go to “SEO/AIO” on the main menu at left on your main dashboard. Scroll down and click on “Search Appearance” under “Tools to Manage Your Optimisation”. This will bring up “Search Appearance” for your site home page, you can edit the “SEO Title Format” to include a keyword and the “SEO Site Description” so it appeals to the reader.



## SHOPIFY

- To change Site Title and Meta Description, go to Sales Channels – Online Store – Preferences
- 1 page site: Sales Channels – Online Store – Themes – Customise (add alt text to images here too)
- Multipage site: Sales Channels – Online Store – Pages
- To edit Alt Text and optimise products go to – Products - Collections

## WIX

- Go to Settings – Get found on Google - “welcome to your SEO plan”. Click on Settings at the top to change or enter keywords.
- To optimise individual webpages, click on the three little dots (settings) to change meta title and description.

## WEEBLY / SQUAREUP

- Go to Settings – SEO Site Description to update meta title and description.
- Might not be able to add text to Categories pages 😞

For more tips, you could try Googling “(your website platform) SEO”.

**Questions? Post with the hashtag #seochief in the Facebook group!**