



DIY SEO HQ

How to Optimise your Website





The Magic of Onsite Optimisation

1. Why Optimise
2. The Golden Rule of SEO
3. Mapping Your Keywords
4. Your HOME page
5. Where to Place Keywords on a webpage
6. And now, the Silver Rule of SEO!
7. Which Pages to do First?
8. Internal Linking
9. CHALLENGE TIME!



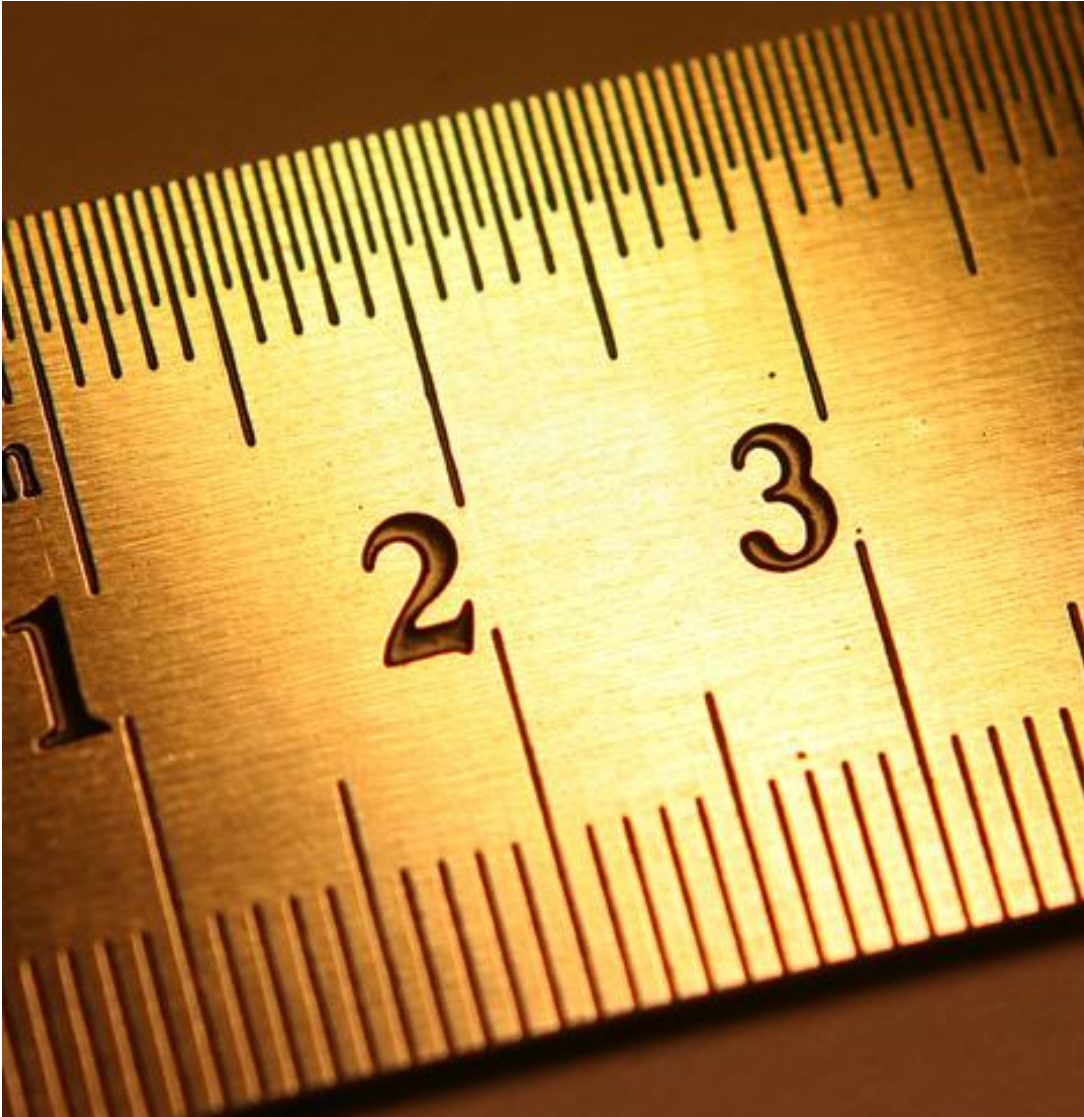
Without ONSITE OPTIMISATION –
you're going to *miss the mark*.



Google:
“Chinese bamboo legend”

Why am I
ranking for my
CLIENTS'
names?!





THE GOLDEN RULE OF SEO –
Aim to please the user, not
Google

STRAIGHT FROM
THE HORSE'S (ie
Google's) MOUTH:

What's on your
website COUNTS!



Optimize your content

Make your site interesting and useful

*Creating compelling and useful content will likely
influence your website more than any of the other
factors ...*

Keyword Mapping:

Matching each
keyword to a
particular
webpage or blog
post



YOUR HOME PAGE

“Give visitors the information they're looking for.

Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do.”

(EMPHASIS MINE)



What a Difference Extra Copy Can Make!



“We typically ranked on page 5-6 ...

I added just three more paragraphs of text ... That moved us to page 1 or 2 for our best keywords!”



Instal 1 SEO Plugin

For example ...

1. Yoast
2. All in One SEO
3. Rank Math

Let's talk about those TRAFFIC LIGHTS – don't obsess over getting a green light!

SEO title

Insert variable

SEO Training and Workshops Brisbane | Front Page SEO



Meta description

Insert variable

We provide SEO training and workshops for business owners, employees and groups, face to face in the Brisbane area, and also online.



Are Meta
Descriptions
becoming pointless?

Google rewrites up to 70% of them anyway...

What Google Shows:



Front Page SEO

<https://frontpageseo.com.au> › seo-training-brisbane

2. SEO Training and Workshops Brisbane

We provide **SEO training online** through our DIY SEO HQ program, regular free webinars, an online module Making the Most of your Google Business Profile.

What I actually have in these fields:

SEO title

Insert variable

SEO Training and Workshops Brisbane | Front Page SEO



Meta description

Insert variable

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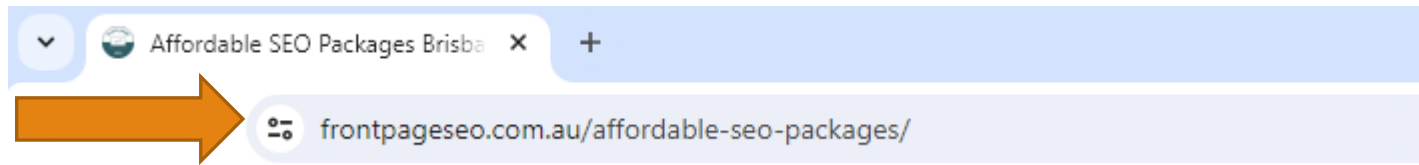
Start Optimising your Home Page:

1. Meta / SEO Title and
2. Meta / SEO Description
3. Can keywords be added in the footer?

Privacy Policy

Copyright © 2023 M1 Psychology Loganholme - Brisbane Psychologist & Counselling Centre

meta title
and URL



AFFORDABLE SEO PACKAGES

At Front Page SEO, we specialise in providing affordable SEO packages *without* sacrificing quality.







What Do We Mean by Affordable SEO Packages?

Affordable doesn't mean cheap.



BUT ... this is the keyword the page actually ranks best for! (Though SEO Consultant Brisbane is at #7)

<input type="checkbox"/>	Keyword	Position 
<input type="checkbox"/>	 seo expert brisbane 	



The KISS principle

Keep URLs short and simple!

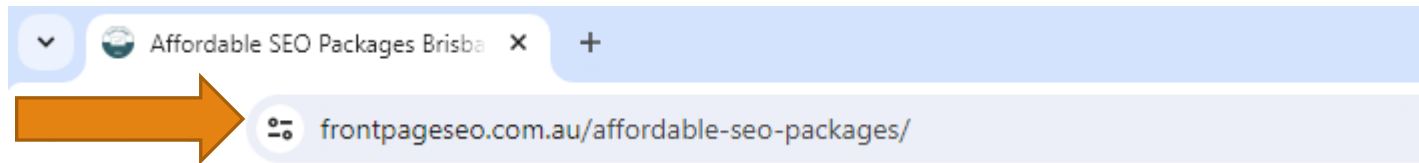
What NOT to do:

<https://www.harbourcityhealth.com/harbourcitysydneystaffmembers>

Better:

<https://www.harbourcityhealth.com/sydney-doctors>

meta title
and URL



Page Title (H1)



AFFORDABLE SEO PACKAGES

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What Do We Mean by Affordable SEO Packages?

Affordable doesn't mean cheap.

Brands A-M

Brands N-Z

By Hair Type

By Product Type

SALE

Blog

More

Dandruff and Sensitive Scalps

Anti-Dandruff shampoos can wreck havoc on natural curls, causing dryness, breakage and tangles. But there is a better way. This collection has been carefully created to include only those products with low/no fragrance or lots of scalp loving ingredients



Inahsi - Pamper My Curls Rosemary
Tea Tree Hair Serum

From \$16.76

Scalp Care



Innersense - Harmonic Hair Renew
Scalp Care Set

~~\$121.00~~ \$90.75

Fragrance Free



Innersense - Clarity Hairbath

From \$18.00
★★★★★ 5.0 (1)

Fragrance Free



Innersense - Clarity Conditioner

From \$18.00
★★★★★ 5.0 (1)

Dandruff and Sensitive Scalps

Anti-Dandruff shampoos can wreck havoc on natural curls, causing dryness, breakage and tangles. But there is a better way. This collection has been carefully created to include only those products with low/no fragrance or lots of scalp loving ingredients



Inahsi - Pamper My Curls Rosemary Tea Tree Hair Serum

From \$16.76

Summary

HEADERS

Images

Links

Social

Tools

All headers in order of their appearance in HTML.

`<H6>` FREE SHIPPING OVER \$199 within Australia

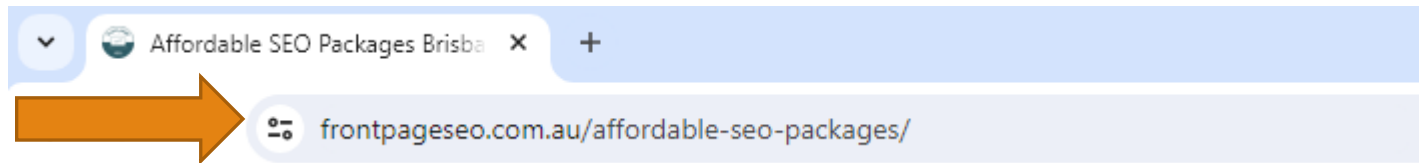
`<H3>` Dandruff and Sensitive Scalps

`<H1>` Anti-Dandruff shampoos can wreck havoc on natural curls, causing dryness, breakage and tangles. But there is a better way. This collection has been carefully created to include only those products with low/no fragrance or lots of scalp loving ingredients

`<H3>` Inahsi - Pamper My Curls Rosemary Tea Tree Hair Serum

`<H3>` Innersense - Harmonic Hair Renew Scalp Care Set

meta title
and URL



Page Title (H1)



AFFORDABLE SEO PACKAGES

above the fold



At Front Page SEO, we specialise in providing affordable SEO packages *without* sacrificing quality.

image title



alt text



Subheading (H2)



What Do We Mean by Affordable SEO Packages?

Affordable doesn't mean cheap.

E.E.A.T.



Google says:
*Make your expertise and authoritativeness clear ...
Expertise and authoritativeness of a site increases its quality. Be sure that content on your site is created or edited by people with expertise in the topic. For example, **providing expert or experienced sources**, can help users understand articles' expertise.*

The Silver Rule of SEO !

Is My Child Ready for School?

Example
of an
Author
Bio



Starting school is a big change in the lives of both a child and their parents; it can be an exciting but also a worrying time.

Many parents wonder: *Is my child ready for school?*

... Rest of article ...

Author: [Meggy Delaunay](#), PG Dip Psych Practice, PG Dip Dev Psych, M Genetic Psych, B Psych, MAPS.

Meggy Delaunay is a psychologist who primarily works with children, adolescents and young adults. She is a registered Psychologist in Australia, New Zealand and France, and can provide therapy sessions in English and French.



To make an appointment try [Online Booking](#). Alternatively, you can call Vision Psychology Brisbane on (07) 3088 5422.

Example
of
References
for
Medical
website



Holistic health care for every age and stage – yes, even from birth!

Chiropractic is a holistic health care approach that focusses on the body's natural ability to heal. For children, this means non-invasive treatments that support their development without the need for medication.

What is Chiropractic for Kids?

Chiropractic for kids relates to the diagnosis, treatment, and prevention of musculoskeletal and nervous system disorders in children. It involves gentle adjustments to the spine and other parts of the body to promote optimal alignment and function.

Depending on individual circumstances, treatment may include gentle spinal and pelvic adjustments, soft tissue therapy, Sacro-Occipital-Technique (SOT), and more.

And because chiropractic care is proactive – it's all about early detection and prevention. So, while it addresses common childhood health issues as they arise, it may also help prevent injuries (1) and enhance overall wellbeing!

... Rest of article

References:

1. <https://www.sciencedirect.com/science/article/abs/pii/S1556370722001249>



And don't forget your CTA! (Call to Action)

- [Contact Us](#)
- [Download our checklist](#)
- [Sign up for our newsletter](#)
- [Check out our products](#)
- [Follow us on Facebook](#)
- [Book an appointment](#)

Are you looking for **cheap flights**? If so, then you have come too the **cheap flights** specialist. All we have is **cheap flights**. We sold **cheap flights** to you cousin only last week! And she was so happy with her **cheap flights**, that she came back and bought more **cheap flights** from us, the **cheap flights** specialist. So, don't go looking anywhere else for **cheap flights**, because you'll get the best **cheap flights** from us. Remember, we're the **cheap flights** specialist! Where would you like **cheap flights** for? Because we have **cheap flights** to pretty much anywhere you could imaging. We even

Avoid Keyword Stuffing!



Which pages
should we
optimise
first?



1 .Home page



2. Services or
Category page/s



3. About page



4. Blog Posts



Internal Links:
show Google
which pages are
important to you

Example
of using
internal
links



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Anchor Text: the visible text you use for the link. This tells users and Google something about the page you're linking to. For example - “treatment” above links to the page of Services (which is optimised for the keyword “chiropractic treatment”).



ONSITE OPTIMISATION: This is where the MAGIC happens!



July 2025

Keyword	Position
product photography brisbane	38
branding photographer	83

September 2025

Keyword	Position
product photography brisbane	14
branding photographer	51



Now it's time to
find out for
yourself ...



THIS MONTH'S CHALLENGE

Optimise your home page and 2 other pages on your website.

Then keep an eye on your rankings and report back to our Facebook group!

The 72 Hour Rule



Go forth and optimise!

Thank you!

