

KELLY DREWETT



VERSION 2.5

# THE JOURNEY TO A A SUCCESSFUL WEBSITE



## 8 STEPS

+ TOOLS & BONUSES

PLEASE CONSIDER THE  
ENVIRONMENT BEFORE  
PRINTING THIS GUIDE

**#SAVEOURPLANET**



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## ABOUT ME

I'm an expert website designer, WordPress developer and search engine authority, with 23 years of experience - an SEO expert providing services that get results. I really know websites, I know the tech.

I'm passionate about empowering, upskilling and enabling all kinds of businesses to take control of their own websites and make them a success. I want to help you.

I'm clear, helpful, and I explain things! I'm innovative, adventurous, driven, enthusiastic and wacky. I care deeply about our world, nature and the environment, education, equality and humanity.

## HOW I HELP YOU

I provide resources and courses that will help you to structure and support a website that will grow your business. Learn to improve your own website for search.

Check the FURTHER LEARNING section on the last page to continue your SEO learning journey.



# INTRODUCTION

The techniques I share in this guide are tried and tested. A perfect bundle of tools and tips to help you to enhance a website to rank better on search engines - ultimately encouraging footfall and sales.

There are many parts to the SEO machine. Once all the moving parts are in place any website can achieve visibility and popularity.

**By the end of this guide you will understand what it takes for a website to rank well using 'organic' search engine optimisation.**

You'll all be at a different stages with SEO and website design. Whatever stage you're at, use this guide as a reference as you grow online.



## WHY I'VE WRITTEN THIS GUIDE

I've been a website designer for more than 20 years and I've worked with search engines for half of that. Not only have I uncovered many of the mysteries of search engines, I also truly understand the mechanics of a website.

It's become apparent to me that businesses disregard their website once it's online.

Others strive to keep it up to date but struggle to maintain good rank on search engines.

**A website is the nerve centre for all online activity - I show you how your website can succeed online amongst the competition.**

There are no 'get-rich-quick' secrets. Like most things in life, to make a website successful you have to be driven and work hard at it.

Knowing what you're working hard towards will make the journey more exciting.

Kelly



# WHAT IS SEARCH ENGINE OPTIMISATION?

Search engine optimisation is the art of improving a website to rank better on search engines, like Google. In this guide we do that **organically**.

When we say 'organically' we are referring to the natural indexing of a website - the opposite of paid-for listings like GoogleAds.



# JARGON

## CONTENT

Your online message communicated to an audience using written articles, visuals and audio. These are added to posts or pages. Also used to describe items shared to social media.

## DOMAIN

Website address. Term encompasses everything that is hosted on the address such as the website, blog and the content within such as articles, images and video.

## INDEXED

When a search engine lists an article (page or post) on a search engine result page.

## NAVIGATE

The way a visitor moves around a website using links, buttons and the menus.

## NAVIGATION SYSTEM

The menu (tabs/buttons) on website or blog.

## POST/PAGE

Posts and pages are similar. 'Page' refers to an article on a website. 'Post' is used to refer to an article on a blog. I cross the terms in this guide.

## RANK OR PAGERANK

The listed position of any content that is on a search engine for a search term i.e. 1 - 50.

## SEARCH TERM OR SEARCH QUERY

The enquiry made on a search engine by a human, such as yourself. Typed or spoken.

## SERP

An acronym for Search Engine Result Page. This page displays all indexed websites when a search query is carried out.

## WEBMASTER

The technical person that looks after the website. Could also mean the website owner.

## URL

Path showing the location of an article or media. Find the URL of a page in the address field at the top of the browser. Sometimes known as permalink or slug (WordPress).

## WHAT IS A SEARCH TERM?

To conduct a **search**, a term is entered into a search engine as a string of words or in the form of a question. These are known as **'web search queries'**.

We input these terms into search engines like Google, Bing or DuckDuckGo.

A virtual assistant like Amazon Alexa or Google Home can also be used to search - using voice.

Searches on Alexa are handled by Bing. Of course Google handles searches on Google Home.

One of the top goals of a webmaster is that the website appears on the **first page of the search results** - at least for a few search terms within their industry.

We help that process using **key phrases**.

## WHAT IS A KEY PHRASE?

On web pages, relevant words are included to help customers find the website. We use them to help search engines and visitors understand what the website offers.

Individually these are known as **keywords**.

Years ago keywords were used within the code on the back end of the website in what we call a keyword meta-tag. A webmaster could include some keywords they'd like to be ranked for and, sometimes, they ranked.

However people abused the system by including keywords that had no relevance to the web page.

There are also billions more websites online, so the easy days are gone.

**We now use key phrases and they must be relevant to the page content or search engines won't rank the page.**

Keywords make up key phrases. A key phrase consists of more than two keywords – 50% of online searches use more than four in a query.

Longer terms are known as long-tail key phrases and will contain up to 10 keywords.

Website owners give a page or post intention using a key phrase – by doing this they target a search query.

The key phrase is used in the URL, meta-tags, the title, on images, alt tags and throughout the content.

## WEBSITES AND SEARCH ENGINES

Websites are constructed using a combination of **coding languages**. You may recognise languages such as HTML, CSS and JavaScript. There are lots more.

Search engines use programmes - **search engine bots** - to 'crawl' web pages. They scan code - they don't see the pretty design.

Search engine bots identify headings, paragraphs, spelling, grammar, publish dates, images, load times and much more.

Although bots are very sophisticated they are not flawless. Badly coded websites can impair a bot's ability to absorb information and they will therefore not be indexed so easily.

For a bot, it is easier to decipher a web page that uses clear code and less of it. This is why some platforms are better than others.

There are even special coding techniques that we can use to help the bots too, although we are not covering them in this guide.

## LANDING PAGES

The home page isn't the only page that will be indexed on a SERP and therefore not the only way a visitor can access a website.

All pages and posts can be indexed when a webmaster uses correct techniques. Make each article count and use them wisely.

A landing page is a good, solid page or article tailored around a targeted term. They bring visitors into a site for specific searches.

A landing page has as just as much ability to rank as a home page. Use a landing page for each category, product or service that you offer.

The more landing pages, the more search terms the site has the possibility of ranking for.

*Side note: The term landing page can also refer to a 'lead capture page' - a page on which a visitor would be required to carry out one task, such as sign up to a newsletter.*

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### NOTE THE BULB ICON

When you see it, I've included a useful tool. You'll find links at the back of the guide.



Demystifying the web for adventurous small businesses.



# STEP 1.

## RANKING FACTORS

Search engines have a long list of quality guidelines. Why? Because people wouldn't use the search engine if they listed harmful, inappropriate or worthless websites.

**Webmasters have a responsibility to make a website easy to use, accessible and informative.**

A website that sends positive signals to search engines will rank more highly.

I include important signals in this step.

## CRAWLER ACCESSIBILITY

A search engine bot accesses web pages by scanning the internet and then following links within the code on pages.

Provide internal links to every page to increase chances of each one being indexed faster and ranking higher.

Help search engines to crawl a website by including a sitemap file. A sitemap highlights important pages, posts and media.

**More on sitemaps within Google Search Console - STEP 2.**

## PRIMARY FOCUS

Penalties are given out to websites that solely write for search engine rank.

Humans need to be the primary focus. Check that the content inspires, educates or entertains.

**Visitors are the principle concern for search engines as they should be for you.**



**Screamingfrog is a brilliant tool - learn how search engines crawl your site. A free version is available.**

## USER ACCESSIBILITY

Google focuses on websites that are accessible to everyone. This is something that I really love about SEO practices.

An impairment might be auditory, cognitive, physical, neurological, or visual. Even when temporary. Difficult situations are counted to like a slow internet connection, a bright room, a noisy environment or a moving train.

Ensure ALL users are able to understand, navigate and interact with the website.

# STEP 1. CONTINUED

## EASE OF NAVIGATION

When online, our objective is to find what we're looking for as quickly as possible. This means navigating a website must be made more than easy - intuitive.

The navigation system includes the primary menu, links throughout the content and call to actions such as buttons that help the visitor move to the next stage.

## MOBILE FRIENDLY

A website should respond to the screen size of the device that it's being viewed on - this is known as responsive web design.

The font must be legible, images clear and navigation easily visible on a TV, a desktop, a tablet and a phone.

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**Use the Google Mobile-Friendly Test to check all elements.**

## SSL CERTIFICATE

An SSL certificate encrypts information passed between the website and the host. It demonstrates that the webmaster is taking care of its visitors.

Google notes SSL certificates on websites. Out of two similar websites, the one with a certificate will rank higher.



**Lots of hosts provide free certificates via a company called LetsEncrypt. These would be suitable for most websites.**

## SPEED

Fast websites rank better. Speed:

- Equals accessibility to more people.
- Provides information instantly.

There are lots of reasons a page would download slowly - such as unoptimised images, fancy effects, complicated code and unnecessary external scripts. Clean, simple websites succeed on SERPs.



**Check the speed of your website on Google Page Speed Insights.**



# STEP 2.



## TRACK AND ANALYSE

To improve a website's search engine rank first find out where it is positioned at this very moment. Step 2 contains tools to help you track the website and understand it.

If you are a self proclaimed technophobe, skip to the '**Google Analytics**' give-away. I've simplified the reports for you.

## THE SEARCH CONSOLE

The Google Search Console contains free tools and reports that measure website traffic, performance and errors.

A useful tool is the URL inspection tool to check if your page is ranked at all. When Google ranks out of date page versions ask Google to re-crawl and re-index it here.

The 'Performance' area determines when the site has been listed during a search (known as impressions.) and when a link on the Google result page has been clicked (clicks).

The Search Console sends a notification when issues and damaging errors occur. Extremely useful when you are constantly building and adding to a website.

## BING WEBMASTER TOOLS

Bing, Microsoft's search engine, is the default search engine on PCs sold with a Windows Operating System. Meaning that Bing takes about 10% of searches in the UK, and more in the United States. That is a fair amount of searches, so don't forget Bing.



**Use Bing webmaster tools for reporting and diagnostics.**

## WORDPRESS SEO

Used wisely, WordPress can be used to build a website or blog that succeeds on search engines.

Some things to remember:

- Choose a fast loading theme.
- Delete unused themes, plugins and media files so the website isn't bloated.
- Always optimise images so that they download quickly.
- Avoid unnecessary effects.
- Installing an SEO plugin such as 'Yoast' doesn't mean the website is miraculously optimised well.



**Submit a sitemap. to the Google Search Console. Create one via Pro-Sitemaps.com or use the Yoast SEO WordPress plugin.**

# STEP 2.

CONTINUED

## GOOGLE ANALYTICS

Google Analytics provides valuable data to determine audience demographics and behaviour that helps to hone a website.

If Google Analytics is information overload, I have created a valuable dashboard which will simplify the data for you.

## DASHBOARD

To take advantage of my handy **Google Analytics** dashboard:

- Log in to the associated **Google Analytics** account.
- Return here and **click this link**.
- Click **USE TEMPLATE** top right.
- Change the **Default Data** using the drop down which is again top right of the page next to the title 'Google Analytics Audience Overview'.
- It will magically contain all the information you need for now.



**TIP: Download the Google Analytics APP to your phone. The data is simplified on the APP and much easier to understand.**

## SEO SOFTWARE

Moz's SEO software, 'The Keyword Explorer', provides a fantastic breakdown of page rank according to key phrase. Compare position to competitors, flag crawl errors, do keyword research, link building and check page optimisation.



Sign up for **FREE** to the Moz **Keyword Explorer**, where you can start with **10 key phrases** to research.

## ANALYSE BEHAVIOUR

Use the 'Behaviour Flow' tool within Google Analytics to discover where visitors leave the website and improve areas of the site. Go to **Google Analytics, Behaviour > Behaviour Flow**

## HEAT MAPS

A heat map is a diagram of a web page. Colours - usually red - highlight parts of the page that are most clicked or tapped.

Using these insights review where you put your most important buttons and CTAs.



**HotJar** provides **heat maps** and **visual recordings** of each visitor session.

# STEP 3.

Glitches on a website are known as '**crawl errors**'. When optimising for search engines, make the fixing of errors the very first task. Search engine work will be ineffective if there are issues.

## FIX ERRORS

Search engines are unlikely to rank and send visitors to a website riddled with errors.

On a growing website crawl errors do arise over time. Check the site on a regular basis. Make it part of your routine.

## CRAWL ERRORS

- **404 Errors**  
Broken internal and external links.
- **URL too long/too short**  
The address of your page (known in WordPress as a slug).
- **Server errors**  
500 Errors which may mean the web page is broken.
- **Redirect issues**  
Links to incorrect pages or redirect chains and loops.
- **Thin content**  
Few words on a post or page.
- **Slow load time**  
Pages download slowly.
- **Duplicates**  
Title tags and meta-descriptions.
- **Malicious software**  
Keep software up to date.

## META-DATA ISSUES

'Meta-data' are snippets of code that help a search engine to understand a page. These these help page rank. A meta-title and description must be in place for each and every page, don't leave them out

The following tags appear on search engine listings. They should be are meaningful and adopt the target key phrase.

**Title tags** - Keep title tags below 60 characters (with spaces) so that they are fully legible on a SERP.

**Meta-description** - Google truncates descriptions to 155-160 characters. Stick to 155 and put useful key phrases at the start.



**TIP:** Use 'word count' on Google Docs to check character number. Open a Google Doc, paste in your text and go to Tools > Word Count.

# STEP 4.

THE FUN STUFF!

## TARGETING

A hardworking website must target an ideal client. Refrain from wasting time and money by casting the net too wide. There will sometimes be more than one audience to aim at - for example *parents and teenagers*. Organise parts of a website so they can be constructed and written to appeal to each.

## KNOW YOUR AUDIENCE

Use the analysis tools to get to know your audience, their demographics and interests. Search queries and behaviour tools will help you learn what customers are in search of and where the website is not providing.

With this knowledge, improve and add pages. To gain further reach, expand the site using a blog. Blog posts target extra key phrases that are searched by potential clients.



**TIP: Take a look at your social media followers - who are they, what are their interests? Social platforms have analytics and insights that help you to understand what makes them tick. Great for ideas!**

## KEY PHRASES

The next step is to research key phrases. Take existing terms used in current pages. Enter them into the Moz Keyword Explorer.

Now, from the 'Moz Keyword Suggestion Tool' create keyword lists. Compare the phrases and identify how difficult each term is to rank for. Start with the key terms with a low difficulty score.

## START SMALL

Target lower competition key phrases. A small website won't be able to compete for high competition phrases. You can even target geographically here.

Pick a key phrase that you can rank for and that you feel compelled to write about.

Low competition phrases won't be searched as often but in truth a small business needs a small number of hits. Better to have 40 valuable visitors than none at all.

# STEP 5.



## THE PERFECT WEB PAGE

Write well and use good grammar. Spelling mistakes, thin content and hard-to-read articles discourage search engines from ranking a website well.

Remember you write for humans and we humans demand engaging and interesting content.

## WRITE THE CONTENT

### WHAT DO YOUR CLIENTS WANT TO KNOW?

Open up to the questions your clients ask. Every answer that you provide can become a piece of content.

Be clear and concise within each post and make sure **articles are inspiring or educational.**

Background information or proof of a point will help to strengthen a page but don't repeat yourself or pad things out. Avoid waffling.

Make the page easy-to-read and easy-to-scan. Split it up into digestible blocks.

### HIGHLIGHT POINTS USING LISTS

- They break up the text,
- make the article easy to scan,
- highlights important points and
- encourages featured snippets.



Save the page using the key phrase **<my-key-phrase>**.

Use the key phrase in the H1 heading tag - always at the start of the article. Use it throughout the content.

Throughout the content link to other pages on the website/blog. Make sure you link whole phrases don't use 'click here'.

Optimise images for the web (search my YouTube channel for a how to video) and save them using the key phrase. Add ALT tags on each.

Use a H2 tag when you can to separate text and introduce new topics. H3 tags are sub-headings.

Bullet point lists help to distinguish content making points easier to read. They can be listed as a SERP feature too.

# STEP 5.

CONTINUED



## CALL TO ACTION

A call to action (CTA) helps the visitor understand what step to take next. Make it easy for them. These can be in the form of big, bright buttons or textual links throughout the written content.

## EXTERNAL LINKS

Be generous with external links. They will strengthen content and encourage links back. Link out to articles and media that support points or that help the user to find out more about the topic at hand.

# STEP 6.

## INTERNAL LINKS

Internal links are one of the most vital SEO factors. Search engines aspire to create a useful web of knowledge. Use internal links often throughout content to help the user around the site. Link clear key phrases or images with ALT tags so that search engines understand what will be covered on the linked page. Ensure the user experiences a certain flow whilst using the site.

## NEW WINDOW (TAB)

Search engine guidelines state that links must open in the same tab. The user must make their own choice as to whether a new window/tab opens. The visitor has more control and confusion is minimised.

## LOCAL LINKS

To prevail in a particular geographical area concentrate on links to and from websites that are within that region. This is called location based link building. See the BUILD A HUB section in step 7.

This is not to say links further afield should be totally neglected for a local business, just make sure they are relevant.

## CONTENT LINKING

Search engines don't value links at the end of a post as highly as links throughout an article. Footer links don't have the same clout as text links within content.





## BACK-LINKS

### WHAT ARE BACK-LINKS?

Back-links are incoming links that link an external website to your own.

A back-link can be a text link, a button or an image. They can lead to a page, post, an image or even a media file.

A link could also lead to a page or post containing embedded video or audio. The point is the final destination must be hosted on your domain to make it a worthy back-link.

Think of a back-link as a recommendation from one website to another. They are hard to fake and difficult to achieve which is what makes them so crucial to an SEO campaign. They are high value.

Credible back-links show users and search engines that the destination site is popular and has content that is worth linking to. A clear signal that a website is desirable so search engines rank them better.

Consider back-links early on in your SEO journey. A website that provides truly excellent content that inspires, educates and/or entertains will establish back-links quite naturally.

### LINK BUILDING TIPS

Back-links should almost always be from websites that are within the same industry, so they are relevant to your business. The only exceptions are local links and clients.

Links out will strengthen your website. Search engines aim to build a network of useful content.

Link build with credible websites by building real-world relationships within the industry. The only way this works is meeting people face to face. Reciprocate links.

On any one page, when there are two links that go to the same web page the one found first will give the most value.

Links placed outside of or after content are not as strong, so link throughout articles.

Use keywords on text links or if it is an image, use keywords in the alt-tag - this helps to establish recognition within a topic or industry.

### NEGATIVE LINKS

Avoid links from websites if they aren't doing well on search engines.

It's also not favourable to have links from websites with a high spam score.

Too many links on any website indicates a manipulative site so don't overload. However, we are talking hundreds of links on one page.

Regularly check that links go to correct pages - 404 errors will damage online reputation.



# STEP 7.

## EFFECTIVE BUSINESS GROWTH

### BLOGGING

A blog supports a website so that the domain name - your brand - gains further reach and recognition across the internet. Use written content, images, video and audio to connect with an audience on a deeper level.

- Show skill and knowledge within an industry, help your audience and make your business easy to find.
- Consistently show up to your followers and build better business relationships.
- Target more search terms so people notice the brand on industry searches.
- Establish yourself as an authority within an industry so search engines rank content higher.
- Ideas and content can be repurposed on social media and in e-newsletters.

### STORY ALERT

*“Starting is the hardest part ...”*

I started blogging about 10 years ago when I realised the value of written content and how it could gain further reach for my website.

My blog posts weren't the most inspiring and they were nowhere to be seen on search engines for nearly a year.

I then began to analyse the posts. I found that some were ranking. I dedicated time to

improving and re-targeted the content. My posts can be found today ranked highly in competitive industries. They sit amongst brands that have a bigger team than me. My website competes. Search engines recognised my domain as an authority. I now love the process and my website is getting stronger with everything I produce.

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*“If you don't complete your first, you can't complete your 50th”*



**TIP: If you have a few blog posts under your belt, analyse them on the Moz Keyword Explorer. Enter the URL of the post to check where it ranks. You might be surprised.**

**Using this guide, get to work expanding and improving any that are in the top 30 to get them to climb. Reform the others when you have the time.**

### IDEAS FOR BLOG POSTS

I love a mindmap - I've written a blog post on how a mindmap can help visualise just how interesting a business can be. There are so many topics you can cover that will attract people to the business.

Key phrases can be used on any article, you just need to find an angle. Find a balance between what you want to write about and what is being searched for. Ideas will pour out as you produce content. Keep notes on those that come to you whilst you write.



## WRITTEN CONTENT

Find an honest, open voice and let your personality shine through. Are you chatty, funny, or quirky? The way you write will appeal to a certain audience.

Use language that you would use every day - think how you would normally relate to your ideal client. Don't be stiff in your writing but write with authority.

Make each article interesting and to the point. It's best to use your own knowledge of the industry but an SEO copywriter or editor can be hired to complete or check articles. If you prefer video, add the transcript as a blog post and embed the video there from YouTube too.



**In the tools section I've included websites to help curate content.**

## CURATING CONTENT

'Curating content' means 'to select and organise content written by someone else'. This technique is widely used.

Fact check and collect information on the internet, that's what it's for. If you quote someone to reinforce a point - link to the original author. This helps in link building too.

Search engines use software to discover duplicate copy and original authors. Never copy and paste pages of someone else's work. Reproducing your own work across different platforms is encouraged and will also help with link building and brand recognition.

## WORD COUNT

The SEO community recommends that blog posts are between 600-1000 words. In truth we don't know the ideal number. I've had most success with longer blog posts but I've seen fairly short posts of 400 words do well for certain key phrases.

My conclusion is that useful, to the point, well written articles always triumph, when they are written with humans in mind.

Don't unnecessarily increase word count to fill space. The article will end up uninspiring.



## EVERGREEN CONTENT

The term 'evergreen' applies to articles that are relevant to visitors over a long time period. Much like an evergreen plant - the leaves are always green.

Start your blogging journey with evergreen articles as opposed to news. Once evergreen content ranks well the domain gains trust and authority. Search engines will more regularly crawl the web pages and posts.

New content is indexed faster when the domain is trusted. When you're in a fast moving industry only write 'news' articles once you rank better. Be opportunistic and write around timely, highly searched buzz words and phrases. Articles from strong websites will rank faster - some within minutes - beating competition to the query.

## BUILD A HUB

Use blog posts to build a go-to hub for your audience. Your domain can be the place people return to, time and again to learn, be amused or feel good.

To rank geographically, build blog posts around locally related subjects - history, entertainment, tourism, businesses and people. Rank for local searches, achieve back-links and keep climbing.

## REPURPOSE BLOG POSTS

After you've taken all that time to write a blog post, make sure you use that content again. This is known as repurposing.

Blog posts can be repurposed as all sorts of things:

- Video scripts.
- Podcast episodes.
- Guest posts.
- Linked in articles.
- Social media posts.

Create shorter posts on different platforms that people can learn from. This is known as microblogging. These posts could be interesting parts of your longer blog posts.

# STEP 8.



## MEDIA

Visuals have a large role to play in the SEO machine. They improve user experience, add interest, connection and credibility to a page or post. Make sure you are producing video and images as rankable content.

Media is independently ranked on search engines. You'll see them indexed on Google Images or YouTube. Well ranked media aids popularity of the domain.

In certain Google searches, images and video are listed on results even before written articles - these are known as SERP Features and exist in many different forms.

## IMAGES ON WEBSITES

Pages without images look like a scientific paper, you have to agree. Without images or some sort of design and organisation, a visitor is likely return to the search. There are some common (and big) offences committed when it comes to web visuals though. Unoptimised images download slowly and will be penalised by search engines. People won't wait either!

## TIPS FOR WEBSITE IMAGES

1. **Optimise** - resize the image to fit the space it's intended for. Compress it before it is uploaded. Avoid ever using oversized images. See my YouTube video "**WordPress image SEO for higher rank**".
2. **Correct format** - use the correct image format - JPEG for photos, PNG for vector images like graphics.
3. **Commercial rights** - large fines are issued to businesses using media without rights. Check - there are different usage rights for web and print.
4. **Include at least one relevant image** to help a page to rank.
5. Save the image **using the key phrase** you've chosen to target for that page.
6. **Always use an ALT tag**. Be descriptive but also try to use the targeted key phrase that you've chosen for the article.

## ALT TAGS

ALT tags are HTML tags that help visually impaired users to understand what is displayed within an image. The ALT tag is read out-loud via a screen reader. A rule of thumb is to consider how you'd explain the image over the phone. Search engines don't 'see' well either so these kind of accessible signals help search too.

# STEP 8.

CONTINUED



## VIDEO

80% of internet searches end in the watching of a video. Their popularity is only increasing with LIVE video. Video connects a brand to an audience who can really get to know you before they buy.

Video inspires, entertains and educates. Embed related videos to your pages to strengthen them and help them rank higher. It's easy to get started with video using a smart phone, a microphone and some video editing software.



**To edit video on a mobile I use YouCut.  
For more advanced editing on a  
desktop computer I use Movavi.**

## YOUTUBE

YouTube is a search engine in its own right - the second most used in the world, after Google itself. YouTube makes the whole video process easy and accessible to all.

YouTube reformats video so they can be watched by anyone, no matter what device they use. Necessary when embedding them to a website.

Create informative videos around researched key phrases. Add them to your YouTube channel. Use keywords in the video itself, in the title and the description. Embed video onto your website, blog and use them across social media platforms.

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**FOLLOW ME  
ON YOUTUBE**

**KAYDEEWEB**

Learn and understand  
websites and SEO 



# RINSE AND REPEAT

## GO TO THE BEGINNING OF THIS GUIDE AND DO IT ALL AGAIN!

Learn and improve as you go. When you're doing it, you're learning.

Organic search engine optimisation needs commitment - nurture your website and blog over time. The results will be worthwhile for your business.

## IMPROVE

Your articles will start to rank at position 30 or 40. Take the time to improve them. Do more research, show more reasoning, rewrite parts, add to them, include more links and add photos. Create a helpful video on the topic and embed that into your article.

**Study pages that are indexed higher than yours to discover reasons they rank better.**

## FURTHER RESEARCH

Once you rank for lower competition key phrases start to target more highly searched terms.

It's more difficult to get results but once your domain has authority you are in the position to rank better. Higher volume key phrases mean more eyeballs on the website and a well known brand.

# AMAZING TOOLS

## CHECK YOUR SITE



### **SCREAMINGFROG**

[screamingfrog.co.uk/seo-spider](https://screamingfrog.co.uk/seo-spider)

### **GOOGLE PAGE SPEED INSIGHTS**

[developers.google.com/speed/pagespeed/insights](https://developers.google.com/speed/pagespeed/insights)

### **GOOGLE MOBILE-FRIENDLY TEST**

[search.google.com/test/mobile-friendly](https://search.google.com/test/mobile-friendly)

### **GOOGLE SEARCH CONSOLE**

[search.google.com/search-console](https://search.google.com/search-console)

### **GOOGLE ANALYTICS**

[analytics.google.com](https://analytics.google.com)

### **GOOGLE MY BUSINESS**

[business.google.com](https://business.google.com)

### **BING WEBMASTER TOOLS**

[bing.com/toolbox/webmaster](https://bing.com/toolbox/webmaster)

### **MOZ KEYWORD EXPLORER**

[moz.com/explorer](https://moz.com/explorer)

[analytics.moz.com/pro/link-explorer/home](https://analytics.moz.com/pro/link-explorer/home)

### **HOTJAR**

[hotjar.com](https://hotjar.com)

### **SOCIAL MEDIA ANALYSIS**

[analytics.twitter.com](https://analytics.twitter.com)

[business.facebook.com](https://business.facebook.com)

### **SOCIAL MEDIA EXAMINER**

[socialmediaexaminer.com](https://socialmediaexaminer.com)

### **SSL CERTIFICATES**

[letsencrypt.org](https://letsencrypt.org)

### **SITEMAPS**

[pro-sitemaps.com](https://pro-sitemaps.com)

[yoast.com](https://yoast.com)

### **CONTENT CURATION**

[quora.com](https://quora.com)

[contentgems.com](https://contentgems.com)

[google.co.uk/alerts](https://google.co.uk/alerts)

### **IMAGES AND VIDEO**

[canva.com](https://canva.com)

[gimp.org](https://gimp.org)

[movavi.com](https://movavi.com)

[zubtitle.com](https://zubtitle.com)

# SAY HELLO

Kelly



Feel free to forward this guide to your connections to help them out.

## FURTHER LEARNING

### Web Untamed newsletter

[kaydee.net/signup](http://kaydee.net/signup)

### What is Web Untamed?

Created by Kelly, Web Untamed is a learning community for SEO and website design.



[facebook.com/groups/webuntamed](https://facebook.com/groups/webuntamed)

Facebook group - search Web Untamed

### @kaydeeweb

Kelly Drewett

Kaydee Web Ltd

-  [facebook.com/kaydeeweb](https://facebook.com/kaydeeweb)
-  [youtube.com/user/kaydeeweb](https://youtube.com/user/kaydeeweb)
-  [kaydee.net/blog](http://kaydee.net/blog)
-  [linkedin.com/in/kellydrewett](https://linkedin.com/in/kellydrewett)
-  [pinterest.co.uk/kaydeeweb](https://pinterest.co.uk/kaydeeweb)
-  [instagram.com/kaydeeweb](https://instagram.com/kaydeeweb)
-  [twitter.com/kaydeeweb](https://twitter.com/kaydeeweb)

