

STYLE FACTORY

Quick start SEO guide

Task	Notes / examples	Resources to help	Done?
1 Do your keyword research	Before creating a page or post, ensure that you have used a keyword research tool to find out what phrases — ‘target keywords’ — people are using to find content like yours.	Extended free trial of Semrush Semrush guide to keyword research	<input type="checkbox"/>
2 Use clean URLs	Use simple, clean URLs for your pages, and ensure that they include your target keywords. Example: www.mysite.com/green-dresses instead of www.mysite.com/gd2021	Google’s guide to simple URLs	<input type="checkbox"/>
3 Include your target keywords in H1 tags	Make sure to include your keywords in your page’s H1 (Heading 1).	W3 Schools guide to HTML Headings	<input type="checkbox"/>
4 Include your target keyword in the first paragraph of your content	Make sure the opening paragraph of the page targeting your focus keyword includes it.		<input type="checkbox"/>
5 Include your target keyword in some H2 tags	Make sure to include your keywords in some of your page’s H2s (Heading 2s).	W3 Schools guide to HTML Headings	<input type="checkbox"/>

<p>6 Make sure your content is fairly long</p>	<p>Ideally, your pages or posts should address topics in depth and be over 2,000 words in length.</p>	<p><u>Neil Patel's guide to long-form content.</u></p>	<input type="checkbox"/>
<p>7 Increase 'dwell time' on your page by including videos and images in it</p>	<p>Videos and images can keep people on your pages longer — and pages with longer 'dwell time' may be rewarded with higher rankings.</p>	<p><u>Ahrefs' guide to Dwell Time</u></p>	<input type="checkbox"/>
<p>8 Add alt text to your images that includes your focus keywords</p>	<p>Adding relevant alt text to images can help search engines categorize content more accurately (and helps make your content more accessible to those with disabilities too.)</p>	<p><u>Moz's guide to alt text</u></p>	<input type="checkbox"/>
<p>9 Add outbound links in your content to authoritative websites</p>	<p>Relevant outbound links can help search engines understand your content better and trust it more. For example, in a post about fashion, you could include links to related articles on the Vogue or Elle websites.</p>		<input type="checkbox"/>
<p>10 Encourage visitors to comment on your posts</p>	<p>Comments can signal to search engines that a piece of content is engaging; they can also be indexed too. So issue a clear 'please comment on this article' call-to-action at the end of your posts — but only publish quality, meaningful comments.</p>		<input type="checkbox"/>

11 Add rich snippets to your content	<p>Rich snippets (star ratings, pricing info etc.) can help content stick out in search results and generate higher clickthrough rates (something which many SEO experts believe ultimately improves rankings).</p>	<p><u>Yoast's guide to rich snippets</u></p>	<input type="checkbox"/>
12 Use SSL (Secure Socket Layer)	<p>Google treats websites using Secure Socket Layer preferentially (i.e., those using https:// rather than http://) . Be careful when switching to SSL however, as getting the process wrong can have a very negative impact on SEO.</p>	<p><u>Google's guide to SSL</u></p>	<input type="checkbox"/>
13 Use a fast web hosting provider	<p>Use the fastest hosting provider you can. The better your page speed, the better your content will perform in search results.</p>	<p>We recommend <u>Kinsta</u> or <u>WP Engine</u> if building a WordPress site.*</p>	<input type="checkbox"/>
14 Keep use of scripts to a minimum	<p>Remove any non-essential scripts and widgets from your site — this can improve loading time, which will be rewarded by search engines.</p>		<input type="checkbox"/>
15 Register your site with Google Search Console and Bing Webmaster Tools	<p>By officially registering your site with these search engines, you can increase visibility and identify optimizations that can improve rankings.</p>	<p><u>Google Search Console</u></p> <p><u>Bing Webmaster Tools</u></p>	<input type="checkbox"/>
16 Register your site with Google My Business	<p>Registering your site with Google My Business can help it appear more frequently on geographic searches for local businesses (and on Google Maps too).</p>	<p><u>Google My Business</u></p>	<input type="checkbox"/>

17 Avoid use of intrusive pop-ups	Intrusive pop-ups are not recommended by Google and can also slow your page down.	<u>Google's guide to using popups safely</u>	<input type="checkbox"/>
18 Optimize your images	Avoid using large image files on your site, as this slows your pages down (this in turn can have a negative impact on SEO). Crop and compress your images!	<u>Yoast's guide to optimizing images</u>	<input type="checkbox"/>
19 Ensure your site is 'responsive'	Ensure your website design is 'responsive' — this means that it is designed in a way so that it resizes automatically to suit the device it's on. Google gives preferential treatment to responsive websites.	<u>Google's guide to responsive web design</u>	<input type="checkbox"/>
20 Try to meet 'Core Web Vitals' standards	This can be a bit tricky without the help of a developer, but if you can meet Google's 'Core Web Vitals' standards (a set of targets relating to the speed, responsiveness and visual stability of a website), you may benefit from a slight improvement in rankings.	<u>Web.dev's guide to Core Web Vitals</u>	<input type="checkbox"/>

* Affiliate links — these may result in Style Factory receiving a commission (at no extra cost to you) if you buy a product from the websites involved.

Find more SEO resources at <https://www.stylefactoryproductions.com/category/advice-seo>