STYLE FACTORY
Quick start SEO guide

Task	Notes / examples		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 Style Factory guide to keyword reseach	☐
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	☐
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	☐
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.		☐
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	☐

6 Make sure your content is fairly long	Ideally, your pages or posts should address topics in depth and be over 2,000 words in length.	[Neil Patel's guide to long-form content](#)	☐
7 Increase 'dwell time' on your page by including videos and images in it	Videos and images can keep people on your pages longer — and pages with longer 'dwell time' may be rewarded with higher rankings.	[Video guide to dwell time](#)	☐
8 Add alt text to your images that includes your focus keywords	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.)	[Moz's guide to alt text](#)	☐
9 Add outbound links in your content to authoritative websites	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.		☐
10 Encourage visitors to comment on your posts	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.		☐

11 Add rich snippets to your content	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).	[Yoast's guide to rich snippets](#)	☐
12 Use SSL (Secure Socket Layer)	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.	[Google's guide to SSL](#)	☐
13 Use a fast web hosting provider	Use the fastest hosting provider you can. The better your page speed, the better your content will perform in search results.	We recommend [Kinsta](#) or [WP Engine](#) if building a WordPress site.*	☐
14 Keep use of scripts to a minimum	Remove any non-essential scripts and widgets from your site — this can improve loading time, which will be rewarded by search engines.		☐
15 Register your site with Google Search Console and Bing Webmaster Tools	By officially registering your site with these search engines, you can increase visibility and identify optimizations that can improve rankings.	[Google Search Console](#) [Bing Webmaster Tools](#)	☐
16 Register your site with Google My Business	Registering your site with Google My Business can help it appear more frequently on geographic searches for local	[Google My Business](#)	☐

	businesses (and on Google Maps too).		
17 Avoid use of intrusive pop-ups	Intrusive pop-ups are not recommended by Google and can also slow your page down.	Google's guide to using popups safely	☐
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!	Yoast's guide to optimizing images	☐
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.	Google's guide to responsive web design	☐
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.	Web.dev's guide to Core Web Vitals	☐

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