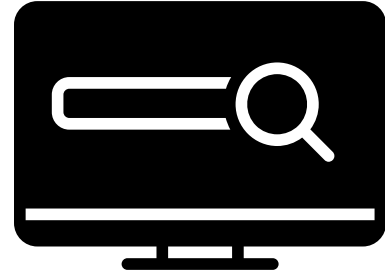





CHEAT SHEET

SEO CHECKLIST



- Understand your customer – what do they search for?
- Create a list of keywords.
- Analyse Google's first page for your key search terms.
- Create simple, targeted page titles.
- Create great page content.
- Build links to your pages.
- Review your page speed.
- Activate:
 - Google Console.
 - Google Analytics.
 - Google Business page.
- Encourage customers to leave great reviews.

UNDERSTANDING YOUR CUSTOMER



"Work-life balance is difficult. Parenting makes it even harder. I feel I have little time for myself."

RACHEL LEE, 33
 CHARTERED ACCOUNTANT
 MOTHER OF 1
 RANDWICK, SYDNEY

Rachel is a super mum who struggles to balance between family and career. She enjoys being busy but gets stressed when there is too much on her table. She's ambitious on career development and sees that as the primary focus of her life. She cares a lot for her son richard and wishes she had more time with him.

DEVICES:
Surface Pro, iPhone XR, Apple Watch

SOCIAL MEDIA:
Instagram, Facebook, LinkedIn

GO-TO BRANDS & STORES:
Witchery, Country Road, Zara, Gorman

FRUSTRATIONS:

- Time-poor - Work-Life Balance
- Difficult to be a parent
- Hasn't fulfilled her career ambitions
- Fatigue / Stress
- Little time to sit back and relax

NEEDS:

- Limited browsing options
- Delivery to her office / home
- Career development
- Recommendations
- Payment security
- Escapism

WHAT DO THEY SEARCH FOR?

Make a list of 10 keywords your customers use to find you or the competition

KEYWORDS	
1	6
2	7
3	8
4	9
5	10

TITLES

Titles should be *short, clear, and simple*. They should be based on what your customers are searching for.

1 Title tags or page titles should be **50 – 60 characters long**. For new* pages add your brand to your title tag.

2 Page Headers or H1 tags **should include keywords**, for instance (BMX BIKE)

www.baybeans.com.au › buy-coffee-beans-sydney ▾

Buy Coffee Beans Online Sydney - BAY BEANS

Buying coffee beans in Sydney has now become so simple with Free Delivery anywhere in New South Wales - in fact its the tastiest decision you will make.

99bikes.com.au/bikes/bmx

Store Locator Contact Us Bike Repairs Club 99 Gift Cards Sign In Or Join

99BIKES Search entire store here...

Bikes Electric Bikes Accessories Clothing Helmets Indoor Trainers Car Racks Scooters Parts Maintenance Clearance Coming Soon

Home > Bikes > BMX Bikes

SAVE 10% OFF CLUB PRICE, EXCLUSIONS APPLY* [LEARN MORE](#) CLUB 99 GOLD

BMX BIKES

Category Price Brand Click & Collect Kids Bike Sizing Sizing Season Gender Top Tube Length Frame Material Fork Material Brake Type Cassette Type Front Travel Wheel Size Chainset Type

Items 1-36 of 41 Sort By Popularity

Division Blitzer 20" BMX Bike Black Polished (2020)	Academy Entrant 20 BMX Bike Gloss Black/Rainbow (2021)	Pedal Hornet BMX Bike Black/Neo	Division Blitzer 18" BMX Bike Black Polished (2020)
Full Price \$359.00 Club Price \$341.00 Gold Price \$306.90	Full Price \$589.99 Club Price \$572.00 Gold Price \$514.80	Full Price \$349.99 Club Price \$349.00 Gold Price \$314.10	Full Price \$359.00 Club Price \$341.00 Gold Price \$306.90

Be careful about changing the titles of existing pages that have traffic and have been indexed by Google, it may affect your SEO results.



META DESCRIPTIONS

The Meta description describes what is on your page before your customer clicks through. It enables your customers to know whether the page will give them the results they want and is critical for driving traffic.

1 The ideal length for a meta description is **120 – 156** characters.

2 Use tools such as **Yoast SEO** to measure your SEO effectiveness

www.99bikes.com.au ▾

99 Bikes | Bike Parts & Bikes for Sale Online

99 Bikes has a massive selection of bikes for every rider. Bike shops across Australia, as well as the best price on bicycles online. Bicycles and biking ...

Meta description

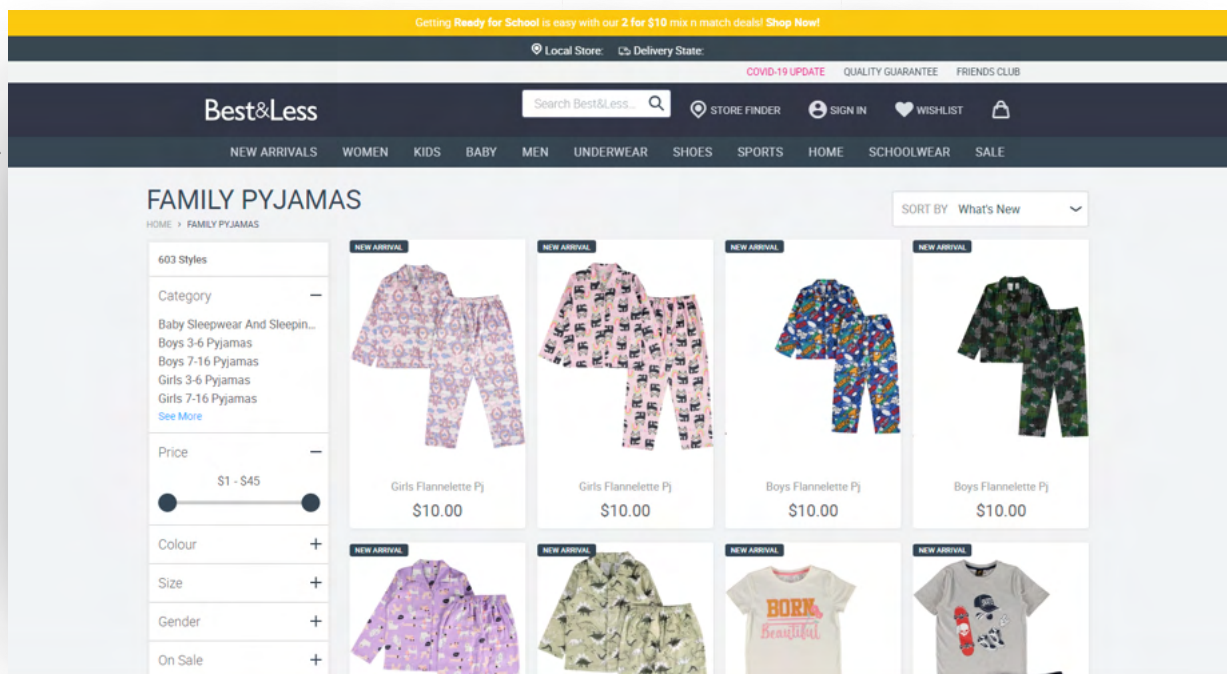
⊕ Insert snippet variable

Vegan chocolate brownies by i heart brownies delivered to your car by the Click N Go Sunshine Plaza team. Click, buy and collect.

ON PAGE SEO

The content of a page is what drives your website to the top of Google. It is what the user came to see and is extremely important to search engines.

- 1 The content should include your **keywords** and **any localized information** such as “Daves brewery located in Manly, Northern Beaches, Sydney”.
- 2 Include a call to action and links on your page to other pages.
- 3 The ideal length for a page is between **300 and 1200 words**.
- 4 **Label all your images** with the relevant keywords.



PAGE SPEED

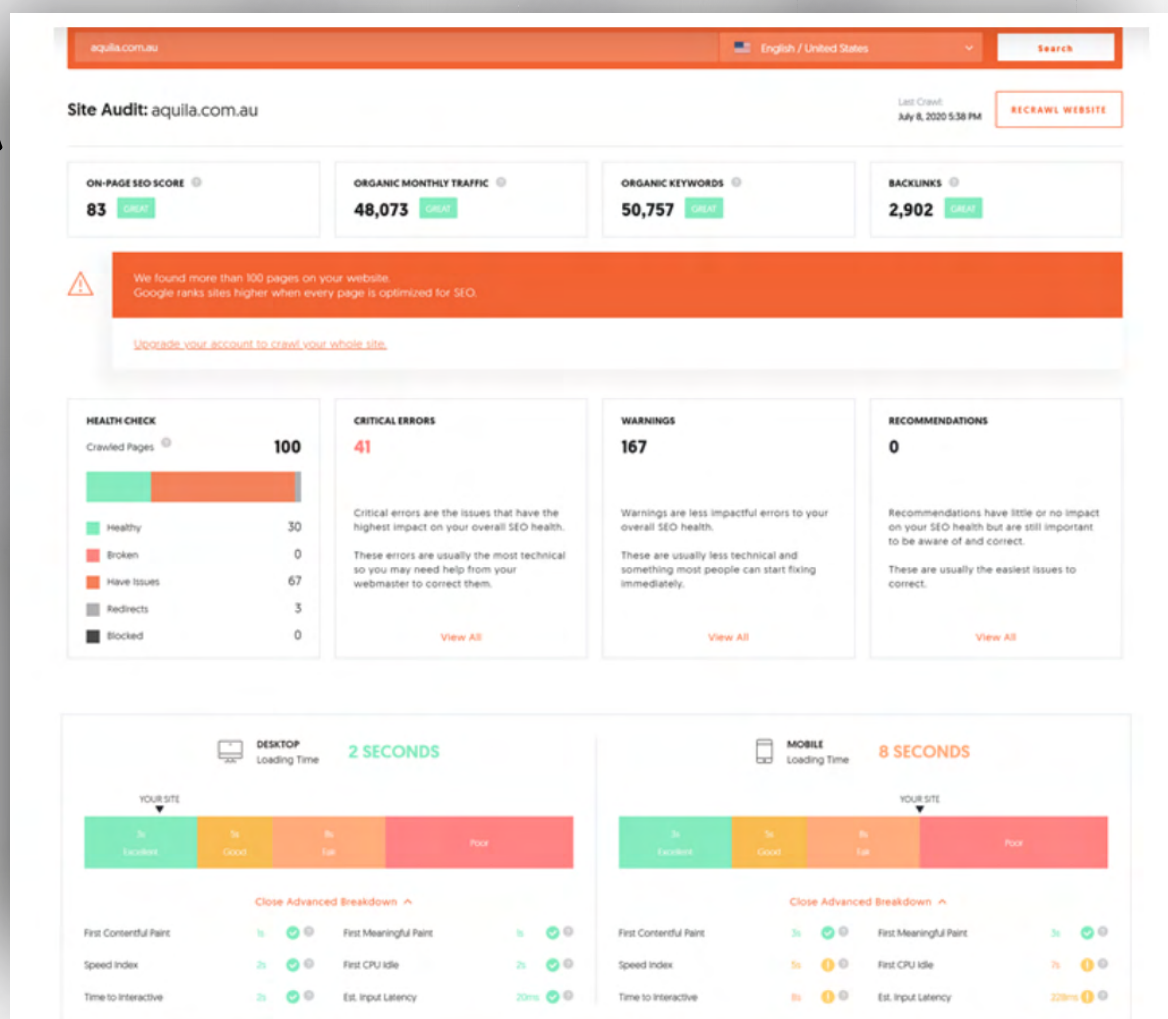
A delay of a single second in page response time can yield a 7% reduction in conversions.

1 Test the speed of your site.

Step 1: Go to www.app.neilpatel.com

Step 2: Type in your website.

2 Generally, a good site should be approx. 70+ if your site amber or red try removing any plugins that are not in use and/or reduce the size of your images.



BACK LINKS

Backlinks are links from one website to a page on another website. Google considers backlinks “votes” for a page. Pages with a high number of backlinks tend to have high organic search engine rankings.

- 1 Encourage other websites to link to your website. If any news sites have written stories about your business ask them to include a link back to your website.

10 JUL 2020 - 10:16PM

The late-night meal in Ho Chi Minh City that inspired a Bankstown cafe's key dish




IMAGE | VIDEO | AUDIO

Kinx Café chef Duc Le has a knack for using bold Asian flavours to create delicious meals.

By Sheila Ngoc Pham [Tweet](#) [Like 316](#)

8 JUL 2020 - 11:28 AM UPDATED 10 JUL 2020 - 10:16 PM

On a return visit to Ho Chi Minh City a few years ago, Duc Le made his way to one of the city's thousands of *quán ốc* or snail restaurants. At a popular spot in District 3, Le ate snails with the house-made *sa tế* condiment – and it was a revelatory experience.

"It was the one of the best *sa tế* I ever tasted," he recalls. "I loved the flavour."

The meal inspired 'District 3 pasta', one of the signature dishes at [Kinx Café](#) in Bankstown. For the rich sauce, Le uses components of *sa tế*, including dried shrimp, shallots, lemongrass, chili and fish sauce, to create a buttery French-style sauce to accompany prawns and other seafood.

LINK

GOOGLE BUSINESS PAGE

Google My Business is your front door and a great way to gain free exposure from Google

- 1 Ensure you use the right description for your business (what are you customers searching for?)
- 2 Add posts to google my business.
- 3 Add up to 10 photos or videos.
- 4 Collect reviews.
- 5 Ensure you respond to all reviews negative or positive.
- 6 Make sure all of your business information is up to date.



The screenshot shows a Google search for "best pub sydney". The search results list several pubs:

- Courthouse Hotel**: 4.5 stars (1,783 reviews), \$\$ Pub, Newtown NSW. Closed, Opens 12PM. Description: "By far the best pub in Sydney. Biggest beer garden by far."
- The Unicorn Hotel**: 4.2 stars (567 reviews), \$\$ Pub, Paddington NSW. Closed, Opens 11AM. Description: "Some of the best pub food in Sydney"
- Harts Pub**: 4.3 stars (1,198 reviews), \$\$ Pub, The Rocks NSW. Closed, Opens 12PM. Description: "Elijah is one of the best bartenders in Sydney and you always judge ..."

The detailed view for Courthouse Hotel shows:

- Address: 202 Australia St, Newtown NSW 2042
- Hours: Closed - Opens 12PM
- Phone: (02) 9519 8273
- Related to your search:
 - Review by Chris Graham (9 Jan 2019): "..., which were delicious. The staff are friendly and the atmosphere warm. One of Sydney's finest..."
 - Review by Lauren Powell (29 Sep 2018): "Best beer garden in Sydney. Highly recommend the chicken schnitzel and nachos."
 - Review by Kate Howell (25 Jul 2018): "Quickly became my favourite bar in Sydney. Newtown is a stellar neighbourhood and the Courty is a mu..."



As Founder and CEO of Shop You, a personalised virtual shopping mall, Kelly Slessor has driven digital growth and innovation in retail and other industries for the past 20 years.

Kelly has worked with retailers, property groups, banks and media companies globally to develop their digital marketing and technology strategy, building out technology platforms and ultimately driving higher conversions through connection.

Ecommerce Coach | Innovator | Strategist | Futurist | Mentor | Technology Builder

“Apart from being a driven growth expert, Kelly’s wealth of knowledge has helped our company refocus on the important ecommerce and social media leavers for success and also avoid the countless mistakes that are waiting for those who are not specialists in this arena. I thank Kelly enormously for her help and look forward to working together again in the future. I highly recommend Kelly.”

RODNEY GRUNSEIT, CEO SUNSHADES EYEWEAR

LET'S WORK TOGETHER.

ABOUT ME



KELLY SLESSOR

ECOMMERCE COACH, MENTOR, FUTURIST,
DIGITAL MARKETING STRATEGIST

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WORK WITH ME

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RODNEY GRUNSEIT, CEO SUNSHADES EYEWEAR