**SEO Guide**

1. **DOMAIN STATUS**

Google makes an index of each domain and uses its algorithms to decide the rank of a domain and its pages.

You can get a similar report by examining the following 3 areas:

1. The number of pages google has indexed on your site

2. The age of your website index

3. The amount of other websites that link to yours

Improvements in this area require giving definition, or shaping, to the links to give your website a specific relevancy, assisting your website to rank for search terms in Google and other search engines, and attract new business.

**Recommendations**

* Obtain links to your sites from authoritative and relevant websites on different domains, specifically websites that are authoritative websites in your industry.
* Sites linking to yours must also be location relevant (ie. Australian, .au).
* Ensure the link text is relevant to the page the link points to, and contains your most important keywords.
* Continue to regularly add quality and unique editorial content to your website.

1. **KEY WORDS**

One of the most important factors for SEO when developing a new website, is ensuring that you select the right keywords. The keywords need to have an adequate amount of search volume, be directly related to the services that you offer, and not be in a market that has too much competition in the search engine results. By clearly deciding on your keywords before you establish the structure and content of your website, you will be able to ensure that you are focusing your attention on the right niches in the market. Use Google Keyword Planner to identify your primary keywords and locations.

**Recommendations**

* It is important that you initially focus on only a few keywords so as to not spread your SEO efforts too thin and consequently not rank highly for any keywords at all. E.g.

1. Psychologist Wollongong - Location specific keyword that is already ranking high. With ongoing SEO, this keyword should provide increased targeted traffic.
2. Counselling Sydney - High volume keyword with medium competition.
3. Psychologist Sydney - High competition, but very high volume.

This group of four primary keywords should be naturally used throughout the content of your website. When creating or updating content and titles for your website, utilise these keywords, specifically on your homepage, category and product pages.

* Gain links from other sites using these keywords and natural variations of them in the surrounding content, and in the link text itself. However this manner of link shouldn’t be overused, and around half the links should simply contain the URL of the page they’re linking to. Additionally, at least half of all inbound links obtained should point to your home page, with the remainder shared across other pages suitable as landing pages from a search engine, for the given keyword.

1. **INTERNAL OPTIMISATION**

Onsite optimisation is more important than ever in order to rank high in the search engine results pages. Onsite optimisation includes writing valuable content, having a good domain name, crafting titles and meta descriptions optimised for your keywords and structured internal linking throughout your website.

Search how your page appears in the Google results pages for your keyword e.g. “Psychologist Wollongong”:

**Note**: Your page title (the blue title text) should be the recommended length of 70 characters. Additionally, your page description should not be short. Your domain will also be penalised for using identical page descriptions throughout your site

By improving the page titles and page descriptions, you will be able to improve the SEO and click through rate of your website.

**Page Titles**

Title tags are the single most important on-page SEO factor. They should accurately communicate with the search engines what your page is about. They must reflect the nature and authority of your website. Each page needs a H1 heading and content to match the title. In order to optimise your titles for Google, you should follow the following rules:

* Titles should be a maximum of 70 characters (although only the first 50 are seen)
* Titles should be unique for every page
* Titles should start with the keywords for that page
* Where possible, title tags should include your location
* Title tags should use title case

**Tip**​: Using modifiers like “unique”, “best” and “review” can help you rank for long tail versions of your target keyword.

**Page Descriptions**

Page descriptions are another very important factor for on-page SEO, and needs to be used wisely. The page description affords you the opportunity to describe what is on individual pages with more characters (300 characters is the length you should aim for). More than just a place to use keywords again, the page description is what people first see and read about your business when searching on Google. It’s an important piece of text that needs to be written well and in a way that convinces possible customers to click on your site rather than someone else's.

If you’re not careful with the title and description tags you run the risk of getting a little ambitious with the amount of keywords you place in them, resulting in what’s called ‘keyword stuffing’ if the extra characters are keywords.

**Recommendations**

* Create unique page description that include an accurate description of the product on the page, keywords and a call to action that potential customers will see on the search engine results page.
* Review each page on your website and create a page title and page description following the guidelines outlined above.
* Add the unique titles and descriptions to each page that we have created.
* Make sure that any new pages added to the site contain optimised page titles, description and a well thought out URL that includes keywords.
* Ensure the page paragraph content naturally contains all the keywords from the title and heading at least once on the page, if not two or three times.

1. **CONTENT AND INTERNAL LINKING**

**Content**

When your website has a low text to HTML code ratio it is an indication that your site is very code heavy and complex, making it harder for search engines to identify unique content.

While your site can have excellent content on a number of landing pages, the code ratio will be imbalanced due to the complicated code used e.g. by the Wix CMS. The amount of content on a website has been shown to correlate with its search engine ranking.

Each of your main landing pages should have **at least 1500 of unique editorial content.**

We encourage you to make efforts with your own SEO, and commend you for proactively promoting your website and business around the web. Care, however, needs to be taken in following Google guidelines to the highest standard, including limiting the use of repetitive content. Pioneer Websites always generates strictly unique content for every post made, on or off your site, no matter how big or small.

**Internal Linking**

At least once each time a major keyword is mentioned on a page, it should become a link to the best landing page on your site for that keyword. Specific internal link examples as part of future/ongoing SEO and you can do similarly with all keywords, consistently pointing each internal link to the best page for that keyword, as determined by its content and Title/H1.

Here is an example of content that you could add to your homepage:

*“It finally made sense! In no time we moved from the office to the outdoors and combined all the things we love and know work. We started a movement. Literally! Now* ***our Wollongong psychologists*** *offer* **couples counselling***,* ***anxiety therapy*** *and* **anger management** *services in pristine natural environments that combine movement with innovative treatments.*

Internal linking encourages visitors to visit more pages throughout your site, which is treated by Google as a ranking factor. By providing helpful internal links to suitable pages you should be able to increase the dwell time of visitors on your site and they will be more likely to find information they are searching for.

**Recommendations**

* Create new content for each of your main landing pages. Do not manufacture content purely for search engines. Write unique original content which is a pleasure to read and is of a quality likely to attract editorial links from other authors of the same subject. Continue to add unique content that is engaging to your audience.
* Add internal links between pages on your site and consistently link the same keywords to the best landing page on your site.

1. **POSSIBLE SITE ISSUES**

**Problem: Mobile Responsiveness**

Use an online tool such as <http://mobiletest.me/> to show you how your site appears on a mobile phone and tablet.

Viewports are important to ensure your page content sizes appropriately for different devices, in particular a mobile phone or tablet. Your site ca also be penalised for using identical page descriptions throughout your site.

**Problem: Paid Links**

Do not pay for links from other websites. This is strictly against Google’s Guidelines on paid links and can result in not only harm but actual banning of your site from Google's index. The guidelines can be read online here:

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=66736>

**Problem: Duplicate or Spammy Content**

We might also add that focusing on creating content considered to only be for the sake of search engines can result in low quality or near duplicate content which Google considers spammy and can also result in reduced rankings, or banning. Duplicate content of any sort is to be avoided. This involves large quotations of text copied from other online sources (whether or not you have the right to the content) as well as duplicating sections of content on your own site. This is considered poor for the user experience and therefore is penalised by Google. The warning against duplicate content includes 'spinning' content either in an automated or manual fashion which involves rewriting it with synonyms, etc, with the intent of avoiding detection of it having been copied. This is also against Google Guidelines and is detectable, and penalised.

**Recommendations**

Do not pay for links from other websites, or exchange links en masse. Sponsored (paid) links must be marked as such with the rel=”nofollow” attribute in the host site source code.