

## Search Engine Health Check Report

The Toolkit offers you many tools that you can use for improving your website performance and with our passionate customer support you can be sure you're on the right track.

The recommendations in this guide are based on our comprehensive Search Engine Optimisation guide which you can download from:

<http://www.toolkitwebsites.co.uk/seoguide>

If you need any help with implementing the suggestions in this report, please call us on 02380 633644 or email [support@thetoolkit.co.uk](mailto:support@thetoolkit.co.uk)

Search Engine Health Check for [www.examplewebsite.com](http://www.examplewebsite.com)

### 1. Google Local Listing

- a. Add keywords "example website" to the business title.
- b. Add keywords to the Details section, including some of the services your business offers.
- c. Add images and videos to help your listing stand out.
- a. Add information like opening hours, payment types, and additional details to help users choose among search results.



### 2. Page Aliases

- a. Update each of your page aliases to use your chosen keywords
  - i. <http://www.toolkitsupport.co.uk/addpagealias>
  - ii. If you change your page aliases you will need to update your menu links to use keywords as well and update the menu link to point to the new page alias:
    1. Changing a menu title: <http://www.toolkitsupport.co.uk/da/49005>
    2. Updating menu link: <http://www.toolkitsupport.co.uk/da/49009>

### 3. Page Titles

- a. Add variations of your chosen keyword phrase to the page title of every page on your website:
  - i. <http://www.toolkitsupport.co.uk/da/48930>
- b. Update your website browser title to use your chosen keywords too:
  - i. <http://www.toolkitsupport.co.uk/edit browsertitle>
- c. You can also add keywords to your page folder titles:
  - i. <http://www.toolkitsupport.co.uk/da/48887>

### 4. Optimize your meta data

- a. Update the meta data for each page to use your chosen keywords.
  - i. <http://www.toolkitsupport.co.uk/da/48950>
- b. You can also add meta data to images.



5. Optimize Meta Description
  - a. Use the full 250 character limit on meta data to include as many different keywords as possible.
  - b. Ensure meta data is different on every page.
    - i. <http://www.toolkitsupport.co.uk/da/48949>
6. Content
  - a. Add more content to the website as a whole to give more opportunities to use keywords
  - b. Add keywords to sidebar titles and content:
    - i. <http://www.toolkitsupport.co.uk/editsidebar>
7. Optimize Internal Links
  - a. Add links to other pages on each page on the website and in sidebars that use your keywords.
  - b. For example your sidebar about Spares should have a link "Example Website" that links to the spare parts page.
  - c. Add title text to these links that use your keywords:
    - i. <http://www.toolkitsupport.co.uk/How to Add Title Text to a Link>
8. Optimize Images:
  - a. You can use the Toolkit to attach keywords to images:
    - i. <http://www.toolkitsupport.co.uk/addaltext>
    - ii. <http://www.toolkitsupport.co.uk/da/48883>
9. Increase the number of websites that link to your website:
  - a. Submit your website to directories:
    - i. <http://www.bview.co.uk>
    - ii. <http://www.touchlocal.com>
    - iii. <http://www.applegate.co.uk>
    - iv. <http://www.uksmallbusinessdirectory.co.uk>
    - v. <http://www.hotfroguk.co.uk>
    - vi. <http://www.comparestoreprices.co.uk>

