

WEBSITE SEARCH ENGINE OPTIMISATION

WHAT IS SEARCH ENGINE OPTIMISATION (SEO)?

If you have a website for your business, you've probably heard the term 'SEO' (Search Engine Optimisation). It is a hot topic in marketing and in a nutshell, it is about improving your website's ranking / visibility on organic (unpaid) search engines like Google. Entire marketing businesses are built on selling their SEO services, but there are smaller free things you can do yourself to help you rank higher in unpaid search as well. This 'How To' SEO Guide will take you through some key tips for SEO to hopefully drive more traffic to your website.

#1 GOOGLE INDEX YOUR WEBSITE

Google needs to know your site exists. Make sure you submit your XML sitemap to Google. This helps Google to include your site in organic results for relevant searches. [See more here.](#)

#2 KEYWORDS

Words and phrases users search for to find you are your keywords for your business. Modifying your website content to repeat key words and phrases help you to rank higher. You can use free SEO tools like Google Keyword Planner to help you get started. Lots of website builder software also has in-built AI tools and copy writing to help you write content. [See more here.](#)

#3 HELPFUL CONTENT

Answering the questions your audience is asking and providing value to them can help you to rank higher on search engines. Make sure you include helpful answers throughout your site including blog posts, product and services pages, your homepage and Frequently Asked Questions (FAQs).

#4 TITLE TAGS

Generally, website builder software has a place within the content management system to add SEO meta data like title tags and keywords. A title tag shows up on a search engine results page and helps search engines understand what content appears on a web page. Keep your title tags between 30 and 60 characters. If you're not sure where to add title tags, google your website software (e.g. Wordpress) and follow the instructions to set this up in the back end of your website.

#5 KEYWORDS IN YOUR META TAGS

In addition to title tags, you can also add relevant keywords to your meta tags including a meta description. Meta descriptions are the text that displays under the title of a webpage on a search engine results page. Meta descriptions should be 160 characters or less.

#6 IMAGE ALT TEXT

Image alt text is used to describe photos, illustrations and graphics that appear on your website. Alt text doesn't display on the page but is available to those who use assistive technology such as screen readers. Alt text is crucial for both website accessibility and SEO. Usually website builders will allow you to add alt text when you upload an image – each website system is different so it's best to Google instructions if you're not sure.

#7. OPTIMISE FOR MOBILE

Some website builders auto-optimize your site for mobile while others require you to do it manually. As a general rule of thumb, check every page on your website on both desktop and mobile and make sure all content is displaying correctly, images aren't cropped weirdly, text is easy to read and buttons and links work as they should. Ask your family and friends to do the same.

#8 BACKLINKS

Backlinks are inbound links from outside websites to your website. Google uses these to gauge valueableness and trustworthiness of your website. For example, directory listings like Trip Advisor or complimentary service providers if you are exploring cross-selling opportunities for example hospitality and attractions together. If you want to get backlinks to your site, start by creating high-quality, linkable assets such as informative blogs. Then contact the owners of other websites and suggest they use you as a resource.

#9 FIX BROKEN LINKS

Ensure that all your internal links lead to other pages within your site, and any outbound links lead to active, functional websites. You can use Google Search Console to check your site for broken links by navigating to the "Coverage" section and examining crawler errors listed there.

#10 KEEP YOUR CONTENT FRESH

Google favours websites that consistently publish fresh content. Plan a monthly content calendar and publish new blog posts, FAQs, or landing pages based on keyword trends, seasonal events, and customer questions. These new pages should draw from your ongoing keyword research and your evolving understanding of your audience's needs.

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