**Start**

Work out what **YOU** want to be found for…

<https://ads.google.com.au> > Keyword Planner

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Search Phrase | Searches per month | Notes: Competition, Map? etc |
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**Use your words!**

Page titles 50-60 characters Up to 120 characters on your front page title

https://www.semrush.com/blog/on-page-seo-basics-page-titles  
Page descriptions two short sentences 160 characters

**Exercise: Write a better front page title for your website!**

Graphical user interface, website

Description automatically generated

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**Google MyBusiness**

www.google.com.au/business

**Content Marketing for SEO**

https://moz.com/beginners-guide-to-content-marketing

* Who are your **Dream Clients**?
* What do they **Need**, **Value** or **Search** for?
* What’s your “**Pitch**”?

**Content Calendar** – Plan the “Who, what and when” for developing your content

**Small Business Vic** - Content Marketing planning templates

<https://business.vic.gov.au/business-information/marketing-and-sales/write-a-content-marketing-plan>

https://docs.google.com/spreadsheets/d/1nVE90ijlJt5Vq2cHSFSlTb7NywrTiO25UOkXDht\_hPU/edit#gid=0

**Website Speed**

**Page Speed Insights** - Google’s own test

https://developers.google.com/speed/pagespeed/insights[/](https://developers.google.com/speed/pagespeed/insights/)

**GT Metrix** - Detailed test, Aust option, PDF reports

https://gtmetrix.com

**Google’s “Web Vitals” score**

* First Contentful Paint – Can I see it?
* Time To Interactive – Can I use it?
* Cumulative Layout Shift – Has it stopped “wiggling”?

**Setup Google Account**

Simply an **email and password** to login to **all** Google services  
You will need this to setup Google Alerts, add your business to Google Maps / MyBusiness and connect Google Analytics to your website

- Visit e.g. Google Analytics > **Create account**

- **Do** Use your business email (strongly suggest to use your primary business email address to create a Google account as its much less likely to be forgotten than a Gmail email)

- **Do** Record your Google account login details safely

**Links**

**SEO Guides**

https://moz.com/beginners-guide-to-seo

https://developers.google.com/search/docs/beginner/get-started

**Google Analytics**

Search for “Google analytics” or visit https://analytics.google.com

**Google Ads:** Get Started and Beginner Guides

<https://ads.google.com/home/>

<https://support.google.com/google-ads/>

https://www.wordstream.com/learn

**Other Useful Tools**

**Answer the Public** - Great for content ideas

https://answerthepublic.com/

**Mailchimp** – email marketing

mailchimp.com

**Digital Safety Check!**

[**https://www.artful.com.au/web/digital-safety-check.html**](https://www.artful.com.au/web/digital-safety-check.html)

**NOTES**

This handout and workshop content have been developed by Nick Sibbing from Artful Web+Print+Design © Artful 2021

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