



HOW TO OPTIMISE YOUR WEBSITE'S **ON-PAGE SEO** AND IMPROVE YOUR SEARCH ENGINE RANKINGS

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SET A FOCUS KEYWORD



These should be the keywords you want to rank for in searches, to drive traffic towards the correct pages on your website.

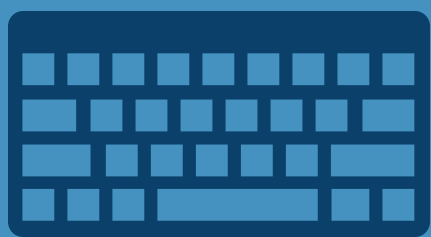
ADD A PAGE TITLE

Google uses this to determine the relevance of the page to the search term and is the first title that people see in their results.

Search



INCLUDE A META DESCRIPTION



Remember: Google is most likely to use your description when the searched keyword is present - so plan carefully!

UPDATE IMAGE ALT TAGS

Alt Tags should not only include keywords for search engine spiders, they should also be used to improve your site's accessibility.



IMPROVE PAGE VISIBILITY



Adding internal links within your website will help your site become easier to navigate, which is valued by search engines.

THE NEXT STEP: Use the above tips within your wider SEO strategy (which must include Off-Page SEO too!).

If you'd like to learn more, please email training@theECT.org or [develop your digital marketing skills further](#).