

THE ULTIMATE UK SEO CHEAT SHEET

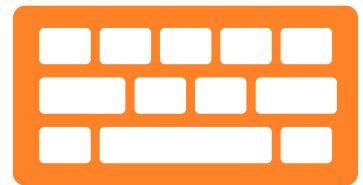


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Page Title Keywords

Put your target keyword for each page into your page title, and remember to keep it short! The maximum page title length is 70 characters.



URL Keywords

You should use your keyword or phrase in the URL of the web page - either the folder/directory structure, or the HTML file/page name itself.



Meta Data Keywords

While the page meta data (page description and keywords) are not nearly as important as they used to be, they still count. So take a couple minutes of your time and remember to fill this out. The meta description has a maximum length of 150 characters.





Header Text Keywords

The header text, or H1 text, is usually the title of an article or some larger bold text at the top of your page. In addition to the page title, Google and other search engines use the H1 text to determine what your website page is all about, and will index the page accordingly.



Content Keywords

“Experts” advise you to use your keyword anywhere from 4-6 times, to 10-12 times. Hubspot’s advice: just write naturally.



ALT Image Text Keywords

Any images used on the page should be optimised so that search engines can “read” the image. You can do this via the image’s ALT text.



Add a Call-to-Action (CTA)

Every website page, including your blog, should have at least one call-to-action above the page’s fold. CTAs can help SEO by creating an internal link on your website to a specific landing page. Most CTAs are images; therefore, you can optimise the image file name and ALT text for the primary keyword you’re targeting on the page.





Get Inbound Links From .co.uk Sites

Google determines your rank for different terms via the number and quality of inbound links to your website. If you're targeting a local audience in the UK, you should aim to increase inbound links from sites with a .co.uk extension. This will help you rise in the rankings on google.co.uk. If you're targeting an audience in neighboring countries, also try to get inbound links from their domain extensions – for example, sites in Ireland can link to you from their .ie extension.



Create Remarkable & Relevant Content

Create interesting and valuable content that's relevant to your audience in the UK. Your content needs to be thorough, clear and provide solutions. Again, write for your target audience. How can you help them? Compelling content is also error free - always double check spelling and grammar. Aim to have at least 500 words per page. Format content to make it easier to read and digest.



Guest Blog On Similar Industry Sites

Build a list of other niche blogs in your field, especially those with a .co.uk extension. Start commenting on their blogs with insightful comments, and then reach out to them and ask if you can write one guest post for them. If they accept, write new content for their blog – don't just copy and paste something already existing on your blog. Remember to include a couple links within your post linking back to your site, using anchor text with your target keywords.

