1. KEY SEARCH WORDS

1.1. Choose a key search words very carefully. Obviously one of those key search words will be your business name. Other key search words would be the goods and services that you offer. Thus if your business is Joe's Plumbers then that will be one of your keywords. Others would be 'leak detection', 'geyser repairs', etc

1.2. The key search words must appear in the URL of the website or website pages.

1.3. The key search words must appear in the SEO title

1.4. The key search words must appear in the meta description

1.5. The key search words must appear in the first paragraph of the website home page copy

1.6. The key search words must appear in at least one of the sub-headings in the pages of the website.

1.7. The key search words must be used once for every 100 words in the copy of the website.

1.8. All images in the website must have alt attributes with the key search words.

2. NUMBER OF WORDS

2.1 Number of words of the home page must exceed 300.

2.2. The Meta description must have approximately 20 words

2.3. THE SEO Title must have the site name, the page name, and a brief description of about 10 words.

2.4. Sentences must not exceed 20 words.

3. WRITING STYLE

3.1. Number of words of home page should ideally exceed 300

3.2. The copy on the home page must have at least two sub-headings

3.3. Sentences should be short. No more than 20 words.

3.4. Paragraphs should contain no more than three sentences.

3.5. 70% of sentences must contain transition words (therefore, as a result, leading to, probably, resulting in, because)

3.6. Passive voice should be used in only 10% of sentences. Passive = Advertising campaigns are effective vs Active = Our customers can expect great results from our advertising campaign

4. URL

4.1. The URL must contain the keywords that are relevant to each page of the website.

4.2. If the website is a blog then the URL for each blog post must contain the relevant information that includes www.[website url]/[location]/[category]/[article name that includes keyword]

5. LINKS

5.1. Each page must have at least one dofollow outbound link to another website, preferably with in the same group of companies or divisions of a company.

5.2. Each page must have at least one dofollow internal link to another location on the website ie related articles, rate card, about page, terms and conditions etc

6. IMAGES

6.1. Each page must have at least one image

6.2. The image/s must have alt attributes with the keyword

7. WEBSITE HOSTING

7.1. The website must be secure. Ie https://xxxxx

7.2. The website must be hosted on a server that allows for rapid download speeds.

7.3. The website must be created to have a very fast download speed2 – 3 seconds is optimum

8. USER EXPERIENCE

8.1. All contact details must be at the top off the page as well as at the bottom of the page.

8.2. A Google map must be included where location is important.

8.3. All social media links should be at top and bottom of page.

8.4. The top of the website that would appear on the users screen (PC, tablet or phone) must contain the most important info.

8.5. The telephone numbers and email addresses must be clickable.

9. GOOGLE ANALYTICS

9.1. The website needs a corresponding Gmail account.

9.2. The Gmail account must be used to create a Google Analytics account.

9.3. The Google Analytics code must be inserted into the website.

9.4. The Google Analytics page must be custom designed to ensure that all relevant data is monitored.

10. GOOGLE BUSINESS LISTING

The website must have a full Google Business Listing.

12. BACKLINKS

The website needs a minimum of 10 backlinks. Standard policy is to create backlinks from the following:

• Social media such as Facebook, Instagram, YouTube, Linked In

• Industry bodies to which the business is affiliated

• Articles, reviews and interviews

• Other businesses within the same group of companies if possible

• Create a regular email newsletter with backlinks to important parts of the website