

# SEO

## SEARCH ENGINE OPTIMISATION

### DO'S



Do track your metrics through Google analytics or a similar program.



Do use like for like language on all platforms (your website, FB, Google page). As an example, if you are promoting the term "holidays" don't use different words that mean the same thing i.e trips, vacation.



Fill in complete information. For example, if you are closed Mondays, on Google don't leave it blank, choose the "closed" option.



Always give truthful, complete and easy to follow information.

### DONT'S



Don't be spammy (i.e. lots of the same pics, too many posts, irrelevant posts, etc).



Don't post poor quality pictures.



Don't copy and paste from another site. Make sure it's your own content.



Don't accept slow page speeds. Contact your host to find out why it may be happening.



Don't ignore the design process. Your site needs to be user friendly across tablets, phones and desktop computers.