



# SEO TIPS

## Technical SEO

First up, you need to make sure your website is built properly. It doesn't matter what else you do if you have a poorly coded site. Google won't rank you anywhere close to page 1 if it sees too many red flags.

A few of the key things to check are:

- Your sitemap has been submitted
- Your loading speed is acceptable
- The website looks and operates well on a mobile device
- You have an easy to navigate site structure



## Content SEO

Just as important as the technical SEO are the words and images on the page. The search engine will look at your content to find out if you're offering a high quality, relevant answer to the query being typed into the search bar. Their top priority is to serve up the best results, so you have to provide content that is relevant, and well written.

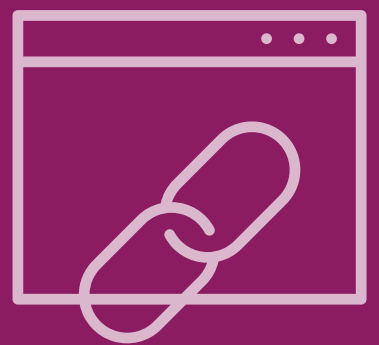
Forget the old tactics like stuffing a keyword in a thousand times, these days Google et al are wise to these practices, and they are much better at spotting lazy attempts to cheat the system.

You need great, in depth content that is unique and engaging.

## Backlinks

You may have heard the term Domain Authority. This refers to how much trust the search engines have in your domain. This is built up over time, and the main way to increase it is to get backlinks from other sites with a higher domain authority.

Some backlinks will do more harm than good, though, and it's best to always research the sites you're targeting.



### Need Some Help With Your SEO?

Get in touch to book a free SEO review with our Head Hatter

01704 490012

[info@hattersdigitalagency.com](mailto:info@hattersdigitalagency.com)



[www.hattersdigitalagency.com](http://www.hattersdigitalagency.com)

