



Website Search Optimisation for Normal People

Program Topics

Putting Yourself in Their Shoes

Use buyer personas to search align your online content with the informational needs of your target audiences as they conduct their pre-purchase or pre-decision research.

Dive into the 'Long-Tail' of Search (Micro-Segmentation)

Think small when it comes to online visibility. Chunking down your website content into smaller concept parts increases the visibility of each part, and helps lift the conversion rate of visitors to your website. On the web, smaller = bigger.

(Key)words

Use free access keyword tools for insights to the phrases real people in Australia are using in their Google searches on a monthly basis - these are people who are looking for your products or services, and for solutions to problems you can help them solve.

Fine-Tune Your Web Page Signals

Realign your page headings, metatitles and meta descriptions based on an understanding of how people will logically be searching for information online.

Are Your Search Results Looking Sharp?

Control how Google displays page results from your website - customise the text within the blue hyperlink title heading, and the two lines of descriptive text below it. Increase the likelihood of people clicking on your search results and not those of others.

Mark Me Up!

Google wants to understand more about the content on your web pages than just sorting through your keyword text, e.g. are you making reference to products, services, events, locations, times or costs? Learn how to mark-up key aspects of your content enabling Google to serve contextually rich and enhanced results from your website (okay, this is a tiny bit technical but you'll only need minor assistance to implement this on your own webpages). Semantic mark-ups are the next level of search visibility.

Lift the Visibility of your Business to Locals

Optimise all of your business locations for local search, because locals search for local products and services all the time.

Optimising Images

Yes, optimise everything you can – even your images.

Social Media Too

Search optimise your blog posts, YouTube videos and LinkedIn personal profile.

Hey Look, it's You!

Get your profile image appearing next to the search results from your website – and any of your other published content from around the web (this is called Google Authorship).

Is it all Working?

An overview of which Google Analytics reports to look at to work out if you're SEO efforts are delivering results. Don't rely on others to send through canned SEO reports on your behalf.