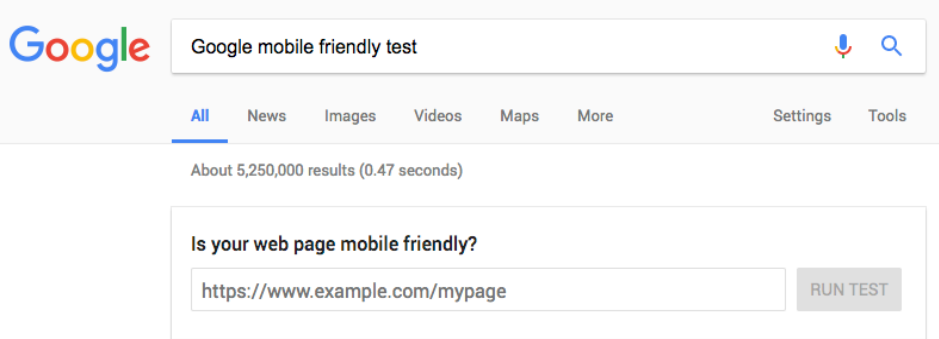## 10 Tips for a Great Website

- ☐ Clear description of who you are
- ☐ Easy to navigate
- ☐ Compelling visuals
- ☐ Reviews or Testimonials
- ☐ Clear call to action
- ☐ Quality, relevant content
- ☐ Most relevant info easily available
- ☐ Mobile friendly
- ☐ Social media links
- ☐ SEO

Power Tip: Search Google for "Google mobile friendly test" and run a test right from the search results page to check if your website is mobile friendly.

On Page SEO Best Practices

- ☐ I have chosen target keywords to use on the page
- ☐ My keyword is in the first 200 words
- ☐ I am using my main keywords throughout my writing
- ☐ I am including related, or supporting, keywords to help clarify the meaning of my content
- ☐ My keyword is in the headline
- ☐ My keyword is in the title tag
- ☐ My keyword is in the meta description tag
- ☐ My total number of words is similar to the total number of words on the top-ranking pages for my target keyword

Power Tip: If you have a WordPress website, use a plugin like Yoast SEO that assists in creating title and meta descriptions based on your keyword, and provides a page analysis, giving you suggestions for improving your content and SEO.