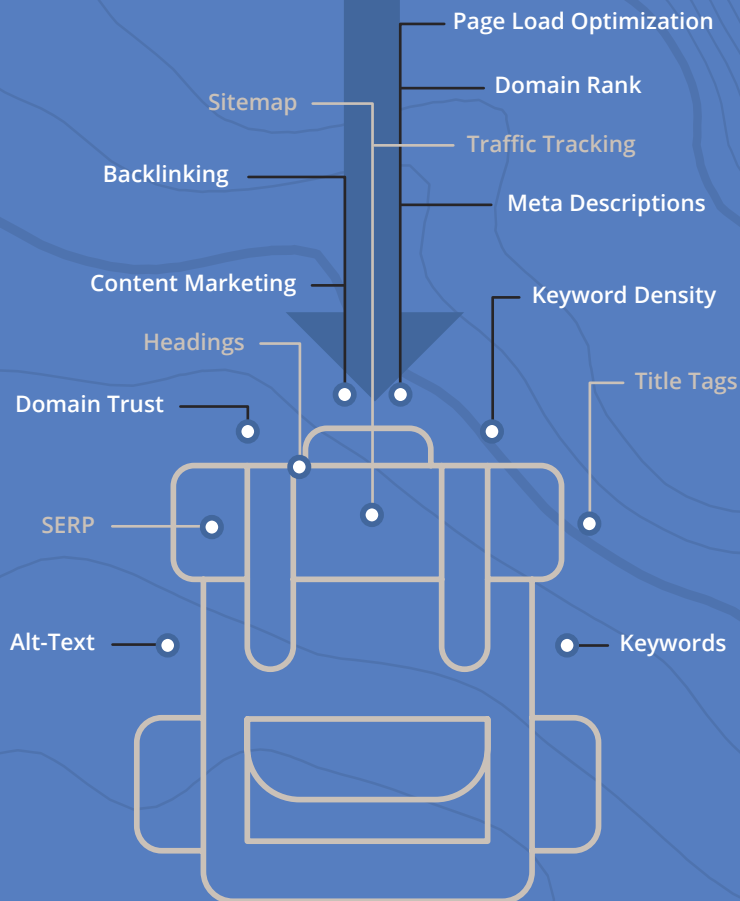# SEO SAVANNA

This is a vast, open land filled with opportunity. If you aren't trying to stand out from the herd, you won't. SEO increases your visibility organically so you don't have to purchase as much media to get visitors to your website.

Some SEO terms important to your site.

TOOLS TO PACK ON YOUR SEO JOURNEY

Page Load Optimization

Domain Rank

Sitemap

Traffic Tracking

Backlinking

Meta Descriptions

Content Marketing

Keyword Density

Headings

Title Tags

Domain Trust

SERP

Alt-Text

Keywords

Page Load Speed ASSESSMENT

Speed is a great survival tactic in the marketing wild. In fact, the number one reason people leave a website is that it doesn't load fast enough. Search algorithms care about this too. Follow the steps below to perform a page speed test on your website and receive a report of items that need to be corrected.

Step 1
1
Visit **pagespeed.web.dev**, enter your URL, and click "Analyze".

Step 2
2
Note your **mobile** and **desktop** score on the top right page.

Step 3
3
List your top "**opportunities**". Scroll down the webpage to view this information

Your mobile score:
/100

Your desktop score:
/100
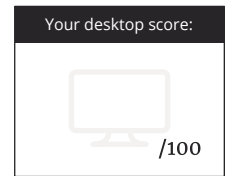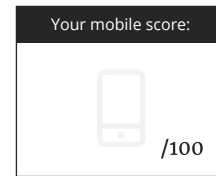
Your website can't be everything to everyone, so you need to narrow its focus to a few keywords. This will help ensure you rank higher. **List the top three to five keywords** you want to rank for below. Be sure content on your website uses these keywords and similar terms.

1 _____
2 _____
3 _____
4 _____
5 _____

SEO is very complex, but some top recommendations are listed below. **Let's check your website's SEO health:**

- Alt tags, title tags, and 404's are set up.
- All pages have proper meta descriptions.
- Site content is updated regularly and is accurate.
- You have a Google My Business (GMB) account.
- Sitemap and robot files have been submitted.
- Your website is HTTPS secure.
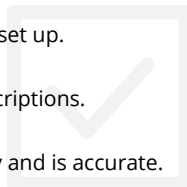
Opportunities

Goal: Fix the "opportunities" listed below to enhance your SEO.

_____
_____
_____
_____
_____

SEO notes:

_____
_____
_____
_____
_____

Let's start this journey together!
atrainmarketing.com
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