

# **DIY: WAYS TO IMPROVE SEO**

## **– PART 1**



# **THE COVEN**

**CURATED BY PRIYA FAITH**

# DIY: WAYS TO IMPROVE SEO – PART 1

In our last workbook, we broke down the very basics of SEO. As an often overcomplicated (and somewhat dull) subject, many of us are guilty of neglecting SEO, even when we know we shouldn't. In this workbook, we're sharing some DIY tips to help you improve your SEO.

## CREATE CONTENT THAT ALIGNS WITH SEARCH INTENT

In our previous workbook, we explained how there are two sides to the SEO coin. One side is knowing how search engines work, and the other is understanding the intent of your audience.

Before you can start creating the type of content your audience is looking for, you need to understand your audience and their search intent. There are four fundamental types of search intent:

- **Informational** – the user is searching for specific information, e.g., an answer to a question.
- **Navigational** – the user is looking for a specific website or app, e.g. The Coven or ASOS.
- **Commercial** – the user is looking for a specific product but hasn't made a final decision yet.
- **Transactional** – the user has already a decision to buy a specific product. E.g. searches such as "buy beats wireless headphones" or "buy Apple iMac".

Determine the keywords you want to rank for, see the type of content that is ranking well for those keywords and create content that aligns with the search intent of your target audience.

Why do I want people to come to my website?

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What is the primary type of search intent I want to rank for?

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Which keywords do I want to rank for?

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## **NAIL YOUR TITLE TAGS**

Title tags are the clickable headlines that appear in search results. According to google:

"Titles are critical to giving users a quick insight into the content of a result and why it's relevant to their query. It's often the primary piece of information used to decide which result to click on, so it's important to use high-quality titles on your web pages."



When writing your title tags, here are some practices to follow:

- Aim for 50-60 characters
- Include your target keywords
- Avoid keyword stuffing
- Don't use duplicate title tags
- Keep it concise

Which title tags would cater to my target audiences search intent?

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Which content can I create that is relevant to these tags?

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## **WRITE COMPELLING META DESCRIPTIONS**

Underneath the title tag that appears on search engines is a meta description. A meta description is a summary of a page. While a meta description won't directly impact your search rankings, it will influence click-through rates.

A meta description should inform and interest your target audience with a short summary of that particular page. You can consider it your short and sweet pitch to get them to click on your page.



When writing your meta descriptions, here are some practices to follow:

- Aim for 155-160 characters, keeping below 160
- Write unique meta descriptions for each page on your site
- Include a strong call-to-action
- Include your target keywords
- Provide an accurate overview of the page

How can I ensure my meta descriptions match search intent?

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How can I encourage users to click through to my site?

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## INCLUDE KEYWORDS IN YOUR URL

URL structure can sometimes be overlooked when it comes to SEO. However, a good URL structure is a simple way of boosting your SEO efforts. Your URLs should be constructed logically without too much information.

When structuring URLs, here are some practices to follow:

- Use short URLs
- Include your target keywords in your URLs
- Remove any unnecessary stop words

Have I optimised my URLs?

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These are just some of the many tips to optimise your on-site SEO. While we can't cover every single practice in one workbook, these are a good starting place to help you get to grips with best SEO practices.

