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SEARCH ENGINE OPTIMIZATION & SOCIAL MEDIA OPTIMIZATION (SEO & SMO)

**TO DO LIST**

COMPILED BY:

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Having a website of your own is more important than ever for companies today. Just being online increases the visibility, relevance, and attention for your private projects enormously.

To help ensure that you have a successful website, there are various recommendations you can take to make sure your online presence is appealing and user-friendly for your visitors.

**1. Less is More:** A simple design increases the aesthetic impact of your website.

The vast majority of website visitors prefer an easy-to-understand, clear and modern website design that best highlights the content. You can impact these positively by following the points below.

### **Text and Fonts**

Ideally, use sans serif fonts, such as Arial or Open Sans, for the body text. Longer text is usually easier to read on the screen with such fonts.

If possible, use only one font on your website. Or, for example, use a font with serifs for your headlines and a font without serifs for your body text. This allows you to achieve a harmonious typeface that optimally supports the legibility of your content.

### **Line Length and Characters Per Line**

For the most readable texts, use about 40 - 60 characters per line. With shorter lines, eyes must jump more often, which interrupts the reading flow. Alternatively, lines that are too long make it difficult to jump from one line to the next.

### **Colours**

When choosing colours, make sure that there is plenty of contrast between the font colour and the background colour to make the text easy to read. For example, do not use blue text on a black background or white text on a yellow background. Your visual language is also ideally matched to your colour choices.



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**2. Usability and User Guidance:** Control your visitors with a visual hierarchy through your website.

The visual hierarchy determines the order in which the elements on the page are perceived by the human eye. This allows you to draw the attention of your website visitors to important messages that end with a call to action. You determine the visual hierarchy of your website mainly with the size, colour, contrasts, arrangement and repetition of text and image elements. You can also draw the attention of your visitors to certain areas of your website via the spatial proximity.

**The most important criteria for the visual hierarchy of a website are:**

- Position (high or low on the page)
- Size (large or small)
- Images (video, images, symbols)
- Contrast (colour and white space)

For example, each visitor will see a video placed high up on a page. Text will be more likely read when combined with interesting images.

**3. Accuracy and Uniqueness: Use clear headings and keywords.**

Precise and clear wording is especially important for all texts on your website so that visitors can easily understand the most important messages. Try to write unique, compelling and attention-grabbing texts with a clear reference to your industry or project.

At the same time, high-quality texts represent a real added value for your visitors, and search engines also rate the relevance of the content positively. Below you will find some tips for headings and texts.

Headings

You'll probably feel that your headlines need to be extravagant or original. Don't worry, that's usually not the case. Most successful websites use descriptive headlines that convey a clear message and tell visitors at first glance whether they are "in the right place".



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The heading should be both short and meaningful. Try to limit yourself to the essentials.

Content

Your content is the key to a successful website. Describe your products and services as briefly as possible, but as long as necessary, because most people don't like to read much text. Ideally, use synonyms and semantically related terms for your keywords.

Try to differentiate yourself from your competitors with your own style and choice of words. Give your visitors information they will otherwise find hard to find, except for you. This allows you to encourage your visitors to read your content.

**4. Visual Language and Quality:** Make sure that your images match the page content and have the right resolution.

Images are a great way to visualise your content and messages. However, there are a few basic things to consider before you publish your website with images:

The content and messages of your website must match your images. A simple example is the industry suitability: If you are a butcher, you should not see a picture of a bakery on your website. If you are a shoemaker, you should not visualise the content with the pictures of a restaurant.

Choose the optimal resolution so that your images are displayed with the necessary sharpness and the loading times of your website remain within reasonable limits. The right balance is particularly important here: The images must not be blurred to provide added value for your website visitors. However, if the file size of your images is too large, this will have a negative effect on the loading and response time of your website.

**5. Navigation and Page Structure:** Create easy to understand names for your navigation points and make sure that the links are correct

A clear and simple navigation helps search engines and your visitors to find their way around your website better. Make it as easy as possible for your visitors to switch from general content to specific information.



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The reference of the navigation to the content should be visible at all times. Also, make sure that the link targets of the individual navigation points are correct and do not lead to nothing. Almost nothing is more frustrating for website visitors than a broken link that does not jump to the desired or expected content.

Search engines also benefit to a certain extent from clear navigation and can thus determine what role a particular page plays in the overall structure of the website.

## **6. Final Check of Your Website Before Publication**

**Before you publish your website, you should take a close look at it and check the following points:**

All planned topics are presented with elaborate and appealing content.

All relevant pages, texts, images and elements are available.

Visitors will find your contact information and an imprint.

The navigation is logical and follows a red thread. Tip: If you are unsure, ask a friend or colleague to test the navigation and the links.

Check the mobile view of your website on a smartphone and tablet. With almost all website construction kits and CMS (Content Management Systems) you can simulate the mobile view on your PC and test it directly.



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## Search Engine Optimization (SEO)

**I have compiled a to do list of things you need to do to get your website to start generating traffic.**

**This list can be a bit overwhelming. I can send you links to where to find certain tools by return.**

**Before uploading to any search engine after you have designed and developed your site you have to do the following:**

- 1) Create a Keyword Domain Name (Use searchable words and phrases) You can use a brandable name, but you should also forward an exact match searchable keyword or phrase domain name to your default site.
- 2) Change the (Home Page) (Title) to Match the exact match searchable keyword or phrase Domain Name. (Search engines do not like (Home) as the name of your first page.
- 3) Add the exact match searchable keyword of phrase into the header of your website, this must be readable and not embedded into an image.
- 4) Generate Sitemaps
- 5) Upload Sitemaps to your website back office
- 6) Generate Robot txt
- 7) Upload Robot txt to your website back office
- 8) Generate Href Tags
- 9) Upload Href Tags to your website back office
- 10) Create a gmail email that you will use to manage your business, use that same email for all Google Products and Services
- 11) Generate Meta Tags
- 12) Generate Google Tag Manager
- 13) Upload Google Tag Manager to your website back office
- 14) Upload Meta Tags to your website back office (Add relevant keywords)
- 15) Add an HTML Tag to your website back office
- 16) Add Google Analytics (to track your visitors)
- 17) Add your Business to Google Business Directory (Google will rank you better for doing this)
- 18) Upload to Search Engines



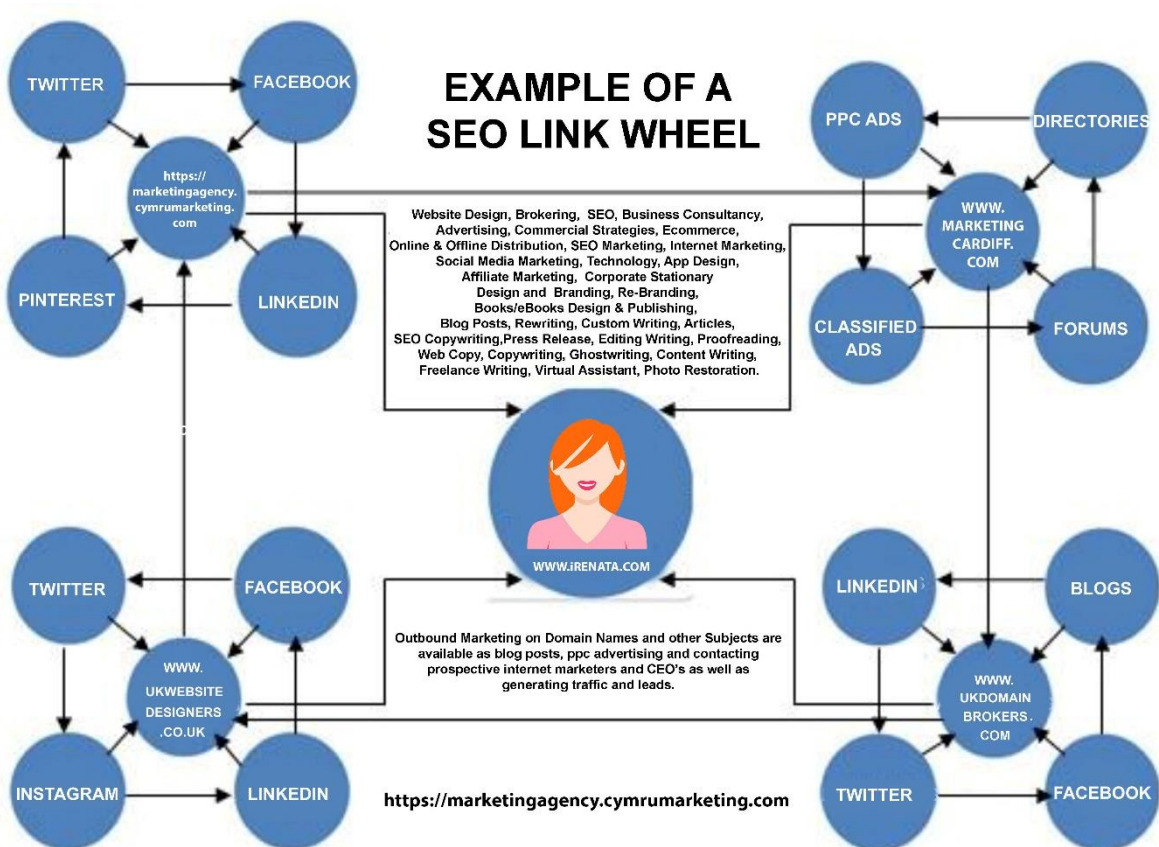
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- 19) Verify your website with Google Webmaster
- 20) Verify your website with Bing Webmaster
- 21) Add a cookie banner (required by law)
- 22) Add a cookie policy (required by law)
- 23) Add terms and conditions (required by law)
- 24) Add a privacy policy (required by law)
- 25) Add favicon's to desktop, tablet and mobile phone in your website back office
- 26) Check Canolization
- 27) Create a Facebook Page to Match your Brandable Website Domain Name and connect the two together.
- 28) Create a Facebook Page to your exact match searchable keyword of phrase domain name.
- 29) Invite your Friends and Family on Facebook to like your page.
- 30) Create a LinkedIn Page to March your Website and connect the two together
- 31) Link your social media to your social media widgets e.g. Facebook, Twitter, Instagram (Do not use a personal social media account set up a business one instead.
- 32) Add Schema Mark-up to your website back office and upload it.
- 33) Ping your site so that search engines get a signal your website is active, using pingmyurl.com
- 34) Regularly add new content to your site so that Search Engines can rank you quickly. (A blog is the easiest option).
- 35) Create a SEO link Wheel and have more than one site blog pointing to your business
- 36) Create Backlinks by linking your site to Directories, Classified Sites, Forums, and blogs on other websites.
- 37) Check your website is looking good on the mobile and tablet before publishing (Make sure it is responsive and all images and text are readable and do not fall off the page.
- 38) Make sure your website has a lot of text content using relevant keywords you would want to be targeted for.
- 39) Get people to subscribe to your email list.
- 40) Network with people in your industry.
- 41) Advertise on Social Media Pages and Groups.
- 42) Configure your site for Htaccess.
- 43) Remove the web builder footer link that says website powered by wix, shopify etc (it does not look professional and first impressions count. If people think you have built the site yourself they will think you have not had the money to pay for a website designer which damages credibility to your brand.



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## Example of SEO Link Wheel Attached



If you need my help just drop me a line to [info@ukwebsitedesigners.co.uk](mailto:info@ukwebsitedesigners.co.uk)

If you want me to do this for you then unfortunately, I cannot offer this service for free. I am happy to give you the links to where you can find the tools but for actually working on your site you would have to grant me access and also sign an agreement to give me permission to work on the back end of your site.

Also, checkout all my websites, blogs and social media platforms that I own to generate traffic to my business. The quickest and easiest is do a **WordPress blog** and post 4 times a week or more for the first month before you know it you will be on the first page of Google saving you on pay per click advertising such as Google Ads.





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### **My Websites:**

[www.cymrumarketing.com](http://www.cymrumarketing.com)  
[www.ukwebsitedesigners.co.uk](http://www.ukwebsitedesigners.co.uk)  
[www.roathlife.com](http://www.roathlife.com)

### **My Blogs:**

[www.irenata.com](http://www.irenata.com)  
[www.ukdomainbrokers.com](http://www.ukdomainbrokers.com)  
[www.cymrumarketing.co.uk](http://www.cymrumarketing.co.uk)  
[www.roathlife.co.uk](http://www.roathlife.co.uk)  
[www.disabledentrepreneur.uk](http://www.disabledentrepreneur.uk)  
[www.marketingcardiff.com](http://www.marketingcardiff.com)

### **My Social Media Platforms:**

<https://www.facebook.com/ukdomainbrokers>  
<https://www.facebook.com/cardiffwebsitedesigners>  
<https://www.facebook.com/marketingcymru>  
[https://www.instagram.com/cymru\\_marketing](https://www.instagram.com/cymru_marketing)  
<https://twitter.com/UKDOMAINBROKERS>  
<https://www.linkedin.com/in/renata-barnes-48025811>  
<https://www.linkedin.com/company/cymru-marketing>  
<https://www.facebook.com/Roath-Life-Directory-104635087902248>

Best Wishes

Renata



## How To Get More Clients.

Regardless of what industry you are in, you always want more business. However, for start-ups, it is even more daunting when your phone does not ring or you have tonnes of emails with people selling you things but you have no inquiries.

So you have got a business plan and you think you have it all worked out but you still have no customers so what do you do?

In this article, I will list some ideas that you may not have thought about.

But first, we have to establish the difference between a small business and a large powerhouse. With a corporation or business that has been established for many years their brand name is well known and people will always choose a well-known brand over a lesser-known one.

If you are just starting out or are struggling to get business through the door, you may have to adopt different strategies to get you noticed. If this is the case you need your business to be in the news you need to be consistent and not hide behind your brand but instead be out there flying your flag high.

A more established company will have more money to spend on advertising and on staff and employee incentives. These companies use marketing agencies to help them get more exposure and will encourage their staff to publicize their company, products, and services

If you are a small business for example of 1-10 employees and your advertising budget may be on a shoestring, you have to invent ways to advertise your brand on next to nothing.

## So here is a list of things to do to increase business.

**(Some are free and some are pay per click or editorial or offline advertising suggestions)**

1. Start a podcast, talk about your company, conduct interviews with people that are making the news in the same industry as you.



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2. Start a Vlog and set up your own YouTube Channel.
3. Consider Video Marketing, design your own videos or hire an agency.
4. Start a Blog and write regular content. Do make sure the domain name has the exact match searchable keywords and phrases.
5. Perform a SEO audit report and see how you can optimise your website/blog to perform better.
6. Get backlinks.
7. Get Like for Likes on social media groups and pages.
8. Guest blog for free on other peoples blogs or comment on their articles. Some companies even pay you if they find your articles useful.
9. Network with other businesses, LinkedIn is a good place to start and if you have networking events in your area consider going to one or two and start making acquaintances.
10. Make use of all your social media platforms. Create business pages and join groups and like, comment and share your blog posts and interact with other business owners, don't forget to use hashtags and if permitted backlinks to your page or site.
11. Set up a business forum in your niche through WordPress, they have plugins that are already designed for you.
12. Join Business Forums and interact.
13. Set up a (chat) on your website and blogs so that you can interact with your visitors (www.talk.to is free). Remember to have the chat bot on during office hours.
14. Share Banner Ads on Social Media, Platforms, Pages and Groups.
15. Advertise in Business Directories (most are free).
16. Advertise on Classified Ads (Some are free, like Gumtree, Craigslist and FreeAds).
17. Interact with local communities, some have websites (Quora, Reddit) aswell as Facebook groups.
18. Set up a local workshop.
19. Do Public Speaking.
20. Offer free business consultation if you are in the industry of helping business grow.
21. Offer to advertise other peoples businesses, products and service on your site free of charge for a limited time.
22. Sell your advertising space to business owners.
23. They say the money is in the list, set up a newsletter and send out information to your contacts. Offer incentives to get people to sign up to your newsletters.
24. Consider Affiliate Marketing where you get paid if someone clicks an ad you are displaying on your site or through an email list or newsletter.
25. Pay people to advertise your business through companies such as 'Clickbank' 'Rakuten Linkshare', 'Shareasale'.



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26. Write an ebook that you can offer your customers in exchange for their email.
27. Set up an event such as a conference, auction, or networking seminar.
28. Sponsor an event, this could mean you may have to either pay/donate or offer your services for free. This will give exposure to your company and your brand.
29. Organise an open house and offer wine tasting or set up a stall and sell your products and services. The series on Netflix “Selling Sunset” hosted parties and a wedding in a few of their luxury properties they were selling to VIP guests, multi-million dollar real estate.
30. Set up an auction or fashion show and get other businesses to donate something and charge an entry fee for the evening of the event with your brand name in the limelight.
31. Partner with a small business, offer your products and services at a discounted price and ask them to do the same in exchange. They may be a Web Designer but may not offer marketing, whilst you as a marketing agency could offer your service in exchange for leads and visa versa.
32. Public Relations – make an announcement on PR Agency websites where journalist can write about you.
33. Create a Google Business Page and update regularly just like you would a blog.
34. Set up a contest/competition.
35. Offer Discounts and Incentives to all you current and prospective clients.
36. Upsell to your existing clients.
37. Offer Free Trials and Demos.
38. Wear your insignia and get your employees to wear branded apparel.
39. Send out complimentary useful merchandise with your company logo, website and telephone number.
40. Ask for referrals, offer you clients incentives that if they refer you, you will give them something in return, it could be a product, service or discount.
41. Get your family and friends to spread the word.
42. Consider leaflet drops to businesses or homes depending on the industry you are in.
43. Sell a course online to educate people in your industry.
44. Sell merchandise with your company name.
45. Set up a Wikipedia page.
46. Set up a Crunchbase profile.
47. Pitch your business to angel investors, private equity firms to raise funding and spread awareness. Angel investors may put you in touch with some of their contacts if they think your business is viable, in exchange for a commission on every introduction.
48. Set up a squeeze page using click funnels to your offer.
49. Consider advertising your business on other sites (rate card advertising prices will apply).



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50. Google Ads not only help with ranking they will get you on the first page of Google instantaneously providing you meet the bidding price of your daily budget.
51. Facebook Ads, can fine tune the audience you wish to target.
52. Instagram Ads – Instagram has over 500 million users per month.
53. Start following people and businesses in your niche on Instagram and interact with their posts.
54. Newspaper Ads.
55. Editorial Publication Ad Campaign.
56. Guerilla Marketing, do something outlandish but first get permission from the local council and the police. If you are a web designer set up a office type table and chair in a busy high street and when people ask what you are doing you can hand out your business cards. Baroness Michelle Mone did a stunt promoting her ‘Ultimo Bra’ brand back in the day when she was starting out by having actors dressed up as plastic surgeons protesting that ‘Ultimo’ was putting them out of business. The day of the event all her bra’s got sold out. Hire a plane or drone with the flogo and have your advert flown sky high.
57. Promotional giveaways, you can do this digitally or can set up a physical stall, you can giveaway products and services but do get permission first if you plan to do it in a public place.
58. Make the most of trade shows by either networking or setting up a stand an expo.
59. Create your own App.
60. Billboard advertising is another way to attract business, such as bus stops and on sides of buildings.
61. Advertise on Publish Transport on the side of buses and taxis.
62. Send your products and services to influencers and celebrities and ask them to endorse your brand.
63. Advertise your business on Black Cabs if you are in the UK and Yellow Cabs in the States.
64. TV & Radio Advertising.
65. Help non profit organisations by donating or marketing, either way the charities will advertise you.
66. Go physically into businesses that are in the same niche as yours and if you are a pet sitting/dog walker business go to your local vets and ask them to display your posters or brochures. If you are selling cruises get your local high street travel agents to display your information.
67. Offer your services for free for the first month or so, get people to sign contracts as they could take you up on the offer and then walk away once it is ended. Or if you are selling a product why not “try before you buy” type of offer.



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68. Ask businesses if they would like free exposure to their products and services and display, their merchandise in your establishment, moreover they may also do the same for you.
69. Go to cafes and grocery stores where they have message boards and display your information, or if you are more high end, visit hospitality venues and advertise your products and services there. Give them incentives to market your business such as an exclusive discount and mention their name in the print.
70. Start a directory of businesses in your niche and offer both free and paid listings. When constructing the directory contact each business owner and tell them they have a free listing. This will give you the opportunity to explain who you are and offer them more exposure with more prominent paid advertising. Instead of waiting for the mountain to come to Mohammed, get Mohammed to go to the mountain.

#### **Note From The Editor.**

When promoting your business try to expand your products and services, it is good to have your fingers in many pies.

As well as the above-mentioned hints and tips, re-train your mindset and stay focused and positive. Be assertive with yourself and do not allow any negativity to get in your way. Just before you go to sleep visualize your ultimate goals and desires and imagine yourself already have acquired your wealth, do this every night for 30 days and see changes manifesting. Research neuroscience and the power of thought.

Do some research into neuroplasticity and a book that is highly recommended read is [Napoleon Hill “Think and Grow Rich”](#)

#### **Further Reading:**

<https://blog.wishpond.com/post/59612395517/52-tips-how-to-market-on-instagram>