WEBSITE SEO REFRESH
CHEAT SHEET

Follow this handy step-by-step guide for conducting your website SEO refresh

Step 1: Find out what's currently working (and what's not)

The first thing you need to do is find out what's currently working on your website and what's not. This will allow you to identify the areas that need to be improved and make changes accordingly. The easiest way to do this is by using tools such as Google Search Console, Google Analytics and SEMrush.

Step 2: Determine your SEO strategy moving forward

After you've found out what's currently working, you need to start determining your strategy moving forward. Here are some things you should keep in mind:

- Who is your target audience?
- What design features can you use to help boost your SEO?
- How can SEO inform your content plan?
- How can your images help boost SEO?

Step 3: Implement your SEO strategy

Now you've determined your strategy, it's time to carry out the relevant updates.

- Implement your SEO strategy
- Create new content
- Create new landing pages

Step 4: Review the impact and continue to develop

Finally, it's time to review the impact of the changes you have made. Utilising the same tools as before; Google Search Console, Google Analytics and SEMrush, you can review how the changes you've made have affected your SEO rankings. When carrying out a full SEO overhaul and refresh, it can take time to implement all the necessary changes so it's a good idea to monitor your site throughout the process. It can also take a while for SEO to have an impact. Monitor how your site performs over the coming months and make changes to your ongoing strategy.

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