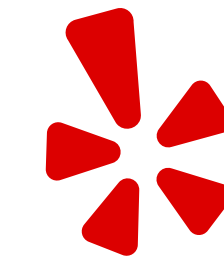


This guide stands as a basic foundation on how to get the most of your online presence.
Build a brand, engage with your audience and increase your sales using a website with this cheatsheet.



THIRD-PARTIES & SOCIAL

Google Analytics

Setup your website for tracking here:
<http://analytics.google.com>

Google Business

Add your business on Google here:
<http://google.com/business>

Google Profile

Setting up a Google Profile is a good way to promote your business, especially if it's locally based.

Profile Picture: 250 x 250

Cover Image: 1,080 x 608

Shared Image: 497 x 373

Twitter Account

Focus your posts on brief updates and announcements.

Profile Photo: 400 x 400

Header Photo: 1,500 x 500

Post Photo: Maximum 1024 x 512

Facebook Account

Best to engage more with your customers. Add stories of your business, ask questions, add articles.

Profile Picture: 180 x 180

Cover Photo: 820 x 312

Post Photo: 1,200 x 630

Instagram Account

Best to show the visual side of your business. Team images, Leaked photos, Coming soon images, Culture.

Profile Picture: 110 x 110

Photo Size: 1080 x 1080

LinkedIn Account

Great to keep in touch with the professionals in your industry. Everything related to the company's growth is suitable.

Profile Picture: 400 x 400

Cover Photo: 4000 x 4000

Yelp

Get more customer through Yelp. Claim your business page here:

<http://biz.yelp.co.uk>

Foursquare

Get more visitors. Claim your page here:

<http://foursquare.com/venue/claim>

GENERAL TIPS

City / Service Page

Add city / service pages to your website to benefit from local searches.

[yoursite.com/london](#)

[yoursite.com/web-development-services](#)

Privacy Statement

Another trustworthy signal consists of having a privacy statement on how you're getting the data and what are you doing with it. It is a good practice to include this document.

Have a clear goal

Make each part of your content to lean the user towards that final step.

To buy a product or a service

To subscribe to your newsletter

To send a message or call

To book something

Put your most important information first

On web pages you have to show your business' value first. Important points always must come first.

Write for lazy people

Your web visitors don't want to make an effort to read your text. Keep it short and intriguing simultaneously.

Use short paragraphs – four sentences max;

Use short sentences – twelve on average;

Skip unnecessary words;

Avoid the passive tense;

Address your web visitors directly. Use the word you;

Treat your web visitors like wild animals

They're hunting for information or a product to buy – just like a hungry panther hunts for his next meal.

Your web visitors consider the same things:

Does your website offer what they're looking for? And can they find it easily?

Display your phone number

Increase credibility, especially for local businesses.

Add testimonials / about us page

Increase the trustworth of your website, it will certainly increase your conversion.

Headlines are important

Most people scroll through your headlines.

Make sure to seduce them with the titles.

Offer free takeaways

Increase the chance of your visitors to use your services, your content by providing something valuable first, especially if it can be downloaded. (PDFs, Images, eBooks)

ADVANCED TIPS

Get feedback

Setup a system where you can gather feedback constantly and action based on those insights.

Google Analytics

Newsletters / Contact messages

Live chat (Zopim, Drift)

Update your website every month

Google favors websites who constantly update their website.

Add articles / galleries

Improve your site's message

Have a call to action on every page

Call to action sections are the parts where you users make the decision whether it's worth trying your product/service.

Optimise Images

Make sure to not insert big images onto your page or use PNG in useless situations, as they carry much more weight.

Keyword planner

Have you used Google's Keyword Planner, KWFinder, KeywordTool.io and SEMRush for keyword research?

Be sure to consider searcher intent and difficulty, pick 1 keyword per page.

Keyword Density

Keeping a conversion of 3 - 7% of your main keywords is a good tactic. Over than 10% might look suspicious.

Images Description

If you have images on your page, review the alt tag. Adding a descriptive title could help your SEO score a lot.

Content Reviewing

Frequent changes are favored and the page will get a real boost. It is great when you constantly add new content to an article or page.

Moz Resources

Consider researching the information Moz has to offer (especially if you're local based) from here:

<http://moz.com/learn/local/listings>

MONTE DOING FOR YOU

<http://onmonte.com/start> - Start now

Mobile Friendly

SEO Architecture

Performance Optimized

Cross Browser Optimized

Sitemap Automatically Generated