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**Business Online Tool**

**Optimise your business presence online**

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| --- |
| Graphical user interface  Description automatically generated with medium confidence |
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# HOW TO

This **Business Online Tool** will enable you to quickly audit some of the key factors that affect how your customers interact with your website and online presence.

Use the **Quick-Check SEO tools** section to review the 5 key factors for your online business:

* Keywords
* Mobile Phone Responsiveness
* Internal Linking
* Site Speed
* Quality of content

# STEPS

1. Follow the instructions for each key factor and give each element a score using the RAG rating system (Red, Amber, Green). Refer to the ‘Scoring’ column for clear examples of what each rating means for a specific element
2. Prioritise updating the elements with a ‘Red’ rating, then ‘Amber’.
3. Use this tool regularly to quickly check how easy it is for your customers to interact with your website and find your business online.

# Quick-Check SEO tools

## **KEYWORDS**

|  |  |  |  |
| --- | --- | --- | --- |
| ELEMENT | HOW TO CHECK | SCORING | R/A/G  |
| Keywords used ‘naturally’ – so that they appear seamlessly in your copy | Copy your web page text into Word, Notes or other word processing software so that you can read the text without the distractions of images or layout.  | Green: You would not know which words were keywords as they occur naturally in all the textAmber: The keywords mostly occur naturally but some stand out or feel repetitive or don’t quite make sense in contextRed: The keywords mostly stand out from the rest of the text and it is obvious that there are not a natural part of the writing and seems very strange | (write your score here) |
| Keywords are written as though a human person has written them | Copy your web page text into Word, Notes or other word processing software so that you can read the text without the distractions of images or layout. | Green: All of the text feels like it is the sort of thing you might say yourself Amber: Some of text feels like it is the sort of thing you might say but some feels artificial Red: Most or all of the text feels artificial and not like something you might say yourself |  |
| Keywords appear in the first 50-100 words. | Use the “word count” feature of a word processing software to highlight the first 100 words or just count up yourself  | Green: The keyword(s) appear at least once and up to a few times in the first 100 words Red: The keyword(s) do not appear in the first 100 words Red: They keyword(s) appear a large number a times in an unnatural way |  |
| Keywords are included in the URL for the relevant pages | Check out the URL at the top of your webpage or copy and paste it if it is not all visible. | Green: Your keyword(s) appear in your URL Red: Your keyword(s) do not appear in your URL  |  |
| Keywords appear in the relevant title tag | Enter your URL into <https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/> and generate a preview  | Green: Your keyword(s) appear in the “page title” and it feels natural Amber: Your keyword(s) appear in the “page title” but it feels artificialRed: Your keyword(s) do not appear in the “page title” |  |
| Primary key phrase appears in H1 headers | Enter your URL into <https://seositecheckup.com/tools/heading-tags-test> and press the check up button  | Green: Your keyword(s) appear in the “H1 header” and it feels natural Amber: Your keyword(s) appear in the “H1 header” but it feels artificial Red: Your keyword(s) do not appear in the “H1 header” |  |

## **SITE SPEED**

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| --- | --- | --- | --- |
| ELEMENT | HOW TO CHECK | SCORING | R/A/G  |
| Site Speed | Enter your URL into <https://pagespeed.web.dev/> and choose mobile phone option. Scroll down to diagnose performance issue.  | Green: Score of 90-100 (your site is fast)Amber: Score of 50-89 (your site has some speed issues) Red: Score 0-49 (your site could be very slow for many users)  |  |

## **MOBILE PHONE RESPONSIVENESS**

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| ELEMENT | HOW TO CHECK | SCORING | R/A/G  |
| Mobile Phone Responsiveness | Enter your URL into <https://search.google.com/test/mobile-friendly>  | Green: Your page is mobile friendlyAmber: The result is “no data available”Red: Your page is not mobile friendly  |  |

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## **INTERNAL LINKING**

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| --- | --- | --- | --- |
| ELEMENT | HOW TO CHECK | SCORING | R/A/G  |
| Internal Linking | Enter your URL into <https://www.seoreviewtools.com/internal-link-analyzer/> and press “perform check”  | Green: The colour of “total links” in the results is green Amber: The colour of “total links” in the results is amber Red : The colour of “total links” in the results is red |  |

**QUALITY OF CONTENT**

|  |  |  |  |
| --- | --- | --- | --- |
| ELEMENT | HOW TO CHECK | SCORING | R/A/G  |
| Length of copy | Copy your web page text into Word, Notes or other word processing software so that you can read the text without the distractions of images or layout. | Green: You have between 350 and 1500 words of copy Amber: You have between 150-350 words of copyRed – You have fewer than 150 words of copy | (write your score here) |
| Uniqueness of content | Enter your URL into <https://www.siteliner.com>  | Green: You have no duplicated content from this page on your siteAmber: Some of the content on this page appears on other pages on your site Red: There is an exact copy of this page somewhere else on your site  |  |
| Depth of content | Copy and paste your page text into [**https://app.readable.com/text/**](https://app.readable.com/text/) | Green: You have a rating of “A” or “B”Amber: You have a rating of “C” Red: You have a rating of “D” or “E”  |  |