



## Google Analytics:

- measures website data
- traffic
- duration of stay
- purchases

## Google Search Consd:

- technical tool
- technical errors
- test robots.txt - blocked parts of website
- Sitemap.xml - list of URLs

## Metatags:

- Metatitle: 60 characters
- Metadescription: 160 characters  
1-2 sentences  
summary of the website
- include main keywords

1. SEO Audit/Analysis / technical content

On page SEO: domain

Off page SEO: external links

↓  
2. SEO Monthly Action Plans

On page - Keyword Research  
include the keywords

keywords

→ Meta tags - source code

H1 → H6  
Main title  
Subtitle  
⋮  
⋮



Alt text

Image Optimization

gzip - compress images

SEO Quake:

keyword density: ideally 3-5%