

WEBSITES

An effective website helps you share information, establish a business presence, enable sales, leads or bookings, and build brand awareness. It facilitates communication, showcases portfolios, generates contacts for you to follow up, creates online communities, offers education and training, and provides entertainment.

A website drives conversions by turning visitors into customers through optimised user experiences and clear calls to action, and by growing email databases through lead magnets and effective subscription prompts.

**A WEBSITE THAT PERFORMS WELL, SHOULD ATTRACT
A GOOD LEVEL OF (RELEVANT) SEARCH TRAFFIC.**

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SEARCH ENGINE OPTIMISATION

Search Engine Optimisation is important for increasing visibility, driving organic traffic, and building credibility online. It helps businesses improve their search engine rankings, leading to better qualified and more engaged traffic.

New Zealand businesses are uniquely positioned to maximise SEO by focusing on local markets and targeting niche sectors and locations.

By creating content that resonates with both local and international audiences, NZ businesses can enhance their online presence and outperform competitors.

To improve your SEO ask our team for a full list of recommendations for you to implement yourself using the steps below, or with our team.



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CHECKLIST	
Do you have a Google MyBusiness Listing?	
Do you have a strategy for encouraging client / customer reviews on your GMB profile?	
When you Google your business from a private browser - where does your website appear and what do you see? If the meta description is not compelling enough to encourage clicks, you may need to improve this!	
Review keywords people are searching to in relation to your business.	
Optimise Your Homepage	
Optimise Your Meta Data (Meta Titles, Descriptions, & H1 Headings)	
Alt Text - rename images	
Take a birds eye view of your product (or service) descriptions.	
Install Google Analytics on your website.	

GOOGLE MY BUSINESS LISTING

A Google My Business (GMB) listing is beneficial for your business because it enhances your online presence and makes it easier for potential customers to find and contact you.

It improves local SEO, increasing the chances of your business appearing in local search results and Google Maps.

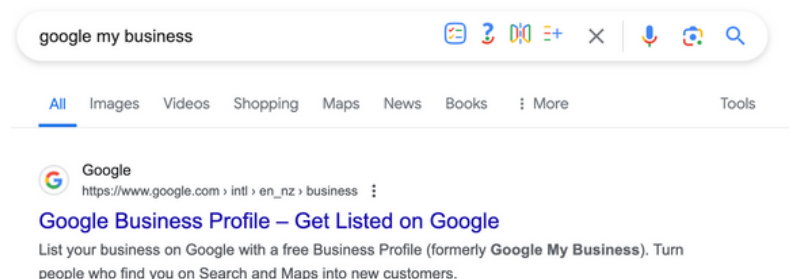
GMB provides essential information such as your business hours, location, contact details, and customer reviews, which helps build credibility and trust. It allows you to engage with customers through posts, updates, and responses to reviews, fostering better customer relationships and driving more traffic to your website or physical location.

SETTING UP GMB

Step-by-Step Instructions for Creating a Google My Business Listing

1. SIGN IN TO GOOGLE MY BUSINESS:

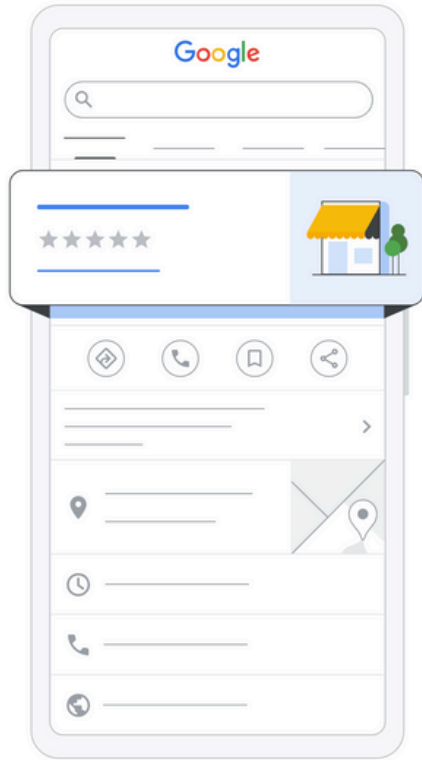
- Go to Google My Business.
- Click on "Manage now."
- Sign in with your Google account. If you don't have one, create a new Google account.



2. ENTER YOUR BUSINESS NAME:

- Enter your business name in the search box.
- If your business name appears in the drop-down menu, select it. If not, click on "Add your business to Google."

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Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

3. CHOOSE YOUR BUSINESS CATEGORY:

- Select the category that best represents your business. This helps Google understand what your business is about and which searches your listing should appear in.

4. ADD YOUR LOCATION:

- If you have a physical location where customers can visit, click "Yes" and enter your address.
- If you don't have a physical location but offer services or deliveries, click "No" and specify the areas you serve.

5. ADD CONTACT INFORMATION:

- Enter your business phone number and website URL. This information makes it easier for customers to contact you directly.

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6. VERIFY YOUR BUSINESS:

- Choose a verification method. Most businesses opt for postcard verification, where Google sends a postcard with a verification code to your business address. Other methods include phone or email verification, if available.
- Once you receive the postcard, sign in to Google My Business and enter the verification code to confirm your business listing.

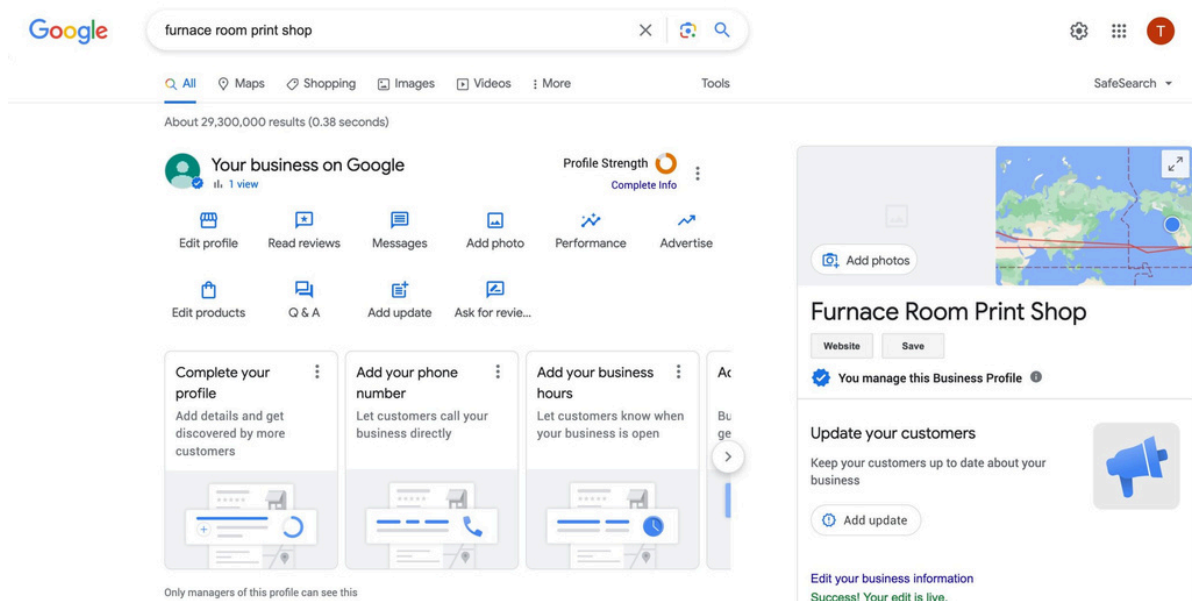
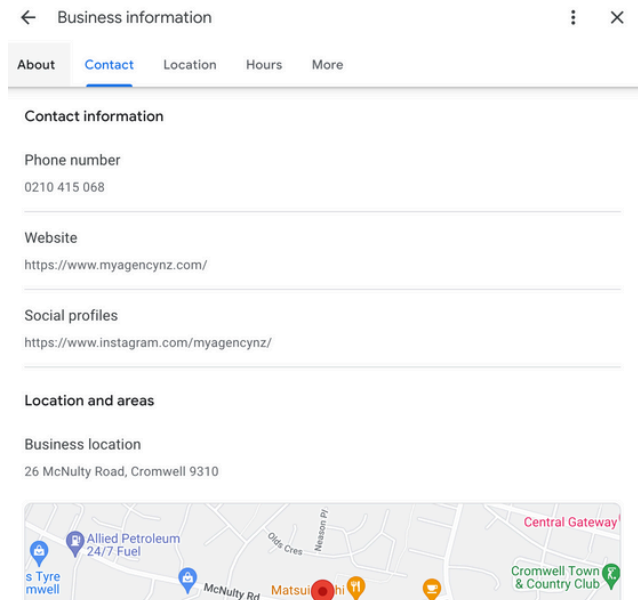


7. COMPLETE YOUR PROFILE:

- After verification, complete your business profile by adding additional information such as business hours, photos, a description, and any other relevant details.
- Make sure your profile is as complete and accurate as possible to provide potential customers with all the information they need.

8. OPTIMISE AND MAINTAIN YOUR LISTING:

- Regularly update your listing with new photos, posts, and any changes to business hours or services.
- Respond to customer reviews and messages to engage with your audience and build a positive online reputation.



WHY USE KEYWORDS?

Keyword research is a powerful tool because it allows you to gauge demand for products and services. It can help you create search worthy page copy, write effective meta descriptions and ensure your page titles are in line with what people are seeking out.

It is also interesting to understand what people are searching in relation to your product or service. Quite often we are using technical terms which are not necessarily what people are searching for.

Examples of this are when solicitors use the legal descriptions of the type of agreements involved in the dissolution of marriage, but people are searching for 'how to get a divorce'. Keyword research helps you find the terms your consumers are using, and helps you identify what to include on your website.

EXAMPLE 1: HEALTH AND WELLNESS COACHING

- Technical Term: Menopause Management Program
- Common Search Term: How to deal with menopause symptoms

EXAMPLE 2: MORTGAGE ADVISORY SERVICES

- Technical Term: Mortgage Refinancing Options
- Common Search Term: How to lower my mortgage payments

EXAMPLE 3: CONSTRUCTION SERVICES

- Technical Term: Home Renovation Consultation
- Common Search Term: How to renovate my house

EXAMPLE 4: FASHION DESIGN

- Technical Term: Sustainable Fashion Collections
- Common Search Term: Where to buy eco-friendly clothes

EXAMPLE 5: EVENT CATERING

- Technical Term: Corporate Event Catering Services
- Common Search Term: Best catering for office parties

EXAMPLE 6: REAL ESTATE

- Technical Term: Residential Property Investment
- Common Search Term: How to buy a rental property

EXAMPLE 7: DIGITAL MARKETING AGENCY

- Technical Term: Search Engine Optimisation (SEO)
- Common Search Term: How to rank higher on Google

EXAMPLE 8: LEGAL SERVICES

- Technical Term: Estate Planning and Trusts
- Common Search Term: How to write a will

EXAMPLE 9: HOME CLEANING SERVICES

- Technical Term: Post-Construction Cleaning Services
- Common Search Term: How to clean up after renovation

EXAMPLE 10: HOME APPLIANCES

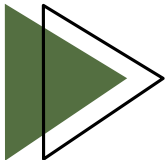
- Technical Term: Energy-Efficient Heat Pump Hot Water Cylinder
- Common Search Term: Best energy-saving water heaters



FINDING KEYWORDS

BY FOLLOWING THESE STEPS, YOU CAN USE GOOGLE KEYWORD PLANNER TO IDENTIFY THE SEARCH TERMS PEOPLE ARE LOOKING FOR IN RELATION TO YOUR BUSINESS, HELPING YOU OPTIMISE YOUR CONTENT AND IMPROVE YOUR ONLINE VISIBILITY.

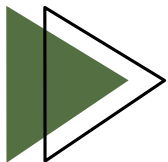
Step-by-Step Instructions for Using Google Keyword Planner



1. Access Google Keyword Planner:

Sign in to Google Ads:

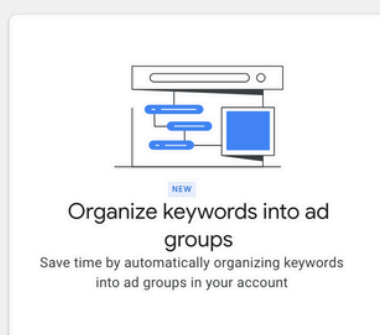
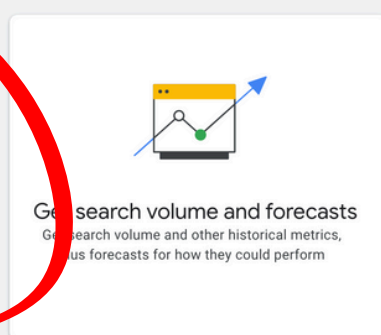
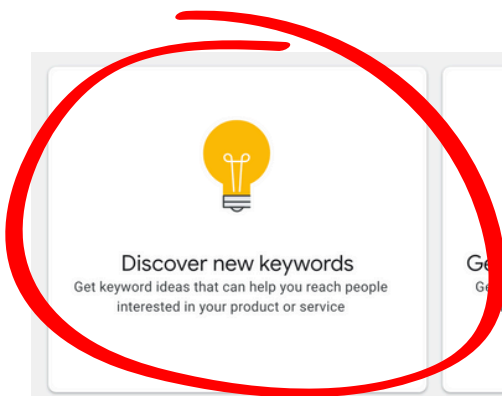
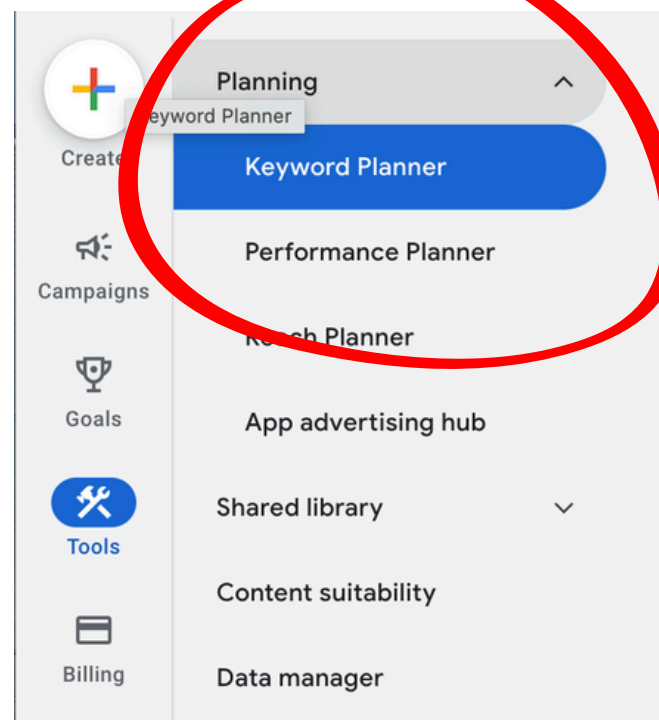
- Go to [Google Ads](#) and sign in with your Google account. If you don't have a Google Ads account, you'll need to create one. Tools > Planning > Keyword Planner



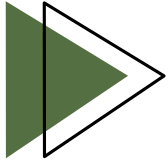
2. Choose Your Tool:

Select "Discover new keywords":

- In the Keyword Planner, choose the Discover new keywords option



FINDING KEYWORDS



3. Enter Your Business Information:

Enter Your Keywords or Website URL:

- In the “Enter products or services closely related to your business” field, type in keywords that are relevant to your business, or enter your website URL to find keywords related to your site’s content.
- Click on the Get Results button.

Discover new keywords

Start with keywords Start with a website

Enter products or services closely related to your business

🔍 marketing agency

🇬🇧 English (default) 📍 New Zealand

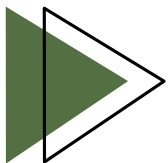
Enter website to filter unrelated keywords

🔗 https://

Try not to be too specific or general. For example, 'meal delivery' is better than 'meals' for a food delivery business
[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

Get results



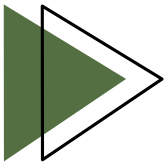
4. Analyse Keyword Suggestions:

Review Keyword Ideas:

- Google will generate a list of keyword ideas based on the information you provided. These keywords are search terms that people are looking for related to your business.
- Review the list of keywords along with their average monthly searches, competition level, and suggested bid ranges (if you’re planning to run ads).
- For improving organic search, use terms that are specific to your business which show a good level of search traffic.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
<input type="checkbox"/> digital marketing agency	720	0%	-18%	Low
<input type="checkbox"/> social media marketing agency	140	+27%	0%	Low
<input type="checkbox"/> seo marketing	170	+24%	+24%	Low
<input type="checkbox"/> influencer marketing agency	20	0%	-33%	Medium
<input type="checkbox"/> digital marketing company	140	+50%	+50%	Low

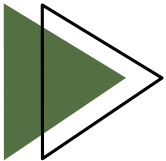
FINDING KEYWORDS



5. Refine Your Keywords:

Filter and Sort Keywords:

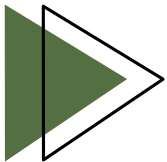
- Use the filtering options to narrow down the list of keywords. You can filter by location, language, and search networks.
- Sort the keywords by average monthly searches or other metrics to find the most relevant and valuable keywords for your business.



6. Save Your Keywords:

- Select the keywords that are most relevant to your business by clicking the checkbox next to each keyword.
- Click 'Copy' and paste your selected words into a spreadsheet for future record. This document will become handy when crafting meta descriptions and page copy.

FINDING KEYWORDS



7. Implement Keywords:

1. Use Keywords in Your Content:

- Integrate the selected keywords into your website content, blog posts, meta descriptions, and other marketing materials to improve your SEO and attract more visitors.

Tips for Effective Keyword Research:

- **Focus on Long-Tail Keywords:** These are longer, more specific phrases that have lower competition and can attract highly targeted traffic.
- **Consider User Intent:** Think about what users are looking for when they search for these terms and how your business can meet their needs.
- **Regularly Update Your Keywords:** Search trends can change over time, so it's important to revisit and update your keyword list periodically.

SEO ELEMENTS

You can improve the way search engines rank your website and make your user journey more enjoyable by making sure you have the right words on your web pages. However, the page copy is only one portion of the information that search engines read. Imagine them (Google) looking at your site as if it was a spreadsheet, each line item on the spreadsheet needs to connect to each other. If Google can identify that there is an order to the data and it is well worded then you will have a better opportunity to be found!

From the page titles and meta descriptions to the way you name images and create headings and subheadings for your content, there should be an overarching theme to the page.

Example:

Page Title:

- High-Quality Home Renovation Services | Your Dream Home Awaits

Meta Title:

- Expert Home Renovations - Transform Your Home Today

H1 Heading:

- Transform Your Home with Our Expert Renovation Services

Page Copy: "At [Your Company Name], we specialise in high-quality home renovation services that bring your vision to life. Whether you're looking to modernise your kitchen, add a new bathroom, or completely remodel your living space, our experienced team is here to help. We focus on creating beautiful, functional, and comfortable homes tailored to your unique style and needs. Our renovation process begins with a comprehensive consultation to understand your goals and budget. From there, we handle everything from design to construction, ensuring a seamless and stress-free experience. Our commitment to quality craftsmanship and attention to detail ensures that every project is completed to the highest standards. Discover the difference of working with a dedicated renovation team that puts your satisfaction first. Contact us today to start your home transformation journey."

Alt Text for Images:

1. Kitchen Renovation Image:

- Modern kitchen renovation with white cabinets, marble countertops, and stainless steel appliances.

2. Bathroom Remodel Image:

- Luxurious bathroom remodel featuring a freestanding bathtub, double vanity, and elegant tile work.

3. Living Room Update Image:

- Cozy living room update with a new fireplace, built-in bookshelves, and hardwood flooring.



SEARCH

PAGE TITLES (TITLE TAG)

SEO page titles, also known as title tags, are HTML elements that specify the title of a web page. They are one of the most important on-page SEO factors because they are displayed in search engine results as the clickable headline for a given result and are important for usability, SEO, and social sharing. Here's what you need to know about SEO page titles:

1. What They Are:

- The title tag appears in the title bar or tab of web browsers.
- It is displayed as the headline in search engine results pages (SERPs).
- It is often used as the default title when a page is bookmarked.

2. Why They Matter:

- Search Engine Ranking: Search engines like Google use the title tag to understand the content of a page, which helps in ranking.
- Click-Through Rate (CTR): An enticing and relevant title can increase the likelihood that users will click through to your site from the SERPs.
- User Experience: A clear and descriptive title helps users understand the page content before they click on it.

3. Best Practices:

- Keywords: Include relevant keywords, especially towards the beginning, but avoid keyword stuffing.
 - Relevance: Make sure the title accurately describes the page content.
 - Uniqueness: Each page on your site should have a unique title to avoid confusion and to target different keywords.
-

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H1 HEADINGS

H1 headings are primary HTML tags that define the main title of a web page, crucial for both SEO and user experience.

They help search engines understand and index the page content, improving search rankings, while providing clarity and readability for users.

Proper use of a single, keyword-rich H1 heading enhances content hierarchy and accessibility, making it easier for screen readers and visually impaired users to navigate. Your H1 Heading should connect to the title tag and the page copy!

By being descriptive and concise, H1 headings ensure that the page content remains relevant and focused, ultimately contributing to a well-structured and user-friendly website.



META DESCRIPTIONS

A meta description is a brief summary of a webpage's content that appears under the meta title in search engine results. It provides additional information to users and can improve click-through rates, though it doesn't directly affect search rankings.

Search engines display the first 150-160 characters.

To be effective, meta descriptions should be relevant, include natural keywords, be unique for each page, compelling to encourage clicks, and within the character limit.



PAGE COPY

Page copy significantly impacts SEO by influencing how search engines understand and rank your content. Well-written, relevant, and keyword-optimised copy helps search engines determine the topic and value of your page. Including keywords naturally within the copy helps improve your page's visibility for relevant searches.

High-quality content that provides value to users can lead to higher engagement metrics, such as longer page visits and lower bounce rates, which are positive signals to search engines.

Engaging and informative page copy can attract backlinks from other websites, further boosting your SEO. Backlinks are a key ranking factor, as they signal to search engines that your content is authoritative and trustworthy.

Well-structured copy with clear headings and subheadings improves readability and accessibility, helping search engines crawl and index your site more effectively. Effective page copy enhances user experience and provides search engines with the information they need to rank your site higher in search results.

STRUCTURING LANDING PAGES TO ATTRACT SEARCH TRAFFIC

Landing pages are an awesome way to go after specific terms.

Using Keyword research you can identify what people are searching in relation to products or services and then drill down on the opportunity to increase traffic for those terms using landing pages.

If you can see good search volume for New Zealand Made Winter Coats for example, it is worth creating a brand new page and making sure your Page Titles, Meta Titles, H1 Heading, Page Copy and Alt text for at least 3 images connect to the title.

If you were to build one landing page per month for specific terms, you will significantly increase your organic traffic over the year and not only would you have more traffic but they will be highly qualified because the visitors are searching for exactly what you offer.

Example: Building a Home on a Hill Section in Central Otago

Page Title: Custom Home Building on Hill Sections in Central Otago | Expert Builders

Meta Title: Build Your Dream Home on a Hill in Central Otago - Experienced Custom Builders

H1 Heading: Expert Custom Home Building on Hill Sections in Central Otago

Page Copy:

"Building a home on a hill section in Central Otago offers stunning views and unique architectural opportunities. At [Your Company Name], we specialise in creating custom homes that complement the natural landscape while providing modern comforts and functionality.... Contact us today to discuss your vision for building on a hill section in Central Otago. Let us help you create a home that not only meets your needs but also celebrates the beauty of its surroundings."

Alt Text for Images:

Hilltop Home Exterior Image: Custom-built home on a hill with panoramic views of Central Otago's landscape.

Living Room with View Image: Spacious living room with floor-to-ceiling windows overlooking the hills of Central Otago.

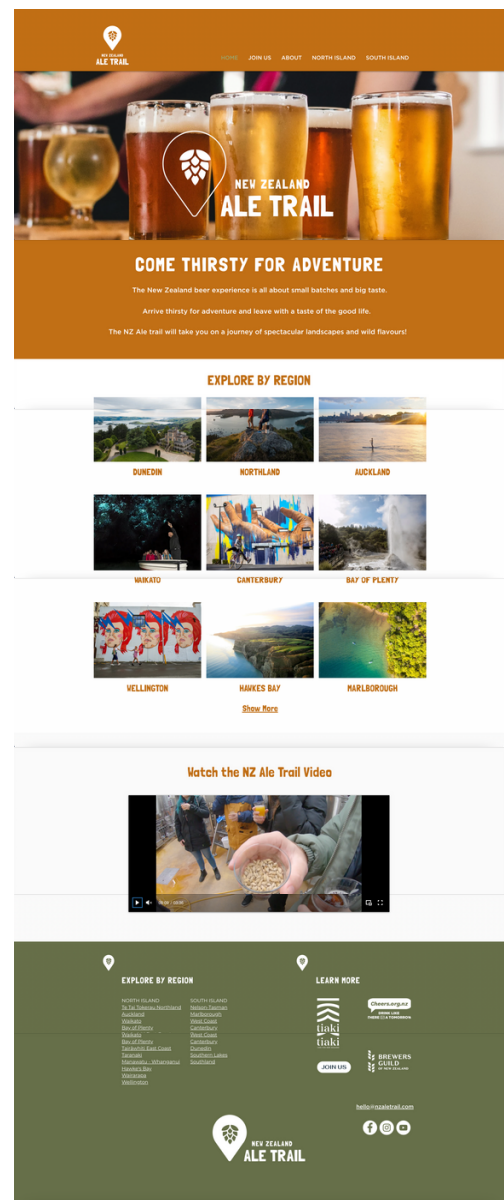
Terraced Garden Image: Beautifully landscaped terraced garden leading up to a modern hilltop home.

WEBSITE REVIEW

Using key words and our guidelines below, you can review your website for improved search rankings and user experience.

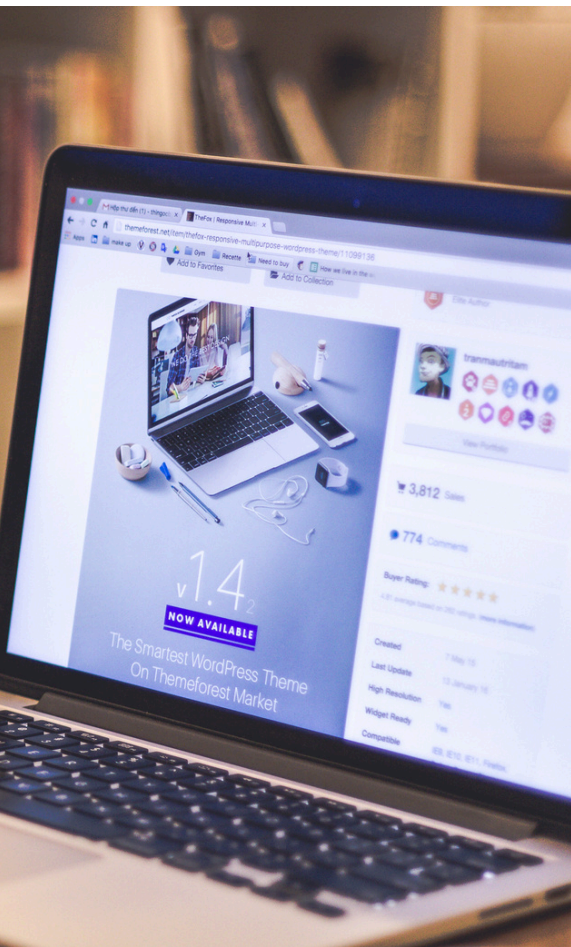
The amount of time people spend on your site is visible to Google, so ensuring when people get to your website they want to stay and look around is not only helpful for increasing the likelihood of conversions but will also contribute to your SEO.

By looking at your website page by page, from the meta data to the page names, headings, subheadings, images and copy you can start to identify the messaging needed to encourage more traffic, and to keep your site current!



GENERAL GUIDELINES FOR HOMEPAGE COPY

A well structured homepage is important for SEO.



1. Optimal Word Count:

- Aim for at least 300-500 words of high-quality, relevant content. This length is typically sufficient to provide enough keyword-rich content for search engines to understand the page's purpose.

2. Balance Content and User Experience:

- While it's essential to include enough copy to help with SEO, ensure that the content is valuable, engaging, and easy to read for visitors. Avoid stuffing keywords or adding unnecessary filler text just to meet a word count.

CONTINUED... GUIDELINES

3. Key Elements to Include:

- **Headline:** A clear, compelling H1 heading that includes the primary keyword(s).
- **Introduction:** A brief introduction that outlines what your site or business is about.
- **Key Messages:** Highlight your main offerings, services, or products.
- **Call to Actions (CTAs):** Encourage users to take specific actions, such as contacting you, signing up, or purchasing.
- **Testimonials or Reviews:** Showcase social proof to build trust.
- **Key Services/Products:** Brief descriptions of your main services or products with links to dedicated pages for more details.
- **Internal Links:** Links to other important pages on your site to help users navigate and improve SEO.

4. Keyword Optimisation:

- Incorporate your primary keywords naturally throughout the homepage copy. Use variations of these keywords and related terms to enhance relevance without keyword stuffing.

5. Multimedia Content:

- Supplement the text with relevant images, videos, infographics, and other multimedia content. Ensure these are optimised with alt text and relevant metadata.

Continued... Guidelines

6. User Engagement:

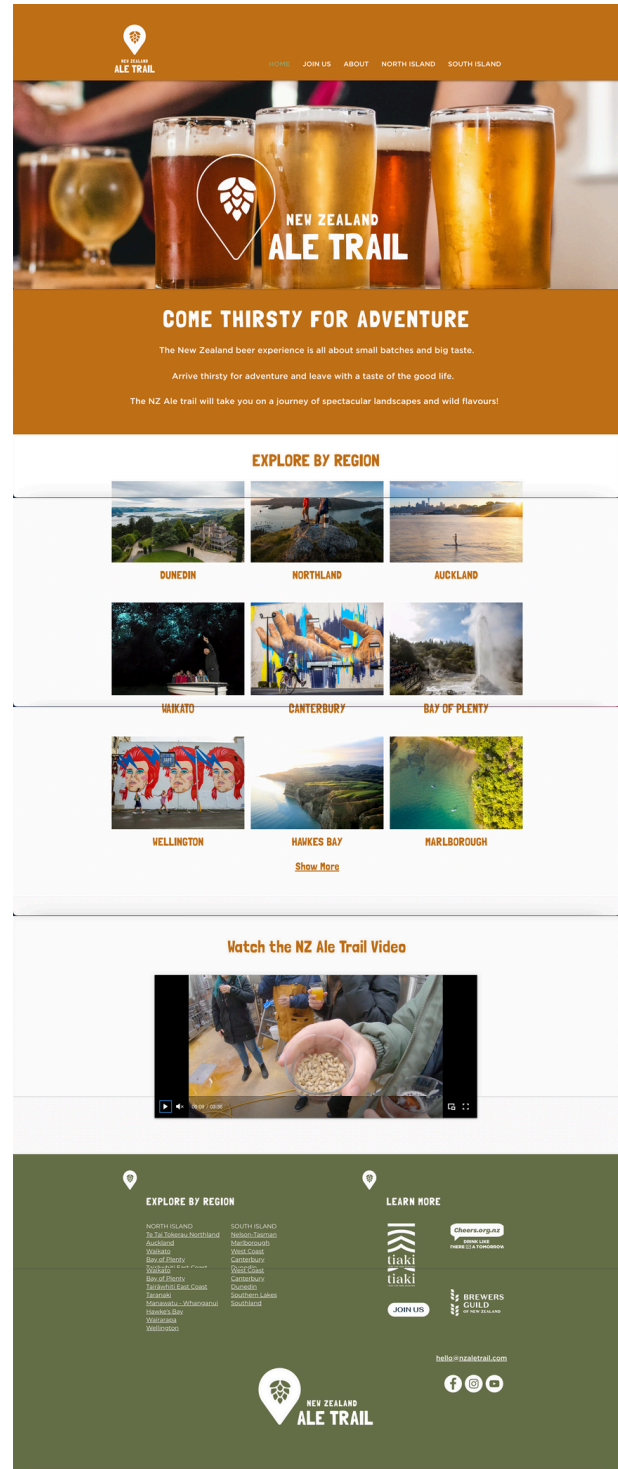
- Use engaging, concise, and well-structured content to keep visitors on your page longer. This can help reduce bounce rates and improve overall SEO performance.

Example Structure for a Homepage

- **Headline (H1):** Capture Attention with Primary Keyword
- **Introduction Paragraph:** Brief overview (50-100 words)
- **Section 1: Unique Selling Points (USPs) (H2):** Highlight Key Features/Benefits (100-150 words)
- **Section 2: Key Services/Products (H2):** Brief Descriptions with Links (100-200 words)
- **Section 3: Testimonials/Reviews (H2):** Showcase Social Proof (50-100 words)
- **Section 4: About Us/Our Mission (H2):** Short Introduction to Your Business (100-150 words)
- **Call to Action (H2):** Encourage User Interaction (50-100 words)

Final Word Count: Approximately 500-900 words.

By providing a balanced and well-structured homepage with clear, concise, and keyword-optimised content, you can effectively improve your SEO while also engaging and informing your visitors.



YOUR META DATA

A SERP (Search Engine Results Page) snippet is a small excerpt that appears under the title of a web page in Google search results. It provides a brief preview of the content on that page. A typical snippet includes the title tag, URL, and meta description, but it can also feature additional elements like:

1. Title Tag: The clickable headline of the search result, usually highlighting the primary keyword.
2. URL: The web address of the page.
3. Meta Description: A brief summary of the page content, often crafted to entice users to click on the result.

To improve your homepage's SERP: Aim for around 65 characters (this is best practice for improved SEO) to ensure it displays properly in search results.

- **Title Tag:** Include Primary Keyword: Ensure your main keyword is at the beginning of the title.
- **Meta Description:** Stay Within 155 Characters: Aim for a concise summary around 150-155 characters.

Be Descriptive: Clearly describe what your page is about. Use action words or phrases that encourage users to click.

Include Keywords: Incorporate relevant keywords naturally.

Be Persuasive: Use a call to action to entice users to click through.



brewersguild.org.nz
<https://brewersguild.org.nz>

The Brewers Guild | New Zealand

The **Brewers Guild** is the representative body for **New Zealand's** dynamic brewing Industry. The largest group of brewing businesses in **NZ**.

New Zealand Beer Awards 2024

Major wins for NZ breweries at the Australian International Beer ...

Careers

New Zealand's commercial brewing industry is as diverse ...

About

We are the voice of New Zealand's brewing industry. Our mission is ...

Industry Jobs

Industry Jobs NZ ; Senior Brand Manager – Panhead Brewing ...

NZ Beer Awards

The New Zealand Beer Awards celebrates and recognises ...

SHOPIFY HOMEPAGE UPDATING YOUR META DATA

Updating Title Tags and Meta Descriptions for the Homepage

1. Log in to Your Shopify Admin:

- Go to [Shopify](#) and log in to your account.

2. Navigate to the Online Store Section:

- In the left-hand sidebar, click on Online Store.
- Select Preferences from the dropdown menu.

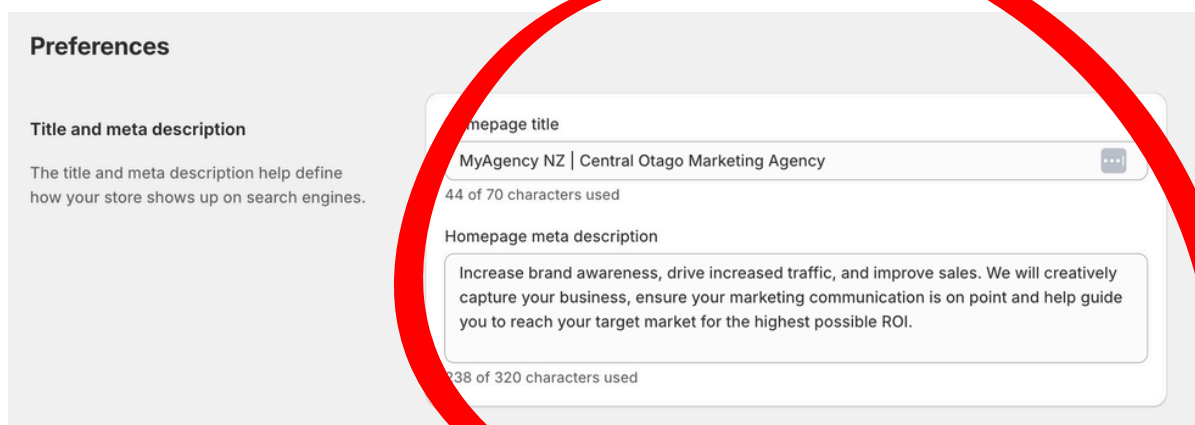
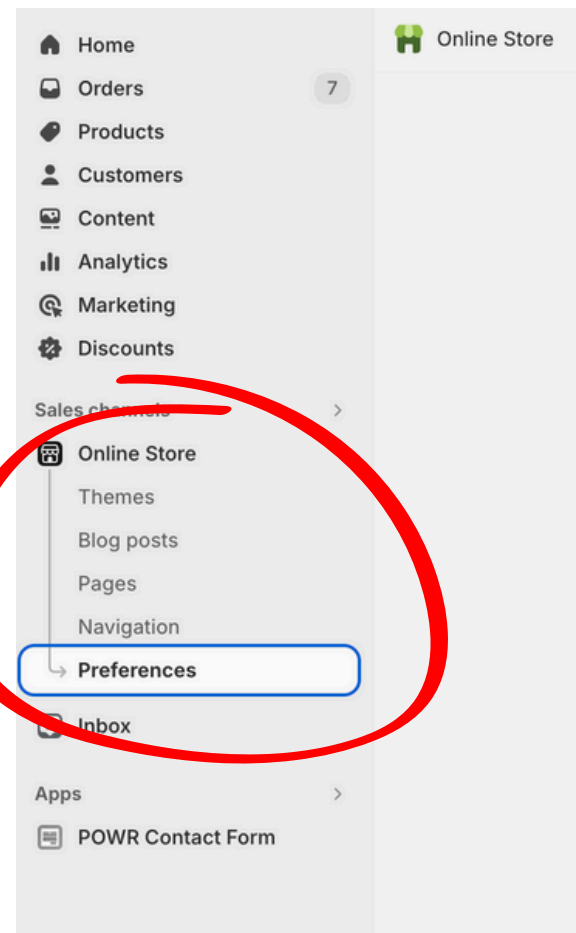
3. Edit Homepage Title Tag and Meta

Description:

- Scroll down to the Title and meta description section.
- Enter your desired title tag in the Homepage title field (within 65 characters).
- Enter your desired meta description in the Homepage meta description field (within 150-155 characters).

4. Save Your Changes:

- After entering your title tag and meta description, **click the Save** button at the top of the page.



SHOPIFY - PAGES & PRODUCTS

UPDATING YOUR META DATA

Updating Title Tags and Meta Descriptions for Individual Products, Collections, or Pages

1. Log in to Your Shopify Admin:

- Go to [Shopify](#) and log in to your account.

2. Navigate to the Products, Collections, or Pages Section:

- Depending on what you want to update, click on Products, Collections, or Pages in the left-hand sidebar.

3. Select the Item to Edit:

- Find and click on the product, collection, or page you want to update.

4. Edit SEO Settings:

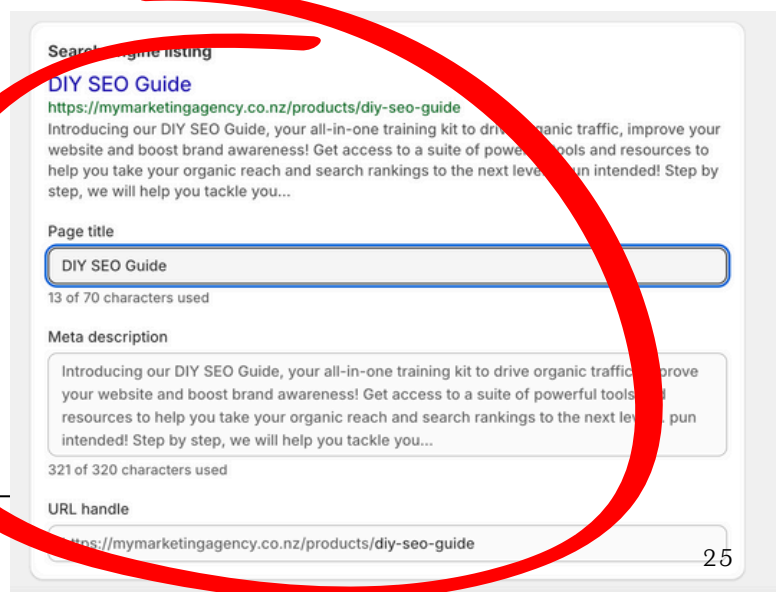
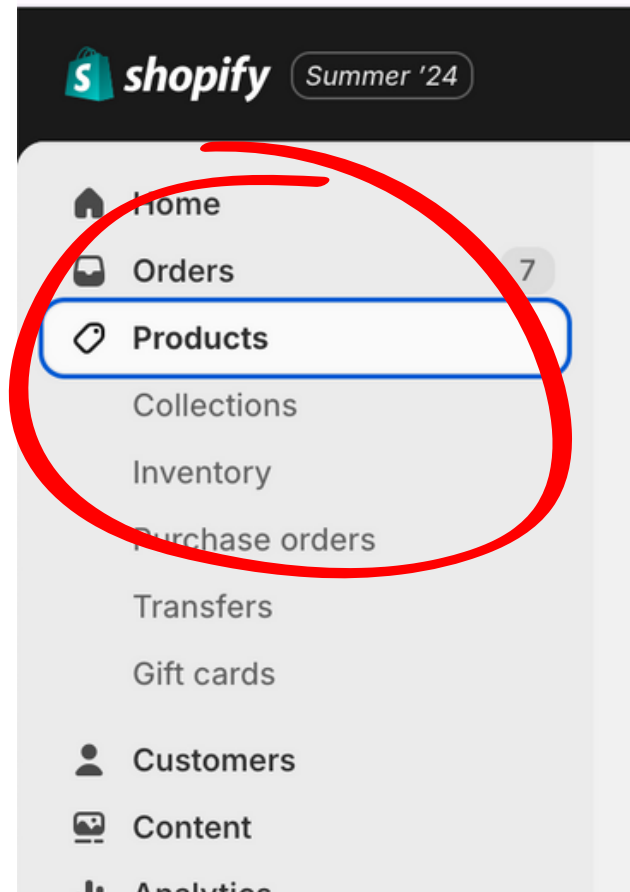
- Scroll down to the bottom of the product, collection, or page details.
- Look for the Search engine listing preview section.
- Click on the Edit website SEO link.

5. Update Title Tag and Meta Description:

- Enter your desired title tag in the Page title field (within 65 characters).
- Enter your desired meta description in the Meta description field (within 150-155 characters).

6. Save Your Changes:

- After entering your title tag and meta description, click the Save button at the top of the page.



UPDATING YOUR META DATA WIX - HOMEPAGE & INNER PAGES

Updating Title Tags and Meta Descriptions for Your Wix Website

1. Log in to Your Wix Account:

Go to Wix and log in to your account.

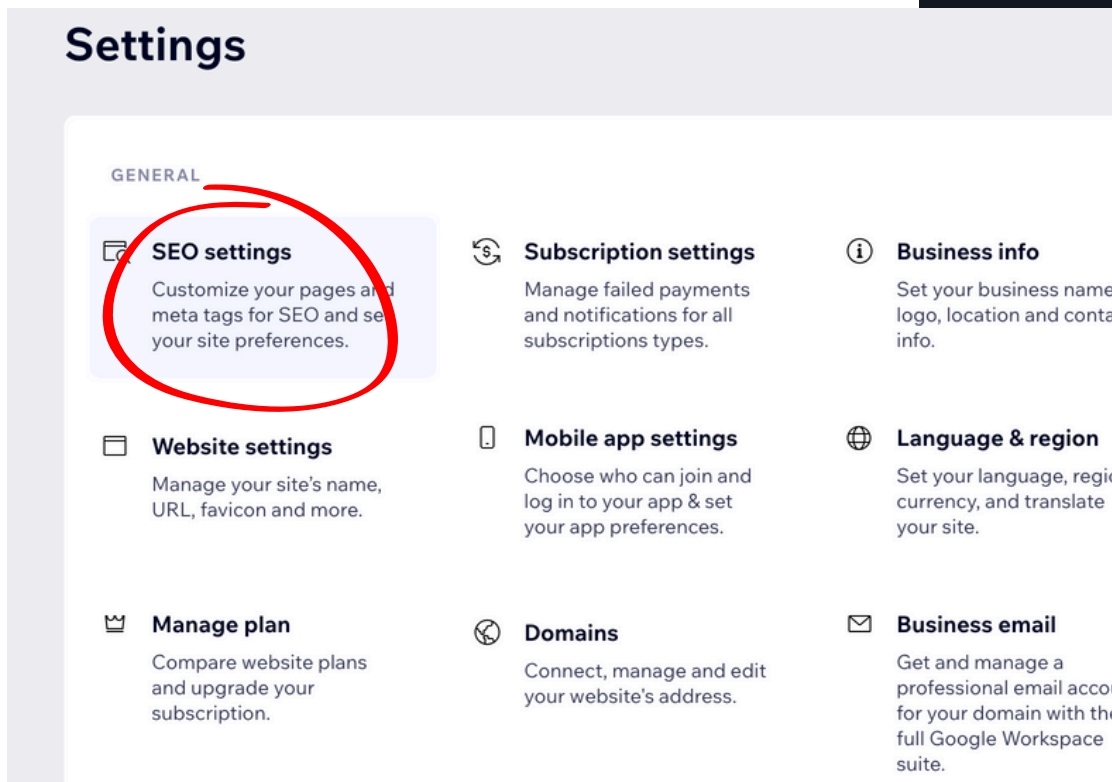
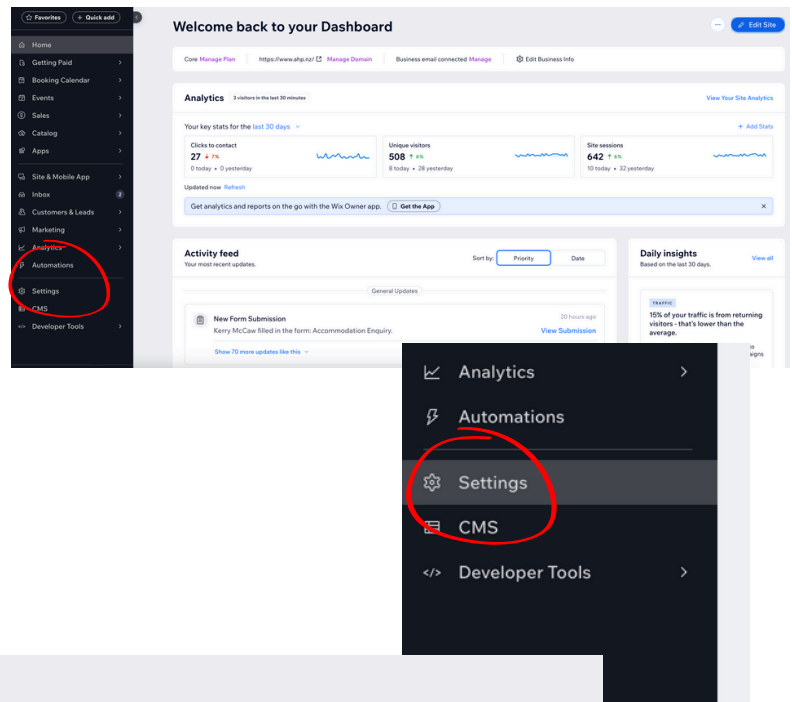
2. Access Your Site:

On the Wix dashboard, select the site you want to edit.

3. Select Settings from the left hand menu.

Once open, from the settings menu, click on “SEO settings

Customize your pages and meta tags for SEO and set your site preferences.”



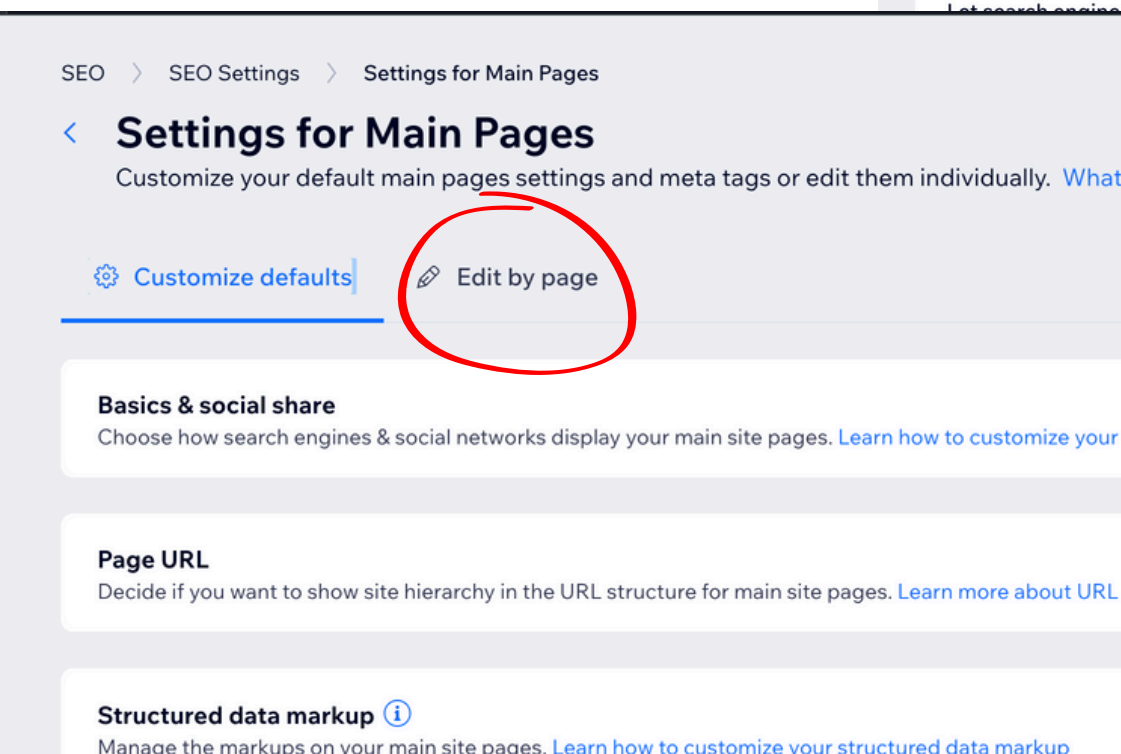
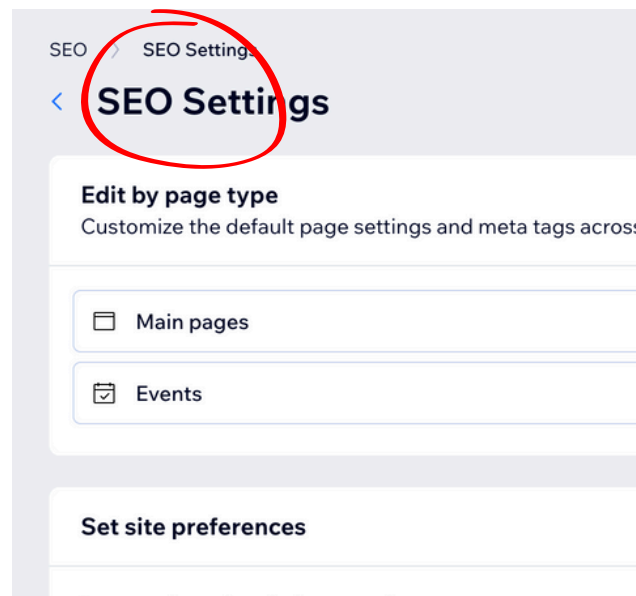
UPDATING YOUR META DATA

WIX - HOMEPAGE

4. Under SEO Settings:

Click on “Main pages” under edit by page type.

5. Select ‘Edit by page’:



UPDATING YOUR META DATA

WIX - HOMEPAGE

6. Hover over the Title Tag or Meta Description you want to edit / update.

Enter your desired title tag in the What's the page's title on search engines? field (within 65 characters).

Enter your desired meta description in the What's the page about? field (within 150-155 characters).

The screenshot shows the 'Main pages (7)' interface in Wix. It features a table with columns for 'Page name', 'Page URL', 'Focus keyword', 'Title tag', 'Meta description', and 'Indexable'. The 'Title tag' and 'Meta description' columns are circled in red. The 'ABOUT' page is selected, showing a focus keyword of '+ Add Keyword', a title tag of 'ABOUT | Mysite', and a meta description field. There are 'Filter' and 'Search...' buttons at the top right, and an 'Edit' button at the bottom right of the table row.

7. Paste your updates and hit publish.

- o After entering your title tag and meta description, click publish.

The screenshot shows the 'Create AI Text' interface in Wix. It features a text box with the placeholder text 'Lorem ipsum dolor sit amet a consectetur adipiscing elit, sed do |'. Below the text box are two buttons: 'Cancel' and 'Publish'. The 'Publish' button is circled in red.

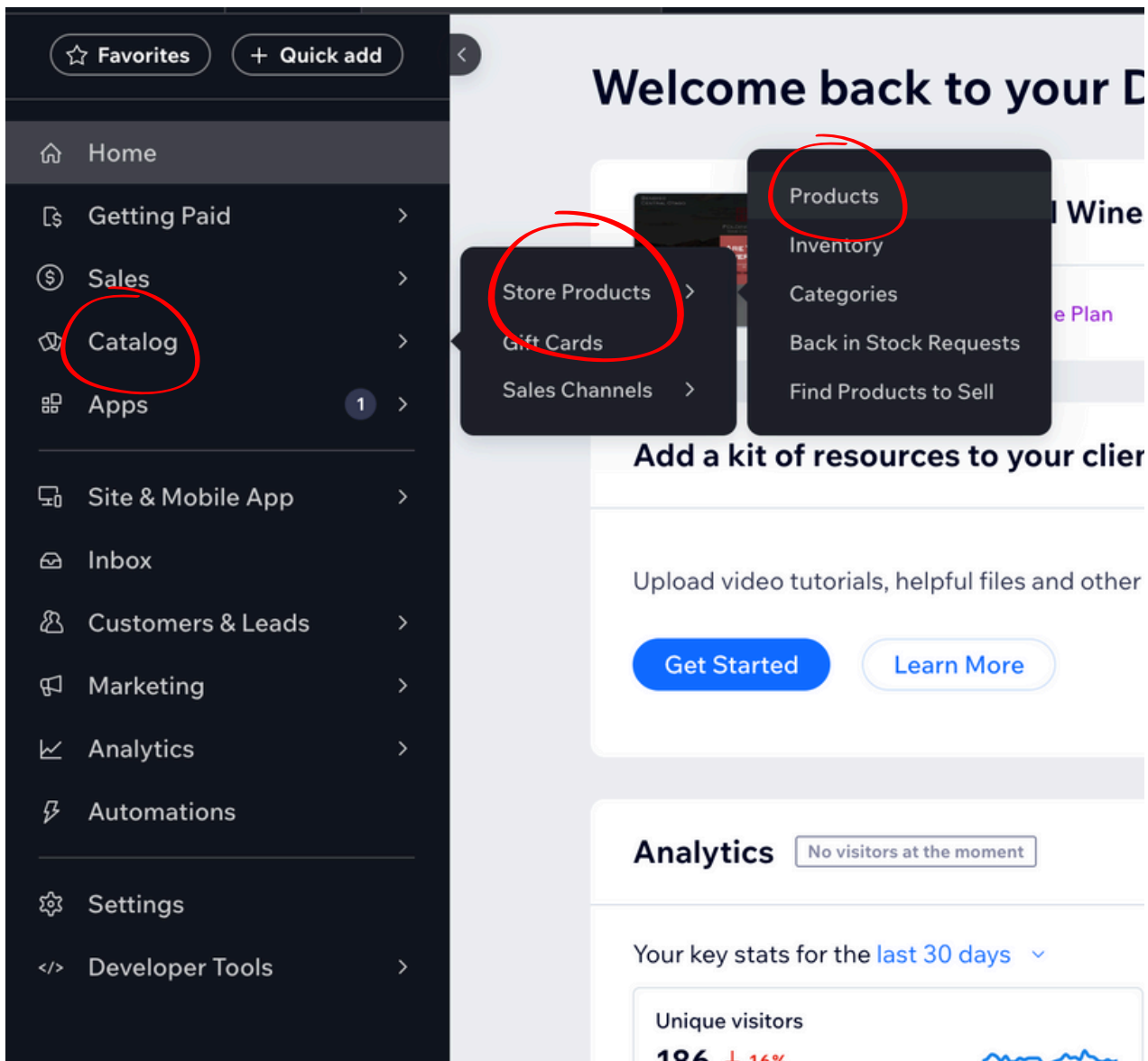
UPDATING YOUR META DATA

WIX - PRODUCTS

Updating Title Tags and Meta Descriptions for Other Pages

1. Access Page Settings:

- In the Wix Editor, click on Menus & Pages in the left-hand sidebar.
- Click on the Catalogue > Store Products > Products

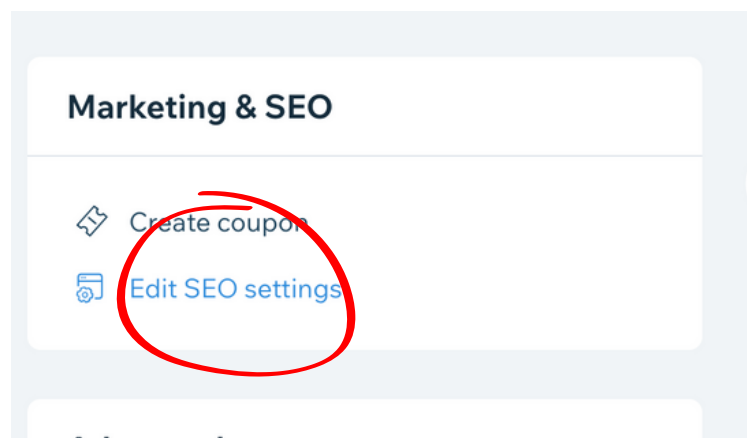


UPDATING YOUR META DATA WIX - PRODUCTS

Updating Title Tags and Meta Descriptions for Other Pages

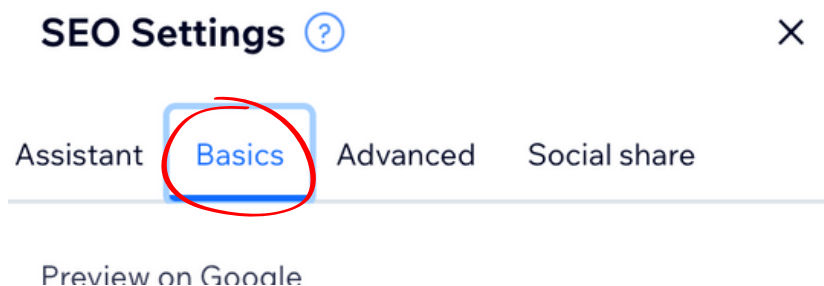
1. Select the product you would like to update meta details for:

- Scroll down to Marketing & SEO



2. Edit SEO Settings:

- Navigate to the basics tab.



3. Update Title Tag and Meta Description:

- Enter your desired title tag in the What's the page's title on search engines? field (within 65 characters).
- Enter your desired meta description in the What's the page about? field (within 150-155 characters).

4. Save Changes:

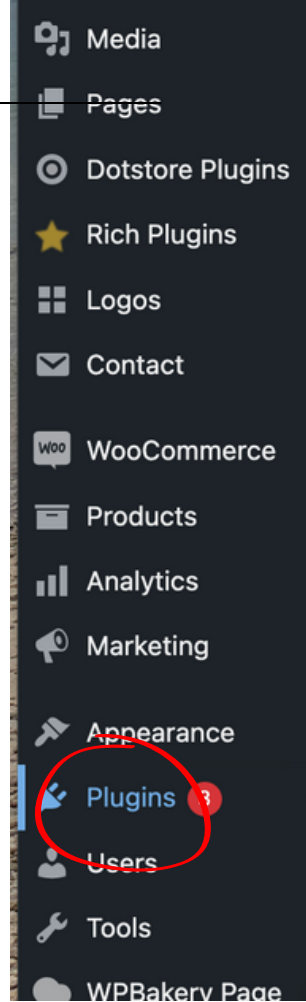
- After entering your title tag and meta description, click Save.

UPDATING YOUR META DATA WORDPRESS - HOMEPAGE

Updating Title Tags and Meta Descriptions for Your WordPress Website

Using a Plugin (Yoast SEO)

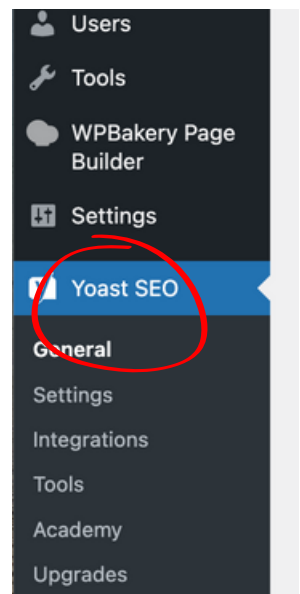
1. Install and Activate Yoast SEO Plugin:
 - Go to your WordPress dashboard.
 - Navigate to Plugins > Add New.
 - Search for "Yoast SEO".
 - Click Install Now, then Activate.



Yoast SEO The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.
[Deactivate](#) Version 23.0 | By [Team Yoast](#) | [Visit plugin site](#)

2. Access the Yoast SEO Settings:

Once activated, you will see an SEO menu item in the left-hand sidebar of the WordPress dashboard.



3. Click on 'All Pages'

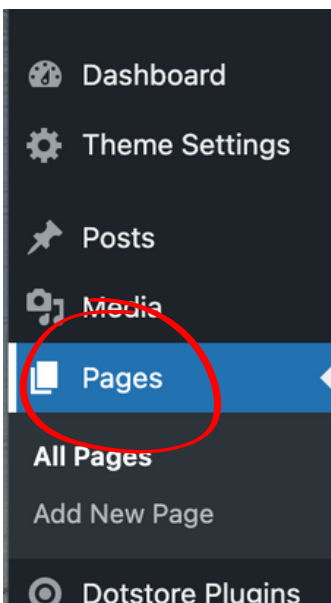
- Scroll your mouse over the page you want to edit. Click edit.

4. Scroll down to the SEO section, if you have YOAST installed there will be options for populating this until the SEO is green. Edit the page Title and Meta Description:

- Enter your desired title tag (within 60 characters).
- Enter your desired meta description (within 150-155 characters).

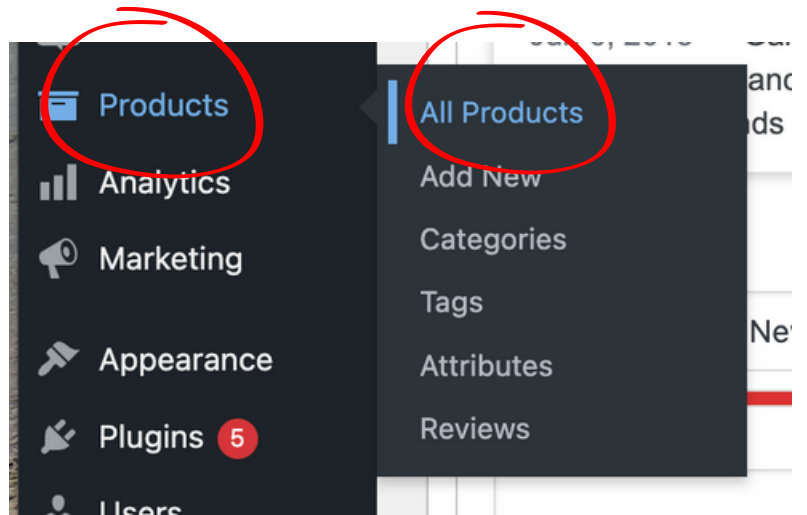
1. Save Changes:

- Click the Save Changes button at the bottom of the page.



UPDATING YOUR META DATA WORDPRESS - PRODUCTS

Updating Title Tags and Meta Descriptions for Individual Products is almost identical in Wordpress as updating the page data. The only difference is the way you navigate to the product list. Instead of viewing pages, select products.





ALT TEXT

Alt tags, or alternative text, are HTML attributes used to describe the content of images on a web page. They are crucial for web accessibility, allowing screen readers to convey the meaning of images to visually impaired users.

Alt tags also enhance SEO by providing search engines with context about the images, which can improve the page's search rankings and visibility in image searches.

Alt tags ensure that the image content is accessible when the image cannot be displayed due to slow connections or errors. By using descriptive and relevant alt tags, websites can improve both accessibility and search engine optimisation.

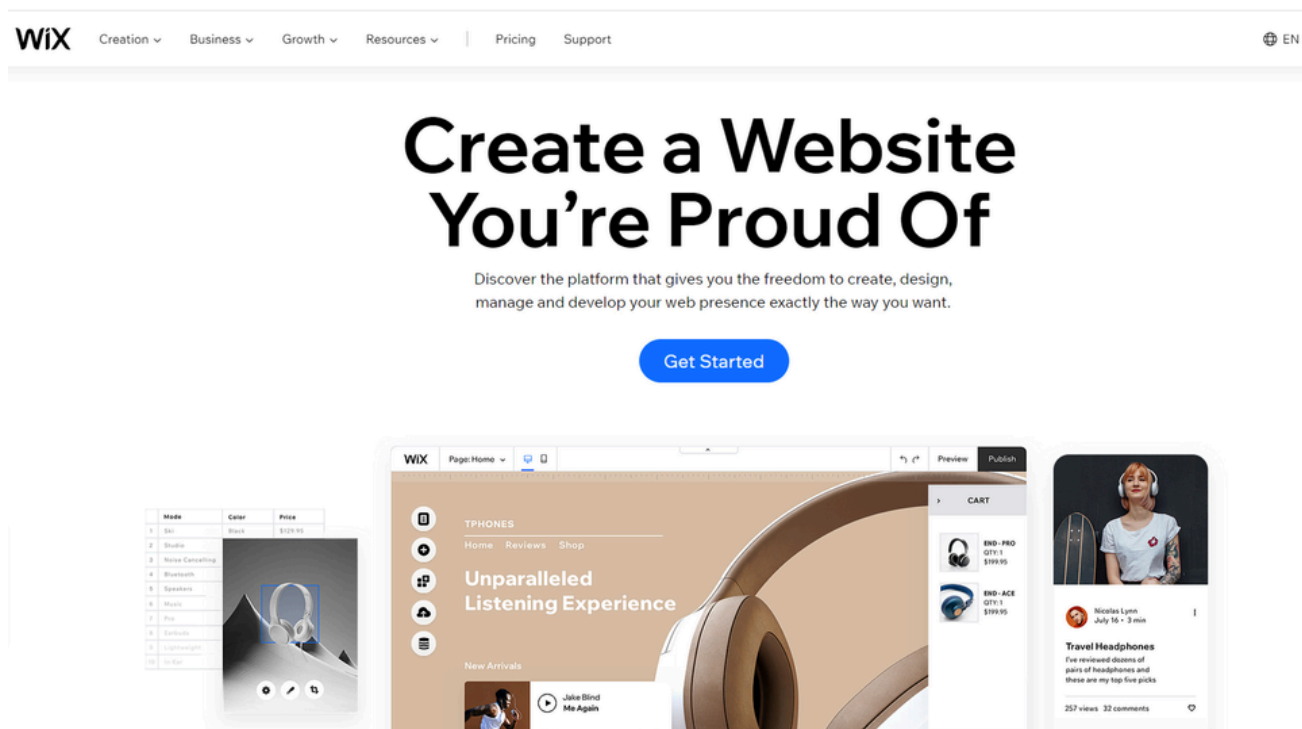
ADDING ALT TEXT SHOPIFY

1. Log in to Your Shopify Admin:
 - Go to [Shopify](#) and log in to your account.
2. Navigate to the Online Store Section:
 - In the left-hand sidebar, click on Online Store.
3. Access the Image:
 - For products: Go to Products > All Products, and select the product you want to edit. Scroll down to the Images section.
 - For collections: Go to Products > Collections, and select the collection you want to edit. Scroll down to the Collection image section.
 - For other images: Navigate to the page or section containing the image.
4. Edit the Image:
 - Click on the image you want to add alt text to.
 - In the Edit Image dialog box, look for the Alt text field.
5. Add Alt Text:
 - Enter a descriptive and relevant alt text for the image in the Alt text field.
6. Save Changes:
 - Click Save or Done to save the changes.



ADDING ALT TEXT WIX

1. Log in to Your Wix Account:
 - Go to [Wix](#) and log in to your account.
2. Access Your Site:
 - On the Wix dashboard, select the site you want to edit.
3. Open the Editor:
 - Click on the Edit Site button to open the Wix Editor.
4. Select the Image:
 - Click on the image you want to add alt text to. If the image is part of a gallery, you might need to click on the gallery first and then select the specific image.
5. Edit the Image:
 - In the image settings menu, look for the Settings or SEO option.
 - Find the Alt Text or What's in the image? Tell Google field.
6. Add Alt Text:
 - Enter a descriptive and relevant alt text for the image.
7. Save Changes:
 - Click Done or Save to save the changes.



ADDING ALT TEXT WORDPRESS

1. Log in to Your WordPress Admin:

- Go to your WordPress site and log in to your admin dashboard.

2. Access the Media Library:

- In the left-hand sidebar, click on Media > Library.

3. Select the Image:

- Click on the image you want to add alt text to. This will open the Attachment Details window.

4. Add Alt Text:

- In the Attachment Details window, you will see the Alt Text field on the right side.
- Enter a descriptive and relevant alt text for the image in the Alt Text field.

5. Save Changes:

- The changes are saved automatically. Simply close the Attachment Details window.

For adding alt text directly in posts or pages:

1. Edit a Post or Page:

- Go to Posts > All Posts or Pages > All Pages and select the post or page you want to edit.
- In the content editor, click on the image you want to edit.

2. Edit the Image Block:

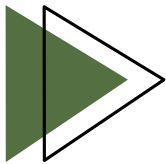
- In the image block settings, look for the Alt Text (Alternative Text) field.
- Enter the alt text in this field.

3. Update the Post or Page:

- Click Update or Publish to save your changes.

PRODUCT (OR SERVICE) DESCRIPTIONS

Product descriptions play a crucial role in both SEO (Search Engine Optimisation) and converting potential customers into actual buyers. Talk about the problems your product solves and reinforce the benefits of buying from you. People often talk too much about the product and not enough about the outcome of owning the product, or engaging with the service.



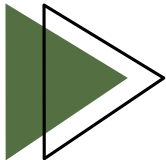
1. SEO (Search Engine Optimisation):

Keyword Optimisation: Well-written product descriptions can incorporate relevant keywords that people use to search for products online. By including these keywords naturally in the product descriptions, the content becomes more searchable and increases the chances of the product page ranking higher in search engine results.

Unique Content: Search engines favour unique and original content. When product descriptions are well-crafted and not duplicated from other websites, it improves the overall SEO ranking of the website and ensures it isn't penalised for duplicate content issues.

Better User Experience: Engaging product descriptions with relevant information can lead to longer page visits, lower bounce rates, and higher user engagement metrics. These positive user experience signals are considered by search engines in determining the quality and relevance of a website.

PRODUCT (OR SERVICE) DESCRIPTIONS



2. Converting Customers:

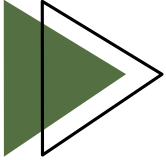
Informative and Persuasive: A well-written product description provides essential information about the product, its features, benefits, and use cases. This helps potential customers make informed decisions and understand how the product can solve their problems or fulfil their needs.

Building Trust: Persuasive and accurate product descriptions build trust with potential customers. When the information is presented clearly and honestly, it shows that the seller knows the product well and can be trusted, increasing the likelihood of conversion.

Creating an Emotional Connection: Compelling product descriptions can tap into the emotions of the audience, creating a connection between the customer and the product. This emotional engagement can be a powerful driving force in converting browsers into buyers.

Call-to-Action (CTA): Effective product descriptions often include strong CTAs that prompt the reader to take action, such as "Buy Now," "Limited Stock," or "Get Yours Today." These CTAs encourage potential customers to make the final step in the purchasing process.

INLINE STYLES



Inline styles are CSS (Cascading Style Sheets) rules applied directly within an HTML element using the style attribute. They affect only the specific element they are applied to and can override other CSS rules. While convenient for quick styling, inline styles are generally discouraged in favour of external or internal CSS because they can make the HTML code less readable and harder to maintain. This work we suggest engaging our team to help as it involves working in the wireframe of your website where simple errors can cause trouble. If you do want to try this yourself, please duplicate your site or theme or take a full backup before commencing work.

SHOPIFY FIX - INLINE STYLES

1. Identify Inline Styles:

- Review your Shopify theme's HTML and Liquid templates to locate inline styles.

2. Move Styles to a CSS File:

- Navigate to Online Store > Themes > Actions > Edit code.
- Find the relevant HTML/Liquid file and locate the inline styles.
- Move the inline styles to the theme's main CSS file (usually found under Assets as theme.scss.liquid or similar).

3. Update HTML:

- Replace the inline styles with class or ID selectors that correspond to the styles moved to the CSS file.

<!-- Change this -->

<div style="color: red; font-size: 20px;">Hello, World!</div>

<!-- To this -->

<div class="example-class">Hello, World!</div>

Add CSS Rules:

- Add the corresponding CSS rules to the CSS file.

```
.example-class {  
  color: red;  
  font-size: 20px;  
}
```


WIX FIX - INLINE STYLES

1. Identify Inline Styles:

- Review your Wix website's HTML elements through the editor to locate any inline styles.

2. Use the Wix Editor:

- Open the Wix Editor.
- Select the element with the inline style.
- Use the design menu to set styles instead of using the style attribute.
 - For example, use the text settings panel to change font size, color, etc.

3. Custom CSS:

- For more advanced styling, use the Velo by Wix (formerly Corvid by Wix) to add custom CSS.
- Navigate to Dev Mode > Turn on Dev Mode.
- Open the Public & Site folder and find site.css.
- Add your CSS rules here and apply them using class or ID selectors.

```
.example-class {  
  color: blue;  
  font-size: 18px;  
}
```

WORDPRESS FIX INLINE STYLES

c) WordPress

1. Identify Inline Styles:

- Review your WordPress site's HTML content to find inline styles. This can be done by inspecting the elements using browser developer tools.

2. Move Styles to a CSS File:

- Navigate to the Appearance > Theme Editor (or use a child theme).
- Locate the main stylesheet (typically style.css).

3. Update HTML:

- Edit the relevant post/page or theme file and replace inline styles with class or ID selectors.

```
<!-- Change this -->  
<p style="color: green; font-size: 16px;">Welcome!</p>
```

```
<!-- To this -->  
<p class="welcome-text">Welcome!</p>
```

Add CSS Rules:

- Add the corresponding CSS rules to the CSS file.

```
.welcome-text {  
  color: green;  
  font-size: 16px;  
}
```

***If you use a page builder like Elementor or WPBakery, use their styling options to avoid inline styles.

HOW TO USE GOOGLE ANALYTICS



Go to <https://analytics.google.com/analytics/web/>

Click 'Start measuring'

It will take you through a series of prompts to install Google Analytics, you will need a Gmail hosted email address. We have created a guide for installation on WIX and Shopify sites and included a link on the final page of this pack.

BREWERS GUILD OF NEW ZEALAND

Google Analytics:

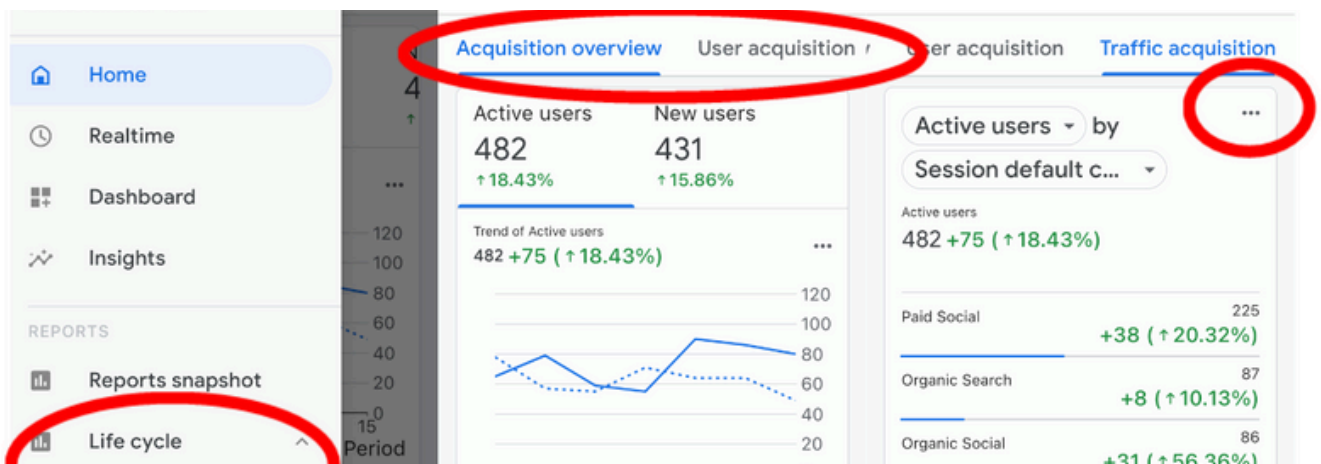
This is a game changer! Knowing where you are getting traffic from, and making sure each source is green will help you achieve your sales and traffic targets! It will also provide a lot of data which can be used if you do have some more troublesome issues with your website.

The main things we look at are:

- Traffic Acquisition
- Views by page path and screen Pages and screens
- Overall traffic and time on site

Set up your dashboard for reporting on Traffic Acquisition

1. Click on the left hand menu
2. Select Life Cycle then click on Acquisition
3. Scroll across from Acquisition overview to Traffic Acquisition
4. Once on the Traffic Acquisition click the three little dots in the top right hand of reporting panel
5. Select save to dashboard



BREWERS GUILD OF NEW ZEALAND

SET UP YOUR DASHBOARD FOR REPORTING ON PAGES AND SCREENS

1. Click on the left hand menu
2. Select Life Cycle then click on Engagement
3. Scroll across from Engagement overview to Pages and Screens
4. Once on the Pages and Screens click the three little dots in the top right hand of reporting panel
5. Select save to dashboard

Once your dashboard is set up, you will use the dashboard and home screen (below) to try and ensure your numbers are green. If you think about it month on month, and you are monitoring it daily, or weekly, you have plenty of opportunity to increase the activity to a stage where the month out performs the last.



BREWERS GUILD OF NEW ZEALAND

The main information you want to gather, and to monitor the information that helps drive growth you will want to understand the following data:

- Sessions by first user source
- Views by Page title and class
- Total views, sessions and active users
- Engaged sessions by source

Clients should add Google Analytics to their phones so they can monitor these stats on a daily or weekly basis to increase the overall monthly numbers.

We know that expecting constant month on month traffic is not sustainable long term, but for most of the users of this pack (and anyone getting less than 100 views each week) it is possible to achieve constant growth until you get to a level that is sustainable for the available time you have for contributing to your marketing. Expecting to generate 1000 – 2000 users each month from a consistent approach to your marketing is completely reasonable and if you have a consistent approach to your marketing efforts.

Websites should convert between 1 and 5%, we say that 3% is acceptable. This means that for every 1000 users you send, you should aim for 30 sales. Work backwards from what that looks like from a revenue perspective and that should motivate you to run the test and see what is achievable for your website.

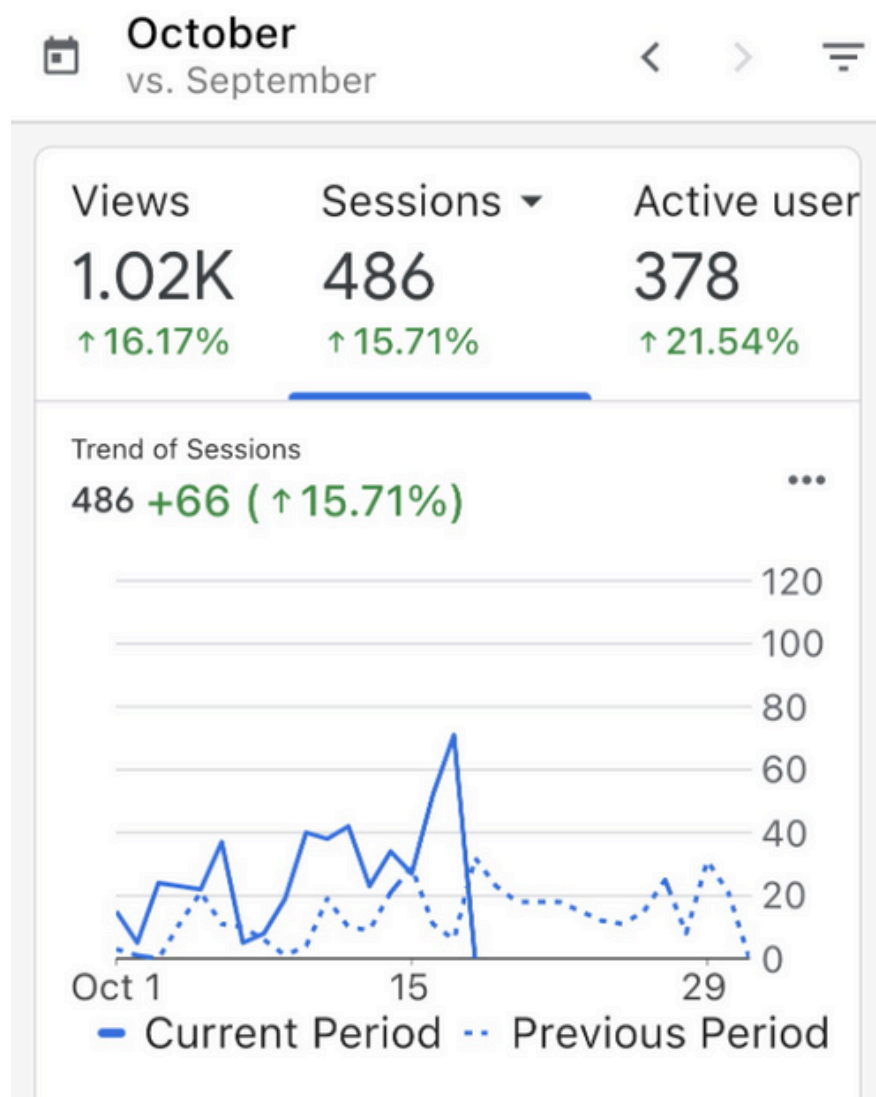
For our larger clients, they often get thousands of visitors just from organic sources (free traffic)! While we have a strong focus on social media, monitoring analytics helps you ensure traffic from all sources contributes to a healthy amount of website activity.

BREAKING IT DOWN & GETTING THE RESULTS

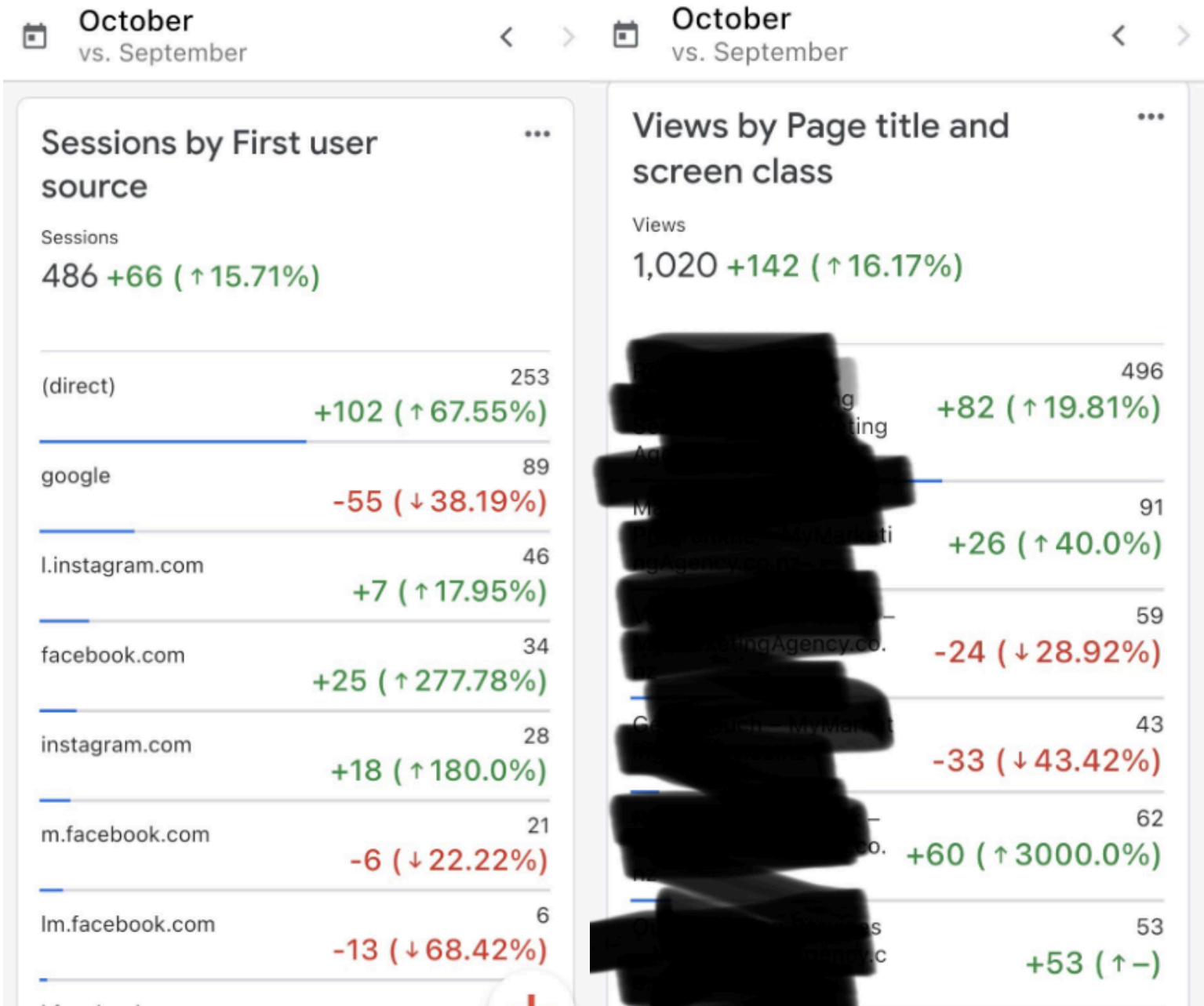
The Report Template Below combines data from Google Analytics, your Meta platform and your website sales data.

Marketing Performance Report Template

This data is good to monitor on your phone regularly. Red alerts you to opportunities for improvement.



BREWERS GUILD OF NEW ZEALAND



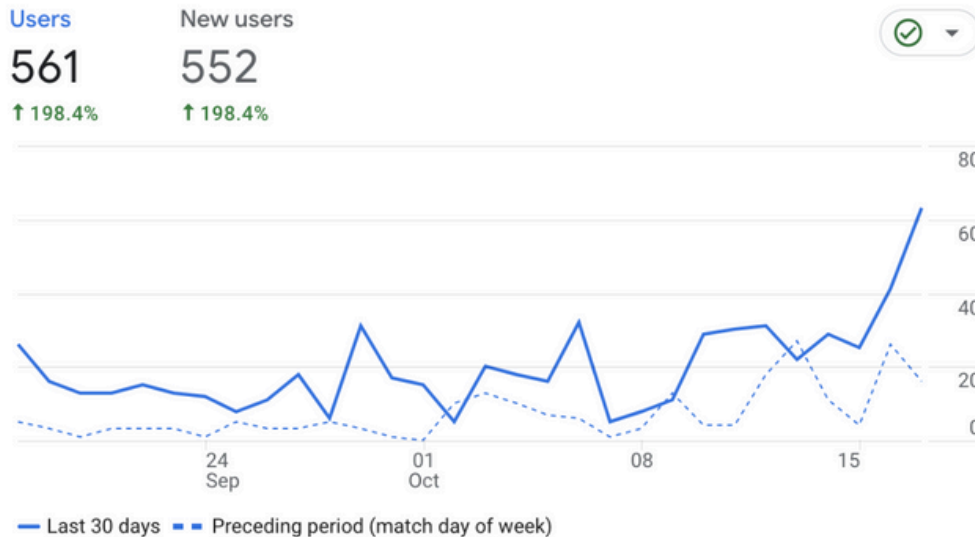
When reviewing the results, compare the campaign period with previous period (month, week, year).

BREWERS GUILD OF NEW ZEALAND

The Journey

USERS: 561

(To view this go to Analytics, and on the left hand dashboard select Reports > Aquisition > Overview)



1. Viewing the Product pages:

On the left hand dashboard under reports click on Engagement > Pages and screen titles.

Once on the page, scroll down until you see the list of pages, then search Products to give you the total product views (write products into the search bar and press enter to give you the total number.)

The screenshot shows a table with the following columns: Page path and screen class, Views, Users, Views per user, Average engagement time, Event count, Conversions, and Total. The search term 'products' is entered in the search bar. The table displays the following data:

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total
	93 6.35% of total	51 9.09% of total	1.82 Avg -30.17%	0m 00s Avg 0%	183 6.72% of total	0.00 0% of total	0%

PRODUCT VIEWS: 93 (CAN ALSO APPLY TO LEAD FORM OR SERVICE PAGE VIEWS)

Divide the number of product page views by total views, and product page users by total users.

E.g. 93 divided by 561 people = 16% of users navigating to products.

BREWERS GUILD OF NEW ZEALAND

2. Conversion from Product Page to add to cart

Where you have written products, change it to cart.

Page path and screen class ▾ +	↓ Views -----	Users -----	Views per user -----
	2 0.14% of total	2 0.36% of total	1.00 Avg -61.71%

Views: 2

Divide the cart views by the total people on the product page.

E.g. 2 divided by 96 = 2.1% of product views result in add to cart activity.

3. Checkouts

Where you have written cart, change it to 'thank'.

Page path and screen class ▾ +	↓ Views -----	Users -----	Views per user -----
	1 0.07% of total	1 0.18% of total	1.00 Avg -61.71%
1 /checkout/thank_you	1	1	1.00

Views: 1

Divide the total sales by:

- The number of total users
- The number of people who view the products
- The number of people who add to cart

E.g.

- 1 sale divided by 561 total users is 0.01%
- 1 sale divided by the 93 product views is 1%
- 1 sale divided by the 2 people who added to cart is 50%

This data should be saved in a spreadsheet so you can repeat the process monthly and increase the rate of conversions, and also to understand where you are better to send users to on your website. If you know that you have a high likelihood of getting people to add to cart when viewing the product as opposed to the homepage, the product links should be incorporated more into your marketing activity. Links in stories and emails etc.

UTM TRACKING

This is the Google UTM Builder: <https://ga-dev-tools.google/campaign-url-builder/>

To be able to track your data correctly, it's good to include relevant details into your UTM campaign, such as the platform the content will post to, the date the content will be posted, and the main topic of the content. You need to fill out your campaign in all the required fields.

UTMS For

- Paid Social

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL * Add the website link

The full website URL (e.g. <https://www.example.com>)

campaign ID Campaign ID - MMA

The ads campaign id.

campaign source * Campaign Medium (Identify which reel / creative is testing)

The referrer (e.g. google, newsletter)

campaign medium *

Marketing medium (e.g. cpc, banner, email)

campaign name * Campaign Name (identify the Audience) HHB MMA Reel

Product, promo code, or slogan (e.g. [spring_sale](#)) One of campaign name or campaign id are required.

campaign term

Identify the paid keywords

campaign content

Use to differentiate ads

Campaign Source: (either)

- Paid Social

UTM TRACKING

UTMS For

- Google CPC
- Email
- Organic Social - (although most do not use UTMs)
- Story
- Any referrers (pricespy)

Campaign Source: (either)

- Google CPC
- Email
- Organic Social
- Story
- Any referrers (pricespy)

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL * Add the website link

The full website URL (e.g. https://www.example.com)

campaign ID Campaign ID - MMA

The ads campaign id.

campaign source * Campaign Medium (What this is promoting?)

The referrer (e.g. google, newsletter)

campaign medium * Campaign Name (When is it?) The date

Marketing medium (e.g. cpc, banner, email)

campaign name * Campaign Name (When is it?) The date

Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

campaign term

Identify the paid keywords

campaign content


Use to differentiate ads

campaign content

Use to differentiate ads


Share the generated campaign URL **COPY THE LINK TO USE**

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL  **COPY THE LINK TO USE**

Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL

Click shorten link to shorten your generated URL.  **SHORTEN LINK**

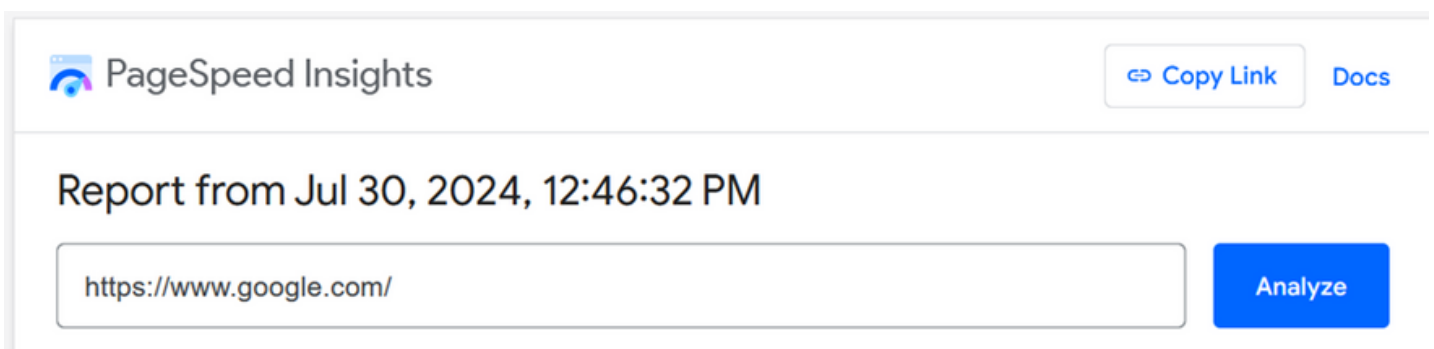
TECHNICAL SEO

This is the more technical side of SEO, you can make an impact by doing everything above these pages, and if you would like to delve deeper ensuring that your website is technically optimised is helpful. Factors such as site speed, mobile-friendliness, secure connections (HTTPS), XML sitemaps, and structured data markup.

- **XML Sitemap:** Create and submit an XML sitemap to search engines.
- **Robots.txt:** Use the robots.txt file to guide search engine crawlers.
- **SSL Certificate:** Secure your website with HTTPS to improve security and rankings.
- **Structured Data:** Implement schema markup to help search engines understand your content better.

1. IMPROVE YOUR WEBSITE LOADING SPEED

- How quickly (or slowly) your site loads has a direct impact on your Google rankings. If your webpage loading speed is overly slow, it will impact your visitors and also Google rankings. Visitors are more likely to abandon your site, and Google is more likely to notice.
- In other words, how fast or slow your website loads will directly and indirectly impact your rankings.
- Monitor and test how fast your web pages load and make improvements on those that prove to be too slow.

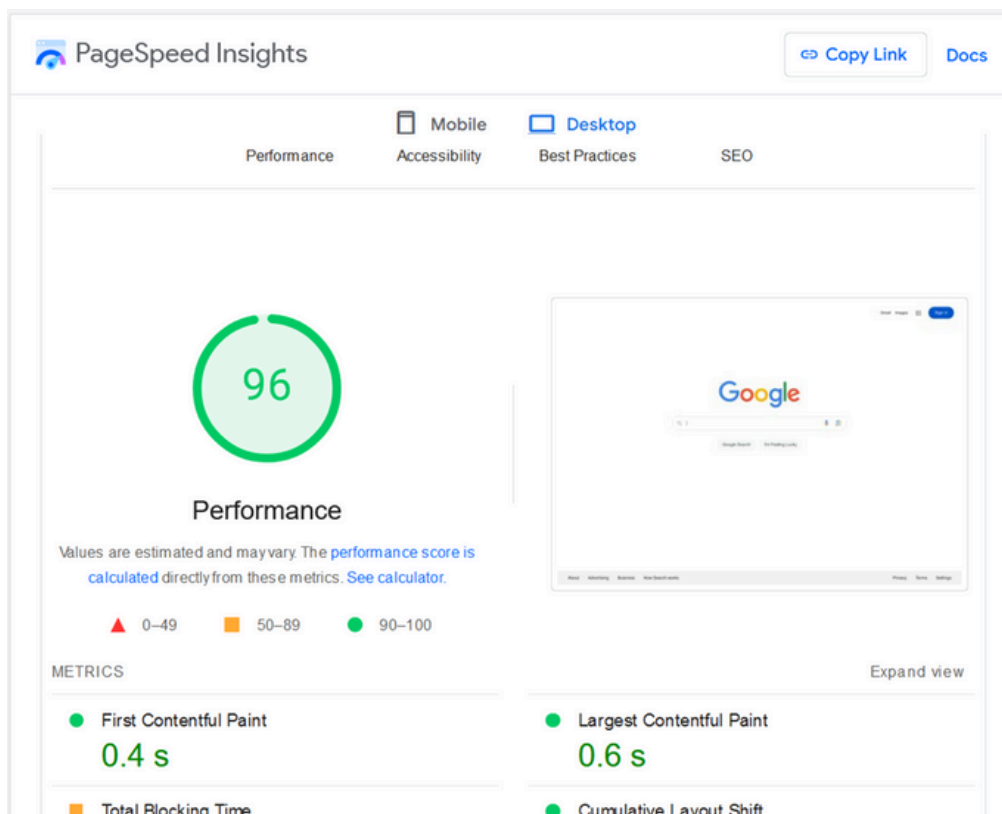


Things that can help speed up load times include reducing the file size of your webpage, compressing images on your site, and re-evaluating any plug-ins and themes.

TECHNICAL SEO

Here are a few tips that usually help speed things up.

- Compress your site's images
- Move to a better host (this makes a big difference)
- Reduce web page file size
- Delete unnecessary 3rd party scripts



2. MAKE YOUR SITE MOBILE RESPONSIVE

Mobile-first indexing affects your page rank. To optimise for it, be sure you have the same data on all site versions. Plan thoughtfully to ensure your content is structured for mobile readers as well as desktop and laptop users. And check your mobile site for overall user experience. Is it easy to navigate and find information?

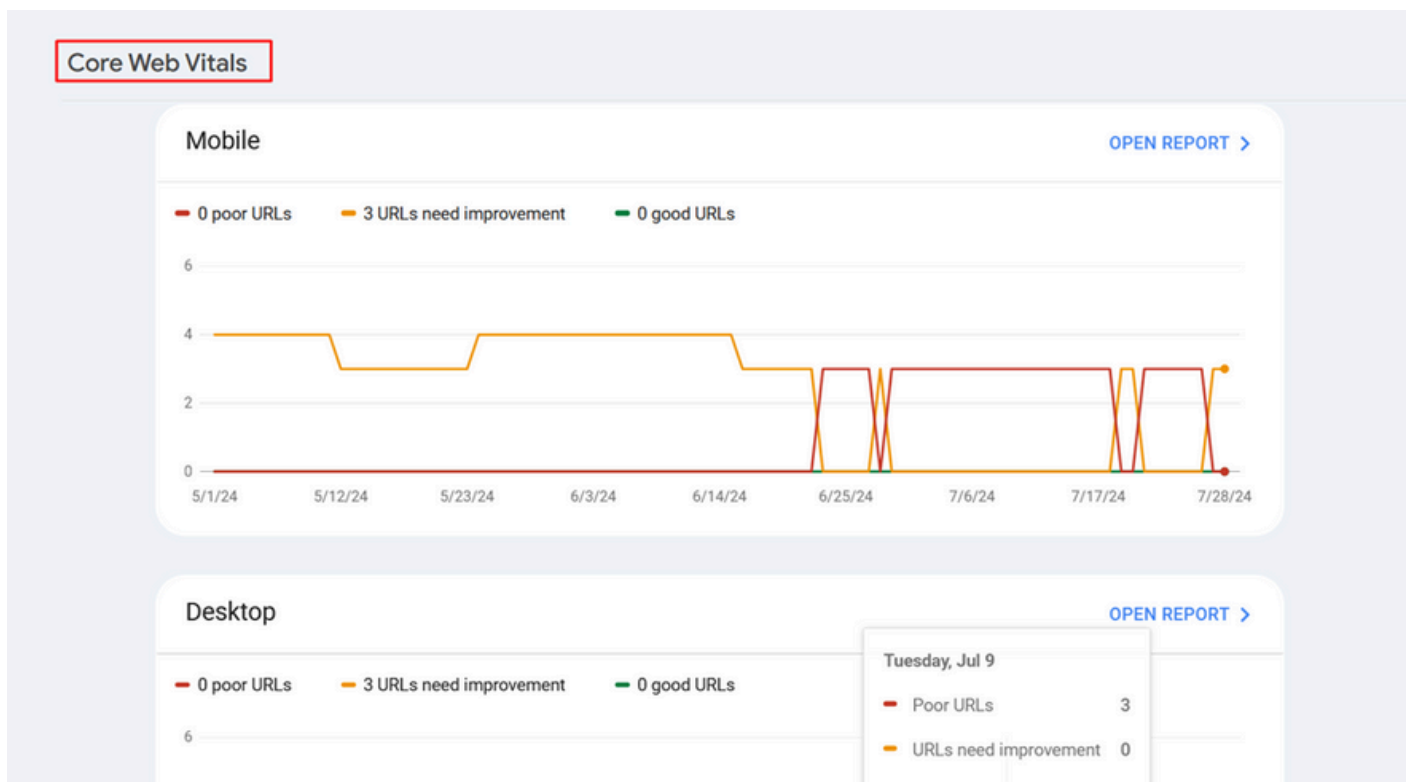
TECHNICAL SEO

Responsive coding isn't new, but if your website is more than a few years old it may not have been coded for smaller devices—or with the features that Google wants to see for search rank position.

Here are some ways you can improve your website's mobile performance:

1. Test your site for mobile speed
2. Run through your website manually on your mobile device to be sure content flows and that it's easy to navigate between pages
3. Check that all buttons on your site are easy to click in mobile
4. Be sure that any forms you use on your site can be easily filled out in mobile

If you find any issues with how your site looks or operates on mobile devices, make a note and take a screenshot, then talk to your web developer to get those issues corrected.



TECHNICAL SEO

3. SECURE YOUR SITE

It used to be that secure sites were only for e-commerce or login sites. Today, we recommend securing all website with HTTPS. Google's commitment to providing secure transactions through the HTTPS protocol influences your search ranking.

- In July 2018, Chrome began showing a red “not secure” warning for any site that lacked SSL, the HTTPS license. This action, while not directly tied to search ranking, is an active deterrent to site visitors.
- Google gives a minor rankings boost to HTTPS sites over HTTP sites with similar technical and content quality.
- Search algorithms change frequently. While HTTPS impact on search ranking is currently minor, that could easily change in the future. The current trends, combined with Chrome's negative visual signaling as a deterrent to click-throughs and conversions, make HTTPS a must-do for SEO results.

4. STRUCTURED DATA MARKUP

Structured data markup is a powerful tool that helps search engines understand the content on your website. By implementing structured data, you can enhance your site's visibility and potentially earn rich snippets in search results. Here's a detailed guide to understanding and using structured data markup effectively.

What is Structured Data?

Structured data is a standardized format for providing information about a page and classifying the page content. It uses a specific vocabulary of tags (or microdata) that you can add to your HTML to help search engines understand the context of your content.

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How to Implement Structured Data Using JSON-LD

JSON-LD (JavaScript Object Notation for Linked Data) is the recommended format by Google for implementing structured data. It's easy to add and maintain.

CREATE JSON-LD SCRIPT:

```
html Copy code
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Example Company",
  "url": "https://www.example.com",
  "logo": "https://www.example.com/logo.png",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+1-800-555-5555",
    "contactType": "Customer Service"
  }
}
</script>
```

2. **Add to HTML:** Insert the JSON-LD script within the <head> or <body> section of your HTML document.

Using Microdata

Microdata can be embedded directly into your HTML content.

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1. EXAMPLE OF MICRODATA FOR A PRODUCT:

```
html Copy code  
  
<div itemscope itemtype="https://schema.org/Product">  
  <span itemprop="name">Widget</span>  
    
  <span itemprop="description">A high-quality widget for all your widget needs.</span>  
  <span itemprop="brand" itemscope itemtype="https://schema.org/Brand">  
    <span itemprop="name">Widgets Inc.</span>  
  </span>  
  <span itemprop="offers" itemscope itemtype="https://schema.org/Offer">  
    <span itemprop="priceCurrency" content="USD">USD</span>  
    <span itemprop="price" content="29.99">$29.99</span>  
    <link itemprop="availability" href="https://schema.org/InStock">In Stock</link>  
  </span>  
</div>
```

Testing and Validating Structured Data

Google's Structured Data Testing Tool:

- Use this tool to validate your structured data markup.
- Accessible via: [Structured Data Testing Tool](#)

<https://search.google.com/test/rich-results>

Rich Results Test:

- Check how your structured data might appear in Google search results.
- Accessible via: [Rich Results Test](#)

<https://search.google.com/test/rich-results>

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How to Use Google Search Console

Google Search Console is a powerful tool that provides valuable insights into how your website is performing in Google Search results. It helps you monitor, maintain, and troubleshoot your site's presence in search results. Here's a step-by-step guide on how to use Google Search Console effectively.

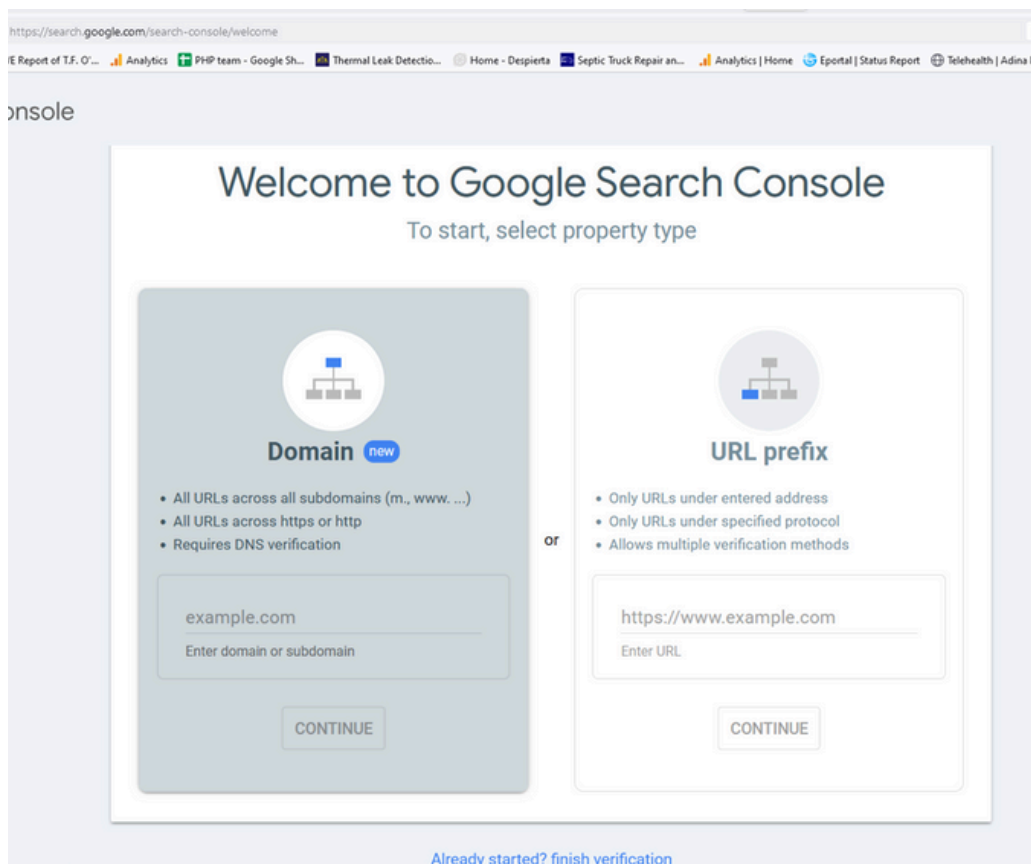
1. SETTING UP GOOGLE SEARCH CONSOLE

Create an Account:

1. Go to [Google Search Console](https://search.google.com/search-console/welcome).

https://search.google.com/search-console?resource_id=https://www.myagencynz.com/

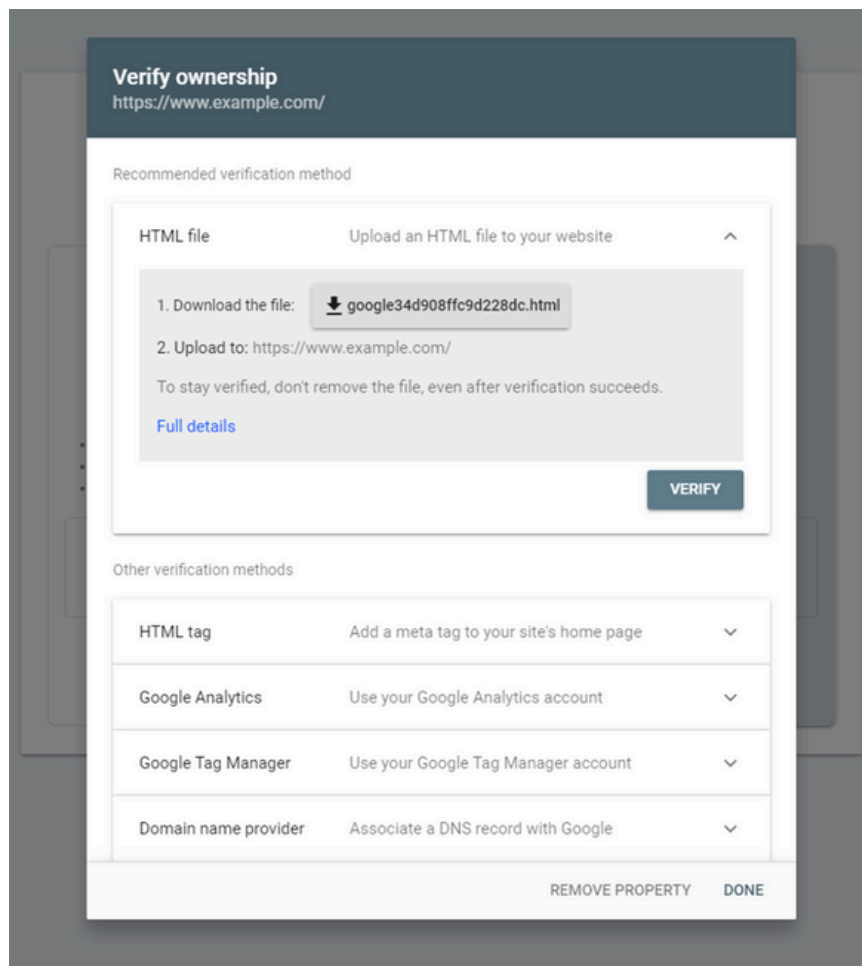
2. Click on "Start Now" and sign in with your Google account.



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Add a Property:

1. In the Search Console dashboard, click on the “Add Property” button.
2. Enter your website URL and click “Continue.”
3. Choose a verification method (e.g., HTML file upload, HTML tag, Google Analytics, or Google Tag Manager) to verify ownership of your website.
4. Follow the instructions for your chosen method and click “Verify.”



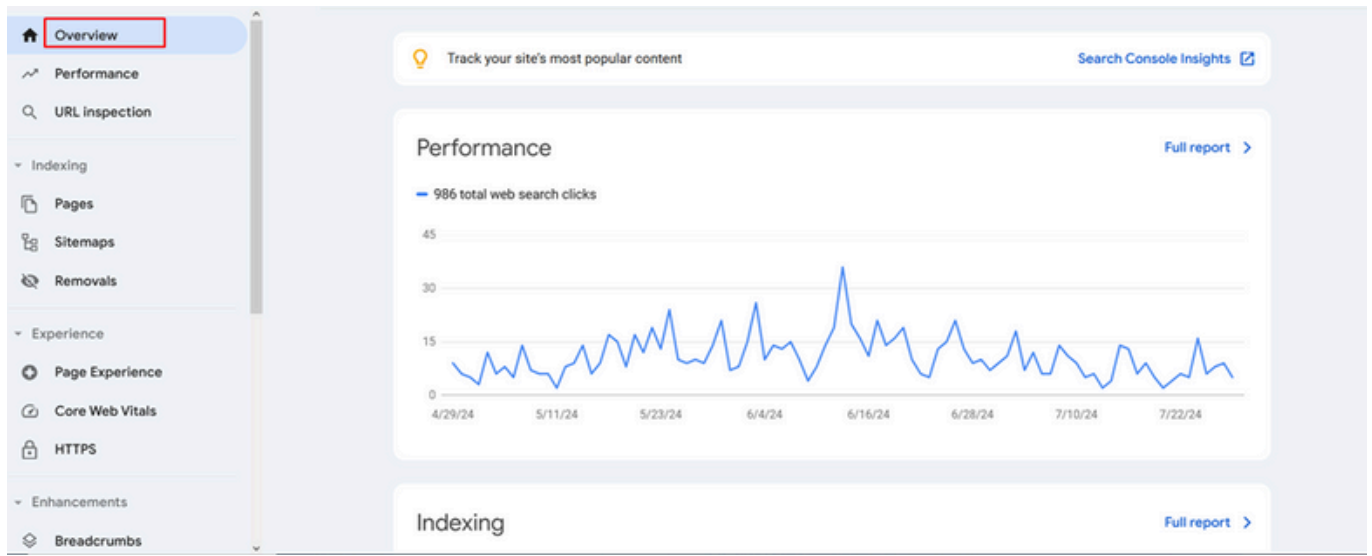
2. UNDERSTANDING THE DASHBOARD

Once your site is verified, you'll have access to the Google Search Console dashboard. Here are some key sections:

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Overview:

- Provides a summary of your site's performance, coverage, and enhancements.



Performance:

- Shows data on clicks, impressions, click-through rates (CTR), and average position for your site in Google Search.
- Allows you to filter data by queries, pages, countries, devices, and search appearance.

URL Inspection:

- Enables you to check the index status of a specific URL on your site.
- Provides information on whether the URL is in Google's index and any indexing issues.

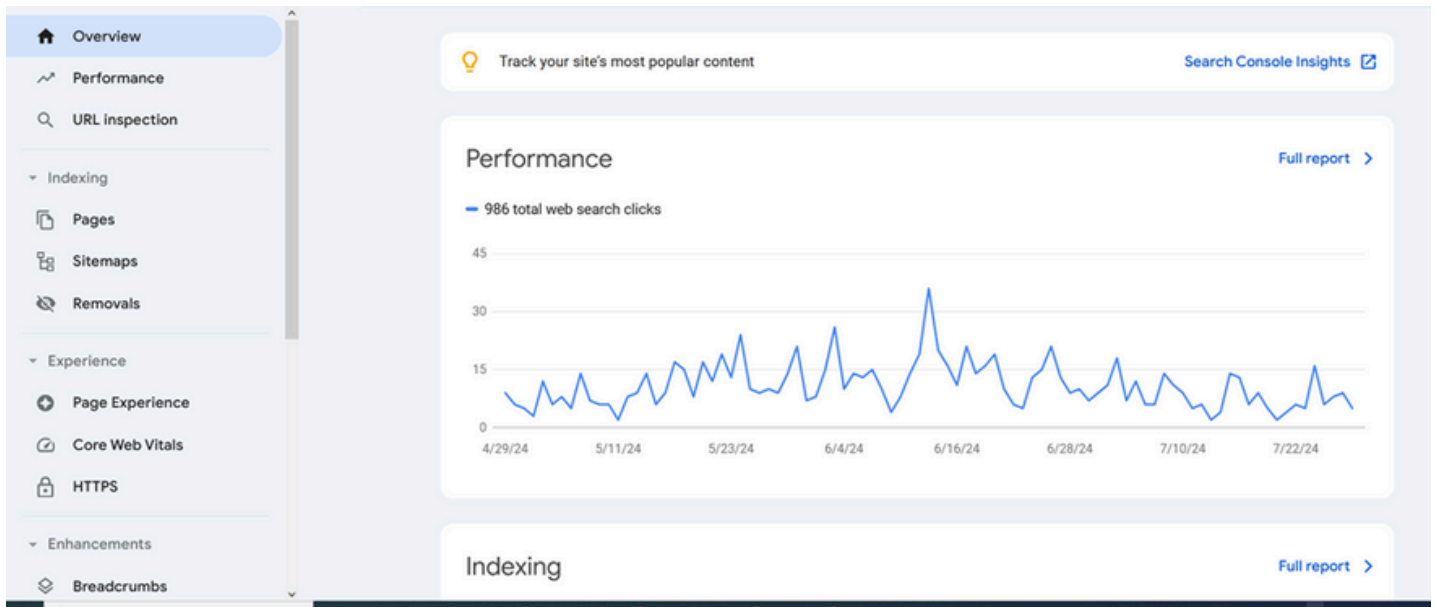
Coverage:

- Displays the index status of your site's pages.
- Highlights any errors, valid pages with warnings, valid pages, and excluded pages.

Sitemaps:

- Allows you to submit your XML sitemap to help Google discover your site's pages.

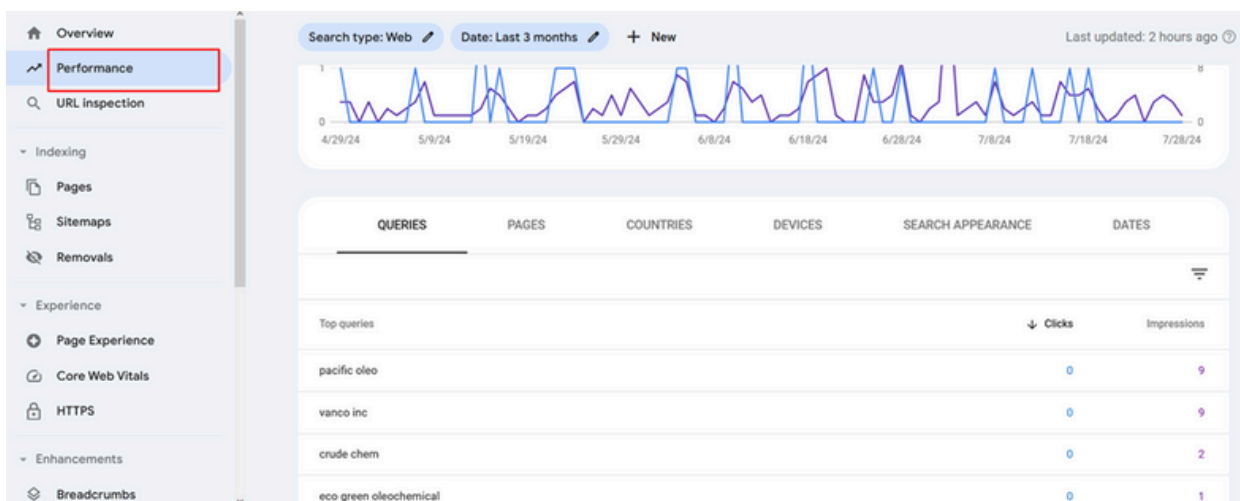
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3. MONITORING SITE PERFORMANCE

Performance Report:

1. Go to the “Performance” section.
2. Review the data on total clicks, total impressions, average CTR, and average position.
3. Use filters to analyse data by queries, pages, countries, devices, and search appearance.



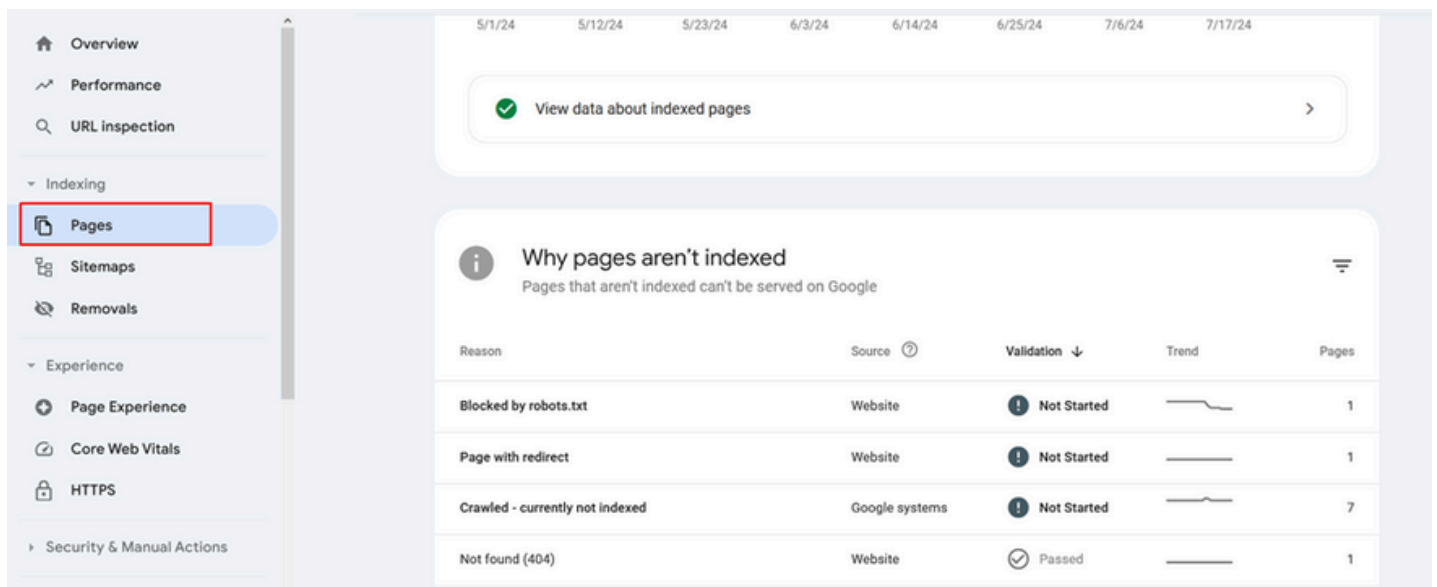
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Identifying Top Queries:

- Check the “Queries” tab to see the search terms that drive traffic to your site.
- Analyze which queries have the highest clicks and impressions.

Page Performance:

- In the “Pages” tab, identify which pages are performing well and which need improvement.



4. FIXING INDEXING ISSUES

URL Inspection Tool:

1. Enter a URL in the URL Inspection tool to check its index status.
2. If the URL is not indexed, click on “Request Indexing” to submit it to Google.

Coverage Report:

- Review the “Coverage” section to identify and fix indexing errors.
- Click on specific errors to see details and follow Google’s recommendations to resolve them.

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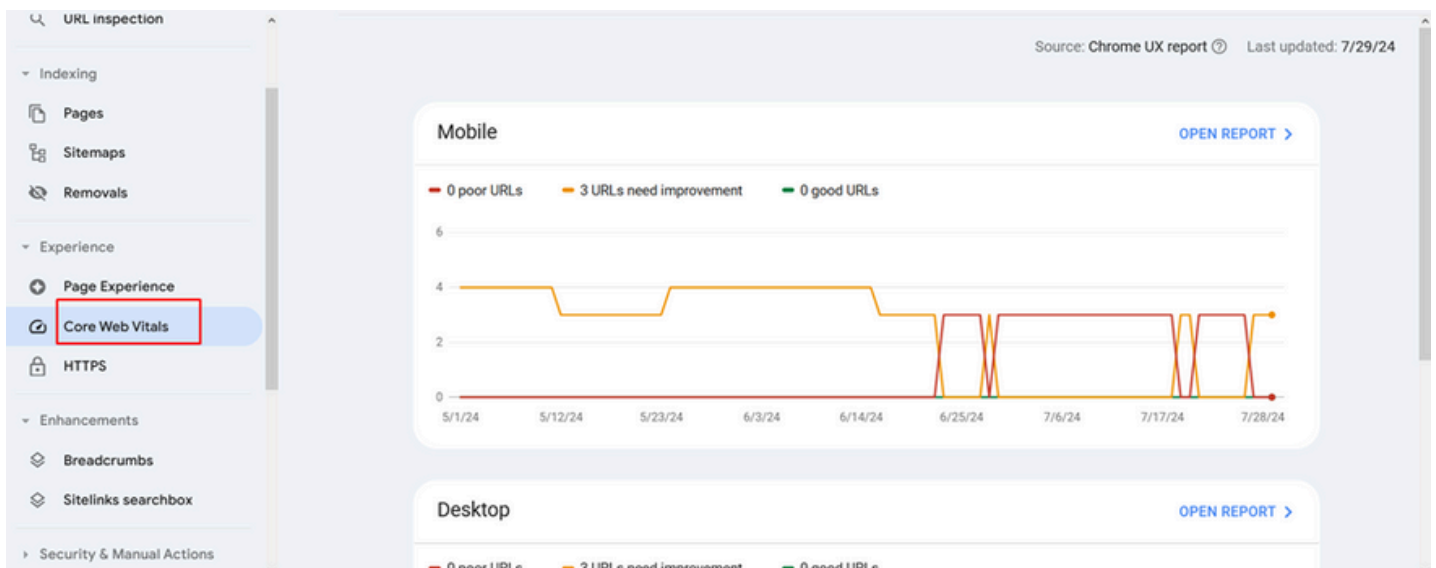
5. ENHANCING YOUR SITE

Mobile Usability:

- Check the “Mobile Usability” report for any mobile-specific issues on your site.
- Ensure your site is mobile-friendly to improve user experience and rankings.

Core Web Vitals:

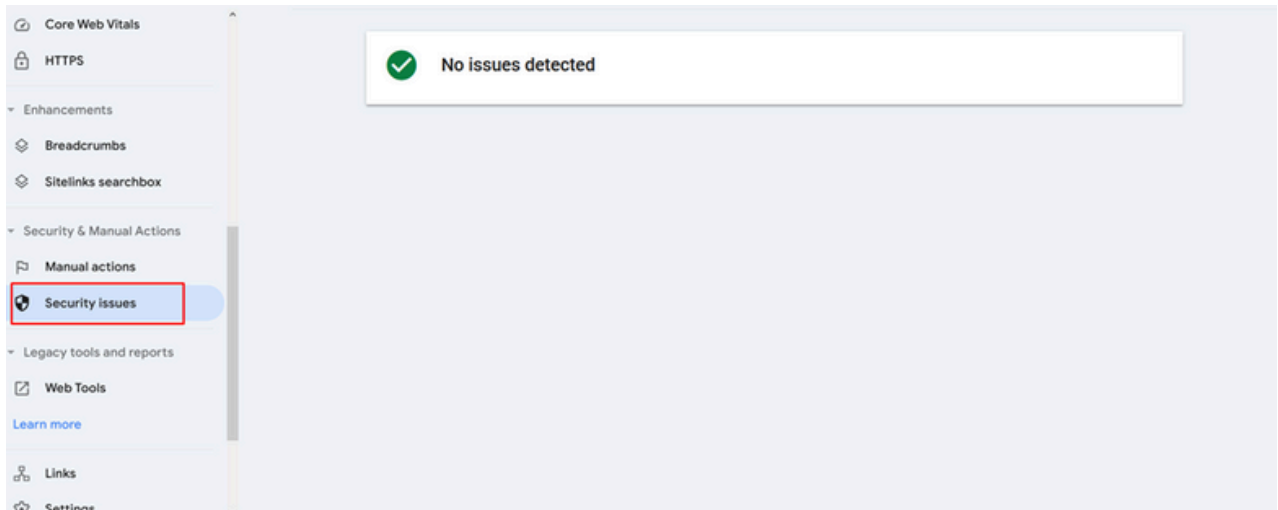
- Review the “Core Web Vitals” report to see how your pages perform based on real-world usage data.
- Focus on improving metrics like Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS).



Security Issues:

- Monitor the “Security Issues” section for any security problems detected on your site.
- Follow Google’s guidelines to resolve any issues promptly.

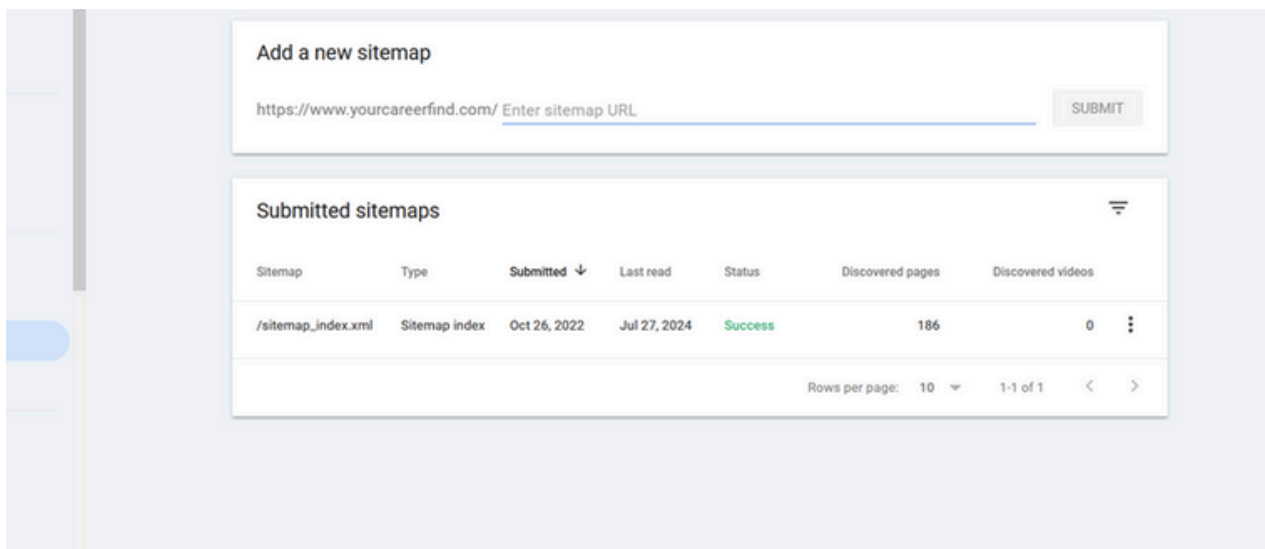
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6. SUBMITTING SITEMAPS

Submit Your Sitemap:

1. Go to the “Sitemaps” section.
2. Enter the URL of your XML sitemap and click “Submit.”
3. Google will use this sitemap to discover and index your site’s pages more efficiently.



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7. ENHANCING SEARCH APPEARANCE

Rich Results:

- Use the “Enhancements” section to see which of your pages are eligible for rich results.
- Implement structured data to increase the chances of your pages appearing as rich results.

Breadcrumbs:

- Ensure your site has breadcrumb navigation to help users and search engines understand your site’s structure.