semantic

Website Wins From Home – #1

# Fix the basics

Our top 3 areas that you can check and fix on your website whilst working from home.

Neil Lewin – March 2020

# Welcome

**Website Wins From Home is a new series of guides from Semantic, the customer-first digital agency.**

We want to help people make the most of the strange times we are in at the moment.  Many of us are working from home and the day-to-day needs of many businesses have reduced.  Our aim is to help you make the most of this time to help you focus on your website and get it ready for the bounce-back.

We'll be writing guides with advice, tips and ideas to help you optimise your website in the coming weeks.  Of course, we're always happy to help with any questions and provide further support if you get stuck.

Just drop me a line I'll be back in touch:
neil@semantic.co.uk or 02380 111 545.

In the meantime, stay safe, and stay positive.
Neil

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P.S. Need some extra support?
We're offering free video-call consultancy sessions for leisure & tourism, sports, theatres and professional bodies impacted by Coronavirus (subject to availability).

We can cover SEO, conversion rate optimisation, technical or critical analysis of your site.

Just give us a call for more details on 02380 111 545.

# Checking the basics

In the normal day-to-day rush, sometimes the simplest of things get missed.  There are 3 main areas that we recommend you check:

- Broken link check
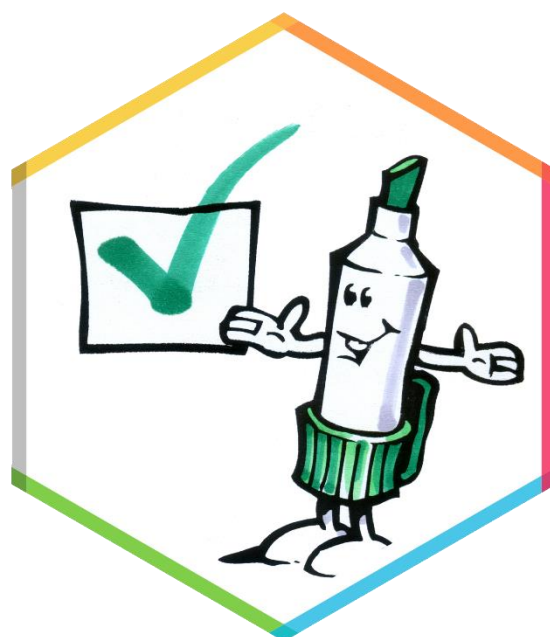- SEO quick wins
- Accessibility quick wins

## Broken link check

This is super easy to check, but could take a bit longer to fix them all, depending on how you fair with the results.

- ☐ Visit brokenlinkcheck.com and check your site

- ☐ Update the broken links in your CMS

This is just the broken links within your site.

Next week, we'll cover any that are out there on the wider internet (e.g. old marketing campaigns, deleted pages etc.)

# SEO quick wins

First things first – Google yourself!  Check your brand name, and try out any other obvious terms that you think you'll be ranking for already.

Remember to use your mobile for this – it's all mobile-first now!

- ☐ Google yourself from your mobile

- ☐ Is your company information up-to-date?

- ☐ Check you can login to Google My Business to update your business details

- ☐ Create a plan for publishing pictures and content to Google My Business

- ☐ Check your homepage title and meta description in your CMS.  Does it contain suitable keywords to target your business and is the description enticing?
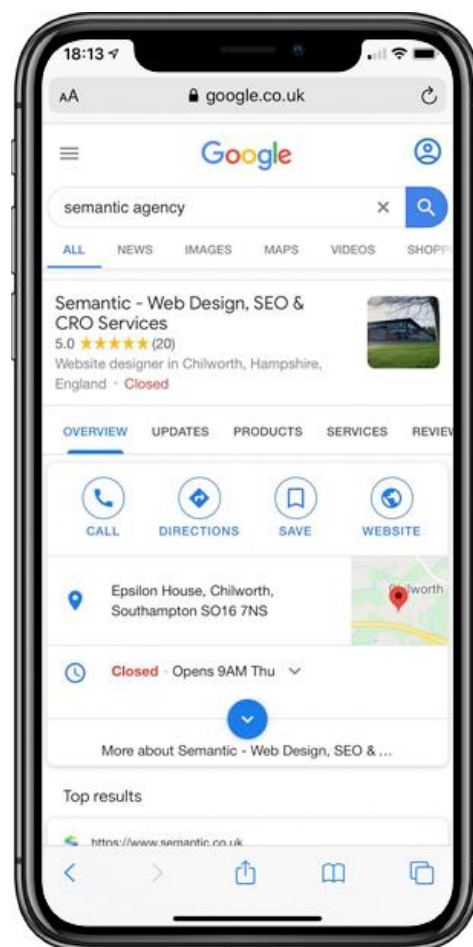
Were you surprised at how much there is above the search results on mobiles?  Typical searches have ads, maps listings, business details and more, all above the organic results, so make sure you're up there.

Looking to check more pages – try these points:

- ☐ Check your Google Search Console errors
  See this guide on Moz if you need to learn about what's in there.

- ☐ Check titles, meta data and content on key pages
  Use checkmetatags.com to check page-by-page, download the Screaming Frog SEO Spider, or upgrade to Moz Pro for more.
  Titles should be up to 60 characters, descriptions up to 160.

# Accessibility quick wins

Accessibility can often be overlooked when people are in a hurry. Remember 1 in 10 adults in the UK have some kind of disability. Covering them all is a large area that needs expert advice, but there are some simple things you should check constantly:

## 1. The Squint Test

This is an easy one.  Load up your site, mobile and desktop, and just squint.  Soften the focus of your eyes and see if there's a good amount of contrast between different elements.

☐ Squint – is the page structure still clear?

☐ Squint – is there enough of a difference between text and background elements so that they are still distinguishable?

☐ Is text large enough to read comfortably?

If the answer to any of those is no, then you should make some tweaks to help visually impaired users.
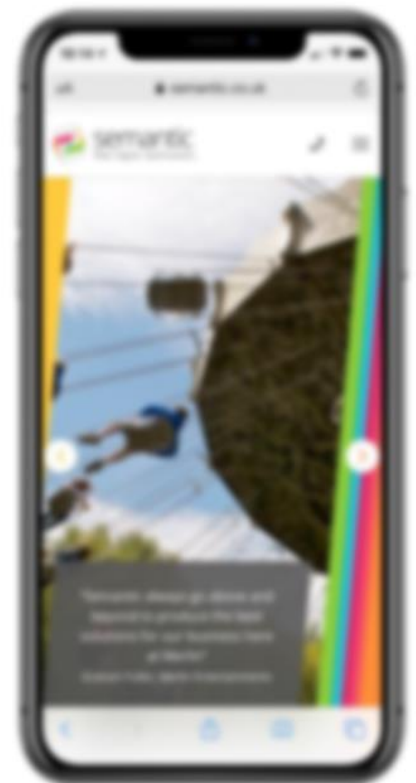
## 2. Colour blindness test

Be careful with colours linked with colour blindness.  Red/green often cause issues, so check these aren't used together for key elements.

## 3. Alt tags and descriptions on images/videos

Look at the images and videos on key pages of your site, and make sure these have descriptions added.  This helps disabled users and Google!

# Need a hand?

If you've followed along, then you'll have covered many of the basics that often get missed.

Next week, we'll be posting more about SEO, and helping you to do all you can to drive visitors to your website. Just keep an eye on our blog and LinkedIn for updates.

If you need a hand in the meantime, then we're always happy to help.

- Email me on neil@semantic.co.uk

- Call 02380 111 545

- Book a time in my diary to chat at https://calendly.com/neillewin/

Neil
Owner, Semantic