

## On Page Work to Improve Relevance

We've mentioned having sufficient good quality and keyword optimised website copy but there are further ways to build the relevance of your website.

### Domain Name and File Name

Write your website domain name (domain URL) and each of the file names (page URL) in the table below. Example - Domain URL: urbanmedia.co.uk Page URL: /website-design-high-wycombe

Domain URL:		
Page 1 File Name:		
Page 2 File Name:		
Page 3 File Name:		
Page 4 File Name:		
Page 5 File Name:		
Page 6 File Name:		
Page 7 File Name:		

Put a tick in the box at the end for any which match your ideal keyphrase, consider changing the others.

### Meta data

Does your chosen keyphrase feature in:

The title on the page? Yes  No

The keyword tags? Yes  No

The first line of the Meta Description? Yes  No

### Tags

Is your chosen keyphrase included in:

The Heading Tag (H1)? Yes  No

Your Alt Tags (description of images)? Yes  No

A related keyphrase should also be included in H2 and H3 tags if they are used.

### Loading Speed

A website that is slow to load will be seen less favourably by both website visitors and the search engines. You can use the website link below to test the loading speed of your website.

<http://gtmetrix.com/>

Hosting video on external sites and cleaning up code are two ways to improve.

