



# Towers need strong foundations

The SEO foundations that are  
sometimes forgotten

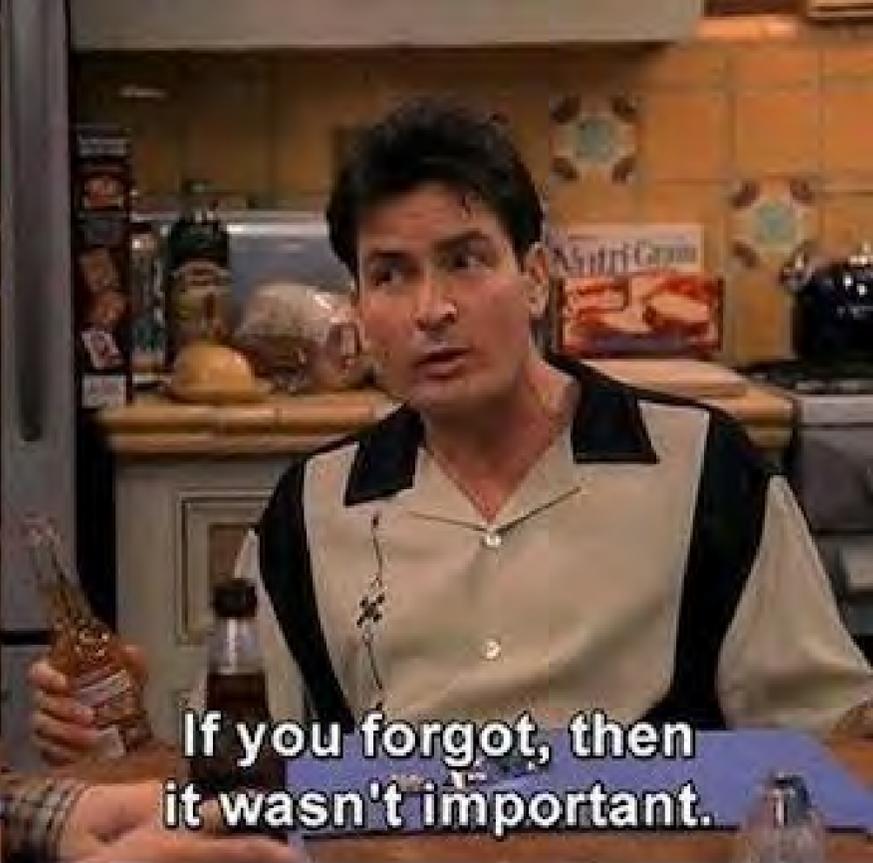
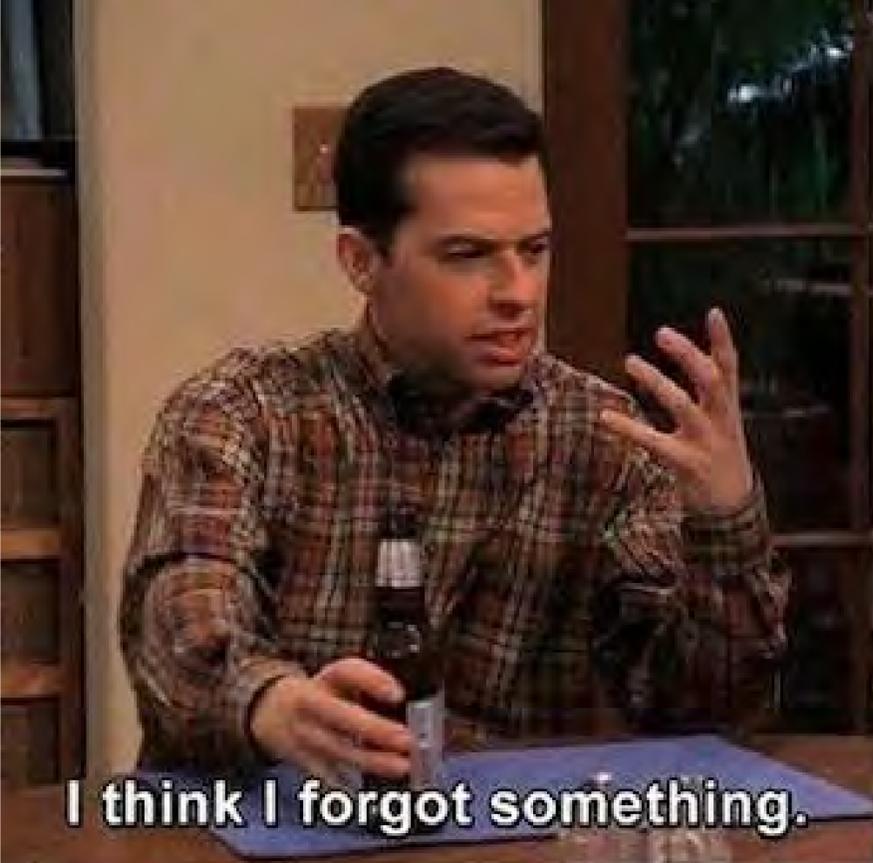
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We all want great success with our SEO or our clients SEO. But so many people jump into the topic of the day instead of ensuring their foundations are solid.



Let's go through some of the SEO foundations that are often missed.



**BE FOUND**

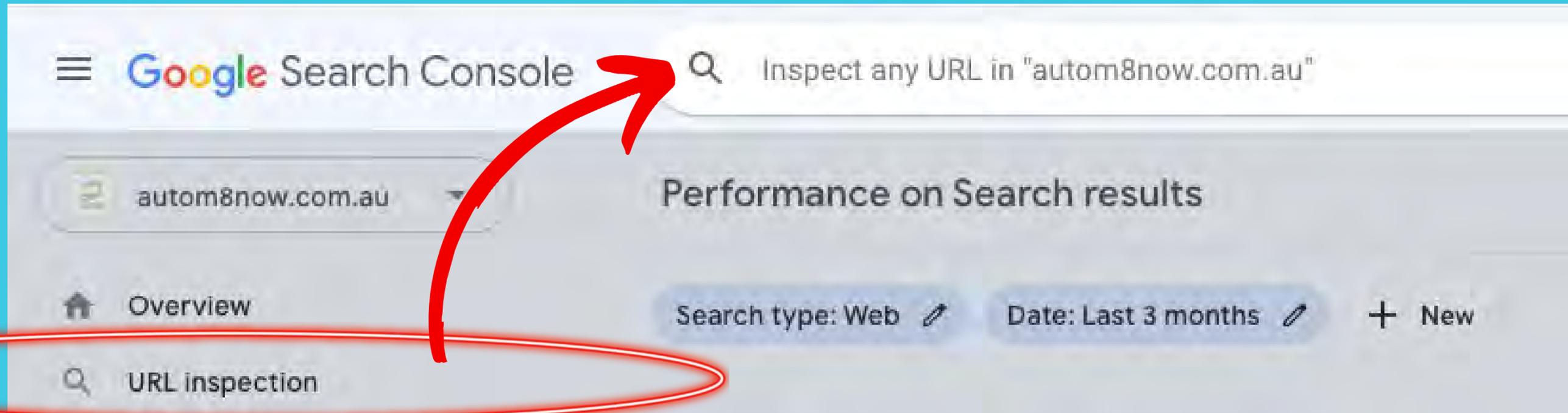
**QUICKLY**

**PROVIDE WHAT  
THE SEARCHER  
NEEDS**

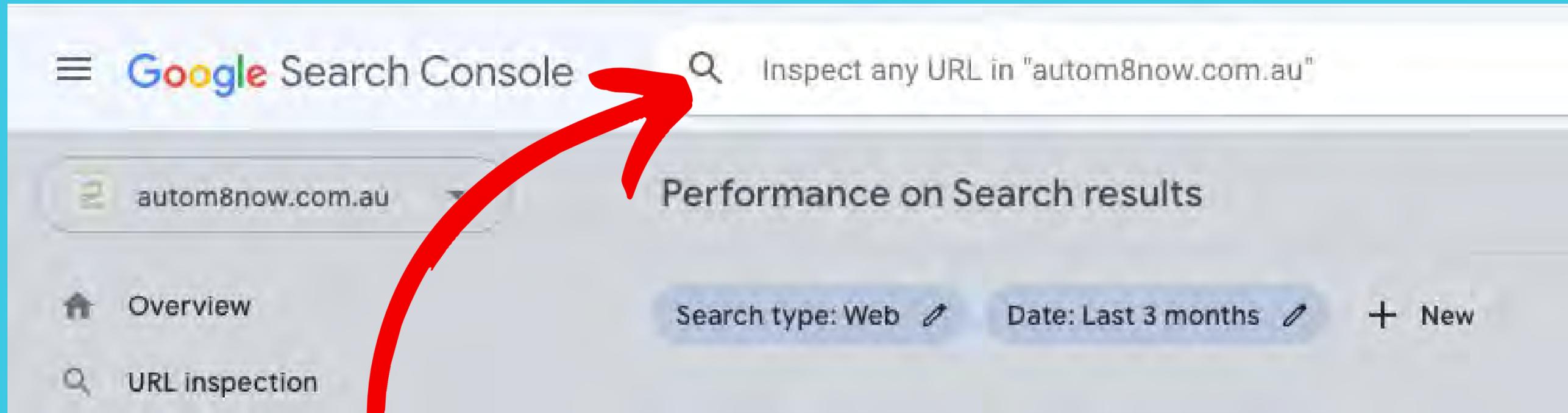


Is there a  
sandbox?

Or do the  
websites just  
not have  
links yet?

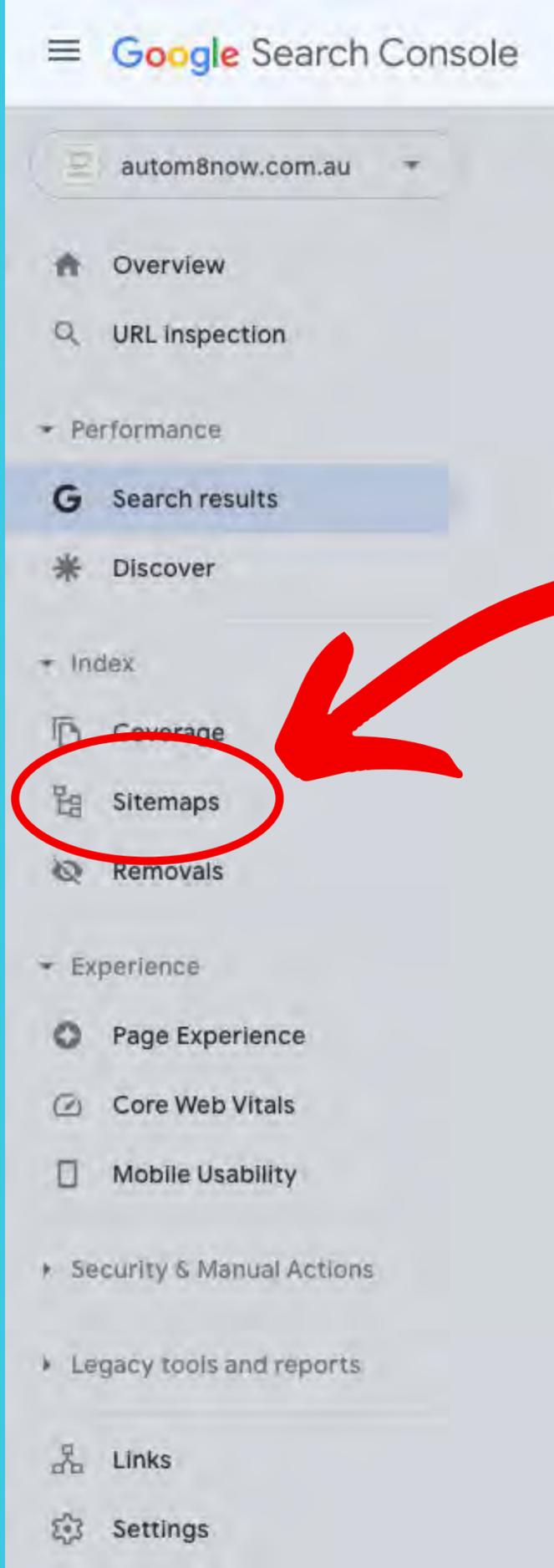


Use Google Search  
Console - Request  
indexing

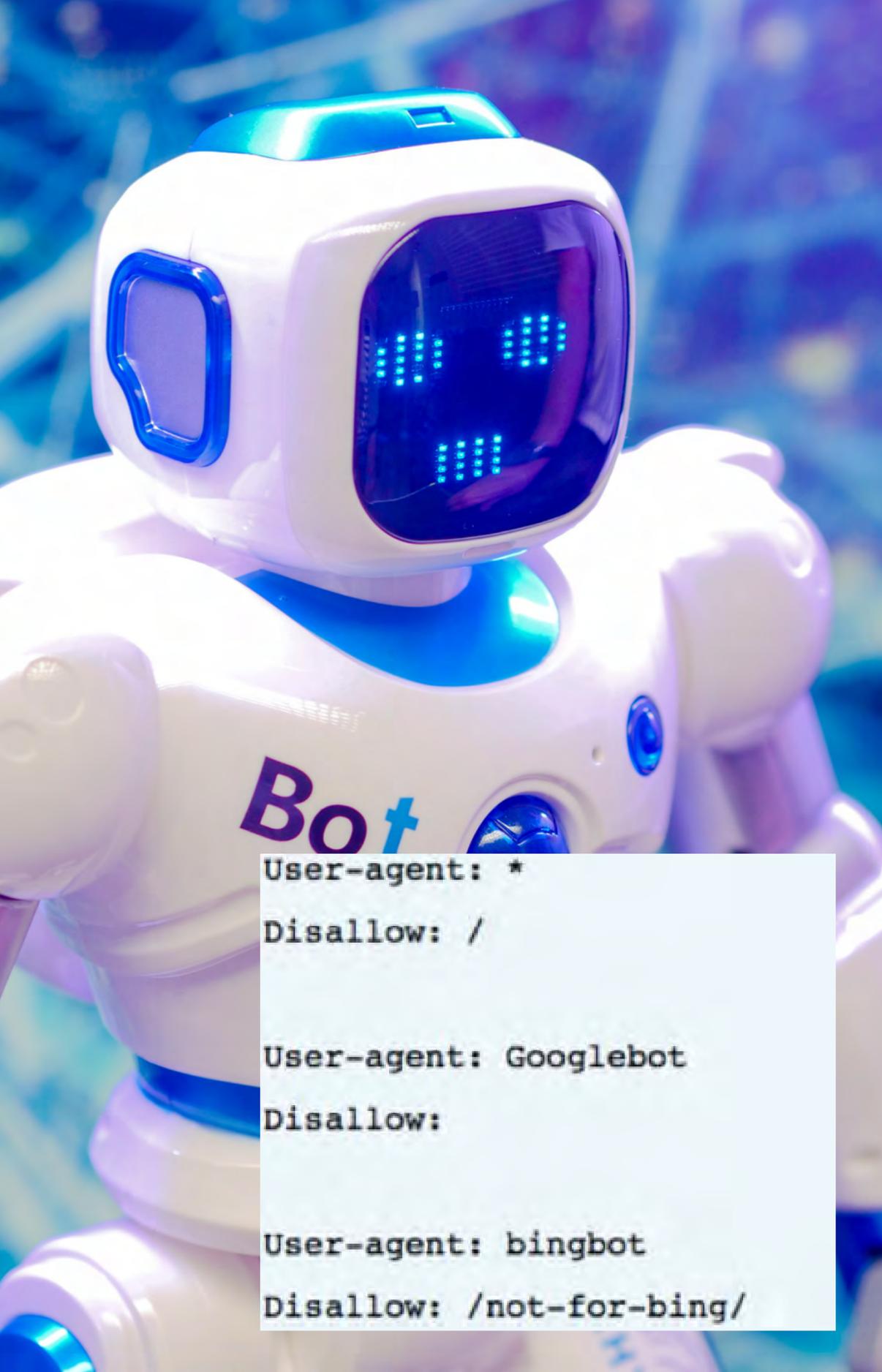


Quickly get your blog posts indexed





I make sure my site has a sitemap identified (RankMath, Yoast inc. this feature)



```
User-agent: *
```

```
Disallow: /
```

```
User-agent: Googlebot
```

```
Disallow:
```

```
User-agent: bingbot
```

```
Disallow: /not-for-bing/
```

Check the  
Robots.txt ...  
sometimes  
stopping pages  
from being  
indexed



**NAP consistency  
is important**

**N**ame

**A**ddress

**P**hone

**W**ebsite



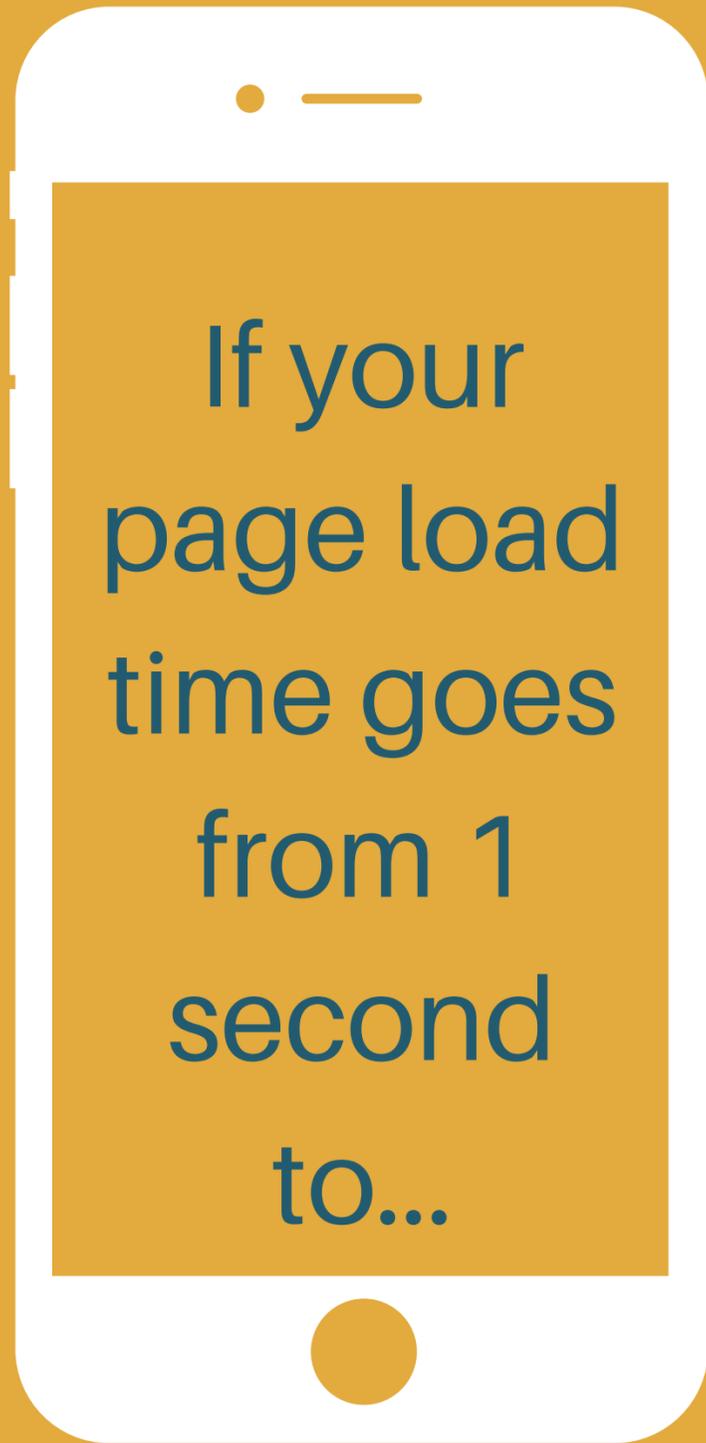
<http://autom8now.com.au>  
<https://autom8now.com.au>  
<http://www.autom8now.com.au>  
<https://www.autom8now.com.au>

Use the  
non-redirected one  
for your backlinks.

# SPEED

**GOOGLE WANTS FAST  
PAGES BECAUSE ...  
USERS WANT FAST  
PAGES**





3 seconds	<b>bounce rate increases by 32%</b>
5 seconds	<b>bounce rate increases by 90%</b>
6 seconds	<b>bounce rate increases by 106%</b>
10 seconds	<b>bounce rate increases by 123%</b>



# MOBILE SPEED

## CORE WEB VITALS

FCP - First Contentful Paint

FID - First Input Delay

LCP - Largest Contentful Paint

CLS - Cumulative Layout Shift

INP - Interaction to Next Paint

TTFB - Time to First Byte

**Google Search Console or  
Speed Toolsets**



## EASY DESCRIPTIONS

FCP - When a user first sees something

FID - Time it takes from me pressing a button for it to do something

LCP - How long it takes the biggest image/text to display

CLS - Time that the layout unexpectedly moves

INP - The longest time it takes for the page to respond and repaint when items on the page are clicked

TTFB - Time that the server takes to send the first byte through

## GTmetrix Grade ?

# A

Performance ?  
**98%**

Structure ?  
**77%**

## Web Vitals ?

Largest Contentful Paint ?  
**874ms**

Total Blocking Time ?  
**0ms**

Cumulative Layout Shift ?  
**0.03**

Summary

Performance

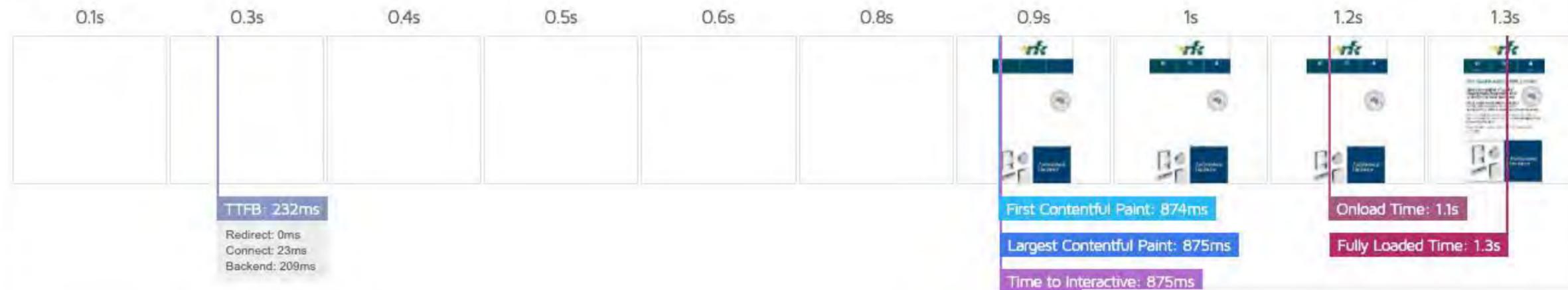
Structure

Waterfall

Video

History

## Speed Visualization ?



## Top Issues

These audits are identified as the top issues impacting your performance.

IMPACT	AUDIT	
Med-High	Avoid an excessive DOM size	2,275 elements
Med	Serve static assets with an efficient cache policy	Potential savings of 440KB
Med-Low	Properly size images	Potential savings of 1.60MB

Serve images that are appropriately-sized to save cellular data and improve load time.

[Learn how to improve this](#)

URL	RESOURCE SIZE	POTENTIAL SAVINGS
 <a href="https://www.nfk.com.au/documents/Paddington%20House.jpg">https://www.nfk.com.au/documents/Paddington%20House.jpg</a>	832KB	770KB
 <a href="https://www.nfk.com.au/documents/Kurilpa%20Bridge.jpg">https://www.nfk.com.au/documents/Kurilpa%20Bridge.jpg</a>	456KB	422KB

GTMetrix.com or  
<https://developers.google.com/speed/pagespeed/insights/>

# FCP

First Contentful Paint



# FID

First Input Delay



# < 2-3 SEC

# LCP

Largest Contentful Paint



# CLS

Cumulative Layout Shift

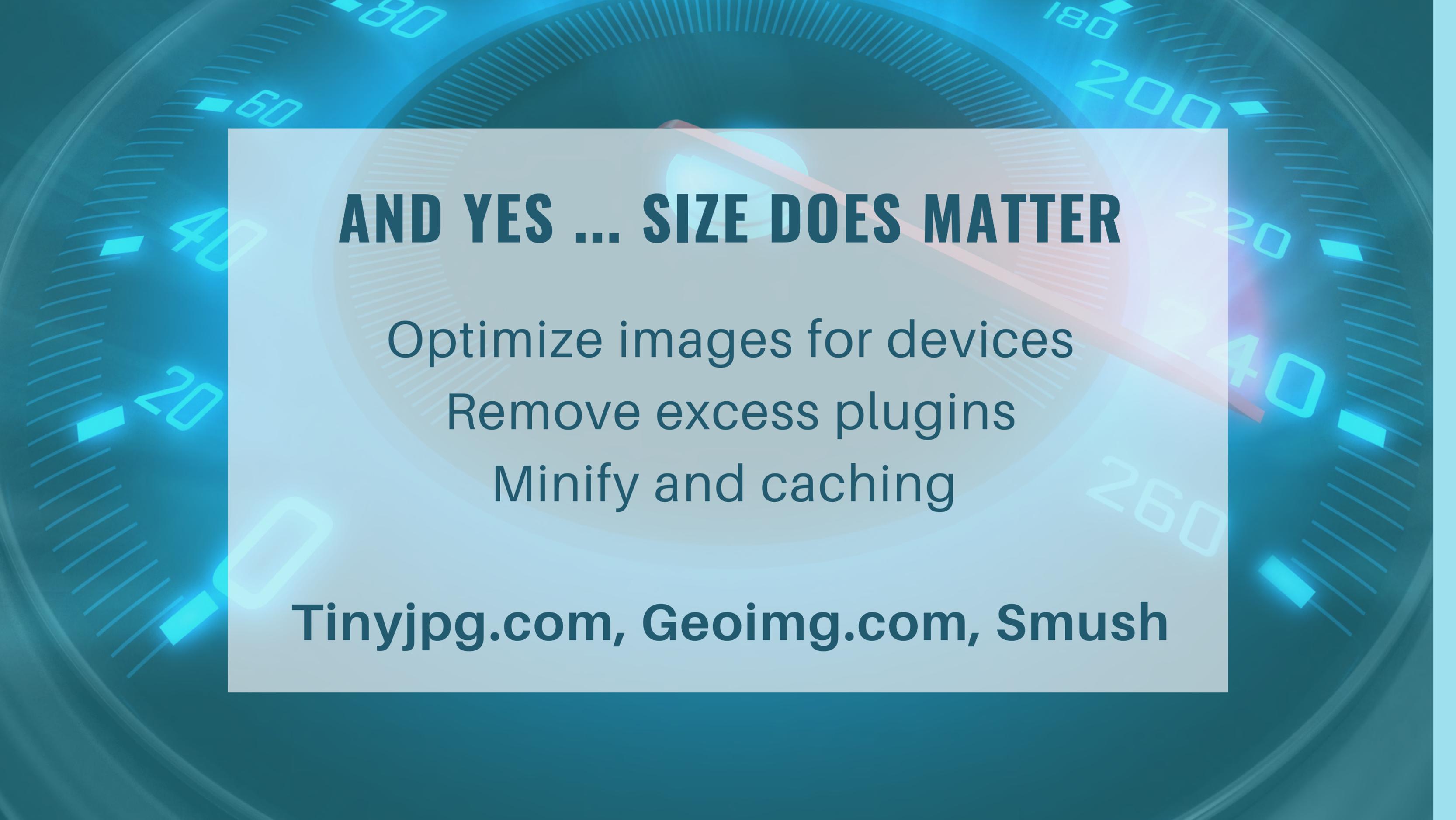


# MOBILE RESPONSIVE

- Buttons not too close together
- Size of text (16pt)
- Scrolling rather than menu levels

**Google Search Console gives feedback**





## **AND YES ... SIZE DOES MATTER**

Optimize images for devices

Remove excess plugins

Minify and caching

**Tinyjpg.com, Geoimg.com, Smush**





Google is trying  
to answer  
questions ...

so make sure you  
answer  
questions



**Don't  
underestimate  
blogs and FAQs**

**... and utilise  
Structured Data**



**Make your Meta Titles and Descriptions  
standout and show that it is an answer!**

**Slight adjustments in the language can be the difference  
between a 10 percent click-through rate and 60 percent**

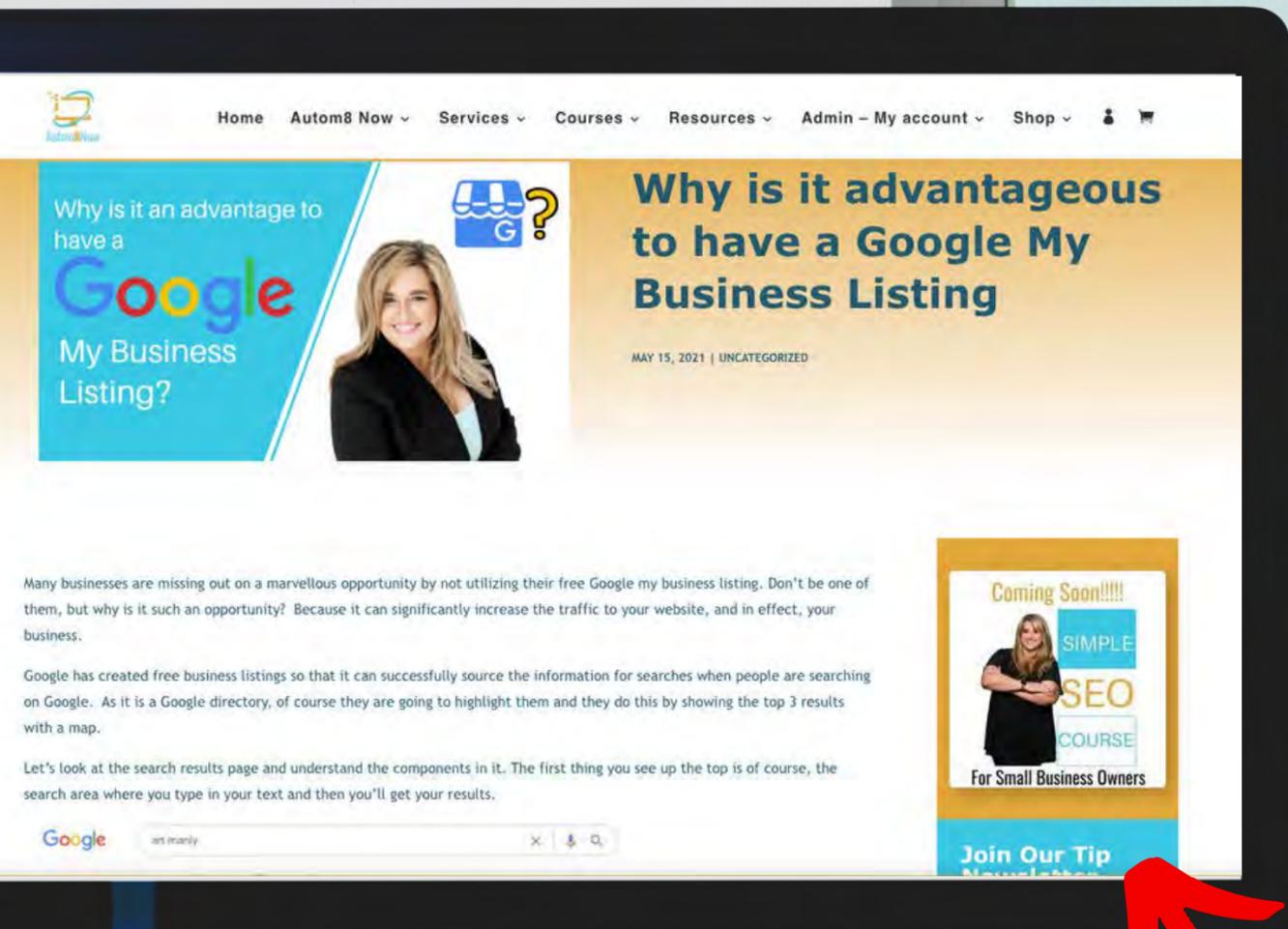


**Don't hide your head in the sand, Google does change Meta Titles/ Descriptions ...**

**So make sure your keyword is in your Page Title**



**Don't forget  
ALT text**



Keep them on your site - good for dwell time and more likely to buy ...

Use internal linking, advertise your site and products beside your blog



**CALL TO  
ACTION**

**Increase  
Conversions -  
Top 3rd landing  
page should  
have a call to  
action**



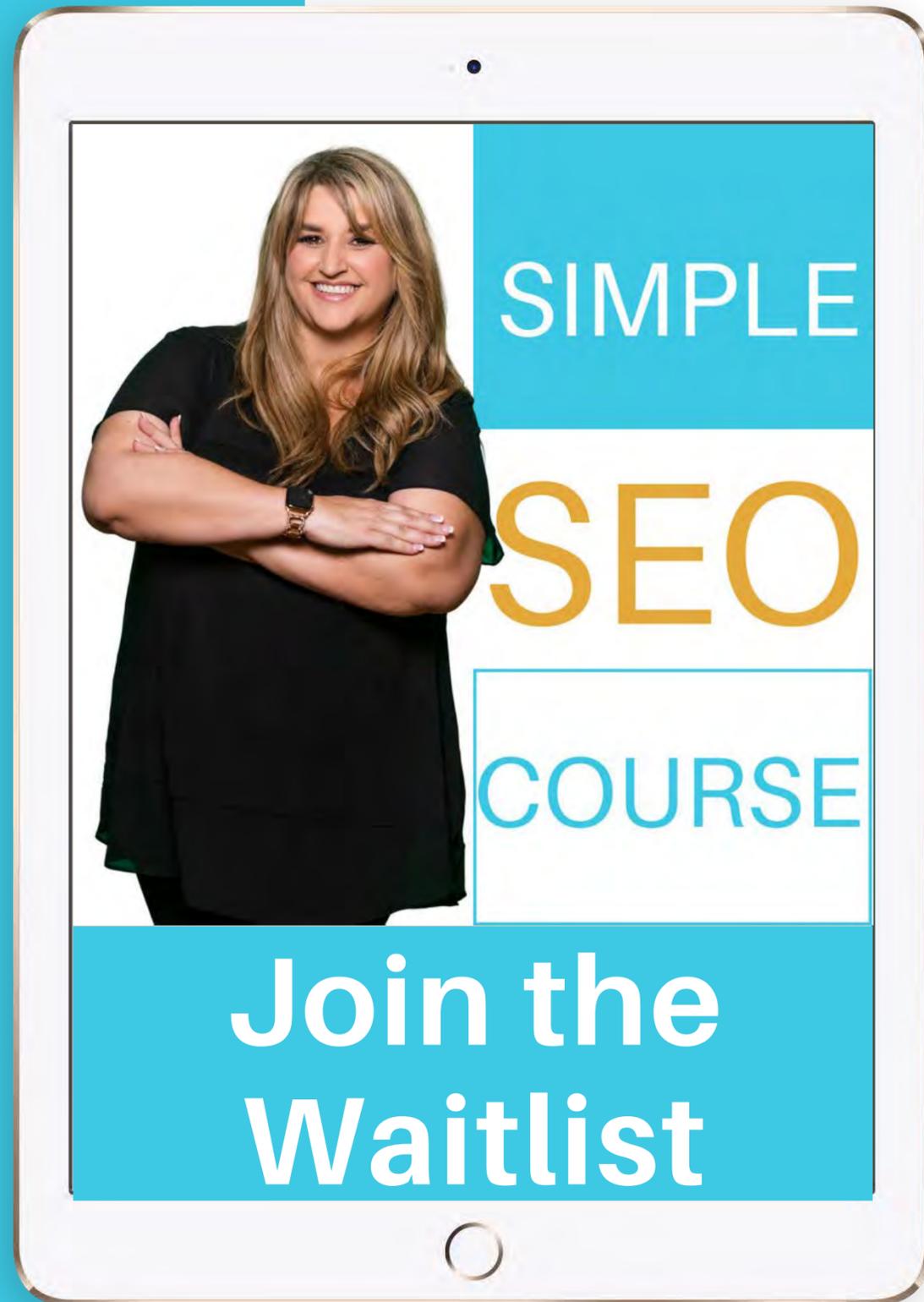
**Have a  
checklist**



**Mark it off**



**SEO STRATEGY**  
**Plan and**  
**strategise - save**  
**time and energy**  
**with effort that**  
**counts**



# Simple SEO Course

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## For Small Businesses

<https://autom8now.com.au/SEO-course-waitlist>

# Any Questions?



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