





























## Step 3. On-page Optimisation

Quality content contributes greatly to SEO!

### FREE SEO tools to remember:

- Google Analytics – <http://www.google.com.au/analytics/>
- Keyword planner - <https://adwords.google.com/ko/KeywordPlanner>
- Google Trends - <https://www.google.com/trends>

*f* Ongoing support from the Web Services Portal – <http://seoespecialista.com/>

### Creative thinking

- Think outside the box when considering content creation, targeting your audience and our business goals.
- *Remember*, no page exists in isolation. So it's important to work as a team using existing documentation and tools. Aim that the best keywords will be used for your page in view of your page in context of the complete website.

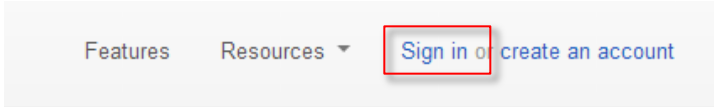
# Notes

## How to: Access Google Analytics

1. Go to: <http://www.google.com.au/analytics/>

2. Login at top right corner of page.

Username: TBC  
Password: TBC



3. From the Dashboard, select *All Website data*.

5. Select *Behavior > Site Content > All Pages* from left navigation bar.

6. Enter the page name into the search box

