

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://seopecialista.com/](http://seospecialista.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.

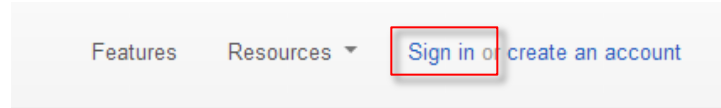
Notes

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

