SEO FOR WELLNESS PROFESSIONALS
Pre-Course Website Checks

Welcome to the SEO for Wellness People Course!

This document will walk you through testing and checking your website set up prior to the course. If everything is set up and working correctly, these website checks will take about 30 minutes or less.
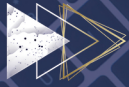
1. WEBSITE SPEED TESTING

These speed tests will take about 10-20 minutes.

From time to time, we see websites that are so slow that they are not being served in Google. To be able to optimize your website in the course, your website needs to be fast enough to be found.

The purpose of these tests is to uncover any websites that have major speed issues, so that you can address them before we start.

Please visit each of these websites:

- GT Metrix https://gtmetrix.com
- Pingdom Speed Test https://tools.pingdom.com
- Google Speed Test
  https://developers.google.com/speed/pagespeed/insights/

HOW TO TEST YOUR WEBSITE:

1. On each speed test you will see a box where you can include your web address. Use the whole web address including https:// (copy it from the browser when you are on your website).
2. On Pingdom you can choose a location close to you if you are a local business. Or a main centre where a bulk of your clients/patients are based if you are an online business.
   On GTMetrix you can choose a location if you login.
3. Look at the results. The most important metrics are the speeds: "Page Load Time" "First Contentful Paint" "Time to interactive"
4. On the Google test – you can toggle between Mobile and Desktop speed results at the top left of the page. Review the data for both.
5. Test a few main pages of your website – especially your home page and your sales or services pages, you will probably get slightly different results on each speed test.

The general consensus is that each webpage needs to load within 2 seconds. If your page load times are 2-3 seconds then you have some work to do to increase your speed.

If your pages take more than 3 seconds to load, it's important to address this ASAP! Ask your website developer to speed up your pages on your website, or contact John at hello@websitealchemy.com for assistance with WordPress websites.

> **Note:** In regards to the Google Test, they do tend to point out a LOT of items as issues. But don't worry, as long as your website pages are loading in less than 2 seconds – the rest can be done over time or can be seen as suggestions.
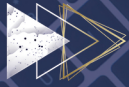
2. CHECK GOOGLE ANALYTICS AND SEARCH CONSOLE

If you have these tools already – this check should take 5-10 minutes.

These are tools that are essential for the analysis of your website visitors. Please check that you have these installed and that they are working (tracking data).

If you are unsure you can go to the relevant website and login with your usual Google account, you may find that someone has set you up along the way.

Google Analytics:

https://analytics.withgoogle.com
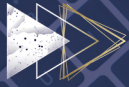
Use the "USE IT FOR FREE" button top right to login.

If you can't see any data when logged in, click "ALL WEB SITE DATA" top left. This will drop down and show you the websites linked to your account. If you have multiple websites or versions, you will see them on the left.

> If you only have one and there is no data populated, then either:
>
> a) your analytics is not connected.
> b) your analytics is connected through a different Google Account.

Search Console:

https://search.google.com/search-console/about

Click "START NOW" and login with your Google Account.
If you have Search Console working you should go straight to a dashboard.

> If you can't see any data, then either:
>
> a) your search console is not connected.
> b) your search console is connected through a different Google Account.

NO ANALYTICS OR SEARCH CONSOLE?

If you have WordPress and you need to install these for the first time, I suggest using the Google **Site Kit** plugin to manage this process for you. It is an excellent tool for aggregating the data and the process of connecting your

website to the relevant Google apps. Install the plugin from inside your WordPress website – by adding a new plugin:
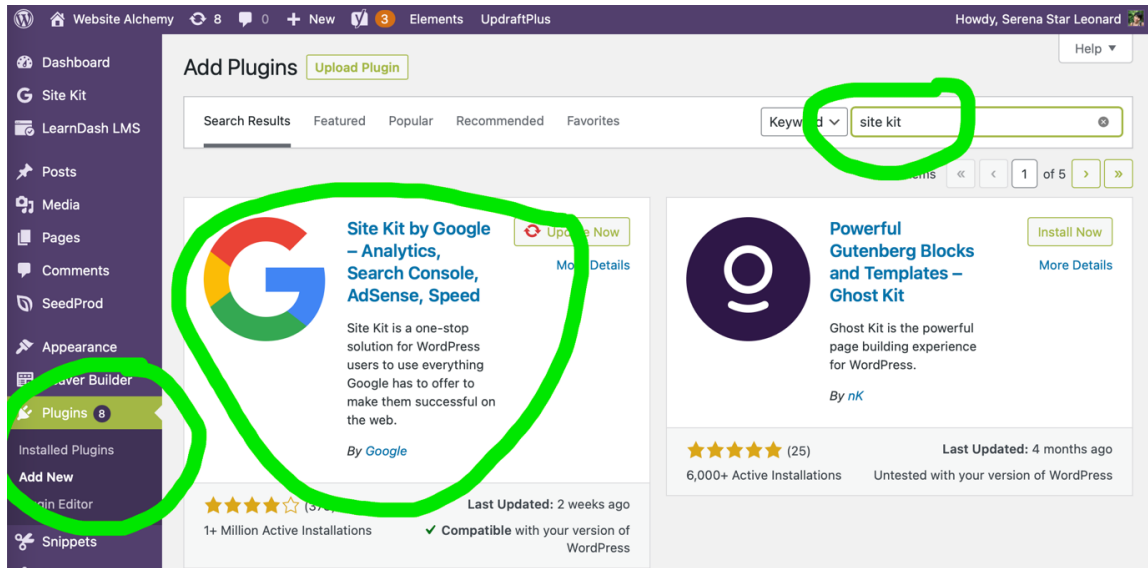

If you need additional help for using Site Kit here are the resources:
https://sitekit.withgoogle.com/documentation/

Even if you have analytics and search console set up already, you can use Site Kit to aggregate the data on your website.

If you need additional help, ask your web developer to help you set these up. If they have the right logins for your Google account (2 step verification) this process would take about 30 minutes. Alternatively contact John at hello@websitealchemy.com for assistance.
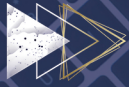
3. Review Google My Business

Do you have a physical location? If so, and you don't have Google My business yet, sign up today to get the ball rolling. It can take some time to get verified - they will send you a postcard to verify your address, and they are not terribly reliable in this process!

It only takes 10 minutes to get to the postcard sending stage, so get that underway! You can always fill in the finer details later.

https://www.google.com/business/
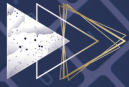
Extra Support

These are all very standard items that are important for website owners. Hopefully these are already running smoothly for you, and no action is needed.

However, if you see that something is amiss, take action! These things do impact your SEO!

If you are tech savvy you can fix these issues and set up these accounts yourself. Or your website developer or website support people will see these kinds of requests all the time and can set these up for you.

If you would like assistance and don't have a web person to help you, contact John at hello@websitealchemy.com for website support.

If you have any questions, you can ask them in the Wellness Renegades FB group https://www.facebook.com/groups/598932480302293

See you in the course!