

SEO Guide

FOR TENNIS CLUBS

tennis

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Search Engine Optimisation (SEO) is a set of strategies and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of Google. Below are a set of tactics to help your website achieve a high-ranking placement.

Google My Business

- **Have you registered your club on Google My Business?**

Google My Business is a free and easy-to-use tool for clubs to manage their online presence across Google, including Search and Maps. And it's a super quick and easy way to immediately boost your website's visibility!

Follow this simple guide to setting yours up today: www.google.com.au/intl/en/business

Make your site responsive

- **Is your website mobile friendly?**

Mobile friendliness is a big factor in making sure your site ranks well with Google. As internet use is prominent on mobile devices, Google favours sites that can be easily read, clicked and navigated on all devices.

You can check out if your site is responsive here: www.website.grader.com

Website Speed

- **Does your website load under 5 seconds?**

Site speed has a big impact on how Google ranks your site. Check your site speed here: tools.pingdom.com

Linking building

- **Have you checked for links on any of the below websites?**

Having links pointing to your website is an important factor for getting a great ranking. These are some quick and clever ways to build links back to your website and improve your site's SEO:

Register your club details and website on all of these directories:

- www.yellowpages.com.au
- www.truelocal.com.au
- www.startlocal.com.au
- www.localbusinessguide.com.au
- www.gumtree.com.au
- www.aussieweb.com.au
- www.ineedto.com.au
- www.aussiepages.com.au
- www.livepages.com.au
- www.hotfrog.com.au
- www.dlook.com.au
- Local newspapers
- Council website
- Sporting directories
- Sponsorships
- Coaches websites
- Schools websites
- Local sporting bloggers

If someone has written about your club online that's great, but if they haven't linked back to your site then you're missing out on a perfect opportunity for improving your SEO. Look for opportunities where websites are talking about your club and request a link back to your club website.