



8 Foundational Steps to Optimise Your New Website for Search

1. Choose your CMS + Layout (4-5 Hours)
2. Setup Google Analytics (0.25 Hours)
3. Discover Keywords (2-4 Hours)
4. Theme Keywords (2-4 Hours)
5. Site Architecture (4-6 Hours)
6. Content Creation (4-40 Hours)
7. Optimise Internal Links (1 Hour)
8. Optimise Title Tags (2 Hours)