

## SEO Webinar Recap

- Make sure you have Google Analytics and Google Search Console (GSC). It's useful even if you only plan to look after SEO in the future, because it retains historical data.
- Start exploring the keywords and performance you see on GSC. You will learn about your business and how people arrive to your website.
- Use this information to improve your content and rankings. If you don't rank in page one, usually there is an opportunity! Are you answering the right questions, do you have the resources required?
- Improving page speed can be very technical, but there are things you can identify and fix even if you're new to this. Compress your images and remove unused third-party trackers!

