



Website Optimisation Health-check

This self assessment aims to find out how effectively your website is being optimised

1. What are the key phrases that are relevant to your business?	
2. What is your best position in the search results for each of these phrases?	
3. Do you already optimise your web pages?	
4. How many pages do optimise?	
5. What methods for optimisation do you use?	
6. How often you optimise each page?	
7. Does each page have a focused message that it communicates?	
8. What is your target user searching for?	
9. What is your conversion rate of site visits to actions?	

Once you have completed this health check, return it to seo@e-mphasis.com



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