ENGLAND squash

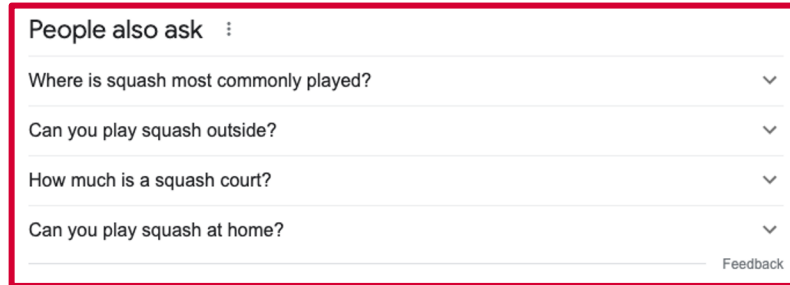Five simple steps for SEO

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Step 1: Make a list of common questions your members ask

SEO is all about answering the right questions.

- Do you notice that lots of members ask you the same questions?
- Do you find yourself telling people the same information over and over?

People also ask

Where is squash most commonly played?

Can you play squash outside?

How much is a squash court?

Can you play squash at home?

Feedback

❏ Keep track of all the questions that members, or prospective members, ask you.

❏ Answer these questions explicitly on your website.

❏ Try to provide short, snappy answers (45-90 words).

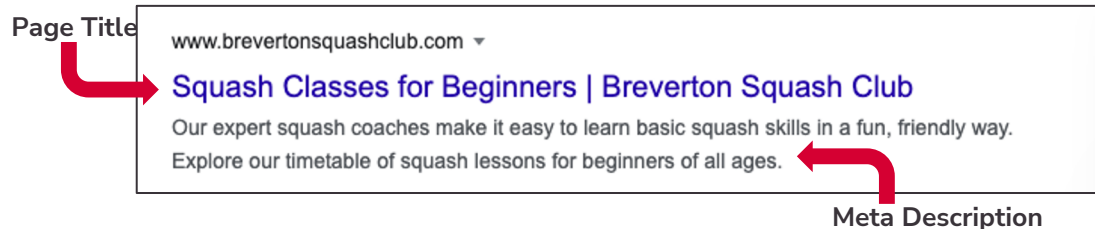❏ Scatter these FAQs throughout the site, on the most relevant page for each topic.

Collate questions from:
- In-person
- Over the phone
- Via social media messages
- Through your website enquiry form

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On your website:

Step 2: Pay attention to your Page Title and Meta Descriptions

The words that represent your site in Google search results are your only chance to make a good first impression
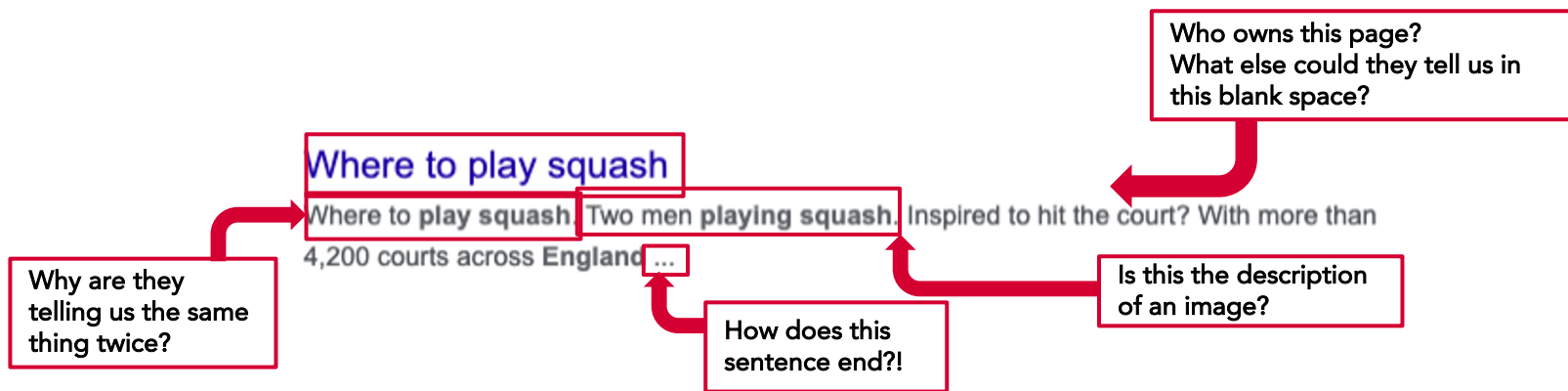
Page Title

www.brevertonsquashclub.com ▾

Squash Classes for Beginners | Breverton Squash Club

Our expert squash coaches make it easy to learn basic squash skills in a fun, friendly way. Explore our timetable of squash lessons for beginners of all ages.

Meta Description

❑ Use the Page Title and Meta Description to tell searchers
- WHAT your page is about (and WHO you are!)
- WHY they should click

❑ Write a unique title and description for every page.

❑ Update your metadata directly within your CMS or web page editor, on a page by page basis. Look out for fields named 'Page Title', 'Meta Title' or 'Title Tag' and 'Meta Description'.

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Step 2: Pay attention to your Page Title and Meta Descriptions

Never leave these fields blank - because Google will fill in the gaps, often badly!

Who owns this page?
What else could they tell us in this blank space?

Where to play squash

Where to **play squash**. Two men **playing squash**. Inspired to hit the court? With more than 4,200 courts across **England** ...

Why are they telling us the same thing twice?

How does this sentence end?!

Is this the description of an image?

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Step 2: Pay attention to your Page Title and Meta Descriptions

Now doesn't this look better?

www.englandsquash.com › get-involved › play › where-to-pla ▾

Where To Play Squash Near You | England Squash

Inspired to get on court? Use the squash court finder from England Squash to see where to play in squash clubs, leisure centres, or a university near you.

= 50-60 characters

= 150-160 characters

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Step 3: Shrink image files to improve site speed

Slow-loading sites can ruin a user's experience and damage your reputation.

40% of users will leave your site if it takes more than 3 seconds to load.

Google will also "mark you down".

❑ Avoid large image files that take ages to load.
❑ Use free online tools to compress files, without pixelating the image.
❑ Try CompressJPEG.com or CompressPNG.com

1) Upload your large image files.
2) Let the compressor work it's magic.
3) Download your new image files.
4) Upload the compressed version to your site.

We want people to see

not...

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Step 4: Embrace the England Squash 'Squash Finder'

Links to your site from authoritative sources act like an expert recommendation.

They also offer an opportunity to reach new audiences, even without being at the top of Google search results.

❏ **Submit information for your club profile on the England Squash website.**

Take a look at the "How To" guide for updating your profile on the England Squash website.

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Beyond your website:

Step 4: Embrace the England Squash 'Squash Finder'... and beyond!

England Squash isn't the only directory that can link to your website.

More links pointing to your website from trusted sources means:

- More routes for potential users to find your site
- More signals to Google that you are trustworthy and recommended

❏ **Submit your club to be featured in local directories like**
   ❏ Yelp
   ❏ Yellow Pages
   ❏ White Pages
   ❏ HotFrog
❏ **Ask your local authority and any active partnerships to link to your club's site**

⚠ Avoid asking for links from "spam" sites (or any sites that look untrustworthy).

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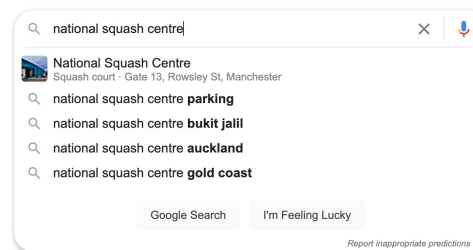in partnership with **ctidigital**

Beyond your website:

Step 5: Create your Google Business Profile

Google Business Profile appears on the right-hand side of the screen of certain search results.

❏ Update specific **contact information** and opening hours

❏ Write a **summary of your club**, incorporating relevant keywords

❏ Ask members to add **positive reviews**

❏ Post **relevant news and events** directly into your Google Business Profile

About   Store

Gmail   Images

Google

national squash centre

National Squash Centre
Squash court · Gate 13, Rowsley St, Manchester

national squash centre **parking**

national squash centre **bukit jalil**

national squash centre **auckland**

national squash centre **gold coast**

Google Search   I'm Feeling Lucky

Report inappropriate predictions

United Kingdom

Advertising   Business   How Search works   🍃 Carbon neutral since 2007   Privacy   Terms   Settings

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Remember:

1) Make a list of common questions and answer them on your site

2) Optimise your Page Title and Meta Description to explain what your page is about and why a searcher should click

3) Shrink image files to improve site speed

4) Update your profile on the England Squash 'Squash Finder' and ask for links from local directories

5) Create or update your Google Business Profile

❑ Explore plenty more resources at
https://www.englandsquash.com/clubtoolkit