

4 On-Page SEO Mistakes Coworking Spaces Often Make:

* All tools listed in this document are free and linked at the end of it.

1. Low Quality (AI Generated) Content

Low quality content is the biggest on-page mistake I see, and it's especially more relevant with AI-generated content.

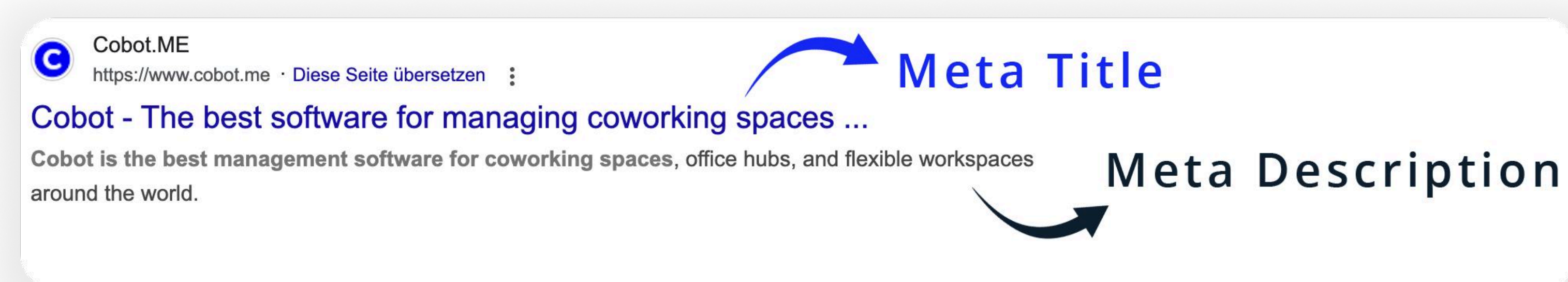
Common fixes:

- Write actual helpful or informative content, not just empty words. **Avoid relying on AI to do all the work**, and try to ask yourself before publishing any text: "Would a human actually write this?". Even better: "Would a human actually READ this?". There is so much to write about your space and your community, so don't make it sound average or basic (AI-written). It will (on top of leaving a bad impression on your potential customers) reduce your Google rankings.
- Another point is to not overdo keywords. As good as it is to add them to your text, **avoid Keyword Stuffing** - Repeating the same keyword in a way that feels unnatural. The search engine algorithms are "intelligent" enough to detect this as spam.

Example: "Our *coworking* space is great for *coworking* as it is composed of a lot of *coworkers* who like to *cowork*. If you like to *cowork* come and *cowork* with us in our *coworking* space."

2. Wrong Meta Tags

These are the Meta Titles and Meta Descriptions you see as preview on search engines. They are the first point of contact between your users and your website, but small business owners usually pay little attention to them.



Common fixes:

- **Match the content of the page**, be it your coworking space's main page, booking page, or a content piece that you wrote.
- Keep titles up to **70 characters** and **descriptions up to 155 characters**.
- Use an **active voice** and include a **call-to-action**.
- **Don't repeat the same texts** for different pages, as search engines will think it's spam.

I suggest using **Screaming Frog SEO Spider** to help you identify these problems. Also, **AI tools** (I use ChatGPT) are usually very good at writing these descriptions if you provide the page content, but make sure to double-check the length of text as they can't count (yet).

3. Images and Accessibility

- Make sure **all images on your website have ALT texts**. My recommendation is to use axe DevTools to help you scan your pages and find missing ALT texts, and other accessibility issues (not only does this help you for SEO, you are also helping your coworkers with special accessibility needs, like screen readers 😊).

If you want to **learn more about web accessibility, we have a full article on that**. [Check it out here](#).

- Reminder from last week: **Make sure your images are small and mobile-optimized**. Use **TinyPNG** to reduce image size without losing quality..

4. Internal links

Last week we mentioned broken links and how they negatively affect your ranking. However the links to other parts of your website (internal links) are just as important and often not done correctly.

Common fixes:

- Add **contextual links** on related content and pages (for example you can link your "booking" page under your "pricing" one)
- If your coworking space website has a hierarchical structure (as it should), **link the parent pages to the child pages** (and all child pages to each other)
- If you are writing articles, consider adding a **"related articles" section**.

Some free tools that you can use to analyze your website and find improvements:

- [Screaming Frog SEO Spider](#) 🐸 - If you have never analyzed your website with this tool, you should. It is free (unless you have a lot of pages) and it will clearly show you actionable improvements you can make. I recommend you do a full analysis once a month.
- [PageSpeed Insights](#) - Check the speed of your website and what's slowing it down.
- [TinyPNG](#) - Lower the size of images without affecting their quality.
- [axe DevTools](#) - Check the accessibility of your website (including ALT images).