



SEARCH ENGINE OPTIMIZATION (SEO)

What is SEO?

SEO is the art of increasing the quality and quantity of traffic to your website through organic or unpaid activities. There are many strategies you can use to improve your SEO from good content writing to Google reviews and more. Looking at your website first and assessing the quality of your content and how your pages are structured should be your first steps.

Content

Writing unique content with quality keywords is extremely important. You wouldn't want to copy and paste your content from another website. Google will quickly penalize you for this. A blog is a great addition to any website but it should be updated regularly. How often is "regularly?" That is up to you. Could be once a month, once a week or every other week. Whatever schedule you decide, keep it consistent. If there is no time for maintaining a blog, then skip it and focus on other SEO tools.

Press Release

Press releases are a great way to grow your SEO. Are you spreading the good news about your company? If not, you should be. Write a press release and include links back to your website within your release. There are many press release distribution services out there, some are free while others you have to pay for. These distribution services feed the releases directly to search engines. Be sure to include keywords in your press release and share it on your social media platforms.

Links

How many links do you have within your website? Are you linking from page to page? The more internal links the better. How are the inbound links to your site? Are good quality websites linking to yours? Take a look at your network, what groups do you belong to? For example, a chamber, a rotary, or an industry trade group. Can they link to you? If you are sponsoring an event or a cause, ask for a link to your website. The more external sites linking to your site, the more authority your pages build with search engines.

Has Google Indexed Your Website?

This is a valid question and something you want to confirm. If Google cannot index your website, then it is not showing in a Google search.

Try using free tools like

- [Google Analytics](#)
- [Google Webmaster Tools](#).

These can help you see your website traffic and also give you a diagnostic on your site's performance.

Google My Business

Have you claimed your [Google Business](#) profile? If you have not, it's time to do so. If you have claimed your listing, when was the last time you reviewed the information? Are your business hours correct? How about your contact information? Do you have photos or videos loaded? If not, that's a great opportunity to further build out your profile. Do you have any Google reviews? If not, ask your clients to leave you a Google review. Your reviews will help you with your SEO too!

Schedule a Consultation

Let us help you get your website content back on track!