



WHAT IT TAKES TO BE SUCCESSFUL WITH SEO

10 TIPS FOR SEO



1

PERFORM A SEO SITE AUDIT

A SEO Audit will help you identify errors that slow down your website. It will also help you develop a roadmap to optimize your current SEO strategy.



2

OPTIMIZE YOUR SITE FOR MOBILE

Consumers are searching on mobile devices now more than ever. Optimizing your website to make it easily accessible from any device will increase consumers who interact with your site.



3

KEYWORD RESEARCH

Keyword Research allows you to track keywords being used while searching for similar products and services. You can use this to your advantage by adding keywords in your advertisements.



4

USE SEO KEYWORDS IN META-DESCRIPTIONS

Google scans meta-descriptions first when consumers are searching keywords you have included in the meta-description. Well written meta-descriptions can help your site show up first on Google.



5

SET UP SEO TRACKING

SEO tracking allows you to track performance based on link clicks from your Ads or normal site traffic. Tracking link clicks can help you learn what is working and what is not.



6

CREATE SHORTER URL'S

Having shorter URL's will make it easier for Google to find your site and it will rank your site higher in search pages.



7

CREATE & PUBLISH RELEVANT BLOG POSTS

Creating relevant blog posts will help drive organic traffic to your site. This is effective because it connects you with consumers who are already interested in your product or service.



8

BACKLINKS! BACKLINKS! BACKLINKS!

Backlinks are important to any website because they allow your site to be seen by search engines as a valuable resource.



9

INTERNAL BACKLINKS

Internal backlinks are backlinks within your own site. This is a great way to drive traffic from search engines all the way through your site, and will allow Google to see your site as a valuable resource.



10

SOCIAL MEDIA TO PROMOTE YOUR SITE

Social Media is an effective way to connect with consumers to drive traffic to your site or a landing page. **Quick Tip: Use keywords as hashtags in posts.

TALK WITH OUR DIGITAL STRATEGIST TO LEARN HOW WE CAN HELP YOU GROW YOUR BUSINESS.

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