

# Easy SEO Tips

*quick tips to attract more business*

## Easy Search Engine Optimization Tips

**Thousands of Searches** are completed each month for keywords related to your industry. Site Smart assists businesses just like yours each and every day, driving potential customers to your website. We understand that selecting a marketing company can be a little intimidating and would like to make that process easier by offering complimentary consultation, tips, and advice. Call us with your questions or visit our website. We would love to hear from you.

Call us or visit our website. <http://www.sitesmartmarketing.com/>

## 10 Fast and Effective Tips for Improving Search Ranking

**Search Engine Marketing (SEM)** is an essential part of a performing website that appears when a prospective customer is searching for your service online. Depending on the competitiveness of your market and your online strategy, a combination of organic search engine optimization, social networking, pay-per-click advertising, and local optimization are recommended. The following 10 steps will help your online effectiveness. These efforts can result in higher visibility and more customers overall!

### 1. Organic Search Engine Optimization (SEO)

SEO requires constant attention. Today's competitive and ever-changing online environment demands ongoing management of your Web presence. Small improvements over time can result in better performance. To stay up-to-date and maintain best practices for Search Engine Optimization, submit your website to the major search engines, such as Google®, Bing®, Yahoo®, etc. Install analytics and reporting tools to track your website traffic, monitor your keyword rankings, and identify and proactively address any potential issues your site may have with search engines. A well built website will be optimized structurally including keyword rich title tags on every page, a meta description so the search engines can describe what the page is about, tagged images and keyword rich content as described below.

- **Title Tags** are an element of the code built into your website that allow search engines and consumers to better understand what each page of your website is about. The title tag can be found at the very top of your Internet browser and should include the keywords your or your marketing team are targeting, your location and any other words that help describe your business or organization.
- **Meta Descriptions** are another element of the code built into your website which further describes each page of the site. When a consumer searches for a service professional online, they receive multiple results on the first page. The details describing each listing are pulled from your meta description. Be sure to use location based keywords for better local results.
- **Great Websites** always include images that attract prospective clients. Photos or illustrations that customers can relate to are ideal. Search engines cannot view and understand these images the same way a consumer does unless the images include an image tag or text built into the code of your website. Image tags should be simple, but describe each image clearly.
- **Search Engines** "crawl" websites looking at the available content or words provided within each site. Each page of your website, including your home page should include rich words and content describing what your business offers, where you are located and the regions you serve.

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## **2. Yes. Content is King.**

Search engines “crawl” your website’s content in order to index the site and determine what your website is about. Develop content that is easy to read with phrases that describe the services you offer and the geographic areas your business targets. Include a site map with all the pages that make up your site so search crawlers and prospective customers can easily find the content they are looking for.

## **3. Optimize Your Local Business Listings**

One in four searches on Google<sup>®</sup> is related to location. Google Places or “Google Maps” often appears at the top of the search results and provides an effective way to rank on the web that result in real world phone calls. This is by far one of the most cost effective and high performing marketing methods. Sometimes this alone can take a business from “just getting by” to being a local powerhouse. Be certain to verify your Google Places listing. Manage it by including photos, videos, coupons, special promotions, customer reviews and categories. Categories help Google understand the keywords that describe your business. Be sure to include one response for each of the possible categories Google allows. Also, the more complete your listing is the better.

## **4. Interact With Your Customers Socially**

Create a meaningful, interesting dialog with your customer community through social networking websites such as Facebook<sup>®</sup>, YouTube<sup>®</sup>, and Twitter<sup>®</sup>, branded to match your company's website. Stay in touch where your customers and prospective clients spend much of their time: online. Build lasting relationships that provide a personal touch to the services your business offers. Social networking helps grow search engine momentum giving your business more opportunity to appear on the when you need to.

## **5. Educate Customers About New Products, Services and Specials**

A blog is a great way to educate current and future customers, promote your business, and keep consumers up-to-date on exciting developments. Your blog can uniquely address the products and services you offer. Post pictures and videos promoting your services or any interaction you have and in your community. Strengthen your customer relationships by giving them an inside look at who you are as a person and as their service provider.

## **6. Expand Your Online Presence With Video Content**

Increase your website exposure with videos posted on social networks and video portals, such as YouTube<sup>®</sup>. Video can improve your business’s online exposure in organic search engine rankings, as Google<sup>®</sup> and other search engines aggregate search results with video content.

## **7. Get Linked To Other Top Ranking Websites**

Submitting your site to high ranking online directories and websites related to your industry can significantly increase your online presence. Search engines rank websites partly based on their popularity. Having a variety of relevant sites linking to your site can generate better search results quickly and drive more traffic.

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## **8. Target Customers Based On Highly Specific Needs**

Once you've established a website that compels potential customers to make pick up the phone and call you; consider pay-per-click advertising to generate immediate results and get top rankings. Sponsored ads target certain demographics in the geographic areas your business serves with ultimate control. Create an effective ad campaign that drives prospective customers to landing pages targeted at bringing clients through your front door, or call us. We do that too.

## **9. Track The Results Of Your Efforts**

Make sure your marketing investment is performing by tracking your advertising dollars each time your phone rings. Set up tracking tools to monitor your site's performance including Google Analytics and call recording services. Don't forget to ask prospective customers how they found you and if they visited your website before calling.

## **10. [Hire A Professional](#)**

By far the worst mistakes you can make are having an online strategy that is not consistent to your brand, or search engine marketing strategy that is outdated. Keep your website, social networking sites and blog consistently fresh and effectively branded. Find a professional who can help create that consistency; understands business and customer behavior; and can keep your team in the loop about your latest online efforts.

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