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- BUILD



**SEO BASICS FOR  
SMALL BUSINESS**

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# WELCOME

The next few pages will provide you a great overview of the key skills and information you need to increase your rankings in search engine results and grow your business.

## **First Things First: What is SEO?**

Search Engine Optimization (SEO) is the process of increasing the quality of your website content and layout in order to help your business listing or website appear in organic search results. This ultimately helps your website gain more traffic and in turn, more customers. 'Organic' search results refer to the free or automatic listings on search engine result pages (SERPs), such as Google, Bing or Yahoo. SEO doesn't impact paid search marketing, such as the ads that appear on SERPs.

## **What Will I Learn from this eBook?**

This eBook will walk you through some fundamental and intermediate-level information to teach you the basics of SEO, as well as provide plenty of practical, actionable steps to improve SEO on your website. Some areas we'll cover include how to perform keyword research, basic technical SEO terms, content writing tips and ideas, and steps you can take outside of your website to help with search rankings.

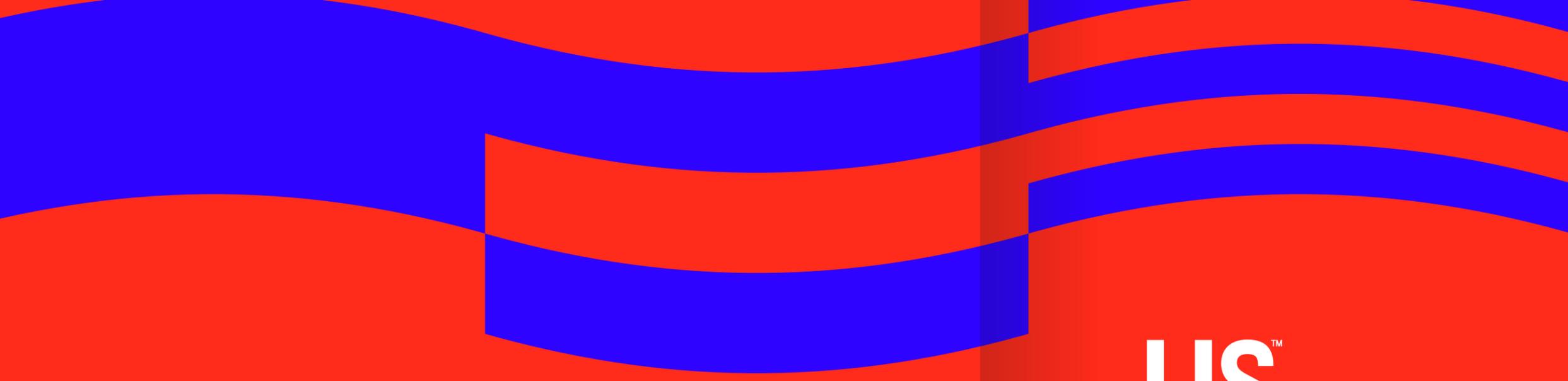
As we go along, we'll point you to some useful tools and resources that can help your SEO activities. Flick to the end of this eBook to find a handy summarized list of these, all in one place.

SEO is an ongoing process. You can work your way through this eBook at your own pace, using the checklist we've provided at the end as a guide to the key steps you need to take – but SEO is never really 'complete', so keep coming back to these tips as your website and your business grows to ensure you're still keeping everything up to date.

This will not happen in one day, but if you're patient and consistent, you'll see results.

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**01**

# **KEYWORD RESEARCH**

THE FIRST STEP TO A WINNING SEO STRATEGY

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# KEYWORD RESEARCH

All SEO activities should start with keyword research. It's the fact-finding process that forms the foundation for all the other steps you'll take after this.

Keyword research is a core SEO task that involves researching and identifying popular words and phrases that people use when searching for your product or service.

Keyword research can be broken down into three key steps:

## 1. DISCOVERY

There are no wrong answers here! To start your research, you'll want to find as many keywords and phrases as possible that relate to your website. Your list might include industry-specific keywords, geographic keywords, questions people might ask related to your service and more.

There are several free tools available that can help your keyword research, the main one being [Google AdWords Keyword Planner](#). Alternately, we also recommend [Keyword.io](#) which allows you to research keyword ideas for Google, Bing, YouTube and Amazon all in one place.

At the end of this process, you should have a 'long-list' of possible keywords for your website and be ready to start refining it.

## 2. ANALYSIS

Next it's time to assess which keywords are most valuable to your website. Essentially, this means determining which keywords in your list most accurately describe the content of your website. There are a number of ways to determine this, but a lot of it will come down to your judgment.

Generic keywords (short, general keywords) are more widely used in searches, but don't necessarily provide the most value or best customer match for you. Long-tail keywords (phrases that are three or more keywords long) are more specific but will go further in reaching the right target customers. These long-tail keywords have fewer overall searches but are generally a better match for your ideal customer, as they contain more detail and context.

For example, let's say you run a home-style Italian restaurant. You know you want to target the generic keyword 'restaurant'. However, people searching "restaurant" may be looking for drive-thru restaurants, fast food restaurants, Chinese restaurants or many other variations. Using keywords with more detail or long-tail keywords such as 'Italian restaurant', 'family-owned Italian restaurant', 'home-style Italian restaurant' or 'authentic Italian restaurant' provides more relevance and increases the likelihood that someone searching for this term is a potential customer.

The same logic can apply for any kind of business. Consider 'boutique children's clothing store Austin' rather than just 'clothing'; 'small business accountancy services' instead of 'accountant'; or 'emergency plumbing service Chicago' over 'plumber'.

You know your business better than anyone, so you'll know what's most relevant to your audience.

## 3. COMPETITOR ANALYSIS

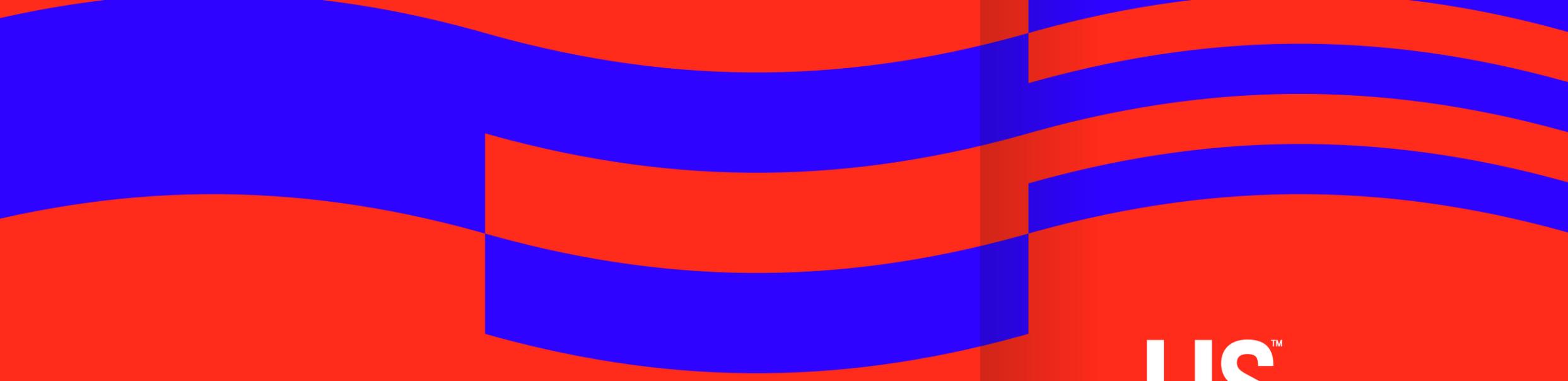
Imitation is the highest form of flattery, right? You know who your top competitors are, as well as industry leaders. Research the keywords and phrases they use on their own websites to attract customers. You may find keywords you overlooked and want to add to your list, or even identify some that aren't a good match for you – both of which help you refine your strategy.

The first way to do this is to look at your competitors' websites. There are a number of areas on a website to strategically place keywords, so by looking at things like title tags, website copy, and even digging into the source code to see their H1 tags, you can identify what keywords they've selected (don't worry, we'll go into what all these things are in the next section!).

Another way to research your competitors is to use tools like [Spyfu](#) and [SEM rush](#). Both these services allow you to assess and gather lists of the keywords your competitors are targeting in AdWords campaigns and for organic search.

**Once you've completed these three steps, you should have a comprehensive list of your target keywords. There's no right and wrong answer on how long this list should be – the most important thing is that the keywords and phrases are relevant and practical for your business, your website, and the audience you're trying to reach.**

**This keyword list forms the basis of your SEO strategy moving forward.**



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**02**

# **ON-PAGE SEO**

GETTING YOUR WEBSITE INTO TIP-TOP SEO SHAPE

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# ON-PAGE SEO

On-page SEO refers to modifications that happen directly on your website to improve your search rankings. There are many components of your site – some visible and some more hidden – that have a big impact on how search engines view, analyze and index your content.

In this section, we'll take you through a few of these key areas:

- Website Code/Backend
- User Experience
- Content
- Page/Load Speed
- Internal Links
- Security

## WEBSITE CODE/BACKEND

Although the word 'code' may scare some people, it is the mechanics that make your site tick, so it's important to have a grasp of coding basics.

Importantly for SEO, there are strategic places within your website code where you can add tags (a descriptive phrase) and keywords to make it really clear to search engines what your site is about. The more specific and accurate these tags are, the higher authority search engines will give to your page when they crawl your site for information.

Some of the key tags to understand and set up correctly are title tags, H1 tags, alt tags and meta descriptions.

## TITLE TAGS

Title tags are one of the most important parts of website code for SEO. Put simply, a title tag is the title given to a particular page of your website. They can be seen in action in three key places; as the clickable link you see on a SERP, the description on a web browser tab, and the link preview description on social media posts when sharing a link from a website. The process of finding and editing your title tags will depend on how

your website was built. Different website platforms like Squarespace or Wix will have built-in tools and settings for adding title tags, and if you're using Wordpress you will be able to take advantage of plug-in tools like Yoast, which allow you to easily find and edit the most critical tags.

### TITLE TAG

#### Frequently Asked Questions on .US Domains - About.US

<https://www.about.us> > faqs ▾

Get answers on what is a .US TLD, who can register a .US domain name, what's a second level domain and more by visiting our question and answer page.

#### Search .US Domain Names & Register a .US TLD - About.US

<https://www.about.us> ▾

US isn't just about creating a great address online, it's about joining a community of like-minded people and being part of a growing movement.

The help sections of your chosen website builder should be able to point you in the right direction. Once you've found the right place, use the tips below to make any needed edits.

## WRITING A TITLE TAG

A good title tag should be between 50-60 characters long in order to display properly (anything longer may be cut off in search results). While there are recommended structures for writing these, the number one rule is that every page should have a unique title tag - (you should not have two of the same title tags anywhere on your site). Just like every page of your website serves a unique purpose, your title tag should reflect the unique content of each page.

The ideal title tag structure should follow the below layout, using a vertical bar symbol located somewhere above the 'Enter' key on most standard keyboards:



For improving SEO for local searches, using the city and state abbreviation can also be helpful, if it fits the character limit:



## H1 TAGS

H1 tags indicate the heading of a website or web page. So while title tags are page titles for your website, H1 tags are titles for body copy within your web page. The '1' refers to this being the most important heading tag on a page (after the title tag), so an H2 tag for example would be a sub-heading below your main heading.

Because they sit within the code of your website, H1 tags are another way to demonstrate to search engines what a particular webpage is about. By including keywords in this tag you're increasing the relevance of your site for that particular keyword.

## ALT TAGS

Alt tags, which can also be called alt text or alt attributes, are tags (phrases) attached to images on your site that allow search engines to index those images, because without context the web crawlers have no way to tell what's in the image you included on your website.

Alt tags aren't complicated to write – essentially they simply describe what's in an image. As well as providing more content for search engines to crawl on your site, alt tags can be read by screen readers for the visually impaired, so it improves the accessibility of your site for people with limited vision.

## META DESCRIPTIONS

Meta descriptions are the summary or descriptive text that appears in search results, under the main heading (or title tag). Well-written meta descriptions help describe what your website is about not just to search engines, but to the people viewing the information in the SERPs.

The more compelling the meta description, the more likely that users will click your link from the SERP and visit your website.. While title tags are limited to 60 characters, meta descriptions are longer (ideally 150-154 characters) and allow for more information and detail. You can generally edit meta descriptions in the same place as your title tags.

### Frequently Asked Questions on .US Domains - About.US

<https://www.about.us/faq>

Get answers on what is a .US TLD, who can register a .US domain name, what's a second level domain and more by visiting our question and answer page.

META DESCRIPTION

Meta descriptions are best when they are relevant to the reader and encourage them to take action. Using words like 'you' and 'your' can draw people in and show them how they'll benefit from clicking through. Include special offers, inspire curiosity and use a simple call-to-action such as "click now for..." or "find out about..."

**IE: The absolute best home-style Italian restaurant in New York City. 5-star reviews on everything from pasta, to pizza, to tiramisu. Come visit us today!**

## CONTENT

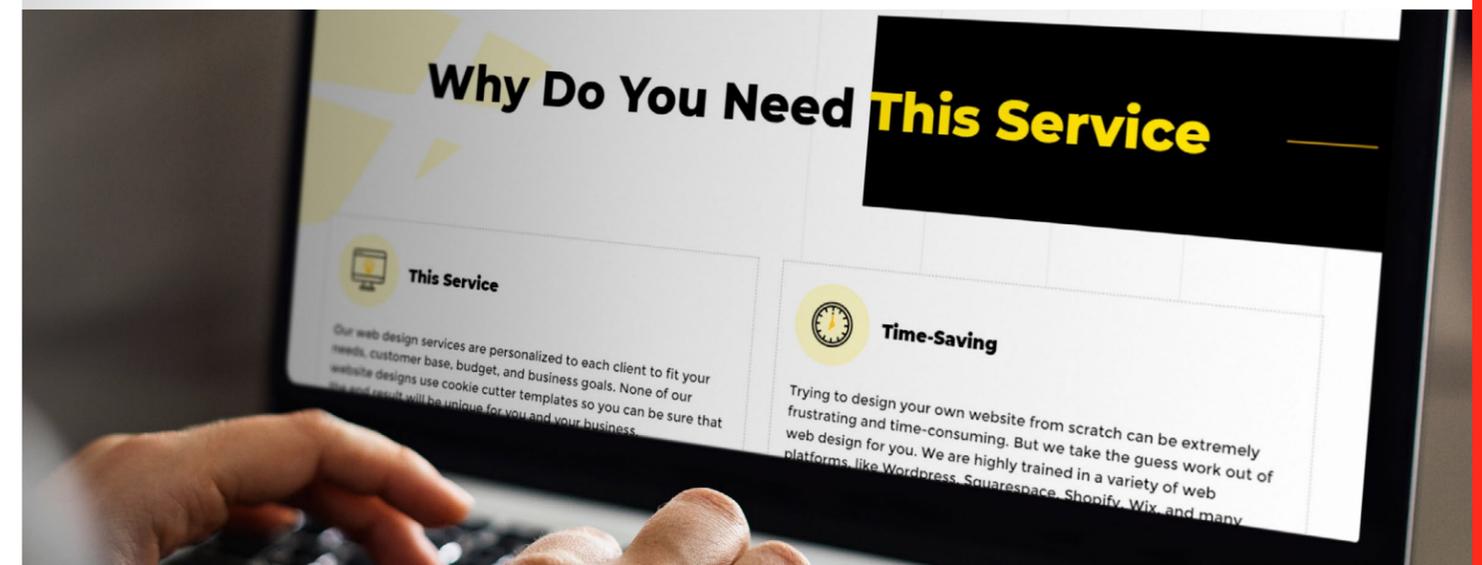
You've probably heard the phrase 'content is king' – and it's 100% true when it comes to SEO. Detailed site content that describes your purpose, offerings, or services provides more information for search engines to crawl and index which boosts your site's rankings.

The two key objectives with website content should be: 1.) ensure it is updated regularly, and 2.) make sure it is optimized for search.

With regards to optimization, each new page on your site provides an opportunity to add title tags, meta descriptions and other elements as we outlined in the last section. Two of the simplest and most effective ways to boost quality content on your site are to evaluate the structure of your service pages for the opportunity to expand content, and consider a company blog that relates to your products or services and can offer fresh, relevant content for your audience.

## SERVICE PAGES

Most company websites contain service pages – dedicated sections on your key products, services or other offerings. There are a number of things to consider when drafting service pages that help drive traffic and increase SEO value.



A well-formatted and optimized service page should include the following:

**1. A detailed description about your specific product or service.**

As you write make sure the content is engaging so people will spend longer on your website and not leave too quickly. Search engines measure the amount of time people spend on your site and either penalize or reward you accordingly.

**2. Use of well-researched keywords.**

Ensure your keywords are used consistently and appropriately throughout the content you write. If your keyword list has been well-crafted, this should be easy to do. Important terms and phrases, relevant to your services and brand, will come up naturally as you write.

**Be careful not to venture into 'keyword stuffing'; which is a poor SEO practice of overloading your site ("stuffing") with keywords (either as part of the content, or smuggled into invisible sections of the website such as hidden text fields or in a text colour that matches the site background). This leads to clunky content that is difficult to read, and ultimately harms your SEO efforts as search engines penalize sites for lack of user-friendliness.**

**3. The "why?" behind your product or service.**

Show people what makes your product or service different and showcase your experience in the field. Write in a way that reflects the language people will use when they find your site. Descriptive long-tail keywords on service pages often lead to search traffic. For example: "Restaurants with good customer service" could be a search phrase your potential customers are using. By highlighting your excellent customer service skills, you could find your website showing up in search results.

**4. Addressing potential objections people may have.**

Just like highlighting why people should choose you over your competition, objections are often keywords people search for. For example, people often type direct questions (long-tail keywords) into search engines. "Restaurants that don't charge credit card fees" might be a search phrase someone enters into a search bar. A Frequently Asked Questions section of your site could help you capture people with common queries on your business industry.

**5. Next steps.**

Use a call to action that lets users know what to do next. "Book an appointment", "Call for a reservation," "Order online," are all examples of different action steps to help direct the user journey and maximize the effectiveness of your service page.

There's no 'magic' word count for an ideal service page, however you want to have more than 300 words per page to ensure your webpage is indexed properly by search engines. Ultimately, the important thing is to make your words worth your readers' time. As long as the content is relevant, adequately explains what you offer and shares all the key information, it will benefit your site (and your customers).

## BLOGS

While service pages often remain static and might not need regular updates, a company blog is a great way to add regular, fresh content to your site that builds credibility and authority for key focus areas of your business.

There are many SEO benefits of including a blog on your website. It creates more content for search engines to crawl, by adding more pages to your site and providing more opportunities to include optimized tags and metadata. It also forces you into the habit of making regular updates to the site, which establishes a schedule for reviewing and optimizing your content. Blogs can also build more credibility for you and your business, by demonstrating your expertise and showing you're up to date with the latest news.

Interesting, engaging blog content also encourages visitors to stay on your site for longer, which helps boost your site's performance metrics and shows search engines that you're a credible source of information.

**The main obstacle most people face with creating a company blog is thinking "I don't know what to write about!" However, choosing interesting topics to drive traffic to your site and encourage link sharing doesn't need to be a difficult task.**

Some ways to generate ideas for your company blog might include:

- Asking your followers on social media what they'd like to know more about
- Answering recent or popular FAQs
- Talking about current industry news
- Sharing case studies and testimonials
- Utilizing tools like [Google Trends](#) or [Hubspot's Blog Ideas Generator](#) to find interesting, trending topics.
- Reading what others in your industry are sharing and riffing on these ideas (without copying!)
- Talk about common mistakes or misunderstandings in your area of expertise and give advice on avoiding them
- Highlight a creative or unique use of your product
- Create a checklist or resource
- Write safety tips and tricks for your profession
- Provide how-to information on tools and processes in your industry

Most importantly, when writing blog content you should focus on the end user, not on search engines. Search engines reward quality over quantity, so the more effectively your content engages readers and provides value, the more it will signal to search engines that your site is a source of credible, reliable and interesting information.

## INTERNAL LINKS

When a search engine crawls your site to index it for search results, it starts at the homepage and follows links through the site to discover more content. If a page on your site isn't linked to anywhere, a search engine – or a reader – may never know it's there. Ensuring you have a range of interconnected pathways throughout your site that point to other content makes it easier for search engines to find and index everything your site has to offer.

The main way to build these pathways is through internal linking – or simply put, creating links on a page that point to complementary or relevant content elsewhere on your site. Not only does this assist search engines in their crawling process, it helps visitors on your site navigate more effectively. The most obvious form of internal linking is your site's navigation bar or menu. This points to the various sections of your website and ensures visitors (and search engines) can easily find a pathway to the content they need.

The two key rules to consider when creating internal links are:

1. **Relevance:** Links should always be relevant to the content on the page. This makes it clear what your page or your site is about, and doesn't confuse the subject matter with unrelated content.
2. **Order:** While you can add multiple internal links on one page, the order in which you do so can affect your SEO. Search engines will pick up the first link on a page when crawling it for information and give that link more emphasis, so ensure the most important link is included first.

## ANCHOR TEXT

Outside your website navigation, the other key way to include internal links in your site is to link from the website body copy itself. Words or phrases that are hyperlinked in text are referred to as anchor text, and they indicate to the reader what the link will be about. Again, relevance is important here, so a link on the words "Read our menu here" shouldn't point to a location map or company history.

Be purposeful about the anchor text you choose for your links. Make sure you include important keywords or phrases to highlight keyword relevance, and if you are linking to the same page in multiple locations across your site, try to keep the anchor text consistent. This will all allow search engines to see the connection between that target keyword and phrase, within your site.

## USER EXPERIENCE

In website design, user experience (or UX) refers to constructing your site in a way that is intuitive, easy to navigate, enjoyable, engaging and useful to a visitor. UX design is a very specific skill that often has its own dedicated team to oversee and execute. Ultimately, UX aims to improve the experience of visiting your site which in turn encourages people to stay longer, share the content, or visit again – improving website performance and increasing its chances of being ranked highly in search.

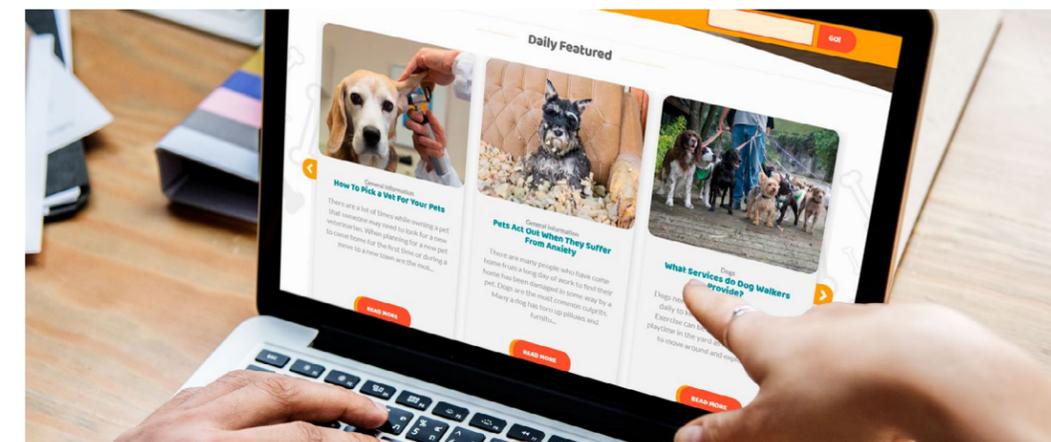
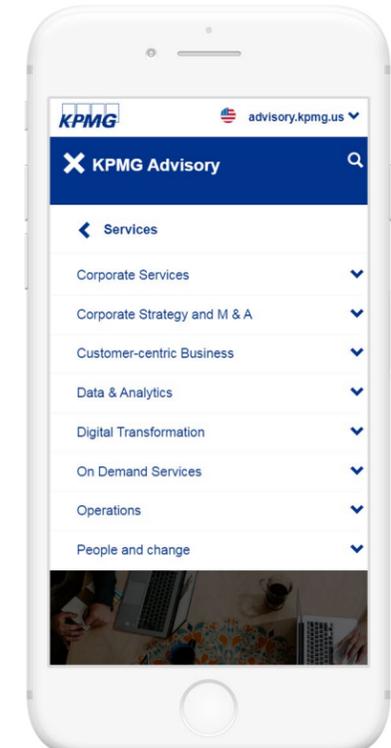
When you're building a site for your business, there are some key UX principles to keep in mind.

### Navigation and Site Structure

How easily can users find information on your site? How easy is it to move back and forth between pages, or to discover new or relevant content from the page you're already on? As we've already touched on in relation to internal links and menu navigation, having clear pathways that direct visitors around your site is important to improving the reading experience and customer journey.

### Responsive Design

This refers to ensuring your site looks and functions correctly on any device. With more and more consumers moving towards mobile devices as their primary tool for browsing the web, it's important your website is just as easy to view and navigate on mobile as it is on desktop. In fact, search engines now often use mobile responsiveness as an indicator of a site's quality – and you can be penalized if your site isn't responsive. While most standard website templates will be set up to be responsive by default, you can use tools like [this one from Google](#) to test your site's function.



## PAGE/LOAD SPEED

You only have a few seconds to capture a reader's attention. Sites that rank at the top of SERPs typically have page speeds of four seconds or less. If your site loads slowly, visitors aren't going to stick around and wait. They will leave in favor of a site that functions more efficiently. Load speed is another UX factor that search engines consider when indexing your site and evaluating its relevance and authority, so use tools like [Google's PageSpeed Insights](#) to find out how your site measures up, and consider things like removing unnecessary plugins or reducing the size of images on your site as these may be slowing down your performance.

Ultimately, a lot of these UX factors contribute towards improving your 'time on site' measure. This is a performance metric that records how long an individual user remains on your website within a single 'session'. Time on site indicates the value and relevance of a site, which search engines use in determining your rank.

By enhancing the experience for the end user, focusing on customer interaction, usability and accessibility, your UX goal is to ensure that the your website is meeting both your and your consumer's needs.

## SECURITY

There are numerous factors that contribute to a website's security, but one of the most prominent factors for SEO is application of a Secure Sockets Layer (SSL) Certificate. Essentially, this installs an added layer of encryption to your site, which ensure visitor's data remains secure. This is especially important if your site contains ecommerce or other features where visitors enter sensitive information like credit card details.

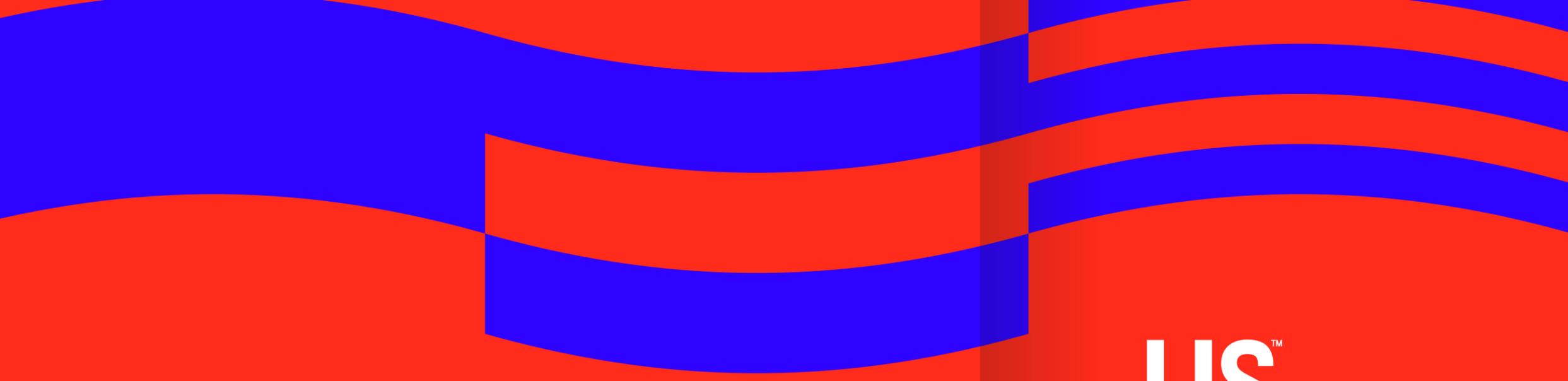
The easiest way to tell if a site has an SSL Certificate is that the web address will start with 'https' instead of 'http' (the extra 's' stands for 'secure'). In many web browsers, sites that aren't secure will display a warning or icon in the browser bar so that users know their data may not be protected. Given the importance of cybersecurity, many search engines now penalize sites that aren't secure, so adding an SSL Certificate to your site as it grows or becomes more complex is an important step to optimizing your site for search.

 about.us



**An SSL Certificate can often be purchased from your domain Registrar or web hosting provider.**





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**03**

# **OFF-PAGE SEO**

BUILDING A HOLISTIC SEO APPROACH

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# OFF-PAGE SEO

**In addition to the on-page factors we've outlined, there are a number of tools and processes that take place elsewhere on the web that can support your SEO strategy. These are often referred to as 'off-page' SEO practices.**

Some factors you can consider for your own SEO strategy include:

- Backlink Building
- Domain Name Strategy
- Claiming Business Listings
- Social Media & Paid Search

Together, these elements work to grow website traffic, improve content, establish consistent company information, and build greater authority and credibility for your site –all of which helps search engines find and rank your website.

## BACKLINK BUILDING

Similarly to internal links within your site, having external links to your site helps build online credibility. Backlinks (or inbound links) are one of the factors search engines look at when assessing the authority of your website, and sites with higher backlinks receive higher rankings in search. The rationale is that the more places online that point to your site, for credible reasons, demonstrates an authority in your industry. However, as with many factors for SEO, quality over quantity is really important with backlinks. Search engines will determine the quality of an inbound link by its relevance to your content – in other words, the site that is linking to your page should be complementary or related to the content, products or services on your site.

**For example, if you are a local plumbing business, and you've received endorsements from review sites that link back to your page as a positive recommendation, this is a quality backlink.**

**Let's also say you've started a blog about common plumbing problems found in homes and tips on how to resolve issues first-hand. Several DIY sites can pick up this content and link to your site a resource for homeowners. This is another example of a quality backlink.**

## CLAIMING BUSINESS LISTINGS

Ensuring your business has a consistent image online is really important to building a credible profile, and can create more opportunities to link back to your official website. Many businesses use listing or directory sites as the primary location for sharing information about their company.

These sites – such as Yelp, YellowPages or Foursquare, to name a few – contain auto-generated listings and information contributed from users who have visited or interacted with your business. It's up to you to check these sites for accuracy and monitor information populated about your brand to ensure consistency across the web.

Search engines want to see the same information reflected in multiple places, so details such as location, hours of operation and contact information need to be consistent so that customers receive accurate information via SERPs.

With more than 300 business listing sites available, claiming each one individually is quite time-consuming. For that reason, we suggest focusing on those that drive the most traffic, as well as potentially augmenting your efforts with a business listing service such as Localeze.

**When you claim a business listing online, it ensures that you are given access to control the information it displays.**

While each site will vary slightly, the process for claiming your listing will generally cover the following:

**1. Locate current listings.**

Search for your business name, address or phone number on each of the sites you are targeting and in search engines to find listings that already exist.

**2. Verify your ownership.**

Demonstrate to the listing site that you are authorized to control that listing. Normally this is done through a verification method such as a phone call or text message, or an email with a verification code, which proves to the site that you own that business.

**3. Update your information.**

Make sure your core business information is consistent on all business listing sites. This is crucial to a successful SEO strategy as it reinforces site authority by having clear, accurate information about your business across the web. You wouldn't let a stranger give a TV interview on behalf of your business – so don't leave your company's online identity in someone else's hands either. Claiming your business listings and ensuring they remain accurate and up to date is a vital step to making sure customers can find consistent information about your company online.

## DOMAIN NAME STRATEGY

Your website's domain name (or web address, or URL) plays an important role in SEO. There are a number of factors related to your domain name that can have an impact on how well your site ranks in search, so ensuring you get the best possible domain for your business is very important.

Just like many other SEO factors we've discussed already, relevance is vital when choosing a domain name. A domain that includes keywords that tie in with your SEO strategy is another way to signal to search engines that your site is relevant for that term or phrase.

Similarly, your choice of Top-Level Domain (the last part of a URL, after the 'dot'), can provide additional information to search engines to help them understand your site. For example, a .US domain can rank more highly for searches in the U.S., so that provides a great boost for businesses or organizations whose web traffic is mostly American-based.



The trustworthiness of your domain is also crucial for supporting your SEO strategy. Often users will look at the URL of a site when it appears in search engine results (or elsewhere on the web, like in social media posts), and a recognizable domain name goes a long way to proving that your site is trustworthy and authentic.

Choosing a domain that clearly shows who you are and what you do helps visitors feel confident in clicking on your site – increasing your web traffic and click-through rate and in turn, enhancing SEO.

Some best practices when choosing your web address include:

- Keep it short
- Make it memorable
- Make it easy to pronounce
- Make it easy to type
- Use keywords where possible
- Check for trademarks
- Avoid numbers, hyphens & symbols
- Remember to renew

*For more information on why these steps are so important, check out our ['Choosing a domain name checklist'](#) on the [About.US](#) website.*

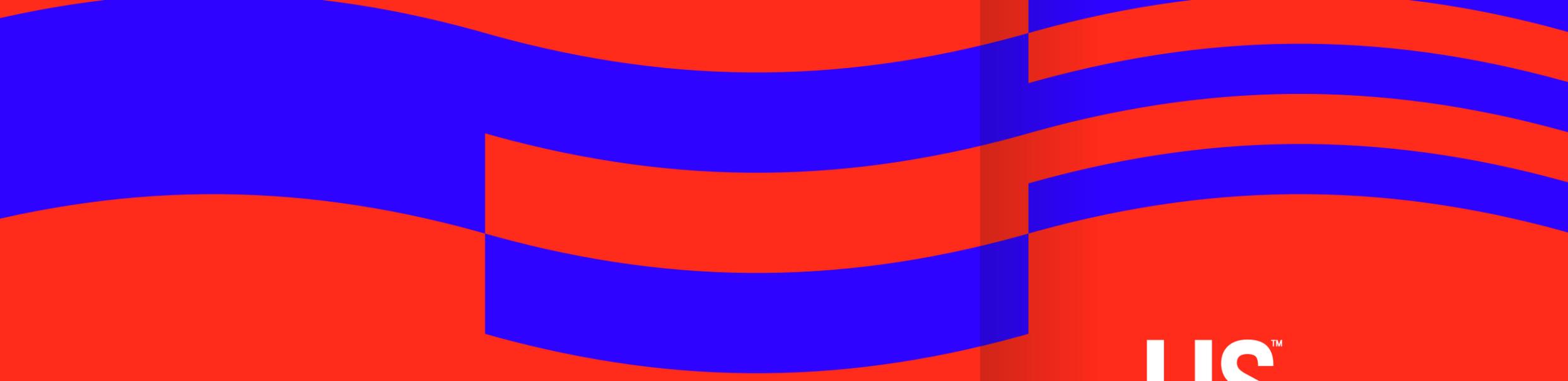


## SOCIAL MEDIA & PAID SEARCH CAMPAIGNS

As we've touched on a number of times, website history demonstrating strong click-through rates, high average time on site and low bounce rates signals search engines that your site is high quality and valuable to users.

Both social media and pay-per-click campaigns, including paid search, create additional channels to drive more visitors to your site and encourage them to click around and explore your content.

Sharing content such as blog posts on your social media channels also creates more inbound links to your website, again supporting your site's authority.



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**04**

**TOOLS &  
RESOURCES**

A HANDY LIST

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# TOOLS & RESOURCES

Armed with the information in this eBook, you're in a great position to start optimizing your site to perform well in search.

If you're looking for additional help, there are countless tools available online to support you – from keyword research, all the way through to getting your on-page and off-page factors in perfect shape.

## LINKS

**Google My Business**

[google.com/business](https://google.com/business)

**Google Keyword Planner Tool**

[ads.google.com/intl/en\\_us/home/tools/keyword-planner](https://ads.google.com/intl/en_us/home/tools/keyword-planner)

**Google Search Console**

[search.google.com/search-console/about](https://search.google.com/search-console/about)

**Google Analytics**

[analytics.google.com/analytics/web/provision](https://analytics.google.com/analytics/web/provision)

**Google PageSpeed Insights Tool**

[developers.google.com/speed/pagespeed/insights](https://developers.google.com/speed/pagespeed/insights)

**Google Trends**

[trends.google.com/trends](https://trends.google.com/trends)

**Hubspot Blog Idea Generator**

[hubspot.com/blog-topic-generator](https://hubspot.com/blog-topic-generator)

**Ahref's Backlink Checker**

[ahrefs.com/backlink-checker](https://ahrefs.com/backlink-checker)

**Yoast Plug-In**

[yoast.com/wordpress/plugins/seo](https://yoast.com/wordpress/plugins/seo)

[Keyword.io](https://keyword.io)

[Spyfu.com](https://spyfu.com)

[SEMrush.com](https://semrush.com)



# ON-PAGE SEO CHECKLIST

## Source Code

### Title Tags

Use the formula [Main Keyword – Secondary Keyword – Business Name]

### H1 Tag

Indicates the heading of your webpage. Be keyword specific.

### Meta Descriptions

Ideally 150-154 characters, this should be a compelling summary of the content on your page to entice people to click.

## Service Page Content & Blogs

### Alt Text

Use a photo with blog posts and ensure they include alt text

### Social Share

Add prominent social media widgets so that users can share your information

### Word Count

While there is not a 'magic number' of words for content, be sure each page is at least 300 words in length.

### Call-to-action

Include a "why" behind your product or service with a clear call-to-action for the reader.

## Internal Links/Anchor Links

### Internal Links

Look for opportunities to create internal links within your website, linking relevant content from one page or location to another.

### Anchor Links

Highlight important keywords and phrases with anchor links to direct users where to find additional information and to signal importance/relevance of keywords on your site to search engines.

## User Experience

### Responsive

Ensure your website is mobile responsive

### Content

Create engaging content to keep users on your site and increase page depth.

### Key Words

Use relevant keywords in the website menu to make navigation easy

### Navigation

Limit menu items to eight options so users can easily find what they need

## Page Speed/Load Speed

### Load Times

Use Google Page Insights, or other tools to measure page speed load times and address items to increase speed.

### Optimization

Be sure to optimize photos and graphics for web - no larger than 1MB for large images and 300KB or less for most complementary graphics.

## SSL Certificate

### SSL Certificate

Purchase and use an SSL Certificate from your web services provider.

### Up to Date

Ensure that your SSL Certificate remains up-to-date and integrated across your site.

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