



7 Things to Know About SEO In 2022

The online world moves fast and search engine optimization is critical for growth! This guide will help you understand the basics of SEO in 2022!

SEO

WHAT IS IT AND HOW DO I USE IT?

Since COVID hit, everyone has had to move online and there's even more noise than ever before! The post-pandemic internet is loud, y'all! So, how can you stand out? How can your people find you quicker and easier? With an effective SEO strategy! While there are many aspects that I'll touch on in this guide, it really doesn't have to be overwhelming if you understand what you're doing and why.

You've probably heard the term SEO, but what exactly is it?

According to Moz, Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. It can be a moving target because Google updates it's algorithms often (like 500-600 times a year) and there are many different aspects to increasing your SEO.

These include on-page, local, technical and off-page and there are different strategies for each aspect that you can learn more about as you work your way through this guide! There are also worksheets to help create your strategy!

Be sure to know who your ideal customer is before starting to create content for your SEO strategy





#1

RELEVANCY

This is by far the most important aspect of your overall SEO strategy. Google focuses on user intent so the more relevant your content is to someone searching, the more likely Google will pull it in their results.



#2

KEYWORDS

Based on #1, you really need to know what keywords and phrases your ideal customer is searching for. What are they typing into Google? What format do they like? i.e. video, blog, podcast, etc.

Know your buyer persona before you start!



#3

CONSISTENCY

Google likes fresh, updated content so you need to create new or update your content often. It also shows activity on your website and realizes that it's not a stagnant website.



#4

ON PAGE

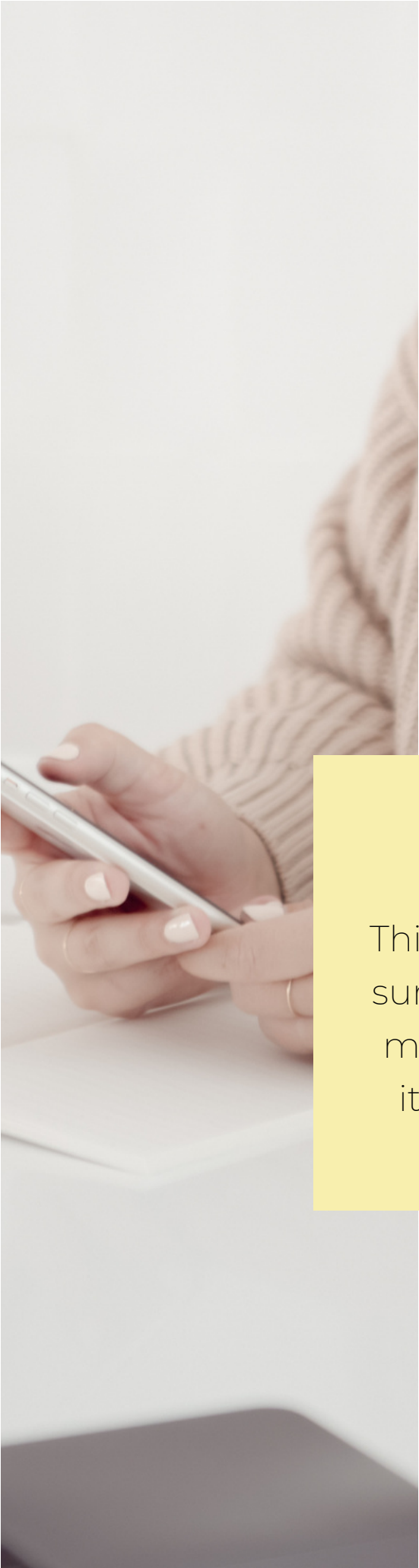
This is starting to get into the technical aspects of SEO, but when you add new content there are certain things that you need to do to each page to optimize. These include meta descriptions, alt text, inbound links, title tags and an easy URL.



#5

CORE VITALS

This is a big one in 2022 because Google is really focusing on the user experience. If your website is slow, unsecured, clunky and/or has broken links, Google will penalize it. Make sure your website is up to date and runs smoothly!



#6

MOBILE FRIENDLY

This is another issue with core vitals - make sure your site is optimized for mobile. With mobile traffic surpassing desktop in 2022, it's critical to have a mobile-friendly site.



#7

LOCAL SEO

Local search and maps are another way to optimize your website and drive traffic. Be sure to verify your Google My Business listing and utilize it (i.e. make posts and complete your profile) to get more local traffic!



BONUS!

#8

OFF PAGE

Otherwise known as backlinks, off-page SEO is a strategy that involves getting other websites to link *back* to your website. This could be through online listings/directories or guest blogging. You can also use social media as a way to drive traffic back to your site!