

The Tip Sheet

WHAT YOU NEED TO KNOW ABOUT SEO

What is SEO? SEO stands for search engine optimization, which refers to making your website content appealing for search engines. A search engine like Google looks for:

- keywords on your website
- relevant content
- user experience
- proof of expertise
- information about who you are, making your About page particularly important

How do I know what keywords to use? And where do I use them? To start, think about what visitors are searching to find your site. When used correctly, keywords will clarify your content and allow Google to rank you. You want to focus on long-tail keywords, which are more detailed and less competitive than short- and mid-tail keywords. They will ultimately bring in more quality traffic. Try to sum up the purpose of your page or blog post in one short phrase.

You want to add keywords to your:

- paragraph text
- H2 and H3 headers
- SEO titles and meta-descriptions
- alt-text of your images

Okay, now that I know about keywords, how do I write SEO-friendly content? Your content should aim to provide solutions to the problems your clients face. Blog posts are important, as they consistently allow you to add new content to your site. SEO-friendly content should be 1,000 words or more, use keywords throughout the copy, link to internal pages, include paragraphs of 3 to 4 sentences to make it scannable and easy to read, use H2 and H3 headers, and feature optimized photos and videos.

If SEO is mostly about content, why does my website design matter? SEO is also about the user experience, which means your website not only needs quality content but also a beautiful aesthetic in addition to fast loading and easy navigation. Over 52% of all website traffic comes from mobile phones, making user experience especially important on mobile. In order to keep people on your site for longer, you should include a call to action on every page.

DID YOU KNOW?

- SEO drives over 1000% more website traffic than social media.
- 39% of purchasers are influenced by relevant search results. In fact, a lead from Google is 8 times more likely to become a paying customer than one from a paid ad.
- Nearly 70% of people start their online session by searching on Google.
- 434% more pages are ranked on Google from companies that blog than companies that don't blog.

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