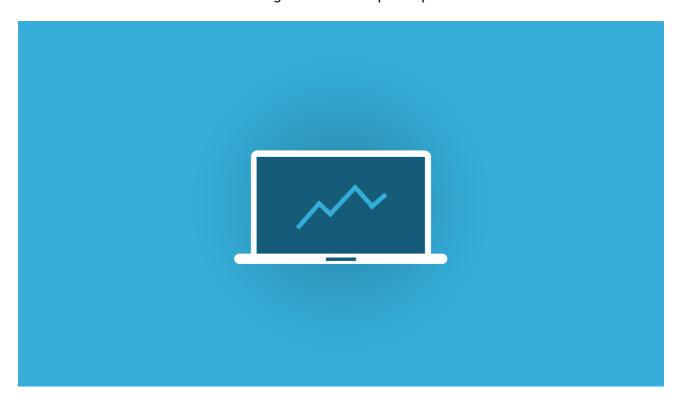
Beginner's Guide To Basic SEO

Google SEO in 8 Simple Steps



Back-End Cleanpup First things first! Make sure to do a diagnosis of your site. Check your titles. meta tag meta description, and h1 tag. Content is King You MUST have keyword-rich, authoritative content on all of your pages. Don't fluff and stuff with spam. Make sure the Google spider can clearly identify what your site is about Hook up Google Analytics This allows you to track how Often a visitor visits your site. How long they stay on each page, which pages, they like, which pages they bounce off of.

Backlinks

Getting reputable, relevant, and well-respected websites (by Google's standards) to link back to your site will DRAMATICALLY improve your Google ranking

Citations

A citation is a place online where someone can find a business's information, This includes Sites like CitySearch, CitySquare, AdLocal, Bing, Yelp, Yahoo, Facebook, etc.

Maintenance
Understand that results won't come overnight and the Google Algorithm is ever-changing. You are going to need to give your site some TLC on a regular basis.
Google Map Listing
If you're operating a business with a physical location. you NEED to have this done. Getting listed in the map section is crucial since much of the search traffic discontinues after the #3 listing in Google Maps.
Positive Reviews
Have your Google Map listing up? Make sure you're getting reviews! Tons! Make sure you're always getting reviews from satisfied clients. Make and Share Free Checklists
checkli.com