

Beginner's Guide To Basic SEO

Google SEO in 8 Simple Steps



Back-End Cleanup

- ☐ 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.

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