

7 KEY TIPS FOR **SEO**

Improving your online visibility one step at a time



1 Keyphrase Research

What's hot, what's not? Figure out what keyphrases are trending in searches for your industry so you can set your seo accordingly.

2 Use Your Headings

Make use of paragraph headers to contextualize text, increasing readability of your text and encouraging indexing from search engines. Use of your keyphrase is essential and reinforces your topic.

3 Meta Title & Description

Setting your meta data yourself gives you more control to focus in on your SEO keyphrases. Make sure your keyphrase is present in both title and description for the most benefit.

4 Internal Links

Help search engines navigate and index your site appropriately, affording importance to pages through links across your site. Users navigate a website with links.

5 Image Names & Alt Text

Including images on a page is an additional opportunity to index a page, so long as names and alternate text are applied appropriately to support your subject matter. Google loves images but doesn't recognize them without alt text.

6 Substantial & Unique Content

We'd recommend at least 300 words of text for a page, giving opportunity to include your keyphrase. Pages with more text rank better than those than less, but be sure your writing skills are up to it.

7 Prioritize Your Subject Matter

Your keyphrase should be included in your first paragraph of text on a page, getting right to the point and giving your seo phrase the priority that it deserves.