

seo

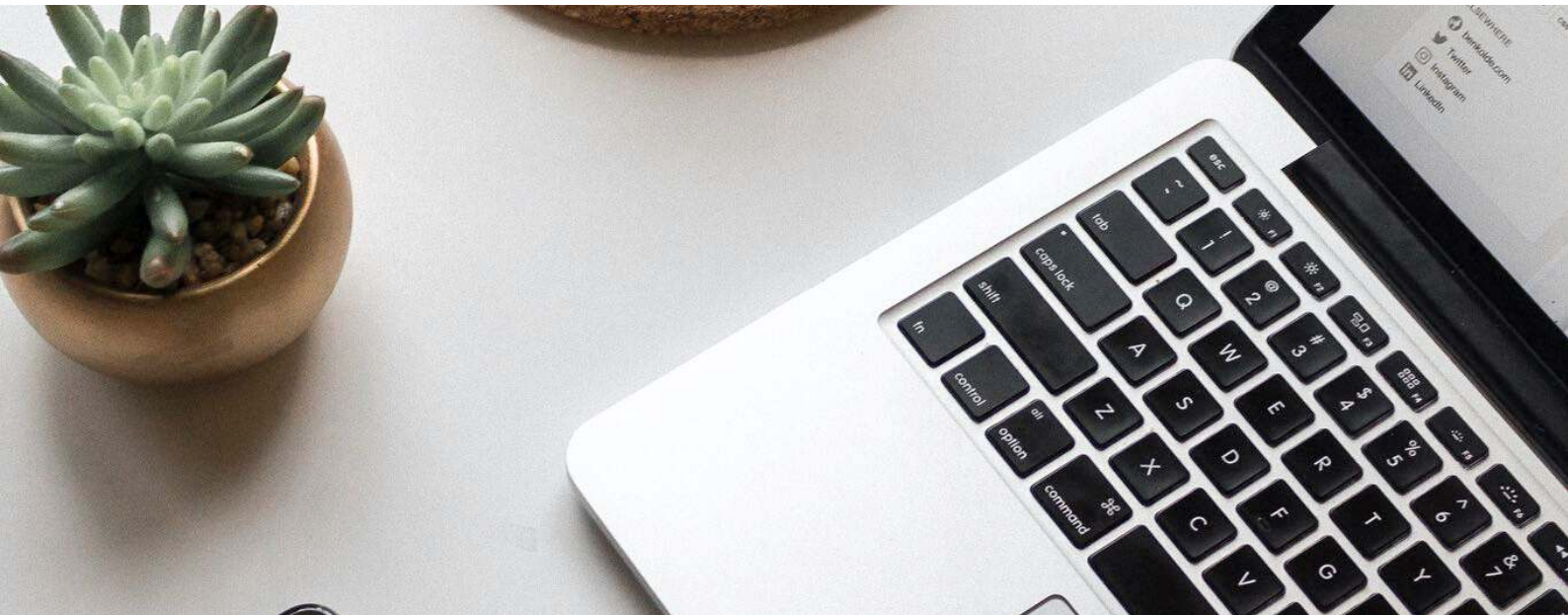
A BEGINNERS GUIDE



Grab a cuppa and
let's get started!

BY SM WEB DESIGNS

WHAT THE HECK IS SEO?



So, what am I actually talking about when I say 'SEO'? Why does it need boosting or even matter?

"If you build it, they will come" is a myth. Just having a website isn't enough, you need to help people find it. It's good SEO that will bring people (traffic) to your website.

SEO stands for **Search Engine Optimisation**.

It's about making your website as 'attractive' as possible to Google and other search engines out there. You want Google to look at (crawl) your website and give your site a thumbs up and start adding pages from your website to its search results (indexing). Google then looks at the pages and decides where it will place your website in its search results (ranking).

So what is Google looking for?

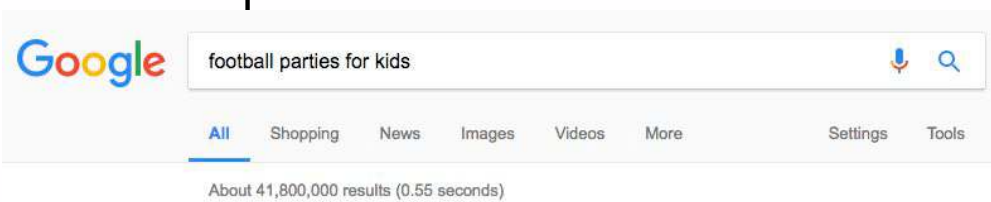
When someone types into the search box, Google's aim is to make the best match possible between what they are looking for and the information (websites) it shows that person in its search results. It uses its algorithm to assess how well your website matches what the person is looking for.

To do this, Google looks to see how relevant and authentic your website and its content is. It does this by looking at the words typed into the search box and the keywords on your site. Google also takes into account page speed, if it's mobile friendly, social media engagement and other websites which link to your website .

SEO is used to drive traffic to your website, improve your website search engine rankings, and increase awareness of your website in search engines. It is a continual process and is something you can start to implement yourself. Follow my **5 steps boost your SEO and help increase traffic coming to your website**.

01

KEYWORDS & PHRASES



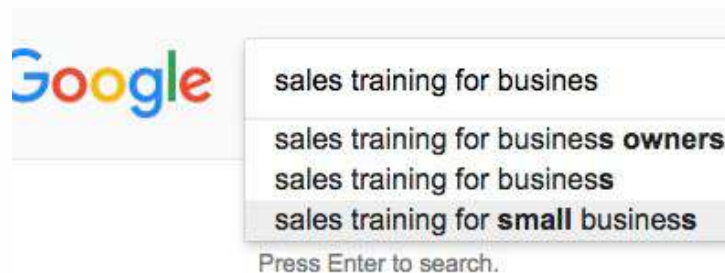
Step 1 is keywords and phrases. What are these and why are they important?

Keywords are single words and Keyphrases (long-tail keywords) are more than one word. They are the words we type into Google, or any search engine, to find the information/answer to our question or query.

For example I could search on google for '*parties*' (keyword) or I could give more details to help get the exact information I want. For example '*football parties for kids*' (key phrase). Google will pick out the words which are 'key' to finding the information wanted - in this case 'football' 'parties' 'kids'.

How do I find relevant keywords & phrases?

An easy and quick way to start finding keywords is to get a blank piece of paper and write down what you do. For example; 'Provide Sales Training for businesses'.



Immediately you have the following keywords/phrases: sales, sales training, sales training for business, business sales training, business training and training.

You can use Google's predictive search to help you find more. Just type in different permutations. Another useful thing that Google shows you at the bottom of every search page are 'related searches'. These are terms that people have used relevant to the key words you have typed in, i.e it gives you more relevant keywords/phrases you can use. Pinterest also works in this way, go and give it a try!



How many keywords do I need?

Each page of your website and each post on your blog should have a main, focus keyword or key phrase. In step 2 we look at where these keywords should be placed within your website pages and posts.



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Its all about content, good content.

Content is the single most important factor for SEO. This is where you can make a real difference to where you rank in search results for your chosen Keywords or phrases - the better your content the more Google wants to 'recommend' you. Good content brings visitors to your site, makes them stay on your site longer and therefore your site is referred to others.

What is 'good' content?

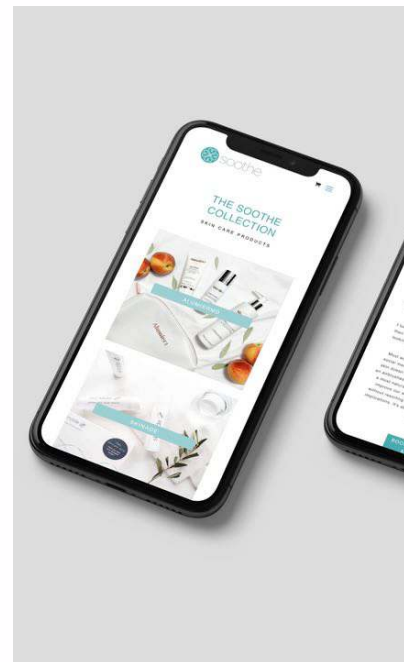
SEO is writing content for the user, not the search engine. Using your researched Keywords/Key phrases within your content enables Google to 'recommend' it. Keywords should be used in page/post titles, in the copy heading and body, meta descriptions, links and in image alternative text and titles.

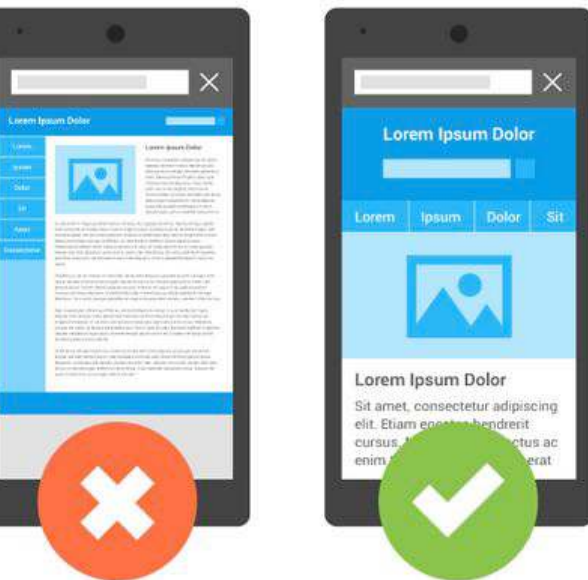
Keeping content fresh, interesting, varied and provides value to your visitors, for example; Case studies, reviews, infographics, videos, lists, FAQ's and your industry news. Make sure content is not duplicated.

Blogging is a great way to add more content to your site giving Google more information to scan through on your site and so the more likely they are to 'recommend' your site in search results. The better the content the higher up the results your site will appear.

A message from Google.

"While our systems have gotten better, they can't read your mind: be clear about what your site is about, and what you'd like to be found for. Tell visitors what makes your site, your products and services, special!"





03 MOBILE FRIENDLY

Making sure your website is mobile friendly is becoming more and more important. Google now marks websites in their search results which aren't mobile friendly.

Did you know that *according to official Google statements, more than 50 percent of search queries globally now come from mobile devices.*
(source: <http://searchengineland.com>)

So what does 'mobile friendly' actually mean?

A mobile-friendly website is one that displays correctly on hand-held devices such as smartphones, iPhones, iPads, and tablets. It also has these features: loads fast, easy to read, easy to navigate and there is minimal scrolling. Depending on the platform your website is on, to get it mobile friendly maybe as simple as changing the platform theme or a more complicated site may need a web designer/developer to modify the website code.

04 IMAGES

Google doesn't just look at the text on your website but the images too. With that said there are a couple of things you need to do to make your images SEO friendly; image name, image size and image ALT tag.

First things first, give your image a name which explains to Google and your visitors what it is - IMG4524.jpg helps no one! Make sure to use keywords and hyphens in the image title as Google doesn't recognise spaces: Outdoor-Wedding-Photographer.jpg.

To help reduce the time your website loads and so boost your SEO you next need to make sure the size (dimensions) of the image is appropriate to the space. Unless the image is covering the full width of your site it shouldn't be 1900px x 1900px. To resize the dimensions of an image try www.picsize.com. You also need to reduce the file size of your image before you put it in your website to speed up your website, I use www.tinypng.com to compress the file size but keep the image quality.

Finally, every image on your website needs to have an ALT Tag. This is text that is displayed on visually impaired visitors screens and if the image doesn't load. The ALT Tag is a description of the image, keywords should also be included in this.

*Articles with images
get 94% more total views.*
(source: www.jeffbullas.com)



05

OFF-PAGE SEO

Finally, having your content shared on social media and websites linking to your website shows Google that your website has quality content that people trust and are happy to refer to their friends, family and business colleagues.

This is known as 'off-page SEO' and provides evidence to Google and visitors that you/your business are trusted and know what you are talking about. Off-page SEO is more about the relationship you have with customers, clients and other people in your industry.

Social media and backlinks to your website are key in off-page SEO. Interacting on social media and getting other business and leaders in your field to link to your website.



Ensure that key content on your website and every post on your blog can be shared on social media easily. When mentioning other people, businesses, products in your content always create a link to their website/social media pages. Make sure these links open in a new tab so your website is still open.

ONE LAST THING

This guide is not to replace professional SEO services or to guarantee ranking 1st on page one of Google search results.

There are over 200 factors that Google looks at to consider where and if your website will appear in its search results. Doing all the above steps will, over time, help your website to rank higher in Google's search results.



Thank you for downloading my 5 steps to boost your website's SEO.

I hope you find it useful. If you're looking for something more tailored to you & your business or need a website revamp please get in touch: hello@sm-webdesigns.co.uk.
Check out my services at sm-webdesigns.co.uk

Sarah x

Branding & web design for women
building & growing businesses from their passions

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