SEO TIPS FOR YOUR SMALL BUSINESS

A quick guide to improve how search engines view your website

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results - *Moz 2020.*

How does it work? Search Engines such as Google send out crawlers to your website and if your site is optimized efficiently, the crawlers will report back what is on your site to give their users relevant searchs.

SEO should be a fundamental part of your digital strategy as billions of searches are made every day. Ask yourself how often do you look at the 2nd or 3rd page of google? Not often, so it is vital to be highly ranked.

Google's algorithm is extremely complex however below are some tips to help improve your websites site ranking.

SEO IMPROVEMENT TIPS

1 Always make sure you have your Sitemap XML file located at your root directory & footer, and spelled 'sitemap.xml. This helps the crawlers know where to go. A free one can be found at xml-sitemaps.com

2 Where possible have your websites domain as relevant as possible to your business. Internal links really help too. This involves having links on each page of your site link to another page internally. They allow users to navigate a website effectively.

3 Blogposts are a great way to get relevant content on your site. Find your niche and post between 2-5 blogs posts every week. Make sure to include keywords that the search engines can pick up on, but dont overdo it.

Google Search Console - Analyzes your online presence and can show you where to improve your SEO.

USEFUL SOFTWARE

SEO Spyglass - Identifies best link-building opportunities for your website

Screaming Frog - All in One SEO tool that crawls & reports on your image info, meta data, page details and more