SEARCH ENGINE **OPTIMIZATION**

GATHERING RELEVANT SEO INFO

BUSINESS RESEARCH
Thoroughly understanding the business, goals, customers, best sales pitches, products/services is essential to setting a winning campaign strategy.
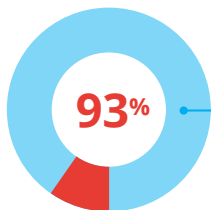
COMPETITOR RESEARCH
Review what your industry competitors. Their campaign can give you vital information about what customers want and can inspire content ideas.

KEYWORD RESEARCH
Use the AdWords Keyword tool to help you find highly searched terms within your industry.

93%

SEO Basics

93% of online experiences begin with a Search Engine.
- Forrester Research

TITLE TAGS.
70 Characters or less. Use keywords that catch a users eye.

META DESCRIPTION.
150 characters. Include important keywords and a call to action.

HEADERS.
Include your keyods and an interesting line that holds attention of visitors.

ON PAGE COPY.
Use many varations of your targeted keyword, don't worry about density.

INTERNAL LINK NAVIGATION.
Use the keyword for the destination page as the anchor text in the link.

IMAGE ALT TEXT.
Use the important keywords that are relevant to the image.

IMAGE FILENAME.
Use your keywords in the filename, not random letters or numbers.

URL.
Use your keywords in the URL and avoid the use of trailing slashes.

DUPLICATE CONTENT.
Using the same copy in multiple pages will lower your rank related to content.

LINK BUILDING.
Websites that link back to your website help you rank better.

SOCIAL SIGNALS.
Social media website give away a number of algorithmic signals the search engines latch onto

LOCAL SEO FACTORS.
Will help your business be found in the immediate vicinity via search results.