

5 steps to help people find your website

Use page titles, meta descriptions and keywords

Search Engine Optimization (SEO) is a complex process, art and science. Yet there are basic tactics many companies have not integrated. SEO helps your website show up when people are searching for what you offer.

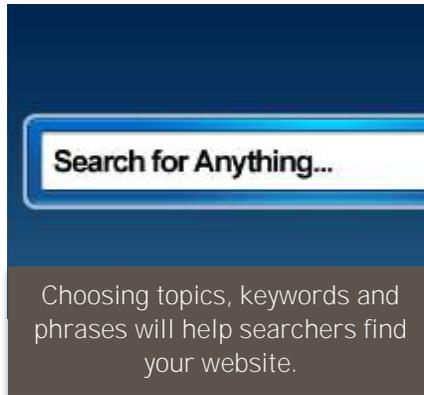
There are components to SEO. These 5 points cover the on-page basics that should be the baseline for any website.

1. Keywords

Much has been written about keywords. In fact Google offers an excellent introduction to defining the right keywords. (*Search for the Google Search Engine Optimization Starter Guide.*)

Basic principles to keep in mind:

- > General, broad terms are less likely to bring in visitors, because so many people are using them, it's likely you won't show up.
- > Use words your audiences use, not insider, industry terms. For example, you might say "asset management" but your audiences might search for "nest egg."
- > To increase your chances of being found, use a "long-tail" keyword that is more specific and focused. Think "blue mens Nike running shoes" instead of "shoes." Or add location description if you're a local business reaching locals.
- > Think like your audiences. What are they looking for? What do you offer that surprises and delights your best clients/customers,



friends or referral sources? Use those words and descriptions.

Identify a series of keywords and phrases that categorize and define what you offer, or answer frequently asked questions.

2. One page, one keyword

We've noticed some companies are still including a long series of keywords for each page, and duplicating the same keywords on multiple pages.

Best practices dictate one keyword or phrase per page. Your goal is to use that keyword in multiple places: URL, page title, page description, H1 headline and content. This will help Google recognize the page's topic.

It will also help you focus content so it's easier for your audiences to scan and absorb your information and take the next step.

3. Page title = headline

Page titles are the words and phrases that show up in the first line of text after a Google search. Some websites are still using "Home" in place of descriptive keywords. *Stop that!* Introduce and entice instead.

Here's the first place your keyword or phrase is used, in the first portion of your page title. Your company name should be at the end of the title. Keep your page title to 70 characters. *Example:*

Keyword entice | Company name

4. Page description = intro

The page description is the paragraph that shows up after a search, under the page title. Maximum length is 150 characters.

This page description is your brief introduction to your company. It's your chance to succinctly position what you provide and invite action.

5. Integrate your keyword

Build your content around your keyword. Use your keyword/phrase and variations--Google's algorithm is now less choosy about having the same words in the same order.

- > Use the keyword in the H1 title of the page, in a subhead and 3 to 5 times throughout the body.
- > Don't let your keywords seem forced. Bake the phrase into the copy. Write with it in mind, rather than adding it as an afterthought. Google penalizes "keyword stuffing" and rewards content that is written for humans, not search engines.

Ready to take your website to the next level?

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