

Let's Make Google Juice!

Your website is the base of modern marketing. Everything ties back to it. If you want people to find you, you have to put the words out there that those new people will likely type in a search bar. This is search engine optimization (SEO) and there are a few simple things that non-computer people can do to make sure their website gets a higher ranking. It's like printing a brochure and having Google hand it out for you 24/7. Search Engine Optimization.

SIMPLE STEPS TO OPTIMIZE:

1. URL
2. Page names
3. 3 Clicks
4. META tags Title | Keywords | Description
5. H1 Header
6. H2 Header
7. 250 Words on Home Page | Succinct yet Repeat 3X
8. Bold Key Search Terms and Repeat
9. Pictures with Captions | ALT Tags | Scroll Over
10. Inbound & Outbound Links
11. Encourage Reposts on Social Media
12. Open in New Window
13. Standard Colors for Text Links
14. Document Names | New Window
15. New Content 2X week
16. Refresh Index at Google about 1X/month (Webmaster Tools)