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SEO 101: The Ultimate Guide for Small Businesses

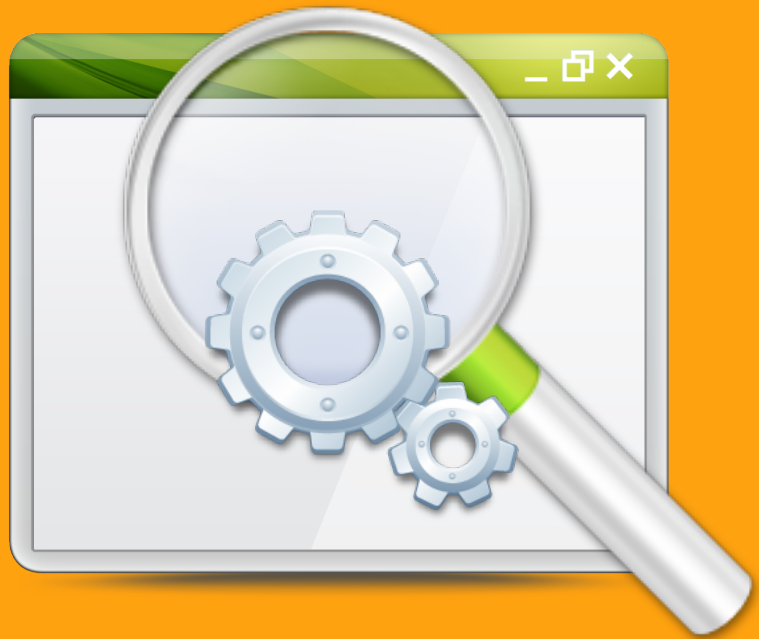


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Introduction

What is SEO?

SEO stands for search engine optimization, which is the process by which small businesses like yours can prepare their website to be recognized and ranked by major search engines.



The ultimate purpose of an SEO strategy is to help you utilize the existence and service of Google, Yahoo! and Bing (these are the top 3 search engines doing the bulk of the work with Google being the dominant player at 2 billion searches per day) to achieve visibility and credibility for your website. In turn, of course, this also means you will be able to attract more volume to your website and more visitors should equal more business for you!

Why is SEO Important?

If you've been in business for more than a few years, than you probably remember the days when other methods of marketing were far more important. For example, in the past (or maybe even presently) you may have spent a significant amount of time and money to invest in paper ads, radio time or email marketing. So why now all the focus on search engines?

The answer to this question is very simple. **Because your potential clients are already online, it would be a tragic waste if you did not seize the opportunity to meet them where they are and use your website as a powerful marketing tool.**

Where are your potential clients looking for information? They are already online using search engines, which is why your placement in SERPs (search engine results pages) is of vital importance. Even in the realm of online advertising, did you know that when compared with pay per click and email marketing, SEO was found to be the most effective strategy for generating leads? And aren't more leads and more customers the ultimate goal, after all?

We believe that SEO is a fantastic strategy, especially for small businesses, because it allows businesses of all sizes and kinds to participate in the battle for recognition at a much more affordable rate than traditional marketing methods.

How Does This Apply to Me?

If you're reading this, chances are you're a small business owner who already understands

the importance of search engine marketing in today's world or you are actively looking for more information about the value of SEO for your company. If you're already convinced that neglecting to market your business on the web would be an expensive mistake, you're on the right track. SEO truly is important.

We believe that you'll find this guide to be a valuable tool in your efforts to improve your website's SEO efforts. Regardless of whether you are just starting out with SEO or whether you simply want to brush up on the basics, this ebook will serve as your comprehensive guide to the major aspects of establishing a successful SEO campaign.

From establishing your initial keyword strategy, to tracking and analyzing results, this helpful guide to perfecting your SEO process and strategy will surely come in useful as a marketing tool for your small business.

Let's Get Started.

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Understand How Search Engines Work

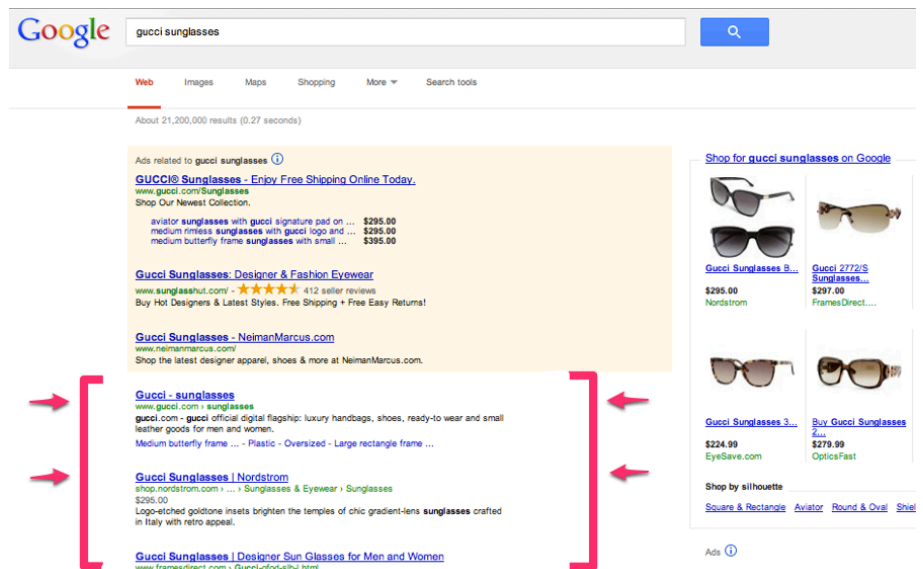
Ok, so you believe us. You're convinced that your website is an important aspect of your marketing campaign. But you already have a website – it exists and it looks nice and professional. So why the need for these SEO techniques?

This is where understanding searchers and search engines becomes very important. Did you know that your potential clients have an extremely short average attention span when they are searching online? In fact, 40% of all searchers will simply click on the first site that appears in the SERP (search engine results page).

If you really only have a short window of opportunity to show off your site and procure the attention of your potential clients, then you need the help of the major search engines to boost your site into a top position in SERPs.

What Do Search Engines Offer Me?

Visibility: As we mentioned, if you are not listed in the first page of search results, there is very little chance that a searcher will ever find your site online. Search engines provide you with the opportunity for extremely valuable visibility. In the world of Internet marketing, the top spots in SERPs are high value real estate!



Credibility: Because users tend to trust search engines to provide them with the results that are most relevant and useful to their search, the very fact that Google, Yahoo! or Bing would show your website on their first page is an automatic boost to your company's credibility. Searchers assume that the sites that show up first are the best sites because they have indirectly been told that it is the case by a trusted third party, the search engine. And in the world of SEO, quality organic ranking can be accomplished even by the "little guys." That's why we think SEO is a worthwhile strategy for any small business.

What Do Search Engines Want?

Because they are always busy "grading" and promoting other businesses, we can tend to forget that search engines *are* businesses themselves! And just like any good business, search engines themselves have strategies and goals. Every day, Google, Yahoo! and Bing go to work, crawling sites and analyzing content based on complex algorithms in order to come up with a great product for their customers.

Who are search engines' customers? Well, they are all of us who use the Internet to look for information and to browse products and services before we buy. Anyone who has access to the World Wide Web is probably a consumer of search engine services. In fact, it has become an accepted term to simply refer to a web search as the act of "Googling" something. This goes to show just how central search engines have become to our daily lives.

What service do search engines provide? By absorbing and grading content, search engines are able to offer sound recommendations to searchers. In a nutshell, that is their business! They are providing a service to the general public by acting as a researcher and recommender of relevant content. This helps searchers to save time and most people today would say that they couldn't imagine browsing the internet without the help of search engines to filter through the incredible amount of content that is available online.

How Can I Make My Site Search Engine Friendly?

We're glad you asked. In fact, that's what this entire ebook is all about! For now, though, we'll offer you a quick checklist to look over. For more detailed information on each of these recommendations, keep reading!



- ✓ Be committed to publishing quality, relevant and useful content for your potential clients.
- ✓ Be committed to publishing new content regularly and on a consistent schedule.
- ✓ Implement on-page SEO techniques to optimize your site to meet search engine criteria.
- ✓ Implement off-page strategies to build your site's authority from outside sources.

Get Extra Information About Search Engines & SEO

If you would like additional help understanding the complex workings of search engines and how your small business can make the most of them, set up a free SEO Consultation with a Farotech SEO specialist today!

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Develop a Keyword Strategy

If we had to summarize the entire field of online marketing into one single idea, we would have to describe it with the term “keywords.”

What is a Keyword?

A keyword is a word or phrase that a searcher enters into Google, Yahoo! or Bing. Keywords can be categorized as what are called either “short-tail” or “long-tail” terms and we will discuss the differences between those later in this section.



Why Build a Keyword Strategy?

We’ve already discussed the importance of understanding how search engines work. Now it’s time to talk about getting to know how your potential clients work when they are online using those search engines. An ever increasing number of consumers are finding products and services online through search engines like Google and they are doing so by using keywords! If you have a firm grasp on which keywords your business should target and your website is properly optimized around those priority keywords, then you will be in a prime position to benefit from the maximum amount of qualified online search volume.

The goal with your keyword strategy should be to ultimately gain *better quality* traffic to your site. While it can be difficult to know exactly which keywords will get the most relevant people to find your business’ site, there *are* ways to determine the popularity and competitiveness of certain keywords – and that’s a great place to start. In addition, you’ll want to always be testing and analyzing how effective certain keywords are so that you can continuously refine and improve your strategy. We’ll talk more about that later.

The Difference Between Short and Long-Tail Terms

As a small business developing your SEO strategy, you’ll want to work primarily with long-tail keywords.

Short-Tail Keywords: These are keywords that give broad descriptions of your products, services or industry in general. For example, let’s say you own an accounting firm. A great list of short-tail keywords could start with “accounting”, “accountant services” or even simply, “CPA.” However, these words are also highly competitive and large, nationally known accounting firms will generally dominate the first page/s of Google for these words. That’s why we recommend going for the “low hanging fruit,” which are the long-tail keywords.

Long-Tail Keywords: While short-tail keywords are broader terms, long-tail terms are variations of your short-tail words that describe more particular information. For example, these keywords may include geographical modifiers, as in: “accounting services Philadelphia.” Or, they could focus on more product-specific or industry-specific information such as “CPAs for small businesses.”

3 Steps to Doing Effective Keyword Research



#1. Start with a list of short-tail keywords that you believe are relevant to your business.

For this step, you’ll need to try to get inside the mind of your potential searchers and come up with a list of 3-5 short-tail terms. Avoid using your own brand name in the keywords. This is usually only a successful approach for large corporations that have an already established, recognizable name that people may actually be searching.

From your initial list, now create variations of these short-tail keywords to start to assemble your long-tail keyword list. Remember, it is always a good idea to add locations to your keywords so that you can efficiently target local search traffic. Also, you’ll want to consider

adding extra descriptive words that may help to separate your business from others. For example, if you are a sunglasses boutique, but you only carry certain high-end brands, you would want to target long-tail keywords such as “polarized gucci sunglasses” or “designer sunglasses Myrtle Beach,” but you would want to avoid a long-tail word like “cheap sunglasses.” Be creative! The goal here is to come up with as many possible long-tail keywords as you can. You can always trim your list down later as you begin to test and tweak your strategy.

#2. Narrow your targeted list by determining difficulty and relevance.

For this step, you’ll want to take the list you’ve developed and run it through a keyword tool (you could use Google’s free keyword tool or any other reputable resource that gives relevant data such as monthly searches, level of competition and costs per click). The keywords you ultimately end up targeting from your initial list should be the ones that fit the difficulty levels and relevance that you’re looking for.

Usually, more general, short-tail keywords are very competitive and are difficult to rank for successfully. For small or medium sized companies, it is more realistic and a much better use of your time to pursue long-tail words that you can actually compete and rank for. How do you determine competition? Well, some keyword tools have ways of generating a difficulty score. But many will simply show you numbers for monthly searches. You can assume that the greater the search volume of a keyword, the more competitive it is. Your goal is to find keywords that do have some search volume (after all, that is the point), but that don't have too much to make the possibility of ranking unlikely.

Of course, another very important factor for choosing quality keywords is their relevance to your particular business. While some obscure, long-tail terms may be easy to rank for, they might not be very relevant to your actual business. Hopefully, you haven't included any irrelevant terms during step #1, but if you have, now would be the time to eliminate them from your list.

So, based on your research of difficulty and relevance, you should have your list down to about 20-50 keywords that really match your business well. You'll start with these.

#3. Design and optimize your website around your keywords.

Now that you've chosen your keywords, your strategy is really starting to come together. But how do you go about actually targeting those keywords? Well, now its time to incorporate those words onto your site in a variety of ways. We will cover this step in further detail in the next chapter of this ebook on on-page optimization



Get Help Creating Your Keyword Strategy

If you would like help deciding which keywords would be best for your business, you can receive a free keyword analysis from Farotech.

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Tackle On-Page SEO First

What is On-Page SEO?

SEO techniques can be divided into two separate categories: on-page SEO and off-page SEO. We'll talk about off-page in the next chapter, but for now, let's focus on on-page strategies.

On-page SEO refers to how well your website's content is presented to search engines. This can often be improved immediately.

We'll learn later that it is off-page SEO that holds the most weight for search engines. But even though on-page SEO accounts for only about 25% of how search engines score and rank your website, it's worth tackling first because it is something you can take care of internally and that can be improved quickly. For a small business, it is important to be able to control as much of the process as you can, right off the bat.



9 On-Page Techniques to Optimize Your Website

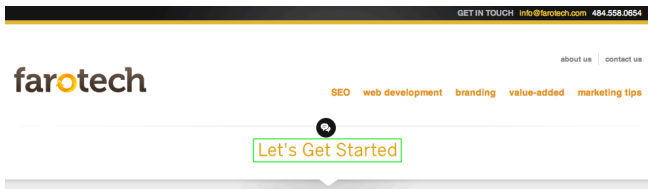
1. Page Title

There are several extremely important factors for on-page site optimization and page titles are certainly one of them. When we say "page titles" we are referring to the text you'll see at the top of the browser window when viewing a web page. This same content is also the page title that is presented in SERPs.

The good news is that page titles can easily be found and adjusted in your site's HTML. Look for the text that is surrounded by the <title> tag and you will find your page's title.

The following are a few guidelines for coming up with effective page titles:

- Include keywords in the title itself and keep them as close to the beginning as possible.
- Keep it under 70 characters. There are two reasons for this general rule. First of all, the longer the title, the more diluted your keywords will become. Keep it short and sweet to show search engines exactly which keyword you are going after with that page. Secondly, most SERPs will only show 70 characters anyway, so don't waste your time writing more than that when no one will see it.



- Focus on language that is relevant to site users, not just to search engines (for example, stuffing your page title with keyword after keyword just looks like spam to your potential viewers).

- Use a unique page title for each page on your website. Take advantage of the fact that each page is an opportunity to target new keywords.

2. Meta Description

Meta data is a powerful, but often overlooked opportunity to entice visitors to click on your site from a SERP. While the meta description itself does not directly influence search engine rankings, it is a smart idea to include keywords anyway and also to make sure that you use this space to make your business stand out from others. The language that you use will help searchers determine if your particular site seems interesting enough to click on, so make sure you write this carefully – it's important! The graph on the right shows that according to 60% of searchers, the description of what is offered on your site is the determining factor for whether they click in it or not.



The meta description is not something that is visible on your web page. As mentioned, the short summary of the web page (which can usually be found at the top of the page's source code in a <meta description> tag) is interestingly not used by the search engines for any SEO purposes. However, the meta description is used to provide the searcher with a short description of the page (<150 characters to be exact) beneath each entry on a SERP.

3. Headings

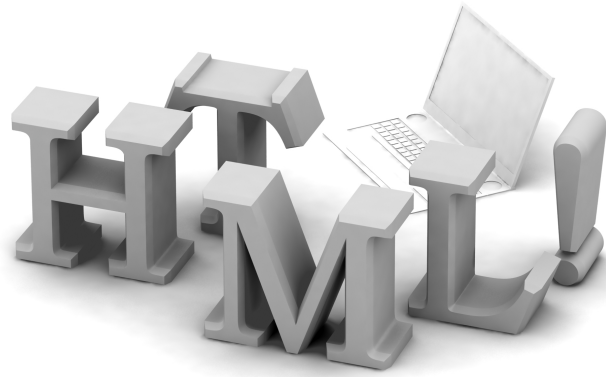
If a piece of text appears larger or more prominent than the other text on a page (like in the green rectangle shown in this image), then it's probably part of a heading. You can verify this by checking the HTML code of your website to see whether that text has an <h1>, <h2>, or <h3> tag surrounding it. If need be, ask a developer to help you check this out.

It's important to be able to identify and add heading like this because text in the headings is more likely to be read by search engines as keywords than is text in the rest of the page. For this reason, it is good to include keywords in your headings whenever possible. In terms of using the various heading tags, keep in mind that <h1> tags give the text more weight and

indicate to search engines that you are displaying a keyword than do <h2> tags. Similarly, <h2> tags have more weight than <h3> tags and so on.

Keep in mind that including too many headings can dilute the importance of keywords in other headings, so we recommend using the <h1> tag only once per page. If the page is text-heavy (like a blog post), then feel free to add in a few <h2> or <h3> tags as paragraph titles to

help break up the page and provide structure and formatting.



4. Cascading Style Sheets (CSS)

HTML is the back-end code of your website that search engines crawl. Search engines extract relevant information from your HTML, including keywords.

CSS, on the other hand, is the backend part of your website that holds a template for the

layout of your page. In the CSS, you define how headings, links, and other visual elements of the text should look.

The takeaway here is simple: use CSS formatting. Putting layout-related information in your HTML can dilute the relevance of the HTML text itself, which is what you want to leave clean and crisp for search engines to read.



5. Images

Images on a web page can certainly enhance user experience. However, when inserting images into your website, you should follow these rules:

- Don't be excessive with images. More pictures equals a longer load time and that has a negative impact both on user experience and on SEO.
- Associate text with pictures. Search engines do not 'read' images; they read only text. ALT text is an HTML attribute you can add to your picture to allow search engines to "understand" an image by associating text with it.
- Include keywords in your image file name. This will help you draw in relevant traffic from image searches. Separate different keywords in the file name with a dash (-).

Alt text

internet marketing b

Float image *click to*

select

Left Right Center

None

6. Domain Info

Search engine rankings favor sites that are registered for a longer period of time. Longer domain registrations indicate stability, a commitment to the site and they indicate that the site has a lower possibility of being spam. Extend your website registration for \$10-20 per year for a quick and easy SEO boost.

7. MOZ Rank

MOZ Rank is a general measure of the level of online authority your site holds. This rank actually factors in both on-page and off-page SEO, but a higher MOZ rank is always better. Keep an eye on your MOZ rank and for suggestions on how to improve it, call Farotech to talk to one of our dedicated SEO specialists

8. Google Crawl Date

When Google crawls your site, it is looking for any updated information and new content. So, each time you make improvements and add keyword-rich content to your site, you're optimizing for the next time Google crawls your site. And, did you know that the more often you make updates, the more often search engines will review your website? Make it your goal to have Google crawl your site as often as possible.

At the end of this chapter, we'll talk about the importance of producing fresh, quality content on your site.

9. URL Structure

The URL of a web page is its web address. For example, Farotech's site has a URL of <http://www.farotech.com>. When we talk about the "URL structure" of a particular website, we are referring to the way that the site's pages various connect with one another.

Improving and organizing your URL structure can be one of the more difficult aspects of on-page website optimization. The methods you'll have to use to fix URL issues depend entirely on the back-end parts of your website, such as your content management system or programming framework. The good news is that a competent web developer can successfully tackle this more complex issue and can significantly improve your SEO by doing so. Your best approach might be to hand your developer the following list:

Principles of Good URL Structure:

- Apply a 301 redirect where required. A 301 redirect forwards an old URL to a new one after it changes. Make sure you do this if you change the URL of a page on your site. A common mistake is not applying a 301 redirect between `yoursite.com` and `www.yoursite.com`. This can be quite a problem from an SEO standpoint, because search engines will give separate credit to both versions of your site.
- Avoid pages with deeply nested URLs. Here is an example of what a deeply nested URL would look like: `http://yoursite.com/about/management/contact/phone`. Deeply nested pages will get less SEO credit. You can fix this problem by improving your overall site design.
- Include keywords in your URLs. If you've already purchased your main URL, then don't worry about buying a new one just for this sake. But you can clean up the URLs of your interior pages to include keywords and not look like gibberish.
- For your internal page URLs, separate individual keywords with dashes (-). For example: `http://farotech.com/marketing-resources/` is a good URL that captures 'marketing' and 'resources' as keywords.
- Create static URLs, not dynamic ones. This means that the URL for one of your pages should be the same, no matter what. Check if you see different URLs for the same page in your website. If there are, you can look into how to create static URLs with your web server software. Do a Google search on "create static URL" + (name of your server software).



How to Use Quality Content for On-Page Optimization

As we mentioned earlier, one of your primary goals needs to be to have Google, Yahoo! and Bing checking out your website as frequently as possible. Blogging and creating other content like ebooks and webinars are powerful ways to encourage search engines to crawl your site more frequently and to get more of the right people onto your site.

Keep in mind that every page of your site is a content page that can be useful for SEO if you focus on keywords and follow the 9 steps listed in the previous section. Here are some pages of your site that may be particularly interesting to new site visitors:

- Home page
- About Us page
- Products page
- Blog
- Faqs page
- Resources page (a page where you provide ebooks, case studies, or guides)

When you are writing or re-developing content for these pages, it is important to focus on two major things. First, make sure to utilize keywords within the content, especially in the H1 tag. However, avoid the temptation to stuff your pages with keywords. That is an unprofessional practice that is actually penalized by search engines.



Secondly, keep a balance throughout your site of branded and unbranded content. Google wants to see that you are attempting to offer your searchers useful, educational information. If you're entire site is full of promotional language that talks about your business specifically, you're rankings will suffer. Of course, you'll want to use your website to promote yourself, but you also need to consider how you can provide other sources of non-branded content that will serve as unbiased information that is simply helpful for readers. That's what search engines are looking for. And ultimately, you want to be known as a local, small business that cares about potential clients and wants to meet their needs through education and information (not just pushy sales strategies).

Want To Start Improving Your On-Page SEO Strategy?

We'd like to help you. The good news is that on-page techniques are relatively easy to implement and will provide you with some quick results. Set up a time to speak with one of Farotech's team members today.

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Pursue Off-Page Strategies

What is Off-Page SEO?

Off-page SEO refers to your site's overall "authority" on the web, which is actually determined by what other websites say about your site. This can take time to improve and can be more difficult to accomplish since it is somewhat out of your control. However, although off-page SEO isn't a totally internal job, there are several steps you can take to work on boosting your credibility and authority on the web.

We said that on-page SEO accounts for 25% of your overall search engine ranking, but what makes up the remaining 75%? You guessed it! The rest is nearly all determined by off-page SEO. Simply put, websites with better or higher authority will rank better than websites with lower authority.

Improving Off-Page SEO With Inbound Links

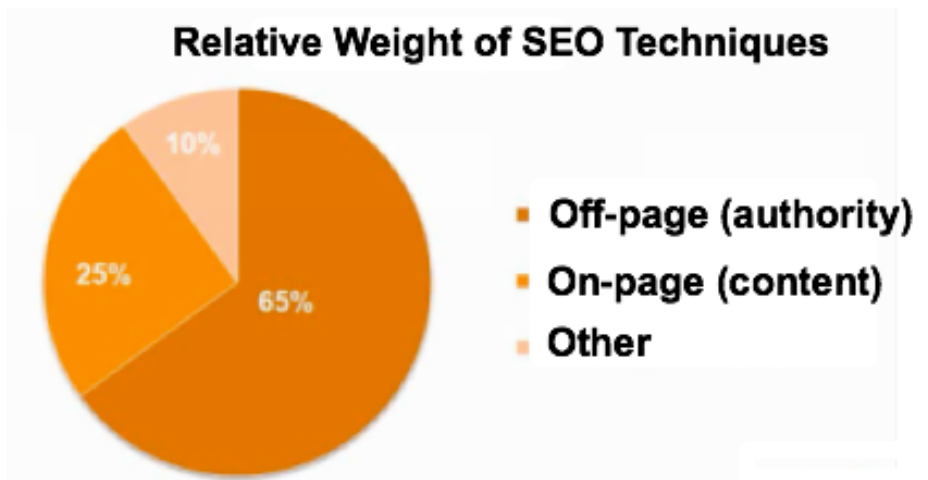
One of the main influencers on a website's authority is inbound linking. If another website links to your website or a page on your website (like a blog article), that is called an inbound link. More inbound links are better, and more inbound links from

websites with high authority themselves are even better than that (e.g. an inbound link from *The New York Times* website is much more valuable than an inbound link from a low-trafficked blog with a small readership).

So what's the best way to attract more inbound links (or 'link love,' as we like to call it)? Well, the answer to this question brings us full circle. The best way to develop inbound link incentives is by quality content creation! By writing valuable, unique and helpful content that other websites will naturally want to link to within their own content or through their social media account, you set your site up to benefit from the power of inbound linking.

Quality Content to Boost Off-Page

We've already a bit in the last chapter about how to develop quality content. Here are a couple of additional tips to consider as you begin to write:



1. **Avoid Duplicate Content:** Search engines will penalize you for having content on your site that is too similar to someone else's content. So, don't go stealing content! It's perfectly acceptable to borrow ideas, but be sure to put them into your own words. Content must be at least 80% different.
2. **Use a Variety of Publishing Avenues:** Having great content on your site's actual pages is a good place to start. But you'll want to expand your reach by beginning to publish a regular blog (4-5 times per week is ideal) and by putting our new ebooks, whitepapers, articles, press releases, webinars and case studies.
3. **Promote Via Social Media:** Your content will eventually get promoted by search engines when they crawl your site and discover new content. However, you can start to self promote and get your content in front of searchers by linking to your new blogs or ebooks from posts through your social media accounts. And don't forget to use Google's own Gooqe+, which will notify Google that its time to crawl your site right away!

Talk With an Expert

Optimizing your site can be a difficult project if you haven't done it before. Get a free site review from a Farotech SEO developer today!

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Track, Review & Analyze Your Results

Now that you understand search engines, you've chosen your keywords, and you've used on and off page SEO techniques to increase your website's chances of ranking for those keywords, it's time to let your campaign run for a few weeks and start to do some tracking.

Search engine optimization (SEO) is a process of learning, implementing and tweaking along the way. You may find that you have to choose different keywords to focus on or that your site really needs a boost in quality content. But you won't ever know what aspects of your SEO strategy are working or failing if you don't first implement a system for tracking results. We can't overemphasize the importance of this step. While SEO can be an extremely affordable strategy for small businesses, it does take time and commitment. Your time is just as valuable as marketing dollars spent, so when it comes to SEO, track and measure with the same critical eye that you would a \$50,000 marketing campaign.



Test Your Website

After you've taken some time to try to optimize your site based on the recommendation you found in this ebook, you will want to then test your efforts by getting your website "graded." To find out how well-optimized your website is, run it through a Free SEO [Marketing Grader](#). This tool will analyze your website and provide you with an overall score between 0 and 100. The higher the score, the more SEO-effective it is. These scores are based on a percentile scale, meaning that if you scored a 54, your website has scored better than 54% of the more than 3.5 million websites that Website Grader has analyzed. For on-page optimization, the most relevant part of this report is Part II: Optimize.

Do not be discouraged if your SEO score is a little low. If this is the case, you can probably get your website back in the game with only a little bit of work on your on-page SEO strategies.

Test Your Keywords

In order to effectively analyze your keyword strategy, you need to have an analytics program in place. [Google Analytics](#) is a non-business based, but free tool that helps analyze your website traffic. If you are looking for a more sophisticated approach to analytics, you may want to hire a marketing company like Farotech that can monitor your campaign with detailed metrics and make relevant recommendations

Metrics to Analyze

In order for your analysis to be efficient and allow you to make necessary changes along the way, you'll need to monitor several key factors. Again, you'll need to look for an analytics software that has the capability of measuring these key metrics.



Here is a basic list of what you should be monitoring:

Website Grade: How well optimized is your website overall? To find out, continue to regularly run your website through Website Grader each time you make updates or add new content. You can sign up for monthly updates on your grade via the Website Grader report.

Traffic: Overall, how many people are coming to your website? This is a very important indicator of the health of your site and your standing in SERPs across the board for all of your keywords.

Traffic by Keywords: Which keywords are drawing in the most visitors to your site? You should be seeing your website move higher in search results after all of the great work you put in. Now, focus on the words that are really making progress and continue to target those until you have achieved a rank on the first page (ideally, the first spot)!

New vs. Repeat Visitors: Of your overall traffic, how many visitors landing on your site are doing so for the first time? How many are returning to your site after an initial visit? Both types of visitors are good. Attracting *new* traffic means people are successfully finding you through search. But attracting repeat visitors means that on their first visit, you gave people good reason to come back to your site. The key here is finding a balance. We recommend shooting for around 15% repeat visitors.

Effectiveness by Channel: What promotional channels or referring sources are sending you the most traffic? Focus on long-term results, not short-term traffic spurts that you might get from short-term news coverage or from a press release.

Steps for Improvement

There's no use following these metrics, generating and reviewing reports and stressing over numbers unless you're planning to do something practical with that information! That's where the analysis side of your SEO campaign turns into action! Find out what's working and

plan to maintain those areas. And once you've determined where you're falling short, it's time to increase your efforts there to ensure that you're always making forward progress.

There are a few key areas that should always be reviewed for possible improvements.

Keywords: Try new keywords or variations of keywords to see if they do a better job of helping searchers find your site. Since each page on your site can incorporate different keywords, there is always opportunity to add new keywords without taking away from any of the work you've already done.

On-Page SEO: Occasionally, try adjusting a simple on-page factor (page title, meta description, headings) to see if that helps boost visits. As a simple test, try changing the page title of one of your site's pages to see if you generate more traffic.

Content Strategy: Determine which content is generating the most traffic. This could be an opportunity to either focus more on that kind of content, or refine your delivery of other content.



Get Analysis Expertise

At Farotech, we have a variety of helpful tools to analyze your progress. Find out more about our analysis techniques by speaking to one of our talented staff today.

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Conclusion

For beginners, the concept of small business SEO can seem complicated and overwhelming. But now that you've read through this ebook, you are longer a beginner! Take it step by step to develop a great SEO strategy that will serve your business well through the years.

The Internet is here to stay and small businesses must adjust to the changes trends of advertising. By staying committed to your SEO campaign, you'll utilize your website to it's full capacity. We hope this ebook has provided the insight you need into the world of search engine optimization. Now you're ready to go out and make it happen for your business! We look forward to hearing about your growth.

As an award-winning company with years of experience in this field, we are happy to offer help whenever we can. If you have questions as you implement your SEO strategy, please don't hesitate to get in touch with us. Our dedicated SEO team has been providing successful web marketing services for years and we would love to help your business see success as well! Please feel free to contact us by email at info@farotech.com.

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