

SEO FOR INCREASED TRAFFIC CHEAT SHEET

Search Engine Optimization (SEO) is an organic way to increase traffic.

SEO: It's the process of setting up a site and content in a specific way so search engines give it a high rating.

2 Types of SEO

1. *Onsite:* internal things such as titles, tags, website structure and content optimized for your keywords
2. *Offsite:* non-internal things such as inbound links to your site

Both types are important and they work together.

Some Benefits of SEO

- increased quantity of traffic
- increase quality of traffic (what you offer will be a relevant match)
- done organically (so may be free)
- traffic more targeted than your Facebook traffic (actively looking)

Basic Steps

1. Identify the specific keywords you want to rank for.
2. Research relevant keywords that have high searches and low competition.
3. Organically incorporate your keywords into your writing.
4. Identify a few keywords that will form the backbone of your content (guide articles and web pages)
5. Use keywords in file names, image tags, etc.

Two Strategies to Avoid

1. Keyword stuffing (repeated unnatural use of keywords)
2. Paying people to link to you

Two Strategies to Use

1. Guest posting (creating content for other blogs; may need to be done in steps)
2. Link baiting (encouraging linking to your content)

Local SEO

- Take regular keywords and add your area to the end of them.
- Be sure your business is listed with Google, including your location.
- Local SEO is also great for non-local businesses. (start small & branch out)
- It's critical to have a mobile-friendly site.

Tips to Remember

- tweaking may be needed (algorithms change)
- incorporate actual searched on keywords (don't guess what they are)
- keyword percentage = at least 1% of text (related terms & and synonyms count)
- have variety of sites linking to yours (quality does count)
- forget about search engines – simply write great content
- sites must be mobile-friendly
- sites should load quickly
- have a lot of content (helps be found from long-tail keyword searches)
- quality matters (chances for organic links to your content)
- remember importance of real world networking (can lead to getting a link)

There are no shortcuts!