

Five Things To Do Today To Improve Your Online Visibility

1. Make Spiders Happy

- Use relevant, keyword rich page titles
 - Each page has unique title – 6 to 7 words long; 64 characters or less; ending with your company name
- Content is consistent with page title
 - Keywords at top of page that match the page title
- Format the right text
 - Use headings, fonts, underlining, and italics effectively
- Name all your images
 - Use “alt tags” using relevant keywords for that page
- Use anchor text in your links
 - The text contained in your links should be descriptive and relevant

2. Add Links to Pointing to Your Site

- Use free listings & directories
 - Search for keywords and brands
 - Identify the search directories on the first SRP
 - Submit free listings for your business to those directories
 - Submit business listing for Yahoo, Bing, and Google
 - Consider joining associations
 - Exchange links with business partners, vendors and suppliers

3. Consider a YouTube Strategy

- Create a YouTube channel for your business
- Create and upload videos
- Insert keywords, categories, contact information and descriptions
- Embed YouTube videos on optimized pages of your site
- Create a video library on your website

4. Frequently Change Website Content

- Size matters... There is a direct correlation between number of pages and page rank
- Add new pages of original content as often as possible
- Create a blog and link it to your website
- Make change a habit... add, update and change content daily
- Don't cut and paste... Google will notice

5. Get Information from Your Website

- Implement Google Analytics – it's free
 - Measures visitor attributes; how many, when, etc.
 - Tells you what keywords people use to find your site
 - Pay attention – provides valuable customer insights
 - Tells you what content/pages to add to your site
 - Alerts you to trends so you can take action
- Stay connected and generate leads
 - Offer valuable information or offers in exchange for contact information – especially email addresses