THE WEBBER

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12 SEO STEPS

There are simple steps to get listed higher on Google.

RESOURCES

We will give you the resources to be successful.

WEBWORXLLC.COM

12 STEPS TO BETTER SEO

KEYWORD RESEARCH

Keywords Everywhere | Google Trends | Google Search Bar

1. PAGE TITLES & DESCRIPTIONS

This is what shows up on Google in the search results. It's better to add a CALL TO ACTION and make visitors want to take the next step: call or visit.

2. ALT TAGS AND TITLES OF IMAGES

When uploading your images, include the most-searched keywords as alt tags on each image and even the title of the image makes a difference.

3. LINK CHECK

Make sure all of the links on your site are active and accurate. You can check your links in the Google Search Console.

4. URLS

Your URL should describe each page and use keywords. They should be standard and descriptive, Use 301 redirects to fix broken links.

5. CREATE A SITEMAP

A sitemap lists out the pages you want to index with Google. We will upload the sitemap to the Google Search Console.

6. LOAD SPEED

Load Speed can be tested on Google. Usually, load speed is slow due to excessively large images and conflicting plugins.

7. SSL CERTIFICATE

You must have an SSL certificate on your site so Google knows it is safe to visit your page.

8. WEB LISTINGS & DIRECTORIES

Use tools to list your website on hundreds of directories all at once: MOZLOCAL | YEXT | UPWORK.

9. REVIEWS

Always ask for reviews! Reviews could very well be the #1 thing to list your website higher in search results.

10. DRIVE TRAFFIC

Whatever social media or email list you use, make sure it redirects people back to your website.

11. HEADLINES & CONTENT

Lay out your web pages with headlines (your main Google Keywords) and relevant content (supporting the headlines and using some of the other keywords associated).

12. BLOG

A blog doesn't have to be scary - just updated and relevant. Keeping your site update is a huge factor in ranking higher on Google.

GOOGLE IS LOOKING FOR QUALITY RESOURCES

ONLINE DIRECTORIES

FACEBOOK
APPLE MAPS
GOOGLE MY BUSINESS
LINKEDIN COMPANY
BING
YELP
BETTER BUSINESS BUREAU
FOURSQUARE
MAPQUEST
HUBSPOT
YELLOW PAGES
ANGIES LIST
YAHOO! LOCAL
MANTA
MERCHANT CIRCLE
SUPER PAGES
YELLOW BOOK
THUMBTACK
LOCAL.COM
KUDZU.COM
HOT FROG
COMMUNITYWALK.COM
BROWNBOOK.NET
TUPALO.COM
LA CARTES
2FINDLOCAL.COM
EZLOCAL.COM
EBUSINESSPAGES.COM
SPOKE
CHAMBEROFCOMMERCE.COM
CITY SQUARES
CYLEX USA
YELLOYELLO.COM
BOTW
WORLDWEB.COM
IBEGIN.COM
GET FAVE
FYPLE.COM
COMPANY.COM
CALL UP CONTACT
FINDUSLOCAL.COM
MY HUCKLEBERRY
HUB.BIZ
WHERE2GO.COM
CITY INSIDER
N49.COM
MY SHERIFF
OPENDI.US
BIZHWY.COM
SMARTGUY.COM
WHEREZIT.COM
DISCOVEROURTOWN.COM
NEXPORT.COM
USDIRECTORY.COM
WOWCITY.COM
BIZADEE
WAND.COM

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I would love to help make your brand SEO-friendly. Give me a call or email to schedule a business strategy session.

210 SW Market St. Suite #102
Lee's Summit, MO 64063
(816) 866-1029
Email: tricia@webworxllc.com

www.webworxllc.com

597298555474111