

SEARCH ENGINE OPTIMIZATION **TACTICS**

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Pre-Assessment Questions

1. What do you most want to learn from today's session?
2. What SEO tactics have you already tried? Success or failure?
3. What goals do you have for your business or organization for the next 12 months?
4. What goals do you have in mind for SEO for the next 12 months?
5. What are the top 5 keywords/phrases you'd like to rank for on page 1 of search?
6. What are 5 topics or ideas (related to your business) that you could write at least a paragraph about right now?
7. What's your approximate radius in miles that is your primary business area?
8. How many major competitors of yours serve part of your same primary business area?

On-Page SEO Checklist

This section covers essential measures to ensure you're providing the best experience on your site/socials:

- Ensure your site is mobile-friendly, has an SSL certificate installed (increases trust level), and that your site's pages are properly indexed in Google by searching **site:yourdomain.com**
- Install a Google Analytics tracking code and regularly monitor Google Analytics and social media insights/statistics to help measure changes in engagement

This section is all about good, relevant content for your website:

- Title Tag: Put your keyword/phrase as close to the beginning of your title tag (aka browser page title) as possible
- Use your keyword/phrase in the first 100 words of the page, preferably within the first 25 words, and at least 2-3 more times afterward; use synonyms as well
- Use "SEO Friendly" URLs that are short and sweet and include your keyword
Example: use www.mysite.com/big-blue-widgets not www.mysite.com/2018/06/23/aaafcd.html
- Make sure the main headline/title of each page is wrapped in an H1 tag, hopefully your site does this automatically – and put sub-headings in H2 tags
- Include pictures and video, and long enough content to get visitors to extend their stay on your site
- Link frequently between pages of your site, such as "click here to send us a message", "read our related/latest blog or news posts", "check out our new service _____"
- Link to other websites which are helpful or useful to your target audience

Off-Page SEO Checklist

- Engage in brand development planning – this will help guide your off-site efforts and will also help guide on-page SEO (and any other marketing efforts you have going on!)
- Decide on what types of content you are most comfortable working with, but plan to learn more: blogging, photo, video, whitepapers, press releases, etc.
- Identify which social media platforms you want to primarily focus on, such as Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, etc.
- Engage others on discussion boards, forums, and other "conversation" or Q&A social media like Reddit and Quora – post links to specific content (yours, YouTube video, etc.) where helpful to others (don't force links into every post though)
- Write press releases and distribute to news sources (national and/or local) whenever you have something newsworthy to report
- Make it fun, whether it's impromptu "how to" video clips on YouTube, musings and recaps of important info on Facebook Live, tweets of images or video
- While these are "low quality" links, make sure your directory listings are accurate on sites such as Google business, Yelp, yellowpages.com, manta.com, merchantcircle.com, etc.