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5 SIMPLE SEO HACKS
to Improve your Website's Performance & Target your Ideal Audience.

WHAT IS SEO?

Search Engine Optimization or, SEO, is the strategy for which your website acquires traffic and visitors, and ranks on search engines (like Google) through organic (non paid) searches. This is one of the most crucial marketing strategies for any business. SEO encompasses a wide range of tactics including: keywords and key phrases, image optimization, alt text, site structure, heading usage, content and content placement, Google snippets, social share graphics, metadata, linking, etc.

SEO: THE SIMPLE EXPLANATION

When people are looking for a product or service, they usually turn to the internet, specifically Google, to perform a web search. For example, if you wanted to find a *luxury home builder servicing the DFW area,* you would just open your browser and type that into the search bar...

As you know, a "results" page populates listings relevant to your search once you hit the enter key and, as a consumer, you're off to the races!

> G luxury home builders in DFW 🔍

But, there's much more involved, on the back-end, in order for YOUR business to be included in your potential customers' web searches. **That's where SEO comes in.**

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GETTING FOUND ON Google

Ever wonder why you can search YOUR company name and find your website displayed at the top of the results, but searching for a word or phrase that describes your business, product or service only seems to produce listings for OTHER companies? That's because your SEO needs attention. In a nutshell, you have to structure your website to *TELL* Google, Yahoo, Bing, etc., to crawl your site for the search phrases you want to rank for.

It's a BIG job and you need an experienced professional to implement and maintain your SEO.

I HAVE A PLAN FOR YOU!

Here's the great news... With nearly 20 years of experience in the creative industry, digital marketing and SEO, Meg Maran Marketing will develop and execute a customized SEO strategy for your website! But, today you'll get an insider's guide to help you understand and implement 5 tactics to improve your website's SEO.

LET'S TAKE A LOOK...

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1. KEYWORDS & KEY PHRASES

Keywords and key phrases are the foundation of search engine optimization (SEO) strategies. They are the words or phrases that users type into search engines to find information, products, or services online. Understanding what these terms are and why they are vital to SEO is crucial for anyone looking to enhance their online presence and reach their target audience effectively.

What Are Keywords and Key Phrases?

Keywords are single words or short phrases that encapsulate the main topics, themes, or concepts of a webpage or piece of content. Key phrases, on the other hand, are longer and more specific combinations of words that often consist of three or more words. Both keywords and key phrases are essential for SEO, but they serve slightly different purposes.

Why Are Keywords and Key Phrases Important to SEO?

- **Visibility and Ranking:** Search engines use complex algorithms to determine which pages are the most relevant for a given search query. Keywords and key phrases are the primary way for search engines to understand the content of a page. By optimizing your website with the right keywords and key phrases, you increase the chances of your site ranking higher in search engine results pages (SERPs). This leads to improved visibility and more organic traffic.

- **Relevance:** Keywords and key phrases help ensure that your content is relevant to your target audience. By using the words and phrases your potential customers are searching for, you align your content with their needs and interests.

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- **Competition Analysis:** Identifying and using the right keywords and key phrases is essential for staying competitive in your industry. Understanding what terms your competitors are targeting can help you refine your strategy and find opportunities to outperform them in search results.

- **Content Strategy:** Keywords and key phrases inform your content strategy. They help you create valuable, informative, and engaging content that speaks directly to your audience's interests. This content can be in the form of blog posts, product descriptions, landing pages, and more.

- **User Experience:** By optimizing for the right keywords and key phrases, you enhance the user experience on your website. Visitors can quickly find what they're looking for, leading to longer page visits and reduced bounce rates.

- **Tracking and Analytics:** Keywords and key phrases are crucial for monitoring the effectiveness of your SEO efforts. By tracking your website's rankings for specific keywords, you can measure the success of your strategy and make necessary adjustments.

Identifying and Setting Keywords and Keyphrases

Finding what you need on the internet typically starts with a search. As an example, if one wanted to find an HVAC repair company, they might perform a search for "HVAC companies." When identifying keywords for your webpages, I want you to consider DETAILED search terms you would use to find your types of products and services.

Be Specific

Let's take the previous example a bit further. You own an HVAC company. "HVAC Companies," may seems like the perfect phrase to rank your homepage for. However, this phrase's competition will be high, decreasing the likelihood your business will populate in your target audience's searches. A better keyword plan involves specificity and exclusivity. "24 Hour HVAC Repair in Oklahoma City," accomplishes this. So, for ranking your webpages, consider things like the following:

1. *Where is your business located?*
2. *What makes your business unique?*
3. *What features and benefits do you offer that your competition does not?*

You want to rank for ALL your main webpages.

A brilliant SEO strategy includes unique keywords and key phrases for each of your main webpages.

Take a look at your website's navigation menu.

HOME | ABOUT | PRODUCTS | SERVICES | CONTACT

Above is a commonly structured navigation menu. These are the websites main pages, each which should be targeting specific keywords and key phrases.

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Where do I set my keywords and keyphrases?

Where to find your site's keyword and key phrase settings depends on your website's platform (Wordpress, Wix, Squarespace, etc.) These settings are not hard to find and are typically located within the page's builder.

Keyword tools

A quick internet search of "keyword tool," will yield multiple options for assisting you in finding the right search terms for your business. You can start with keywordtool.io, a user-friendly and free search terms assistant.

keywordtool.io

Generate 1000s Of Keywords
From Google Autocomplete In Seconds

Google

Q how to

- how to screenshot on mac
- how to screenshot on chromebook
- how to take a screenshot
- how to make french toast
- how to get rid of fruit flies
- how to delete instagram

⚐ Find Keywords Now

⌄ Keyword Tool

Keyword Tool ⚠ Google Keyword Planner[Search FREE]

Keyword Tool is #1 (FREE) alternative to Google Ads Keyword Planner for SEO & PPC keyword research ▷ Generate 1,000s ✅

2. CONTENT

Creating high-quality, relevant, and engaging content is a cornerstone of successful SEO. In the ever-evolving landscape of search engine optimization, content remains king.

If content is king, then keywords are queen and these two should be married, working together to achieve their mutual goals.

Content mentions keywords and key phrases.

Piggybacking off of our HVAC company example, let's say you've set your homepage's key phrase to, "24 Hour HVAC Repair in Oklahoma City." I want you to make sure to use this phrase 3 times within the page's content.

For example, your opening heading or mission statement might sound like, "Welcome to Always Heating and Cooling, your trusted 24 Hour HVAC Repair company in Oklahoma City."

A bit further down the page, you might reiterate, "We're Oklahoma City's 24 Hour HVAC repair team."

Then you might conclude your page content with, "Call us today! Our HVAC repair services are available 24 Hours, servicing your Oklahoma City community."

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Structuring your content

Just like your keyword and key phrase strategy, married content should be reflected on all main pages of your website.

To structure your webpage content for SEO effectively, start with a clear and organized format. Begin with a well-crafted and keyword-rich title that accurately represents the page's content. Use header tags (H1, H2, H3, etc.) to divide your content into logical sections, ensuring that they also contain relevant keywords. Incorporate descriptive meta tags and meta descriptions that provide a concise summary of the page's content. Use keyword-rich, high-quality content that caters to user intent. Ensure that your content is easy to read, with short paragraphs, bullet points, and a clean design. Implement internal linking to connect related content within your website, and incorporate external links to authoritative sources. Finally, optimize images with descriptive alt tags. Structuring your webpage content in this manner not only enhances your SEO but also improves user experience and overall accessibility.

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3. ALT TEXT

Attending to your website's Alt Text is a game-changer in the competitive world of SEO.

According to dictionary.com,

alt text [awlt-tekst] SHOW IPA 🔊 ☆

noun Digital Technology.
1. a written description of an image or other nontext content, included as an attribute in HTML code and rendered as text in place of the image or other element if it does not load on the web page or read by screen reader software at the point in the page sequence where the nontext element appears:
   *If there's no alt text for an image, a screen reader will read the filename—even if it's just a string of numbers and letters.*

Alt text, short for "alternative text," plays a crucial role in search engine optimization (SEO) for several reasons. First and foremost, it's essential for accessibility, as it provides a description of an image for individuals with visual impairments who rely on screen readers. But alt text also serves as a valuable SEO tool. Search engines cannot "see" images; they rely on alt text to understand the content and context of the images on a webpage. By providing informative and keyword-rich alt text, you improve your chances of ranking higher in image searches and gaining visibility in general

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search results. Alt text enhances the user experience by making content more comprehensible, which can reduce bounce rates (the percentage of visitors to a particular website who navigate away from the site after viewing only one page) and increase user engagement. Moreover, it contributes to a website's overall keyword optimization strategy, as search engines consider alt text when indexing pages.

Let's do a little test...

In performing a Google search for, "24 Hour HVAC repair in Oklahoma City," here are the first graphics that show up under the "images," tab...

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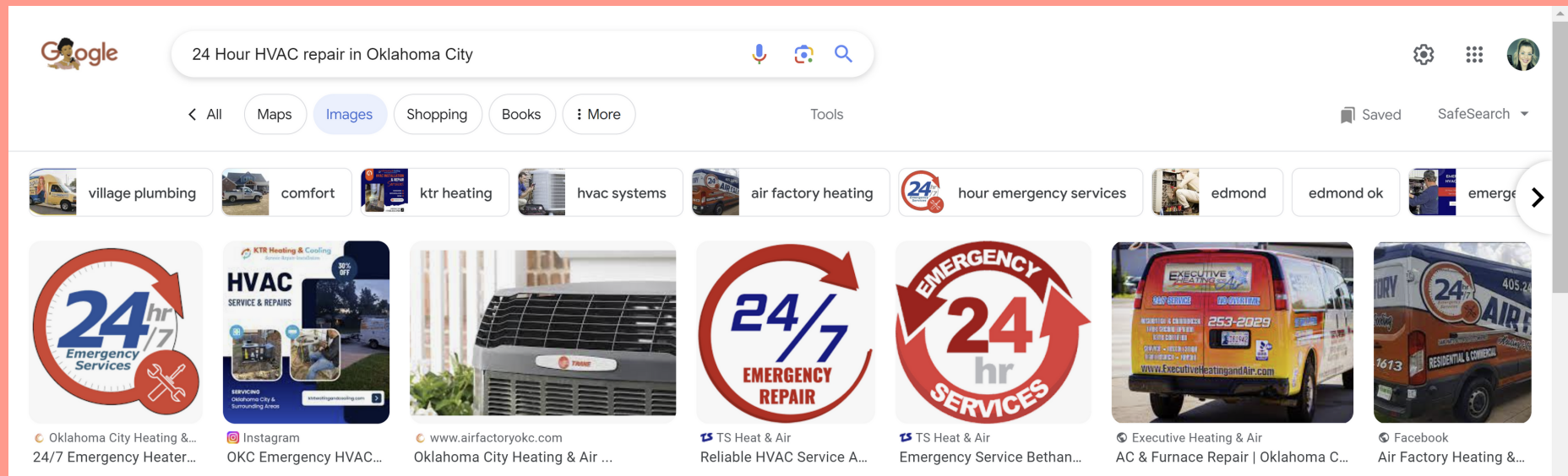
If keywords and keyphrases are the "what," and content is the "how," then Alt Text is the "why."

When search engines like Google, Bing and Yahoo crawl a webpage, Alt Text provides a description to why each image is related to a webpage, and ultimately, related to that business's web presence.

From image search results:

24/7 EMERGENCY REPAIR

ALT TEXT: TS Heat & Air Emergency 24/7 Services

TRANE

ALT TEXT: Oklahoma City Heating & Air Conditioning | 24-Hour Repair

While the SEO algorithm for images showing up in internet searches is naturally, a complex one involving a myriad of factors, (like site keywords, key phrases, content, etc.) Alt Text is a vital part of the recipe.

Every time an graphic is uploaded to a webpage, the image's Alt Text should be identified, even if it is a stock image.

Determining Alt Text for Images

When creating alt text for images, consider both SEO and accessibility factors. Start by writing a concise and accurate description of the image, keeping it relevant to the content on the page. Include relevant keywords when they naturally fit. However, avoid keyword stuffing, which can harm your SEO efforts. Ideally, the alt text should be brief, typically under 125 characters. For decorative images, use empty alt text (alt=""), which tells screen readers to skip the image. For complex images that require detailed descriptions, consider a longer description within the content surrounding the image, often in the form of a caption. Always aim for a balance between providing context for search engines and ensuring a positive user experience for all visitors to your website.

The Alt Text settings are typically found within your website's page builder.

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4. SNIPPETS

According to support.google.com,

Featured snippets come from web search listings. Google's automated systems determine whether a page would make a good featured snippet to highlight for a specific search request. Your feedback helps us improve our search algorithms and the quality of your search results.

Google snippets, often referred to as featured snippets, are incredibly important to a webpage's SEO for several reasons.

Firstly, they offer enhanced visibility in search engine results pages (SERPs). When your content is featured in a snippet, it appears at the top of the organic search results, often referred to as "position zero." This prime placement can drive significantly more organic traffic to your website. Additionally, snippets provide a direct answer to a user's query, making your content more appealing and trustworthy. This fosters higher user engagement and helps establish your site as an authoritative source of information in your niche.

Furthermore, featured snippets can improve click-through rates, as they provide a brief summary of your content, enticing users to click through and read the full article. By optimizing your content to secure featured snippets, you can maximize your online visibility and capture a larger share of the organic search traffic, ultimately leading to better SEO results.

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Continuing with our key phrase search of "24 Hour HVAC Repair in Oklahoma City," the following snippets are revealed.

Suntech Heat and Air
https://suntechokc.com › 24-hour-emergency-hvac-s... ⋮

24 Hour Emergency HVAC & Plumbing in OKC Metro
When you need **emergency service** for your home or commercial **HVAC** or plumbing system, contact us at 405-348-9743 in **Oklahoma City** or email info@suntechokc.com.

Air Comfort Solutions
https://aircomfortsolutions.net › okc › emergency-air-... ⋮

24/7 Emergency Air Conditioning Services in Oklahoma ...
Air Comfort Solutions' outstanding crew offers **emergency services** so you can get back to enjoying your summer as soon as possible. Our technicians are NATE- ...

airfactoryokc.com
http://www.airfactoryokc.com ⋮

Oklahoma City Heating & Air Conditioning | 24-Hour Repair
Air Conditioning & **Heating** experts with **24-hour emergency service**. No extra fees on nights, weekends, & holidays. Servicing the **Oklahoma City** metro ...
Air Conditioning · Heating · Monthly Specials · Maintenance Program

It is safe to say the company snippets listed under my search results will get the immediate attention of their targeted audience because they have properly attended to their SEO. Therefore, the algorithms are working for them.

This is what YOU want!

Like all elements of SEO, your snippet settings are found within your website's dashboard and each page's snippet should be edited and set to reflect your web presence goals.

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5. FEATURED IMAGES

Featured Images are a piece of the SEO puzzle which I see clients neglecting ALL THE TIME. It drives me crazy. Luckily, I have found that with a succinct explanation of what Featured Images do and why they are important to a business's web presence, people grasp the concept... and usually have a, "D'oh," moment when they realize what they have been missing.

If you're going to ever leverage Social Media to your business's advantage, get your Featured Images in check!

I'm sure you've seen webpages and blog posts which remind their visitors to like, comment and share the page. It's a simple yet powerful request to help the company expand their reach and, of course, increase their profits.

What you might not realize, is how such a request can be moot even if your audience obliges and shares the link but you have not set a Featured Image for your content. Sharing a page to social media without a Featured Image removes the visual asset from the post, and we all know, PEOPLE/CONSUMERS ARE VISUAL BEINGS.

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Give it a try...

When I copy and paste my website's homepage into a new Facebook post, my Featured Image is automatically populated as the post's image as well as my SEO description.

When a link to a page containing a Featured Image is shared, the image is "clickable," and anyone whose cursor hits that image will be directed to the associated page. This does not happen when simply posting an image or posting a link not integrated with a Featured Image.

Understand the power of Featured Images now?

Create post

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🌐 Public ▾

https://www.marketingbymeg.com/

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📱 469.912.6983
✉️ info@marketingbymeg.com
🌐 marketingbymeg.com

Ⓖ ⭐⭐⭐⭐⭐

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Digital Marketing Specialist | Marketing by Meg Maran

Add to your post   🖼️ 👥 😊 📍 GIF •••

Post

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Make sure to set a unique Featured Image for each of your website's main pages to ensure a comprehensive SEO strategy.

Here is an example of a client's homepage and the Featured Image/Page SEO settings I have implemented for them.

Home | Parks-Hatherley | Luxury Home Builder
https://parkshatherley.wixsite.com/website
Parks-Hatherley is your luxury home builder of the Dallas, Fort Worth area. We build premium homes in up-and-coming neighborhoods.

🏠 Homepage URL
This is your homepage, so its URL is your domain name. This cannot be changed. Go to URL

Title tag (title in search results title)

Home | Parks-Hatherley | Luxury Home Builder

Meta description (description in search results)

Parks-Hatherley is your luxury home builder of the Dallas, Fort Worth area. We build premium homes in up-and-coming neighborhoods.

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BONUS

A Deeper Look Into SEO Settings

- Set keywords and key phrases
- Marry keywords and key phrases with page content
- Optimize images
- Customize alt text
- Optimize site structure
- Use and distribute appropriate headings
- Review, update and optimize content and content placement
- Provide custom Google snippets
- Customize metadata

- Provide original graphics for social sharing on all main menu pages
- Optimize internal and outbound links
- Index website and pages for search engines
- Optimize page URLS/Domains
- Page load testing and speed optimization
- Create and upload favicon
- Link social account with icons

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CONCLUSION

While this resource highlights 5 tactics or hacks for improving your website's SEO, it's important to note that search engine optimization is quite complex and involves more than we reviewed today.

Hiring an SEO professional for your website is crucial in the digital age. In a highly competitive online landscape, a skilled SEO expert brings a wealth of knowledge and experience to the table. They can help improve your website's visibility on search engines, driving organic traffic and boosting your online presence. SEO professionals understand the ever-changing algorithms and best practices, allowing them to optimize your site for search engines effectively.
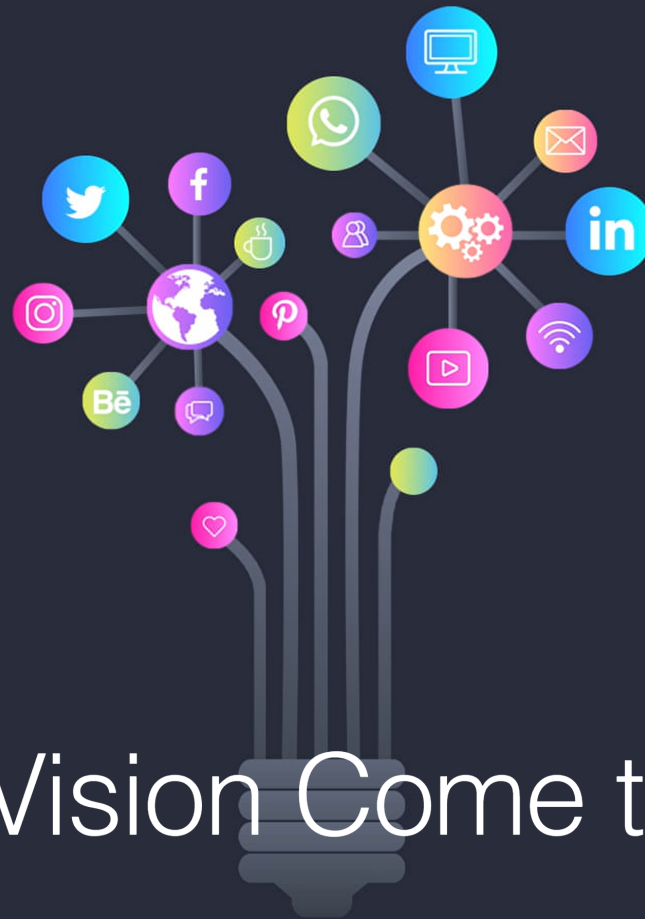
Beyond that, they can perform in-depth keyword research, technical optimization, content strategy, and link-building efforts that are essential for long-term success. In a nutshell, hiring an SEO professional is an investment in the future success and discoverability of your online business.

Thank You

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