



SEO Techniques – The 8 Key Building blocks

What is SEO?

It's an acronym for Search Engine Optimization – making your website better optimized to respond, fastest, to a search on any search engine, not just Google.

Do I need SEO?

Building a website is akin to getting your business structures in order – but still not getting customers calling on you. Getting your SEO in order is like making sure your phone number is available to anyone seeking info about your industry – not just getting your name out there, but getting it out there **at the moment** someone is searching your kind of service. For instance, if someone is looking at refurnishing their home, and you supply household stuff – proper SEO gets you in their face **when** they search.

What can I do to have my website optimized?

Here's a check list of things you can do to ensure your website gets to the top page on a search in your service scope. Try your best to check each item: the more the better!

1. **Content is King**

The search algorithms often get updated, but the basic mechanism remains – search engines want to show the most relevant result, fastest. Your goal is to make your website contain **that** relevant information. Take note of:

- a. **What do you EXACTLY offer** – from the perspective of the customer. What will a person be searching? We call these **keywords**, in SEO lingo.
- b. **Relevant, engaging content** – Your content needs to be relevant and descriptive, though not so promotional. It needs to also be engaging – not the kind that gets your visitors off your site in 10 sec.
- c. **Duplicity** – do not duplicate content unnecessarily. Introductions appearing in various sections are in order, but don't overdo it.

2. **Proper Structure**

Your website needs to be well structured. This helps search engines know what pages contain, where to go next, and such. Take note of:

- a. **Simple, interconnected link Navigation** – Connect different pages within your website correctly, regularly.
- b. **Prioritize and set hierarchy** – sure to prioritize the most important pages and to employ hierarchy within the content, and the website entirely.



- c. **Titles** – Make use of titles, headings, sub-headings, captions, and keep that structure well distinguishable.
 - d. **Device screen responsiveness** – we would ordinarily call this mobile responsive websites, but seeing as we have tablets, phablets, eBook readers in addition to PCs & laptops, device screen responsiveness it is. Your website needs to be properly displayed in any kind of screen.
 - e. **Watch your speeds** – Keep a keen eye on the load speed of your website – fast is good, beyond 7sec for first load is bad! This means you might to optimize your images, use less images, employ web scripts wisely, minimal pop-ups
3. **Testimonials and Reviews**
Encourage as many reviews and testimonials as possible. This adds a layer of authenticity, which search algorithms include. But don't buy them, build up!
4. **Build up site visits – organic**
Find ways to encourage site visits to your website - freebies, challenges, humor and definitely by having engaging content. Search engines do track how much a site gets visited, and can tell whether those visits are organic or "bought".
5. **Webmaster tools**
Most search engine s have what we call webmaster tools – a means to better define what your website is about, and related tools. Their main advantage is that your website gets into the eyes of these engines beforehand. When improving the search rank, we focus on Google, Yahoo & Bing Webmaster tools as they control 91% of the search "market".
- a. **Analysis** – the demographics of who's visiting, where are they coming from, what software are they using, what device are they using, where did they come from, etc
 - b. **Ownership** – what company owns the website – adds both authenticity and accountability; some webmaster tools allow for descriptions;
 - c. **Authorship** – who actually wrote on the website – although it might seem as though it is building personal brand, it also adds authenticity as companies are formed of people;
6. **Get co-listed**
Get linked from various other sites –
- a. **Directories** – general and industry-based,



- b. **Places listing** – Google maps, Google Plus & business, Facebook place & business, Yahoo directory, Yelp listings
- c. Local government listings
- d. Other sites you own, from other related websites

7. **Be social – both online and offline**

It goes without saying that being active on social media channels – those that are relevant to your industry and other common ones, get you known. But going beyond being active, make sharing info from your website to social media easy - buttons, requests, comments.

Networking is the term we often use for being social in business / corporate circles. When your name, or company's name is the minds of people, that's where they'll search first – in their minds. So here's what to take note of:

- a. Run updated social media pages – updated because old news gets archived;
- b. Make sure to link to your website - standardize the wordings in the various channels;
- c. Cross-post articles between channels
- d. Share your business cards generously, make sure to be impactful or memorable (+vely) so the card has a higher chance of being kept safe;
- e. Court the attention of media people –encourage them to tag you when they publish their articles / posts

8. **Keep your site virus / malware free**

Nothing gets you removed from the results page faster than having malware on your website. Porn and other illegal stuff as well.

There's definitely much more you can do to improve on your search rank, but they all build upon this main principles. These are the main building blocks. Do your best to keep an eye on how compliant you are on them, and you are on your way to attain and retain the top spot.