



WEBSITE OPTIMIZATION PROCESS

Once you're sure there are no major SEO problems with your website, you're ready to start optimizing it even further.

CONDUCT KEYWORD RESEARCH

- Decide which website pages you'd like to rank better in the Google search results (5 – 10 pages)
- Create a “seed list” of keywords people use to find those pages (don't use jargon, industry terminology or any words your customers wouldn't use)
- Use Google's Keyword Planner tool to find more keywords
- Prioritize keywords by
 - Relevance (reflects what you do – e.g., if you don't grind stumps, then don't use that keyword),
 - Search volume (higher is better but don't ignore keywords with volumes under 100 if they meet the other criteria),
 - Searcher intent (would the keyword be used by someone looking to hire you, or is it just a search for general information?), and
 - Geography (focus on your local area only)

USE KEYWORDS ON YOUR WEBSITE

- Assign target keywords to each of the 5 – 10 high-priority pages (only ONE keyword per page)
- Add a title tag to each page, using the unique keyword for that page
- Create a meta description for each page – use the keyword only if it makes sense to do so
- Write (or rewrite) the page content – write around 500 words that sound natural (don't stuff it with keywords)
- Use headers to break up the text (H2, H3 – only the page title should be H1)
- Use keywords in the image names, use alt tags, and add captions where it makes sense to do so