

# Getting Found Online Through Search Engine Optimization (SEO)



Tips, Strategies, & Industry Standards That Will Help You Increase Your Organic Search Engine Rankings

# Inbound Marketing Strategy



Search Engine Optimization (SEO) is an important asset to your website strategy, but it takes consistent work in order to get found online. This strategy is at the "top of the funnel" of your inbound marketing strategy. **Here are some tips to help you increase your organic search engine rankings.**

# Off-Page Search Engine Optimization



Everyone wants to reach the top spot in search engines in order to grab the most attention when prospective customers look up specific keyword phrases. **Search engine optimization helps to increase your chances of getting to the top ranking result.**

Off-Page SEO involves getting other quality websites to build inbound links with you and your website. **Linking more quality websites with yours in off-page SEO helps raise your rank in search engines.**

# Optimize Building Inbound Links

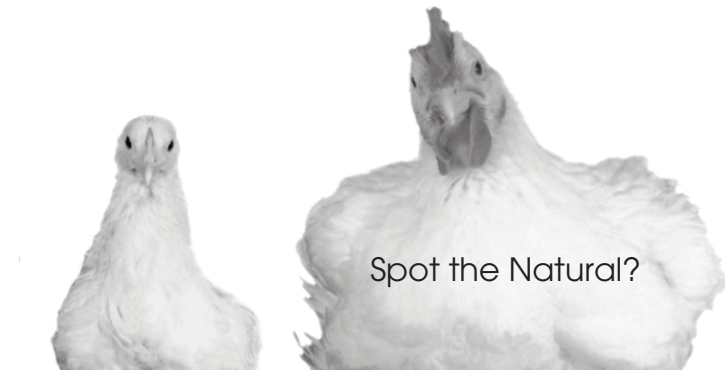
- Create content that is high-quality, educational or entertaining
- Submit your website to online directories
- Write a guest post for other blogs and forums
- Look for link building opportunities with other websites
- Focus on quality link building instead of buying links

# NEVER Buy Links



Buying links might sound like a good idea, and work for a short while, but once Google finds out, your site will drop off the face of the planet. It will cost more money and time to get your site back into the rankings and good graces of Google.

# On-Page SEO



On-Page SEO is just as important as Off-Page SEO. You need to have your most important keywords within the content of your website. **This includes: Headline, Sub-headline, Body Content, Image Tags, and Links.** While it's important to have keywords in your pages, it's also important not to overdo it. It's important your **keyword is naturally placed**, the exact key phrase can be broken up with other words in-between and order of the words can be switched around. Search engines are smart and will figure it out. Also, there needs to be a healthy medium between search engines and human viewers. You need search engines for people to find you, but the people need to be interested to make a decision.

# For Best On-page SEO

- Use a **Primary Keyword** for each page
- Place your primary keyword in your headline and sub-headlines
- Include keywords in the body content
- Include keywords in the file name and alt tags of images
- Include keywords in the page URL



# Meta Tags

Meta tags are lines of code in the background of a web page. **It is important that every page has a definitive purpose and goal.** This tells search engines what the page is about.

Nowadays, website editors are able to edit Meta tags without prior coding experience or knowledge simply by opening a web page file in Notepad.

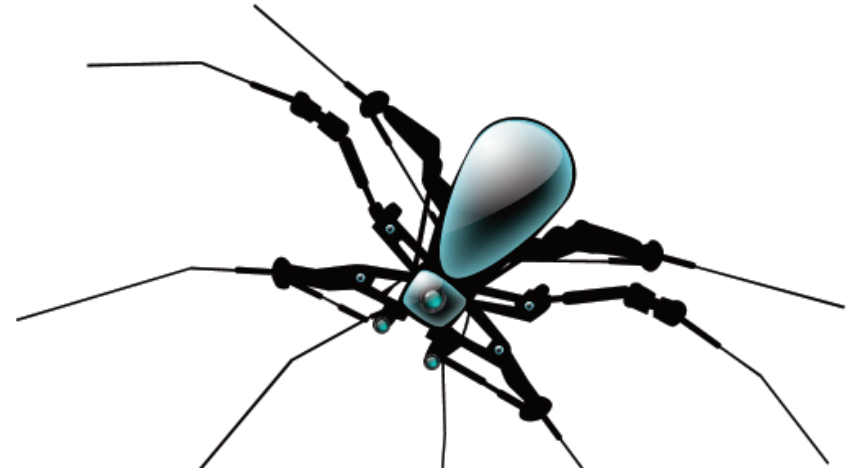


# 3 Types of Meta Tags

- 1) Title
- 2) Description
- 3) Keywords

There are character limits to each tag. Title tags can have a maximum of 50 to 70 characters. Description tags can have up to 140 to 160 characters. Keywords should have no more than 5 to 7 terms per page.

# XML Sitemaps



XML sitemaps help search engine “spiders” crawl through your webpages efficiently. **The .xml file contains a list of every page and post on the website and when they were last updated.**

Create a sitemap through an online generator that will create the .xml file for you, and then upload it to the root directory of your website. Update the file regularly as you update your website with more content.



# 301 Redirects Keep Your Place in Line

Sometimes, website links can end up broken. Most of what we see is “404 message” or “Page Not Found” when we find broken sites, which indicates that there is a new webpage and the old webpage has not yet been linked. It is important to use a permanent 301 Redirect when moving a page on your website, which will **direct the old URL to the new one, keeping about 98-99% of your current page rank**. If you don't do this properly, you can risk losing all of your hard work and ranking.

# Conclusion

It can be a lot of hard work, but maintaining consistent SEO on your webpages will help you grow your ranking in search engines organically; you won't have to spend any money for these strategies. Keep learning and stay tuned for more with our next **eBook** on **Content Marketing**.

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