



Mike's 5 Free Do-It-Yourself SEO Tips

Is your website ranking for the key search terms in your industry? Is your site being indexed by Google and other search engines? If not, there may be several reasons.

When you had your website built, if you're like most folks, you thought that once you had a website, customers were going to flood the site and your sales would skyrocket? Am I right? Nobody told you that, in order for customers to find your site, you had to ensure that it was optimized so that it would rank on the search engines. Only then would potential customers find you in a sea of millions of other sites similar to yours.

SEO, or Search Engine Optimization is a very complex task that takes time and is a learned skill. It also consists of several different tasks performed in a specific order for it to work correctly and get you the results that you desire. There are, however, several things that you can do yourself or check yourself, that will help get you moving in the right direction when it comes to SEO on your site, as well as off-site SEO. If you don't have administrative access to your website to perform changes, or are uncomfortable doing so, contact your site administrator, or you can call me and I will be glad to help.

Today, I'm going to give you 5 tips that you can do or check for yourself.

Here we go!

1. Do you have enough key-word rich, relevant, authoritative content? - SEO begins with great content. Google is the search engine king, so when I talk about SEO, they are the standard by which I speak. Google ranks sites based on the relevance of the site in general, and the biggest part of that is content. They like to see a minimum of 1000 words, but preferably 1500 on the home page and 500 on secondary pages. If you don't have pages that require content on secondary pages that's ok, but the main page content is key! Make sure that you incorporate the proper keywords in your content, but make it flow naturally so Google doesn't consider it "spammy". If you keep the customer in mind and make your content informative and use keywords properly, you will be ok. Make sure your content is relevant to your business, product or service. Google's main goal is to find sites that will provide the consumer with the best information at hand.
2. Make sure that you have proper alt tags (names) on all of your site images. - Use alt tags that are descriptive of the image, but also incorporate a keyword as well. Doing so adds to the relevance and informative nature of the site.
3. Is your website mobile responsive? Meaning can you view it correctly on a tablet or mobile phone? - If not, Google may be pushing your site down in the ranking. Over 60% of all searches are done on a mobile device. As stated above, Google has the consumer in mind when ranking sites and since most consumers are using mobile devices, they began using this as a criteria for ranking beginning in 2015. If you're not sure if your site is mobile friendly, you can test your site [here!](#)
4. Have you verified your business with Google?- Google loves everything Google, so if you verify your site/business with Google, you put a virtual feather in your website's cap, so-to-speak. Don't go all weenie on it either, fill it out thoroughly, upload images, put in your address, phone number, website address, etc. Give it some love, and Google will return the favor.

5. Lastly, make sure to ask your customers/clients for reviews. Put a link to your Google review page to make it easier for them to give you a review. Google loves to see customer interaction, so when a customer leaves you a review, make sure you respond to their review. Remember, potential customers research your company when making a purchasing decision, and often check out reviews, so make sure you make all responses professional, even if it is a negative review. Turn a negative review a positive by going above and beyond to make the disgruntled customer happy. All the other potential customers will see that you handle complaints in a professional manner and genuinely have the customer's experience at heart!

This is by no means a comprehensive list, there are around 200 different criteria that Google uses in its algorithm to rank sites. However, these are among the most important and, if implemented, will get your site well on its way up the Google ladder.

If you would rather have a professional take care of these and more to get your site ranked, contact me today!

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