

ESSENTIAL COMPONENTS OF AN SEO STRATEGY



ESTABLISH AUTHORITY IN YOUR SUBJECT!

Now it's time to make sure the content of your website reflects what people are actually searching for! Aim to write content that creates value for your customers and attracts people who search for keywords in your industry!

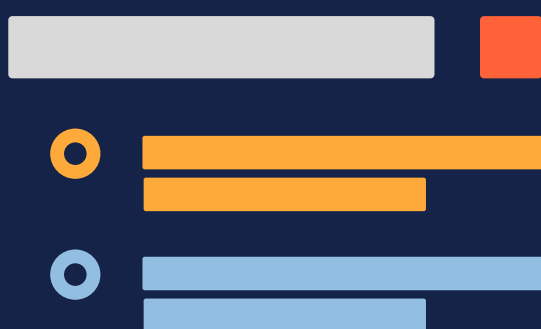


BUILD LOCAL CITATIONS AND BACKLINKS!

Especially if you're a small business, you won't quite have the authority of larger sites. Making sure that you have a presence on these sites improves your SEO because it tells Google that you're authentic and have the backing of larger sites to prove it. In addition to review websites, local news sites can also drive traffic and build credibility!

FIX ANY TECHNICAL WEBSITE ISSUES!

Before showing Google that your website is relevant, you should make sure it's in ship shape. Slow page loading times and insecure webpages will make users leave your site and hurt your SEO, so don't start on anything else until your site is presentable!



MAKE SURE YOU'RE OPTIMIZED FOR MOBILE!

Over 60% of searches take place from a mobile device, so you better make sure your website works well on mobile and looks good! You want your site to be as responsive as possible to get people on their phones to turn into customers as fast as possible!



YOUR WEBSITE



OPTIMIZE HOW YOU APPEAR ON GOOGLE SEARCH

Google is becoming increasingly sophisticated with what it can show in search results! From Google My Business listings to image carousels to reviews and previews, there's a lot of unique info Google wants to highlight. Adding rich snippets helps Google showcase your site and services!



MORE TIPS: WWW.ONELOCAL.COM

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