

# Search Engine Optimization

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## Improving your SEO

Your website's Search Engine Ranking is what helps you get found on the Internet! By addressing these factors, you increase your page ranking, appear in more relevant searches, and get found more readily. Just a few simple adjustments!

**On-Page Factors: What you can do on each page to help your SEO**

**Keywords and Keyword Density**

Are your keywords in your headings? Researching keywords associated with your topic can greatly help in improving search engine optimization. Narrow your focus and choose keywords that more accurately relate to the topic - this allows an accurate link to your topic while making it easier to beat out competitors (because you focus on more unique terms). To help generate a list use the Google Keyword Tool. Using keywords in your content also benefits any Google Adwords campaign. Be careful that you don't use too many keywords on a page as this is considered 'stuffing' and will penalize your ranking! Make the content sound natural while using related keywords throughout the page—this is appropriate keyword density. Better?

**Unique Content**

Content development is a priority as it keeps the visitor on your page! It also increases links to your content - which boosts page rank, especially if those links come from high-ranking pages.

Encourage sharing:

Always Include a **CALL TO ACTION!**

Commenting on others' posts and articles can be an excellent way to link back - just make any comment relevant so that the comment isn't deleted or blocked!

Comment

**Site Factors: What your Website can do to help its own SEO**

- Load times
- "Freshness" of content
- Friendly URLs
- RSS feeds
- Site maps
- Links with anchor text
- Social Engine
- Technology choice
- External CSS
- Time spent on site

```
1 <html>
2
3
4 <title> Behind-the-Page Factors </title>
5
6
7 <Meta>
8 Always fill in the meta description
9 and meta keywords. And use your
0 keywords here - be descriptive,
1 no spam!
2
3 <Linked Filenames>
4 Back links are a contributor to
5 great SEO. It's important to pay
6 attention to not only what you link
7 to, but also what the words are that
8 you are linking to in the content.
9 Is it a keyword for that page?
0
1 Inbound links are when others link
2 to your content. You can create some
3 inbound links of your own through
4 Social Media sites and directories!
5
6 <HTML Construction>
7 Using TITLE tags, ALT tags and using
8 H1, H2, H3... all contribute to more
9 impactful SEO.
0
31
```

**Web Factors: What the Internet does to help you get found**

- Page Rank
- Duplicate Content (Negative)
- Inbound Links

**User Factors: What the User does to help find you**

These are factors you cannot influence. Things like the User's personal search history, location, and language.

Can we help?  
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