



ESSENTIAL ITEMS FOR SEO



TIPS FOR GETTING STARTED

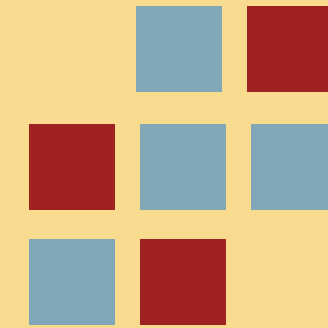
PAGE TITLES

A page title is the name of each webpage. Each should be unique and relevant to what the page is about. It should start with key search terms your audience uses and end with either a benefit or your brand name. And don't limit your website to only 1 web page.



HTTPS OR HTTP

For your website to be more secure for users, make sure your web address starts with https (and not http). The 's' stands for secure and it's a small piece of the Google ranking puzzle.



LOADING SPEED

How fast or slow your site loads is another important ranking factor. As a rule of thumb, your website should load in under 1.5 seconds.



LOCAL SEO

For most businesses, a strong local presence is important. Part of a local SEO strategy includes having a website footer that includes your company name, address, phone number and a map of the service area. An active Google My Business account is also key.



GREAT CONTENT

Content, in a range of formats such as page copy, blogs, videos and infographics is critical in getting your website to rank. And not just on your website. Create content for complimentary websites, that serves their audiences - just as long as they acknowledge you.

