

6 STEPS TO SEO

SEO stands for search engine optimization. It's the process by which someone – business owners, marketers, even popular YouTubers – manages his or her website's listing priority on search engines like Google, Bing and Yahoo. Each engine uses algorithms that evaluate everything from your website's content to inbound and outbound links to determine its relevance and, thus, where it lands in search results.

The checklist below will help you take steps toward optimizing your site for search. Keep in mind, however, that the most important SEO tip is to set reasonable objectives.

STEP 1: OPTIMIZE FOR KEYWORDS

Identify unique keywords that a client or prospect searching for you online might use – your name or group name, employees' names, your location combined with your firm's name, your specialties or areas of expertise, your client niches, etc. – and incorporate them logically and organically into your website content.

Ensure that your website links to all of your professional social media presences – and those of your employees – and vice versa.



STEP 2: LINK TO AND FROM YOUR SOCIAL MEDIA PROFILES

STEP 3: SET UP INBOUND AND OUTBOUND LINKS



Include links on your website to the websites of all the charitable and business organizations you're involved with – the local chamber of commerce, for example – and ask them to link back to you.

Create a plan to consistently update the content on your website that's customized to your clients or niches, determining frequency, types of content updates, sources and who is responsible.

Consider custom content options: blogs, photos, article links, videos, etc.

STEP 4: REGULARLY UPDATE UNIQUE CONTENT

STEP 5: PURCHASE ADDITIONAL URLS

Purchase additional URLs your clients and prospects might mistakenly use when trying to visit your website. Consider common misspellings, other variations of your name or location, abbreviations, acronyms, etc., and have them redirected to your website.



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If you're interested in bolstering your chances of being found using a certain keyword, you might consider paid search. With this method, you pay a search engine to include a link to your website in a promoted area, usually at the top or right-hand side of a results page, when an agreed upon word is searched.

STEP 6: CONSIDER PAID SEARCH

SOCIALIZE YOUR SEARCH



Having a consistent presence across social media platforms can be a big boon to your SEO efforts. Make sure your unique keywords appear on your Facebook, Twitter and LinkedIn pages and that each page includes a link to your website.