

Ep 51: The Right Way to SEO

Fundamentals of Search Engine Optimization with Steve Wiideman



- Create a single, highly functioning website with quality content.
 - Get the fundamentals right before spending money on marketing.
 - A really strong website is a must.
 - It is easy to navigate.
 - Consists of strong content.
 - Serves up the right information.
 - Uses keywords and phrases the the customer is searching for.
- Develop your SEO strategy, which is more than just your website.
 - Create findable content including PR coverage, blogs, YouTube.
 - An SEO strategy consists of keywords, title tags, and meta descriptions.
 - Keywords are the main elements of SEO strategy. Each page of your website should follow a carefully designed strategy to have the most impact on Google's search engine algorithms.
 - There are several approaches to developing your keywords.
 - Brainstorm on your own.
 - Use Keyword Planner, a Google developed tool.
 - Google search for business-related pages and look for Google's suggestions.
 - Q&A websites such as Quora, AnswerThePublic.com, and UberSuggest.
 - Title tags are your headlines that Google analyzes.
 - Each title should have a headline near the beginning to be relevant.
 - Headlines should be compelling and have a CTA to engage.
 - Meta descriptions are important to optimization and fall below the title in a search, often encouraging people to click.
- Conduct SEO audits on the regular and keep up with your Google analytics.
 - Check each page for meta titles and descriptions. Check keyword optimization for each post. Analyze the URL structure of your articles. Check ALT tags on images. Conduct a test of mobile-friendliness.
- Do not shy away from change.
 - One thing is certain, changes to the web happen all of the time! You must be ready to react to and accommodate to stay on top of your game.
 - Make sure someone, either an employee or outside expert, stays proactive on changes.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete