



TOP 10 SEO TIPS

FROM PEANUT BUTTER CREATIVE

If you're looking to grow your business, gain leads and convert to paying customers, driving organic traffic to your website is a must. Search Engine Optimization can feel daunting and complex, but with a few intentional strategies, you can greatly improve your website's search engine visibility. Here are our top recommendations:

Embed Target Keywords Into Your Content

01

One of the most important elements to the optimization success of your site is having relative keywords that apply to your niche, target demographic, and users search intent spread throughout your website. Start by doing a Google search of a question someone might ask that you want your page to rank #1 for (i.e. "Where is the best hair salon in Denver?") and explore the listings that appear on page 1 to see what terms and phrases they use in their page titles, headings, body content, etc. Model what that results page has on to your site to rank for similar terms.

Meta Descriptions for Every Page

02

Each page of your website should contain a "meta description" which is the blurb of text that Google typically shows on the search results page. Take advantage of that real estate you can acquire on Google to describe your page's content by using a keyword-rich explanation to draw people in to click on your link over your competitors.

Focus on the User Experience

03

You could have a website filled with the highest volume keywords perfectly tailored to your niche and target demographic, but without a user-friendly webpage, you will not rank. Ensure that the flow of your page is designed and built to support ease of read, lack of clutter, and technical convenience so that a viewer doesn't think, "Yikes, this page is hard to read / understand / navigate. I'm getting out of here."

Use Images With Purpose

04

Images are a powerful tool for keeping users on your page and for establishing more credibility. Make sure to use images that are relevant to your topic and are high-quality. The right placed image can tell more than the text on the page when selected appropriately. Aim to have at least 1 image for every 3-4 paragraphs of text to help give a break to the eyes.



Image Optimization

05

Images on your website are crawled by Google just like your text is. Take advantage of ranking for your images by optimizing them with a keyword-rich caption and alt text. Use these two fields to describe what the image is (as if someone could not see it) and make sure to brand the image with your website name or title, i.e. "A bride getting ready for her wedding day | The Wedding Planner & Co."

Internal & External Links

06

Hyperlinks that point from one page on your website to another page within your same domain are called internal links. Similarly, hyperlinks that point from one page on your website to a different domain entirely are called external links. Google rewards websites that have significant link structures. Aim to include 1-3 internal and external links per page to further build your website's strength.

Backlinks

07

The best compliment to your website, according to Google, is when another domain links to your page. Building backlinks from other domains is an effort that can tell Google that your site is more credible and authoritative. To build backlinks, consider reaching out to another page's site manager to request a backlink by providing them a location on their site and reason for why your backlink could benefit their audience.

Contact Page

08

The contact page on a website is one of the most commonly viewed pages across the board for all websites. Make sure your contact page displays your contact information in an easy-to-read format along with the supporting details to allow the viewer to get in touch with you and for what reason (help with an order, to receive a quote, to schedule an appointment, etc.) At minimum, it is recommended to have an email address for contact usage.

Valuable Content

09

Your website can be used to share information, spread awareness, sell products, book services, and more. But outside of its primary purpose, your website's strength can be improved by providing valuable information that answers commonly asked, industry-related questions, typically in the form of blog content. When you provide additional valuable content outside of your main product or service offering, you have a higher chance of getting more traffic to your website because people can find your page when looking for answers to those commonly asked questions.

Fix Technical Issues

10

It's rare that any website will work flawlessly 100% of the time. Addressing any technical issues on your website is important for optimizing your site so that Google does not penalize you for providing a poor user experience. Conduct regular site audits to determine how your site is functioning from a technical perspective and work with your site manager or a technical website specialist to resolve any errors.

