

# TENANT NEWSLETTER

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## SEARCH ENGINE OPTIMIZATION

### What is SEO?

Have you ever searched for something on Google, and the first thing that pops up is exactly what you were looking for? That's basically the essence of Search Engine Optimization (SEO).

SEO is a method you can use to provide your website the best chance of showing up at the top of a Google search result. This is important so that potential customers who are looking for your product or service find your business.

### Tips for Optimizing your website:

There are a variety of methods that Google uses to retrieve your website in response to a given search term. Listed below are some of the more common methods.

#### *1. Keywords*

Firstly, make sure you have a website! It doesn't have to be complicated or have too much functionality, but having an online presence is critical for consumer credibility. There are various free methods to create a website, including Tilda (<https://tilda.cc>). Keywords are very important and easy to add to the text written on your website. Be sure to choose a variety of keywords that clearly describe your products or service. For example, a grocery store should add terms in their site such as "grocery store" but also other words such as "produce", "meats", and the town or city they are located in. Be sure to add these words to a variety of locations in your site, such as a description section, header, paragraph text, even the specific filename in your URL. Also, note that text in pictures is not identified by Google so avoid this where possible.

## ***2. Website Footer***

Use the website footer (Links at the bottom of the page) to feature links to pages on your website, and showcase the Keywords discussed above. If you have a link to a new page, not featured on the Header, this can allow you to create more content and again, more key words. Lastly, this is a less intrusive area to include legal information that you may be required to display (Privacy Policy) and a site map.

## ***3. Blogs***

Google's algorithms favour websites that are current and updated regularly. But if your business isn't changing products, services, or prices frequently, how can you update your website regularly? By using a blog! Not only do you provide relevant information to your customer base, but you're helping your ranking on Google.

## ***4. Google Reviews***

Once you establish your Google My Business, as discussed in our October 2018 newsletter, your business has the capacity to receive Google Reviews. This helps your Google Ranking for local SEO and helps small businesses improve their credibility on a limited marketing budget.

## ***5. Backlinks***

These are links to your website, featured on other websites. The more traffic to the other website, the better. These links help Google and other search engines to determine your importance and to put search results in order. Make sure other sites link to yours, this will improve your page's visibility. There are a few strategies you can use to obtain safe backlinks:

- Credible Directory sites: These include the big business directories and portals in your industry.
- Testimonials and existing relationships: You could offer to write testimonials for companies you work with e.g. your website designer and add their link to your website and they may do the same for you.

## ***6. Yelp***

This is a great website for both Social Media efforts and SEO. It allows your clients to leave reviews and/or pictures about your company. You can also create your own page on Yelp which could be a great help in generating backlinks to your website.