

A Guide to Search Engine Optimization (SEO)

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Over 63% of people use search engines to learn more about products and services they consider buying. Less than 1% of those people check past the first page. So if your business isn't found on the first page, you are missing out on a huge number of potential customers.

The websites at the top of Google and other search results pages aren't there by chance – they work

hard at it! SEO is the art and science of setting up your website to be search-engine friendly, while using various tactics to build its trust and authority on the internet.

The resource is designed to help you harness the power of search engines to your advantage. Rank higher, get more traffic and bring in more revenue.

Technical SEO

Technical SEO refers to the process of improving a website's architecture and backend elements to improve its visibility and performance on search engines.

Site Security Certificate: Since around 2014, Google has recommended website owners to migrate from HTTP to HTTPS.

ON-PAGE SEO

refers to the process of optimizing webpages and their content for both search engines and users.

What is needed? Back-end access and an SEO plug-in (RankMath, Yoast)

Keyword Research: Identifying relevant keywords and phrases that your audience is searching for.
Google Keyword Planner, SEMRush Keyword Magic Tool

Content Optimization: Ensuring content is valuable, engaging, and optimized for target keywords. This

includes using keywords naturally in titles, headings, and body text.

Meta Tags: Optimizing meta titles and descriptions with relevant keywords.

Image Alt Tags: Using target keywords to tell Google the images used are relevant to the content. This can also help with accessibility for visually impaired users.

URL Structure: Creating clear, descriptive, and SEO-friendly URLs, aligned with the target keywords.

LOCAL SEO

Local SEO helps your business be more visible in local search results on Google.

What is needed? GBP access

It's important to include and optimize things like:

- NAP: name, address, and phone number. Make sure to use valid information
- Link to social media accounts

- Your GBP listing
- Reviews and/or testimonies from clients and customers. You can pull reviews from sites like Yelp and even Google Maps
- Photos to add credibility

CONTENT QUALITY

Regularly publishing valuable, informative, and relevant content that matches user intent.

Google's E-E-A-T: Expertise, Experience, Authoritativeness, and Trustworthiness

What is needed? Back-end access, Blog/ Resources page

Quality over quantity: Content is king and quality matters.

Keyword optimization: Incorporate relevant keywords naturally throughout your content to help search engines understand your topic.

LINK BUILDING

Internal Linking: Linking between pages within your site to boost navigation and distribute link equity.

The internal linking structure can significantly help in indexing. It will tell Google about your site's overall structure and pass on some authority between pages. It will also help your site visitors find the information they need, which will improve user experience (UX).

Outbound Links: Using outbound/external links naturally to sites that are relevant to your content is also important. This can tell Google that you are doing research for your content.

Backlinks/Inbound Links: Backlinks are like the 'voting system' of the internet. When a website links to your page, this site is saying that you are a trustworthy source. This is why backlinks have been and still is the most crucial ranking factor in SEO.

Social Signal: It may not be a direct ranking factor, according to Google. However, when people share and engage with your content on social media,

studies have suggested that they indeed help with your SERP ranking.

and HTTPS are basic protocols that allow us to send and receive information in the form of a website, and HTTPS was designed to provide an extra layer of security.

Page Load Speed: Page speed is the time it takes to fully display all content on a specific page. According to Google, the probability of bounce increases 32% as page load time goes from 1 second to 3 seconds.

What is needed? Google's PageSpeed Insights

Mobile Friendliness: Ensure your website is visually appealing and easy to use on mobile devices as Google prioritizes mobile-friendly sites on their SERP.

Crawlability: Ensuring search engines can easily crawl and index the website (XML sitemaps, robots.txt).

Structured Data: Implement structured data (schema.org) markup so Google can properly recognize all the different elements on your site. Schema markup will also let your page be eligible for rich/featured snippets.

Core Web Vitals: Optimizing for Google key metrics like LCP (Largest Contentful Paint), FID (First Input Delay), and CLS (Cumulative Layout Shift).

USER EXPERIENCE

User Experience deals with how users interact with your website.

Engagement Metrics: Reducing bounce rates, increasing time on site, and boosting page views per session.

What is needed? GA4 Access

Navigation: Easy-to-use and intuitive navigation helps users (and search engines) move through the site effortlessly.

A STEP-BY-STEP GUIDE TO OPTIMIZE A SITE PAGE

1. Conduct Keyword Research

- Choose relevant and high-traffic keywords using tools like Google Keyword Planner.
- Analyze competitors' keywords to fill content gaps.

2. Log In To Your Website's Back-End

- Enter the URL for your website's back-end login page. Common examples include:
- www.yoursite.com/admin
- www.yoursite.com/wp-admin (for WordPress)
- Provide the username/email and password associated with your administrative account.

3. Verify Whether Your Website Has An Active Seo Plugin Like Rank Math Seo Yoast Seo Installed And Configured

- If not, install one of these plugins from your dashboard.

4. Optimize The Page Content

- Navigate to Pages in your dashboard and select the

page you want to optimize by clicking "Edit."

- Scroll to the bottom to locate the SEO plugin section, then click "Edit Snippet" and update the following:
- Title tags: Include the focus keyword, limit it to 60 characters, and make it compelling.
- URL (Slug): Keep it short and descriptive, and include the focus keyword (e.g., www.yoursite.com/on-page-seo)
- Meta Description: Write an action-oriented description that includes the focus keyword. Keep it under 160 characters to avoid truncation in search results.

5. Use Alt Text To Describe Images, Ensuring Accessibility For Users With Disabilities And Improving Seo.

6. After Completing Your Edits, Click The "Update" Button In The Upper-Right Corner Of The Page Editor To Save Your Changes.

HOW TO UPDATE A GOOGLE BUSINESS PROFILE

Access your Google Business Profile through:

Business Profile:

- Ensure you're signed in with the Google account associated with your business.
- Search for your business name or type "my business" in the Google search bar.
- Your Business Profile will appear; click on it to manage.

Google Maps

- Open the Google Maps app or website.
- Click on your profile picture in the top right corner.
- Select "Your Business Profile"

Edit business information

- Update details including business name, address, phone number, website, hours of operation and attributes. Ensure the information is consistent with your website.
- Add photos and videos to enhance your profile.
- Add your social links under the "Profiles" section.

Always click "Save" after making updates to ensure the changes are applied.

No Google Business Profile yet? Visit this [link](#) to create one.



ABOUT THE AUTHOR

Dylan has over 3 years of experience helping clients take their business to the next level. He is a dedicated professional that develops marketing strategies that work with your business goals. Fed has extensive experience both in brand and digital marketing with over a decade in local and international markets. His passion for brand management through digital and customer-centric strategies paved the way for building meaningful brands and consumer connections with tangible results.