KNOW YOUR TARGET
Who is the website for? What are they looking for? What problems are they looking to solve? Are you solving them? How are they finding you? Make sure your content is addressing these things.

WHAT KEYWORDS/PHRASES ARE THEY USING
What words and phrases are your visitors using to find products and services like yours? Tools: Google Keyword Planner, Keywordit, Answer the Public, UberSuggest

FOCUS ON ONE KEYWORD PER PAGE
It is good practice to have every page optimized for one keyword through headlines, texts, links and general content. The home page should be optimized on a keyword that describes the overall business and every other page should focus on specific products or features/benefits.

CREATE AN ELEVATOR SPEECH FOR EACH PAGE
Create a short descriptive sentence that sums up your business using keywords/keyword phrases your visitor might use. You want your visitor to immediately know what you do and how/if you can solve their problem.

USE HEADERS (H1, H2...)
The primary heading is H1. H2, h3, etc are subheadings. Together these create an ‘s page that is easy to read and understand. These headers should be used consistently and in full sentences. The title tag of a web page is meant to be an accurate and concise description of a page’s content. Example; Small Business Help | Iowa | SBDC

USE UNIQUE TITLE TAGS ON EACH PAGE
A page title describes and ranks your business nationally and the site in search results. The page title should be a short, concise summary of the page’s content. This tag is important in algorithms and should not be duplicated across your site. Example; Small Business Help | Iowa | SBDC

USE UNIQUE DESCRIPTION TAGS ON EACH PAGE
A page title description summaries or contains a couple of sentences. It is shown as the description in search results. Without one Google will extract site content but it might not make sense. This is like an ad for your page on search engine results.

MONITOR PAGE SPEED
Page speed is a factor in algorithms it is a very important factor.

BLOG
Creating content through a blog is a great way to keep your site fresh and add seasonal and other keywords people might be searching.

For more information or individual help contact Sue Pitts @ spitts@iwcc.edu
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