

An insider's guide to

Search Engine Optimisation

Having a modern, mobile responsive website will do wonders for your online traffic. But a website that looks good, is just a small part of what is needed to rank well on Google search. Undertaking the following actions will improve your chances of moving up the golden Google rankings ladder...

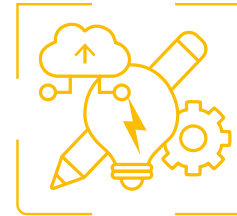


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DIGITAL MARKETING

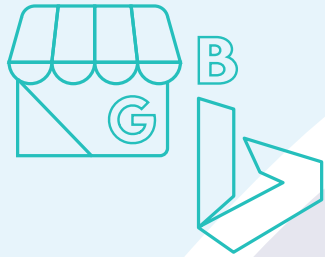
WEBSITE

- Make sure your website is mobile friendly!
You can assess your website by going to: [Mobile-Friendly Test - Google Search Console](#).
- **Keyword rich content:** give visitors and search engines the opportunity to learn all about your services and products.
- **Blogs:** Regular blogging allows you to consistently communicate and inform your customers about what's new in your industry.
- **Clear layout and navigation:** time is precious, and this element will ensure that potential clients can get straight to what they are looking for.



- **High quality images:** pictures speak a thousand words; get your message across with the best photos you can afford.
- **Location pages:** if you want to reach customers where you serve, create area pages that talk about the services you offer and link to features in that area.
- **Case Studies:** is it easier to explain what you do, by providing examples? Having a Case Studies or Portfolio page, is an additional way to convey this information.
- **Testimonials:** if you are collecting feedback from your clients, make sure that visitors to your website can see what great work you are doing.

GOOGLE BUSINESS PROFILE AND BING PLACES



Google My Business and Bing Places are two free website listings that your business won't want to miss out on. Search engines, like Google and Bing, want to return relevant

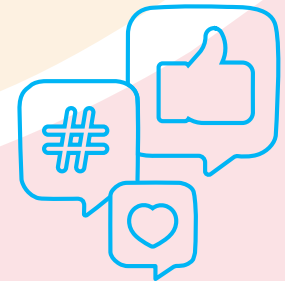
websites back to search queries. By having both of these profiles you will ensure that clients receive a better chance of finding your business.

What's even better, is that when you create a Google My Business profile there is a simple way to sync up that content to Bing – meaning both profiles will have consistent information.

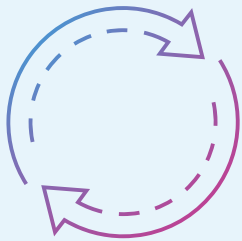
SOCIAL MEDIA PLATFORMS

There is a plethora of social media platforms out there. As a business owner you need to find out which platforms your clients are likely to be on. Once you know this, begin creating a marketing strategy and regularly share relevant content to your audience.

Being on social media has many benefits. It can increase the number of visits to your website, help you understand your demographics, improve your brand awareness and SEO rankings and provide a great way to interact and engage with customers.



CITATIONS



Many business owners are not aware of this golden nugget when it comes to Search Engine Optimisation and helping your business become more visible online. A citation is a listing on another business website, for example Yell, Thomson etc.

The more your business is listed across these external directories, the more links you will have pointing towards your website which will help the algorithms give your site more prominence.

BACKLINKS

Similar to building out citations, it is good practice to obtain backlinks. Some ideas of where to get backlinks from include:

- Guest blogging
- Featuring in your local paper
- Sponsoring a local charity or sports team

This Search Engine Optimisation strategy is a difficult to achieve but can pay high dividends when it comes to the positioning of your website.



Does your website need a health check?

If you are still unsure about how your website could be improved, let the team at Perfect Layout undertake a Website Health Check for your business. We will review:

- Where your website is positioned in organic search, i.e. can your website be easily found?
- The content across your website – are you using the right keywords and pages style to get noticed?
- Navigation – can customers easily find your services and products?
- Overall online presence – other than your website, where else can you be found online?

- SIGN UP FOR A HALF PRICE WEBSITE HEALTH CHECK – **ONLY £50** – WHEN YOU QUOTE PLSEO.
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PROJECT BY THE HORNS...

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