



Ten Ways to Improve Your Business Website SEO Basic

1. Provide valuable content that will benefit your best customers.
2. Keep your site recently updated
3. Make sure your site is mobile friendly and fast: <https://search.google.com/test/mobile-friendly>
<https://developers.google.com/speed/pagespeed/insights/>
4. Don't use any "Black Hat SEO"
5. Write a description of your business that contains at least 500 words. Putting this below attractive pictures, lists and "Calls To Action" is just fine.
6. Use titles and headers to describe your pages, paragraphs, and descriptions.
7. Provide worded descriptions of your images. This is may be in "Alt Text." Google can read words but not pictures.
8. Check your grammar and ask others to recheck it. Yes, search engines care about your English skills if you are trying to get English speaking people to your website.
9. Claim or create a profile for the map listing on Google My Business. You now have the choice of including your address or not. www.google.com/business/
10. Include the hours your business is open on your google listing and they will post it higher during hours when you are open and your competitors are not.

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