

Get found

Search



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Get Found Online Using Our Simple Method

Being first in Google and other search engines is essential for business success. Our methodology has helped hundreds of businesses consistently outrank their competition. It's a foundation for any great business. Read on to empower your website with our winning methodology.

Turn the Page & Start Optimizing!

www.bjcbranding.com

Get found

Congratulations! You've taken the first step to getting found online via Google and other search engines. Now let's get started.

This probably sounds familiar to you - you have a website, you have some content on it, but when you go to search on Google for terms related to your business, you're nowhere to be found. This playbook is sure to help you gain your place in search.

Search engine optimization or SEO for short is fast becoming a necessity for any small to large political campaign. You know it's true, every time you're not found online, your competition is winning a small victory.

Over time SEO has received a bad name because so-called experts sell the equivalent of snake-oil. Many times these snake-oil pros offer 'great' ideas such as text that users can't see or loading your pages with keyword terms. These are both actually frowned upon by search engines.

No worries though, we won't lead you awry. Follow these simple rules known as "white hat" strategies and you'll be ranking well in Google in no time.



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Step #1

Keywords

Keywords are the terms that people searching may use to find you. So think for a few minutes about how you can be found online. Here are a few ideas to get you started.

- Business location (City, State, Region)
- Services or type of restaurant
- Products your business is associated with or uses (Microsoft Professional)
- People and employees
- Think outside the box. Add a page on your website for new products, menu items or anything that may garner attention.

Now, come up with your list of 20-30 relevant words that relate to your business or cause.

Step #2

Keyword Alignment with Your Site Pages

Now that you have some great keywords you know people will be searching for, let's align them with the pages of your website.

On your site, you probably have pages such as a homepage, an about page, a product or menu page, testimonials, a contact page and a few others. Each page has specific content that is relevant to your campaign and to you. Now, take a look at a given page and consider what keyword terms fit with that page. Generally, we try to keep alignment to a maximum of three concepts. Here's an example:

Homepage
Location
Most Important Product or Service
Name of Business

In this example, we used terms that are most commonly searched. By aligning the most relevant terms for the business to the homepage, we've shown that this is what this website is about.

Step #3

Page Titles

Once you have your keywords aligned with individual pages of your site, it's time to put your new approach into action!

Your website browser shows a page title for every page of your website. You can view your current page titles by looking at the term or terms in the tab part of your web browser, by viewing in your content management system (CMS) or via the source code.

Here's an example of what your page title will look like in the source code.

```
<title>My Page Title</title>
```

Now, take the great work you did in Step #2 and combine your terms with a separator to then name your new page title. To continue our two examples from Step #2, here is how the terms we chose are turned into a page title.

Homepage
Location
Most Important Product or Service
Name of Business

New Homepage Page Title
Main Product or Service | Town, ST | Name of Business

Once you have created a page title for each page of your website, it's time to implement. This step varies based on whether your website is pure code or built in a content management system. Check with your webmaster or search online for the easiest way to update your page title.

Step #4

Site Page Body Text

Now that your page title is aligned with the content of the page, it's time to optimize the page content structure. Doing this will make sure Google and other search engines understand the content relevance as it relates to the page itself.

Think of in-page optimization as a good book. There is the book title, chapter titles and sometimes even sub-sections of a chapter. Your page should be broken up in much the same way to show that content relates most closely with the overarching page title or with a more specific subtitle.

In computer language, the way to do this is with html tags - <h1>, <h2>, <h3>, etc. Quite simply it means that the main text title (not the page title from Step #3, but rather that actual title shown on the website page) on your web-page should have a <h1> html wrapping it. The next level would have <h2> tags and general paragraph text should use <p> tags .

Here's a basic example in html form:

```
<h1>About Company XYZ</h1>
<p>General paragraph introducing the page</p>
<h2>Company XYZ History</h2>
<p>general text about the company history</p>
<h3>Leader in ABC Industry</h3>
<p>General text about the industry and leadership</p>
<h2>Service Company XYZ Specializes</h2>
<p>General text about the company's main service</p>
```

and so on...

Step #5

Page Descriptions

The last step in this guide to website search engine optimization is to add Page Descriptions to each page. This is a short 12-18 word description of the page that is placed in the code for search engines to pick up and display when a person comes across your page in search.

Here is where the page description would appear in Google:

Company XYZ

www.companyxyz.com

Company XYZ is a leader in the blank service industry. Our team provides fast, quality type of service. (Page Description line)

The page description should follow along the same lines and use the similar terms as the page title you created for the page, but appear as something readable rather than just keyword terms.

Once you have written a Page Description for each page, you can update in your website code or in your content management system (varies by CMS).

You can view your current Page Description (if it exists at all) by right clicking on your website and choosing "show page source". You will find code similar to below or no text at all. If no text is currently placed in the meta page description tag, search engines will pull the first few words from the given webpage.

```
<meta name="description" content="Company XYZ is a leader in the blank service industry. Our team provides fast, quality type of service." />
```