

This Webinar is Presented By...

Today's Topic:

Website Search Engine
Optimization (SEO) Basics

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FOR THE LIFE OF YOUR BUSINESS

Website Basics Series
Hawaii Chapter



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SCORE.org



SCORE Hawaii

Before We Start

- Score is a National non-profit organization dedicated to providing educational and free mentoring services to entrepreneurs
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to [Score.org](https://www.score.org) webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](https://www.scorehawaii.org) and going to “Take a Workshop” or “Recorded Webinar” tabs.
- For those interested in volunteering, please visit [Score.org](https://www.score.org) webpage and register to be a Score volunteer



Disclaimer

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.



Presented By...

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Website & Graphic Designer at Antsy Ant Web Design since 2007

4 or 4 Series on the Business Website Basics

Helping businesses create and maintain a professional website.

**Website Search Engine
Optimization (SEO) Basics**

Keywords

Your business website is competing to show up in the search engines when your keyword(s) that are being searched by customers.

You Want to Gain Authority

Gaining authority for your keywords is necessary to rank well in the search engines. Your website is reviewed to see what your keywords are and how your site performs (discussed in the next slide). Also, the length of time your site has been on the internet, how active you are on social media and how many relevant 1-way links are on the internet pointing to your site all can play a factor. Imagine you are creating a web on the web.

Keep it Natural

The search engines are very smart so you need to organically or naturally build the authority to show authenticity. A high volume of reviews in spurts or unnatural presence will not help your SEO efforts.

Be Consistent

Consistency with updating your website and social media shows the search engines not only that you are still in business but that you are active and ready to rank.

How Does SEO Work?

How Does a Website Rank



What Does Your Website Need to Rank Well?



Page Title Tag With Keyword

Each of your website pages should have a unique name. You can name the URL and also add a page title tag to tell the search engine what the page is about.

Image Tag & Alt Text

Google can not see images so you need to name your images with what they are, ideally including your keywords. Alt or alternate text should be added also to describe what the image is in a few words. When you mouseover an image you will see the alt text pop up.

Unique Content

Not everyone is a writer but having unique website content is imperative to ranking well.

Quick Loading

Images and video should be optimized for quick load time.

Good User Experience & Correctly Functioning

Take the site visitor on a journey through your site showcasing content in order of priority and make sure that everything works. No one wants to click on a button that doesn't work.

Creating an Online Presence

Help Your SEO Efforts

- ✓ **Post Regularly on Your Website Blog & Keep Content Fresh**
- ✓ **Share Blog Posts From Your Website on Your Social Media Profiles**
- ✓ **Consistently Post on Social Media & Make Sure All Social Profiles Link to Your Website**
- ✓ **Contribute to Industry Related Forums**
- ✓ **Get Press & Make Sure Articles Link to Your Website**



Increase Your Website SEO Ranking

Gain authority for your main keywords by naturally or organically creating a web on the internet all linking back to your website.



Analytic Traffic Tracking

Link you website to an analytics tracking system and monitor traffic for spikes. Set up a report to send you this data.



Update & Post Consistently

Consistently update your website, blog, social media to show authority for your keywords/ keyword phrases.



Get Shining Reviews

Get positive reviews on Google, Yelp and other reputable sites. Space them out so there is not a flood at once.



Monitor Your Keywords

Research and test which keywords/keyword phrases generate the most website traffic.

ads.google.com/home/tools/keyword-planner



Get Relevant 1-Way Links

Get links to your website from other industry related websites or press showing authority.

Questions?

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