

# Ten SEO Tips to Help Make Google Love You



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Search Engine Optimization (SEO) can be a challenging topic for business owners and marketing professionals striving to get their company’s website on the first page of Google, Bing or Yahoo. For many, the seemingly ever-changing waves of what’s important for SEO can seem like nothing more than marketing jargon. Others are still struggling with the knowledge that SEO is important, but don’t exactly know why.

The end goal? SEO makes websites easier for the search engine’s “internet robots” to read, thus helping your company’s website rank higher, bringing it ever closer to that coveted top spot on the first page of Google. (From here on out, we’ll refer to Google but the same holds true for Bing, Yahoo and others.) These bots scan and read, looking for key terms that web searchers use and then add in about 150 other factors. These algorithms are constantly evolving, and determine where your company’s website will land in Google’s organic search results.

Here are ten SEO tips to keep in mind:



**1. Install WordPress.** This is Prism's preferred web platform for many reasons, including its power and ease for SEO. Once a talented developer has put the initial site together, it is easy to add content, which is the number one driver of higher search rankings. Plus, it's great for good SEO basics like adding tags and descriptions without needing to speak programming.

**2. Install the Yoast SEO plugin.** A WordPress tool or app (more commonly referred to as a plugin) called Yoast will tell you in real time if your pages are optimized for search or not. The free plugin provides a generous laundry list of changes to make to a page or post that will make it easier for Google bots to read. It also help facilitate the tagging needed behind the scenes that acts as one of the pillars for SEO. (See tips five and six below).



**3. Content. Content. Content.** We at have always believed in writing web content for your readers first and then reviewing for keywords that the bots enjoy as a distant second. And Google agrees. In the last two years especially, the emphasis on keywords has evolved for Google. The bots now favor content that is well-written, helps readers and best contains the answer to the original search query. The age of keyword "set it and forget it" is officially over.

## CONTENT BONUS:

Web Content optimized for search bots should include:

- Keyword(s) in title tag at least once.
- Keyword(s) in content once prominently near the top of the page.
- Keyword(s) included at least two or three times, including variations, in the body copy on the page.
- Keyword(s) at least once in the alt text of an image on the page.



4. **Keep it fresh.** Whether adding posts to a blog, additional content within web pages or new resources to your site, the bots love to devour new content. There is no hard-and-fast rule for how often you should be adding to your site; much depends on your industry and your readers. For our B2B clients, a blog post or new resources at least twice a month typically keeps the hungry bots satisfied.



5. **Tag, you're it.** The second most important SEO aspect of your website? The tagging that happens behind the scenes that also talks to the bots. The most important of these, a page's title tag, is meant to be an accurate and concise description of a page's content. Google typically displays the first 50-60 characters of a title tag so seek to keep your titles under 55 characters if possible – again always making sure first and foremost to speak to the reader. A great primer on title tags can be found on Moz's website.

6. **Tag, you're it (again).** Like title tags, meta descriptions provide concise explanations of the contents of web pages. Meta descriptions are commonly used as the preview snippets for a given page within search results. While they don't directly impact rankings, they do help readers decide to click on your page and are a good foundational SEO practice. Meta descriptions should be around 150-160 characters for best display.

## 7. Another Important Title

As writers in the digital age, some say we should all try to live by the rule that 50% of our time should be spent writing a great page or post and the other 50% coming up with a great title. While we agree great titles are vital, we might not go quite that far. A great title includes words that people actually search for (interesting, timely, relevant, problem-solving). For the time-starved, web scanning humans amongst us, it might be the only thing they read on a page. And for SEO purposes, the page or post title is the first piece of site content the search robots scan.

**8. Tag your pictures.** Pages and posts with an image included are also rewarded by search engines over those without any pictures at all. Visual elements engage site visitors more and ,again , may be the only interaction a visitor has with your page. To optimize the photo, name the title something that matches the contents of the photo. Then name the alt text after your keywords. This is also a best practice for accessibility for visitors to your site who are visually impaired.



**9. Also important? Links!** This goes back to your website's structure. Your URLs should be consistent and their names reflect the content on the page. This means the URL matches the post title and contains some of the keywords that you believe will bring visitors to your site. It's also important that you include links to other pages on your website, as well as other trustworthy websites. The holy grail of links? A link on a hugely popular website leading back to yours. This tells Google that others think your site is worth visiting too.

**10. Time to be social.** As you begin the regular posting of awesome blog topics, news and resources, don't forget to repurpose those gems as posts on the social sites where you maintain a presence. Tease the content and link back to your web page to increase your visits. Google is now also rewarding efforts on social (including Google+ of course) especially those that are shared and commented.



Looking to dive into search engine optimization deeper?  
Our two favorite SEO gurus are Moz and HubSpot's Blog.



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