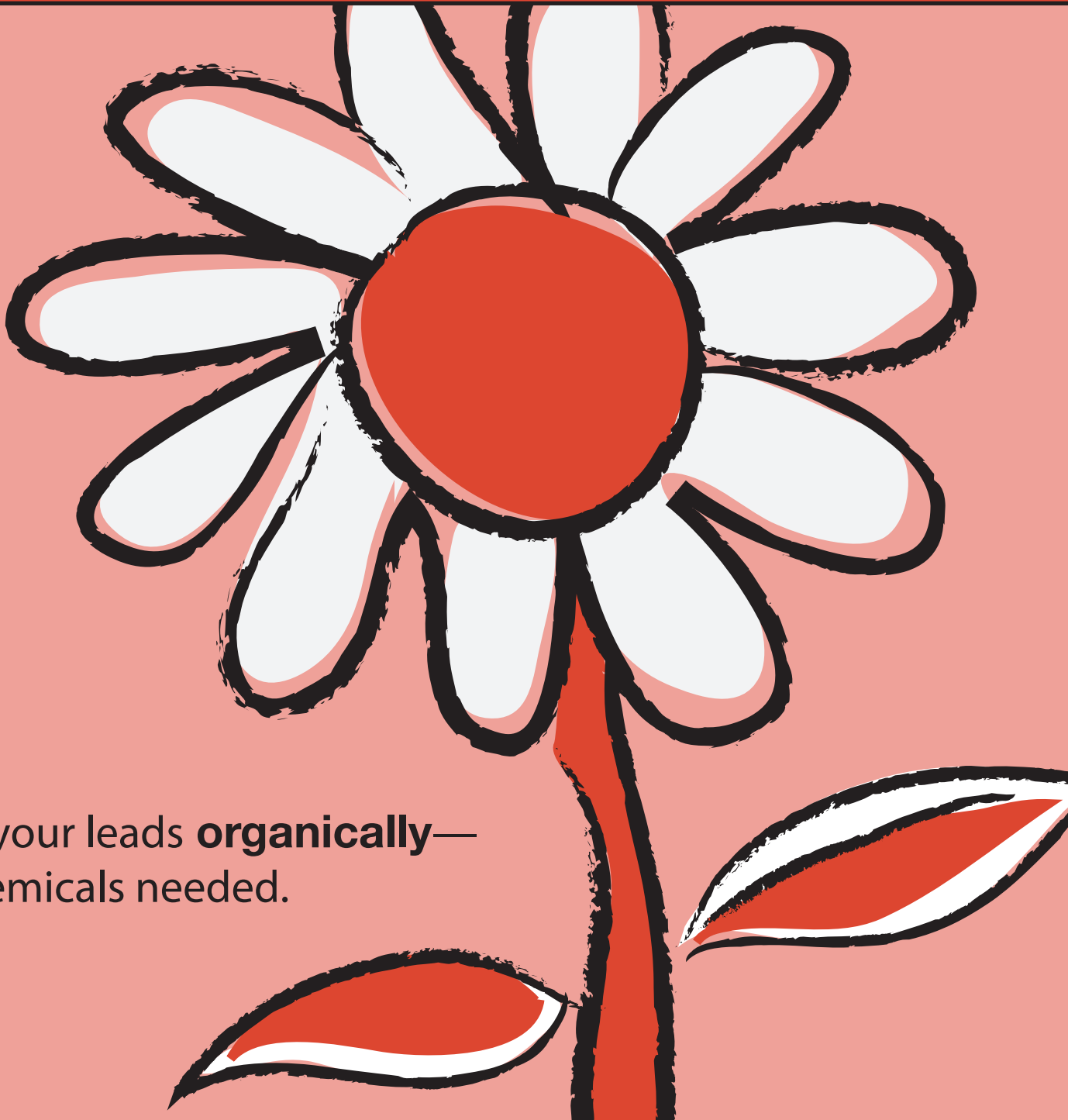


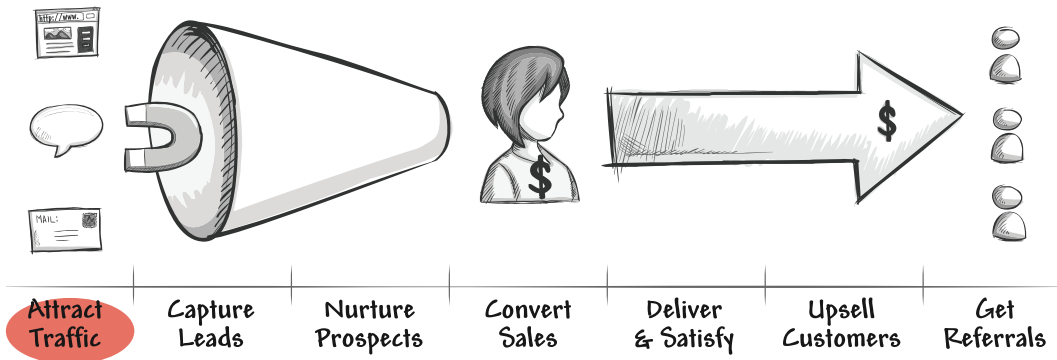
On-Page SEO Strategies



Grow your leads **organically**—
no chemicals needed.

On-Page SEO Strategies

SEO (search engine optimization) is the process of getting your website recognized more frequently when people perform searches on sites such as Google or Yahoo. Better SEO rankings mean you get seen by more people ... and that's a free way to increase traffic to your website.

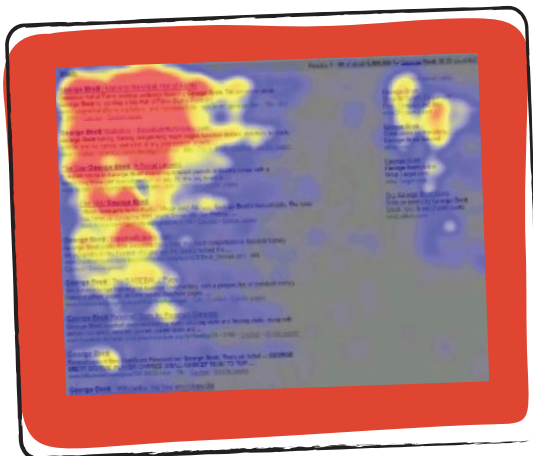


Organic Searches: Better Than PPC?

According to MarketingSherpa, 98% of B2B buyers start in Google when they begin their search for products or services. That's a lot of organic traffic you'll be missing if your website isn't optimized for search engines.

And when these consumers pull up a search, 75% of the activity (clicks) comes on the non-paid side of the search results. That means that free search results perform three times better than paid ads. While PPC is a great way to boost traffic, the *best* way to get real results is to focus on your SEO strategies.

The heat map below shows where visitors are focusing their attention on the search results page. As you can see, most of the activity and interest is on the non-paid search results, not the pay-per-click ads. SEO can help you appear in the coveted ["Google Golden Triangle"](#) spot of search results.



On-Page SEO

SEO is a big bucket full of a lot of different strategies. Before we get too far down the road, we want to focus on the stuff that you can easily control. Making changes to your website to make it more search friendly is part of what is generally called "on-page SEO." We'll walk you through the steps so that you can make a big splash the next time someone Googles your industry.

Keywords

The first thing you should do is write down all of the keywords associated with your business. Try to think like someone who needs your product or service, but doesn't know where to go. What would they type into their search engine? If I were looking for a local plumber, I might type in "plumber Gilbert Arizona." If I were searching for a reasonably priced webmaster, I might type in "cheap websites." Try to determine all of the possible (intuitive) combinations you might get.

The next step is to go to the Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>. Enter in the keyword phrases you thought of when you were listing possible combinations. You'll be able to see how many people searched for those phrases and how much competition there is surrounding those keywords. You'll also see similar keywords that you might want to target in your SEO strategy.



Where to use keywords, in order of importance

Once you know the best keywords to use on your site, it's time to put them to work for you. Search engines like to see your keywords in important places—places like the title (the text that appears in the browser tab at the top of your screen), headlines, sub-headlines and even the content that is toward the top of the page.

The more keywords you use, the more search engines will take notice. But be sure to integrate your keywords into readable sentences and avoid "keyword stuffing." If I have a headline of "Gilbert plumber plumbing Mesa toilet repair broken pipes Arizona," visitors to my site will not be impressed (and neither will the search engines, by the way).

Another good way to implement keywords into your site is by posting articles or other relevant pieces of content that are keyword rich. Search engines also love updated content, so don't hesitate to add new articles regularly that will bring more keywords to your site.

Diversify Your Keywords

You don't have to use the same keywords on every page. Spread the love! Using different keywords for each page title will increase your exposure on the search engines.

For example, one page could have the title of "Premier Landscaping Service," while another could be "Quality Lawn Care." By doing so, you've effectively increased your keyword exposure within your industry.

Spend Time on Creating Good, Ongoing Content

Website design is a big deal, but the most important part of your website is the content. Focusing on content may not sound like the most fun thing to do, but it will pay off in the end.

Take a few days (or hire someone) to produce some great articles, e-books, white papers, videos, podcasts, recorded webinars or other content that you can gradually roll out to your site and/or blog.

Visitors and search engines alike will love the constant stream of new, relevant information to your website—and they'll be sure to keep coming back for more.

Take the time now to get yourself a stockpile of information you can release little by little. When you've built up a cache of useful content, reward yourself with a vacation, a new set of golf clubs or a night out on the town—you'll deserve it.

Don't Wait to Renew Your Expiring Domain

Renew your domain registration as early as possible. Search engines don't like to see domains that are set to expire within the year—it's a little SPAMMY for their taste. Don't wait until the 11th hour to take care of business. It shouldn't cost you much to renew.

Example: Wikipedia

Wikipedia is a great example of consistent, clean SEO practices. Even though they have thousands of pages, each page is focused on a different keyword. The page title (above the address bar), URL, main H1 header, page content and meta-description all contain the page's targeted keyword(s).



Image Source: newebmarketing.com

Local Search Listings

If you provide products or services to local customers, a local search listing is a great way to increase your search engine exposure. When someone is looking for a localized provider, Google will often send them to their local listings.

To put your business on the map (literally), go to www.google.com/places. Select “Add New Business” to enter your business address, details, category, photos and more. Google will have to confirm your address with a phone call or a postcard sent to your address. Once confirmed, you’ll begin appearing in local searches ... and your rankings will improve significantly.

Conclusion

Keywords, inbound links and local search listings are great ways to get your website recognized in organic searches. And the best part? They’re totally free!

