

## Successful Search Engine Optimization Using Google & Bing Solutions

**Keep in mind:** Search Engine Optimization (SEO) is not an overnight fix-all to get your site “found” and “ranked.” It takes time and patience to achieve these. SEO doesn’t *build* relationships with prospective customers. It is a way of showing search engines who/what you are, and convincing THEM to show your content to searchers. It is YOUR responsibility to build great content and nurture relationships.

### **Google Analytics Setup** - Track Visits (measure success)!

- Put the code in the right place to track ALL visits.
- Eliminate Spam (filter or segmentation within GA).
- Connect to Search Console for data flow.
- Connect to Adwords (if using) for conversion data flow.

### **Google Search Console & Bing Webmaster Tools Setup** - Get Found (get visits)!

- Sitemap submission guides bot/crawler through the site.
- Submitting pages (individually) initially and as updated encourages more bot/crawler visits.
- Monitoring ranking/position status helps alert to site issues.

### **What do the search engine crawlers want to see?**

- Page Titles on ALL pages (Greatest Widget Ever | WidgetsRUs.com **vs** home) (~65 char limit)
- Image names & Alt text (using keywords) - bots/crawlers cannot “see” the pictures. Accessibility isn’t just for blind users. (name: BlueWidgetLarge.jpg **vs** pic1.jpg) (alt text: Blue Widget in its Native Habitat)
- Description - Search engines use this for the snippet that’s displayed (~155-160 char limit)
- USER-focused pages:
  - Good content - 650+ words, conversational, no keyword stuffing:
    - Uses of blue widgets, description of various sizes and styles, bulleted lists of various blue widget “how-to” items, etc. **instead of** → “This blue widget is the most amazing blue widget of all the blue widgets ever made in the history of blue widgets.”

### **Local SEO:** Google My Business & Bing Places

- GMB - “Post” Feature, image uploads, map placement (helpful insights re: click to call, directions, etc.)
- Places - Takes 2-4 weeks to get approved & minimal insights (BUT, allows social links, less competition within search results for branded and keyword terms)

### **Online Ads** CAN provide a lift to organic SEO results:

- More exposure with higher results for successful keywords
- Targeted landing pages
- Reach searchers where they are (Search, related websites, YouTube, Social Media, etc.)