

## How to Improve Your Search Engine Optimization - JohnSamWallace.com

1. Add content to your site regularly. Add a news/blog post with three paragraphs, each containing three to five sentences, at least once a week. Your articles can be longer but keep in mind that someone searching the internet generally has a short attention span. It's better to have many, well categorized, entries than a few long treatises.
2. Use keywords/phrases in your posts, especially in your titles, subheadings, and first paragraphs. Think "What words or phrases would a person be entering into Google if she was looking for the kinds of products/services I provide." Put these words in your entries. Go to <https://adwords.google.com/select/KeywordToolExternal>. Type in a word or phrase and browse the keyword ideas. If you are a new business, choose "longtail" keywords. (As a rule of thumb, choose phrases that receive about 3000 searches per month and produce fewer than 30,000 results.)
3. Don't forget to refer to locations when you post. People often enter their location when searching for products and services. Make references to towns and locations in your vicinity, not just your hometown (Holly Springs, Prestonwood, Chapel Hill).
4. Do not scab content from other sites. There are scammers out there who will sell you content that they've sold to dozens or hundreds of other customers. Google downgrades identical content. Google loves unique content. Make your site as unique as possible.
5. Use categories. Make sure you categorize every post. I would recommend that you select only one category for each post and definitely not more than two.
6. Use post tags. Post tags add keywords or phrases to you page headers, content that is invisible to your readers but visible to search engines. The value of tags is debated but they do no harm if they're relevant. Tags are words or phrases that give clues to the content of your articles. Tags should always be words that appear in your articles. Tags should not be longer than two words, except on rare occasions your tag is a common phrase. Shoot for five to seven tags per entry and put the most important ones first.
7. Optimize your pictures with titles, alternate text, and descriptions. Google doesn't know the difference between Billy Graham and Billy Ray Cyrus when it comes to pictures.
8. Use video in your posts. Embed relevant video from YouTube and other video sites. Make your own if you have the means. They don't have to be Hollywood quality. Post your videos to YouTube and embed them in your posts. YouTube puts embed codes right on it's pages.
9. Pay attention to your Analytics 360 which monitors your Google Analytics as well as your Mail Chimp activity. Select it in your dashboard and look over the page. It will tell you days when your site traffic peaked. It will tell you how well a news/blog entry did

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in the search engines. Did the article you thought was brilliant get people's attention or did it flop? Analytics will tell you what percentage of your traffic is coming from search engines and which search engines. It will tell you how many people subscribed to your Mail Chimp list during what months. Monitoring your analytics will help you build an effective long term strategy.

More Advanced Stuff (Link Building):

7. Ask your friends and business acquaintances to link to your site. It's OK to swap site links; there is some advantage to this. What really impresses Google, however, is when people link to specific posts within your site. Google calls these "deep" links. It tells Google that people are digging your content.
8. Invite people to follow you on Facebook and Twitter. Post links on your social media accounts every time you post a news/blog entry. Ask people to "Like" your articles on their Facebook timeline.
9. Submit content to other websites with links back to your site. You can do this on Inside919.com, CaryLeadsGroup.net, and others.
10. Incorporate links, internal and external into your news/blog posts. When you write an article, throw in a few links to previous articles you have written and to content you have posted on other sites.
11. Get a business address, distinct from your home address, and register with Google Places.
12. List your business on local business directories, like MerchantCircle.com and Inside919.com. Many offer free listings and do not require that you have a dedicated business phone/land line. Some, like the Triangle Business Journal, require that you have a phone company business listing in order to qualify. There are SEO advantages to having a business phone line. If you feel like your site's invisible and don't have time to blog, a business phone line will probably help. It gets you listed in Yellow Page style business directories, most of which will allow you to add your website URL to their online directories.
13. Link building can be time consuming. Some businesses charge \$300 or more per month for SEO services that focus on link building. These services may impress you with quick results but potentially provide diminishing returns. Some use tactics broadly considered unethical. Use only reputable companies and be wary of long term commitments. A good administrative service that offers website and social media management can provide many of the advantages of expensive SEO services at a more reasonable cost.
14. Be patient. Your Google will rise if you keep posting!

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**Blessings,**

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