

A PRIMER FOR BUSINESS LEADERS

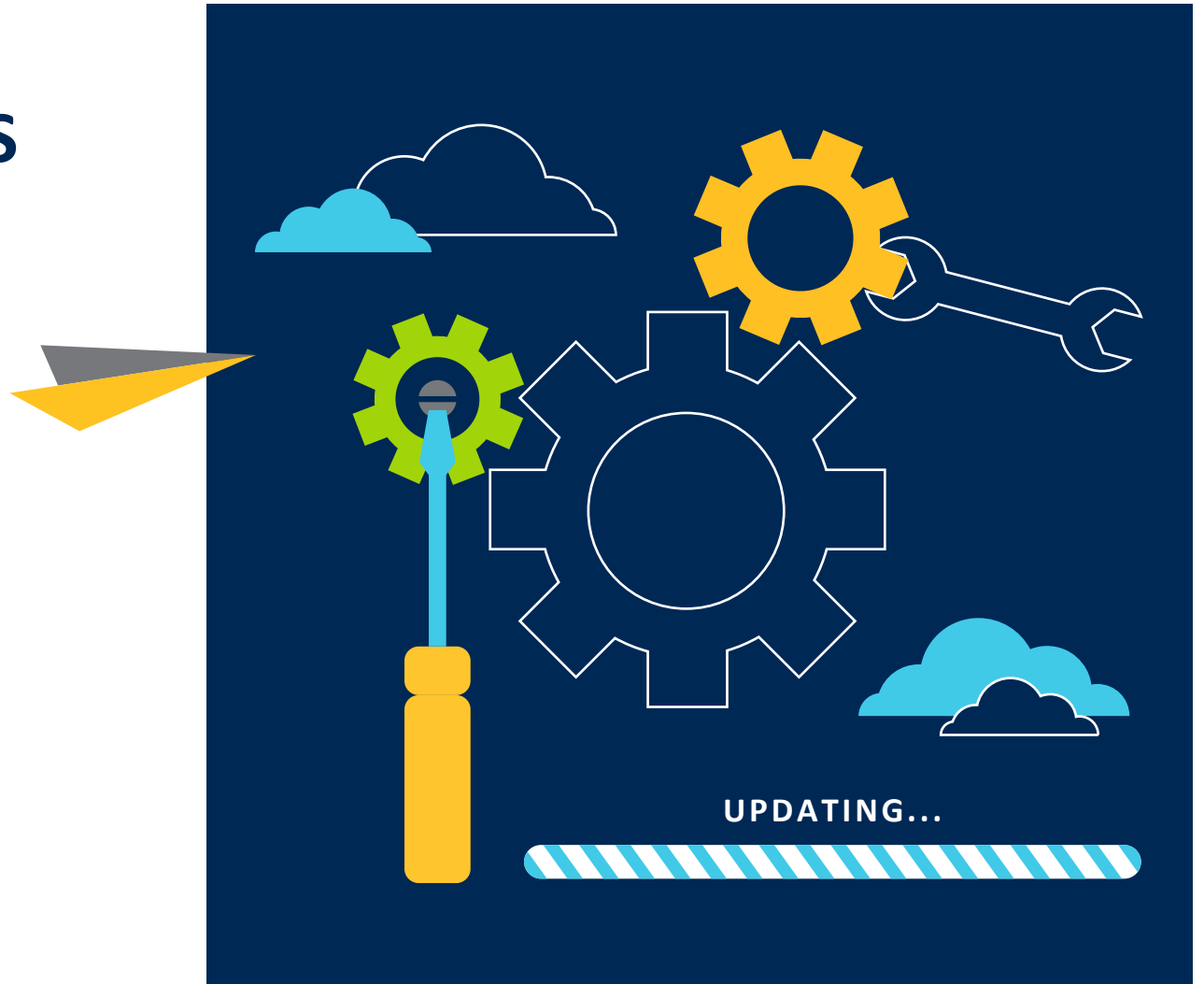
Search Engine Optimization is the process of improving your website visibility for relevant searches. It isn't something that is turned on or off, like a light switch. It is more like a "dimmer switch" that can be pursued to varying degrees.

SEO is a series of disciplined steps, with some easy and others more time-consuming or expensive. Finding the right balance requires thoughtful planning and execution.



ADDRESS TECHNICAL ISSUES

- Fix broken links
- Standardize or shorten URLs
- Build internal links
- Create a sitemap
- Link to authoritative sites
- Improve loading speed.



HELP GOOGLE FIND YOU

- Include meta descriptions
- Leverage social media
- Improve your mobile site
- Increase Google Reviews
- Do keyword research
- Utilize Google Search Console



IMPROVE USER EXPERIENCE

- Optimize readability
- Add accessibility features
- Improve website navigation
- Optimize images
- Include ALT text on images
- Create effective headers



CREATE ENGAGING CONTENT

- Use Google My Business
- Improve social media cadence
- Write blogs regularly
- Create videos
- Refine website copy
- Develop inbound links

