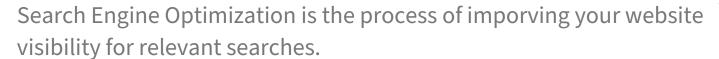






Why Improve SEO?



SEO isn't something that is turned on or off, like a light switch. It is more like a 'dimmer switch' in that it 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	IMPROVE USER EXPERIENCE
Fix broken links	Strengthen readability
Standardize or shorten URLs	Add accessibility features
Build internal links	Enhance website navigation
Create a sitemap	Optimize images
Link to authoritative sites	Include ALT text on images
Improve loading speed	Create effective headers
HELP GOOGLE FIND YOU	CREATE ENGAGING CONTENT
Include meta descriptions	Use Google My Business
Include meta descriptions Leverage social media	Use Google My BusinessImprove social media cadence
Leverage social media	Improve social media cadence
Leverage social media Improve your mobile site	Improve social media cadence Write blogs regularly