

Search Engine Optimization (SEO)

What is SEO?

SEO or search engine optimization is the process you go through to make your website easier to be found on Google™. You have a business and have created a website and now want your customers to find you online.

Why is SEO important?

SEO is important because it helps you show up in Google™ so your customers can find you.

How do I Optimize SEO?

You can optimize SEO on your website or ecommerce site by following these steps?

Step 1: Think Like Your Customer

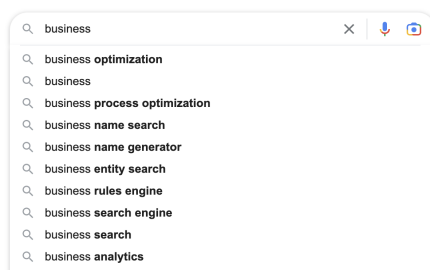
The best way to begin optimizing for SEO on a website is to think like your customers. Ask yourself:

- What would my customers type in Google if they were looking for the product or service I offer?
- What keywords would they be using?

Step 2: Make a List of Keywords

Make a list of the keywords you think your customers might be using. Let Google™ help you by typing these words into Google™ search. As you begin typing in each word into Google™ search you'll see Google™ make suggestions for what you might be looking for. These are called long tail keywords.

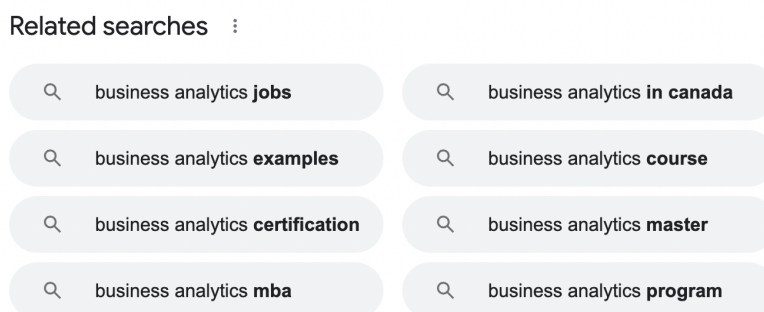
Long tail keywords are simply a few words (phrase) that people group together to search for something. For example: “business” is a keyword and “business optimization,” “business search engine,” and “business analytics” are all long tail keywords.



Make a list of the long tail keywords that apply to your business. Input other words related to your business and add any other long tail keywords that you find.

Step 3: Input keywords into Google™ Search

Look at your list of keywords. Input the keywords into Google™ search. Each time you input a keyword, scroll down to the bottom of the Google™ page and look at the long tail keywords that are listed for “Related Searches.”



Be sure to add any new long tail keywords that apply to your business to your list.

Step 4: Use the keywords

Use the keywords on your website, in your blogposts, and on social media. Use the terms in headings, when you write copy for your website, when you create blogposts, and in your social media posts.