

1. Keep it Current=Right Now

**Businesses that post
20 or more times a month get**

5x

**the traffic of businesses
that post 4 times or less.**

SEO 2. Keywords and Phrases

- Brainstorm key words, phrases, and questions related to your business with:

- Friends
- Family
- Employees
- Consultants
- Customers



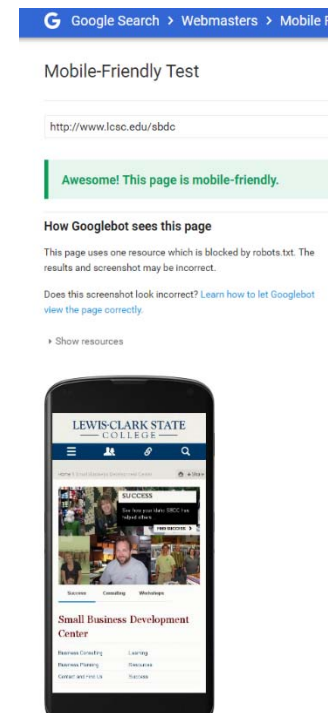
SEO 3. Customize Titles

- Menu
- Home
- About
- Contact
- Blog/news
- Photos/video
- Products
- Services
- What our Customers say about us

SEO 4: Be Mobile Friendly

- Test your website URL at www.google.com/webmasters/tools/mobile-friendly

Look at your site on both
Android and Apple devices of
Various sizes



SEO 5. Links

- Get respected links in and out
 - Chamber of Commerce
 - Business Organizations
 - City, College
 - GOOGLE Business and Map
 - Social Media like Facebook, Linked In and YouTube
 - Free Directories like Yelp or ThomasNet.com
 - Paid Directories that rate highly on your best search terms-Idaho Outfitters

SEO Pitfalls to Avoid

- Loads slowly
- Blinking text
- Automatic sounds
- Graphics for text
- Google doesn't like sending people to your website if they don't stay awhile =Bounce Rate
- Google only reads text-not pictures
- Google can tell how well you know the English language. Proofread.