

6 Strategic Steps to Boost Your SEO Efforts

By:  **WEBB STRATEGIC**
COMMUNICATIONS

1

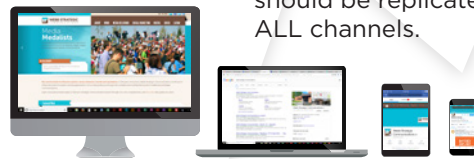
Website

1. CONTENT IS KING. But how much content should you have? Check with your competitors, and often.
2. If content is king, then backlinks are the king's conquered territories, his gold, his heir to the throne, even his castle.
3. Keep your site updated monthly (or even weekly).
4. Newsfeeds/Corporate Blogs are great for SEO.
5. Are you promoting others on your site? (You should.)

2

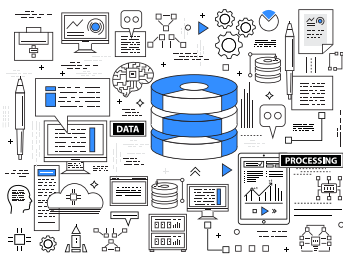
Consistency

Consistency in your usage of keywords, URLs, images, contact information, etc. shows Google that you are (possibly) reputable and credible. Your information should be replicated consistently across ALL channels.



3

Metadata



See: *Metadata*. Think: *hidden copy*. It's not just a term for websites, though. Include metadata on YouTube videos for bonus SEO. Consistent metadata increases Google Rankings.

4

Keywords

Most Top 10
The Truth About
Featuring
Progress Report
SUCCESS
How-To Review
The History Of
Can this work?
Best Upcoming
Five New Things
RED HOT
6 Secrets to
!!!
The Evolution Of
Best. Ever.

Keywords matter. Find industry buzzwords and use them, consistently, in descriptions, metadata, social media, and even in your videos. Oh, and, headers? They matter, too. Like, a lot.

5

Video



Great on SEO. Use on all channels, and on server-facing webpages through metadata.

High-quality. Ad-free. Bad SEO. Use only for presentations and on public-facing webpages.

6

Google Business Listing Info



- Keep it updated, frequently.
- Include photos of your office, your staff, even your building.
- Embed YouTube video in description.
- Use Google Business information on all channels.