

How SEO Works to Grow Your Business

Keywords and Content

1. Each service or product on your website should be focused on a particular keyword. For example, if you own a basement waterproofing business, your basement waterproofing service page should include this keyword in your headlines, body text, and in the SEO tags.
2. If your business has locations, you should have location pages for each city where you do business that are optimized for your target keywords.
3. Each page of content on your website should be 500 to 1000 words depending on the competitiveness of the keyword.
4. “Blogs” are for questions that people might have that you can answer where you explain your products and services in depth.

Backlinks

1. Backlinks are websites with pages and blogs with a link to your website. These tell Google that your website is important.
2. The more quality backlinks you have, the more likely you are to rank.
3. Backlinks should point to your homepage and important internal pages of your website.
4. Backlinks are often linked in text called anchor text. This anchor text should be a keyword that you want to rank for.
5. **Backlinks are very hard and time consuming to get on your own.**

Local Citations

1. Local citations are websites, like yellowpages.com, that list your business information.
2. Local citations help you rank better on Google Maps.
3. Local citations are a type of backlink. They are very easy to get, but very time consuming to set up.