SEO Checklist ☑

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results - often referred to as "natural," "organic," or "earned" results.

☑ **Social Connections**

☑ **Keywords**

☑ **Images and More!**

Freedom Social

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**Need help boosting website traffic?
Follow these helpful tips to optimize your
website for search engines and watch your
site rise to the top of local search results.**

☑ **1. About Description** -
Create a search-optimized "About" description on the
website sidebar. This should include 3 - 5 sentences that
accurately describes your business including main
products and services offered as well as the primary areas
served. Enrich the content by using specific keywords,
business name and location within the description.

☑ **2. Business Details** -
Add all of your basic business details such as the business
name, address, email and phone number to the sidebar of
your site. This not only helps visitors easily find this vital
information on your website, but it also assists in search
engine optimization. It's essential to include the business
location to improve local search results.

☑ **3. Social Connections** -
Use the "Connect" option on the website sidebar to link
all of the social profiles and connections associated with
your business. Popular connections include Facebook
pages, Twitter accounts, Google Places, Yelp listings and
more. Linking these connections helps improve search
results. In addition, it's important that all of these social
connections also include a link back to your website URL.

☑ **4. Sidebar Keywords** -
Often overlooked, it is important to add keywords to
the sidebar. Focus on 10 good "key phrases" that best
represent the most popular search terms potential
customers would be searching for. Be sure to add a **"local
flare"** by including the geographic location to the terms
such as **"Italian Restaurant Downtown Brooklyn"**.

☑ **5. Site Content** -
Craft well written content on each page of your
website that appeals to your visitors and is relative
to your business. The content on your site should
accurately reflect your company and the main
products and services you offer. Create content
that **talks directly to potential customers** with the
information they are looking for. Be sure to use key
words/ terms within the content that potential
customers would use as well as keeping it **"local"**
by including the areas you serve within the content.
Be sure to update content often.

☑ **6. Images** -
Add keyword-rich, descriptive captions to any images
added on your site. Adding captions helps search
engines identify these images as relevant information
and will help drive traffic to your website.

☑ **7. SEO Settings** -
Be sure to establish both Global Search Engine
Optimization settings as well as individual page
settings. These settings include the **Title, Description**
and **Keywords** and is used by search engines in
identifying your website.

☑ **8. Submit Site to Search Engines** -
It's important to manually submit your website to
all the major search engines including **Google, Yahoo**
and **Bing.**

 Here's how:
 Submit Your Site to Google:
 https://www.google.com/webmasters/tools/submit-url?pli=1

 Submit Your Site to Yahoo/Bing:
 http://www.bing.com/toolbox/submit-site-url

☑ **9. Google Places** -
Claim your Google Places Page and add your site URL to your business listing. This is extremely important, as Google is the leading search engine and can account for over 50% of search traffic to a website. Be sure to add your Google Places to your sidebar connections if you have not done so already.

☑ **10. Online Directories** -
Add your accurate business information and website URL to all online business listings and search engine directories such as Yahoo Local, Yelp, Yellow Pages and more. Many of these directories offer you the ability to add your basic information free of charge. Adding your site URL will help increase relevant inbound links to your website, improving site credibility and increase traffic.

☑ **11. Marketing Materials** -
Include your website URL on all marketing materials such as **business cards, print ads, flyers, brochures, menus** and **signage**. Encourage customers to "visit" your business online for more information and special offerings.

☑ **12. Promote Online & Offline** -
Market your business both online and offline. Getting your name out offline will help get people searching for you online. Utilize offline media such as print ads and direct mail to promote your business and new online presence. Utilize banner ads, search marketing, Google Adwords, email marketing and digital media to drive relevant traffic to your site online.

☑ **13. Be Patient** -
This is normally the hardest part. New businesses often expect their website to drive thousands of customers to their business instantly. But truth is, the longer you are in business and the longer your website is online producing quality content, the better your search results will be.

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New sites simply take longer to show up in search results as they gain credibility. Certain factors that are completely out of your (or anyone's) control due to strict settings by search engines can also slow down the process. It can take months before a search engine starts registering your site in relevant search results. Even "popularity" weighs in on search results.

Businesses that are searched more or even have more positive reviews often will produce better results than new businesses that are just starting off. It may take time, but being patient and consistently following the tips above will increase site traffic long term.

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