

SEO Tips Every Business Should Know

Search Engine Optimization (SEO) has several layers of expertise. There are a lot of businesses and consultants that offer SEO Consulting, most don't understand the very basics of SEO.

Here are the basics SEO tips that every business should know to get their toe wet with SEO. If you do these basic things you will be ahead of most of your competitors. The trick with SEO is to produce easy to use and identify pages. You are not trying to out-think the search engines.

SEO for a Specific Page (on page SEO)

SEO is broken into at least two areas, on-page and off-page (onsite and offsite) – The on-page SEO is all the things that you do to the page your are optimizing for SEO purposes, off-page refers to the pages linking to the web page we are optimizing for SEO.

1. Every page should have a unique page title <title> element that is specific to the page. If you have a dynamic or data driven website (I hope you do) then these titles should come from the database.
 - a. The <title> should be descriptive of the page. If the page is about silver butterfly rings then the title should be <title>Silver Butterfly Rings at xyz.com</title>
2. Every Page should have a Headline the matches the <title> - to stick with our current example the headline for the page would be <h1>Silver Butterfly Rings</h1>
3. Every page should have descriptive text that describes the content of the page, this text should be a least 1 paragraph and should contain the keyword phrase that describes the page.
4. If this page has images then the images should have alt text that describes the image. In Example an image of a specific butterfly ring would have text that describes it. alt="this is a silver butterfly ring with amber wings and filigree details." – If this image is a product coming from the database then use the product name from the database for the alt text.

Off Page Tips for this page

1. All links on your website that come to the example page should use a version of the keyword phrase to link to the page
2. If the site is dynamic or data drive then links to the page should be the page title in the database. (if the page title is descriptive i.e. Silver Butter Fly Rings)
3. When getting links to this page make sure the links use the keyword phrase or a version of it. [SILVER BUTTERFLY RINGS](#) –
4. When getting links it is important that you get links from sites that are complimentary in some way. If I was getting links to the butterfly ring page I would try for websites for women, butterflies, rings, insect jewelry, and silver rings.

If you do all the things listed above, the page you optimized should rank better than most of your competitors. Very competitive key word phrases will require these basic steps in addition to some more advanced techniques that are beyond the scope of free SEO advice.