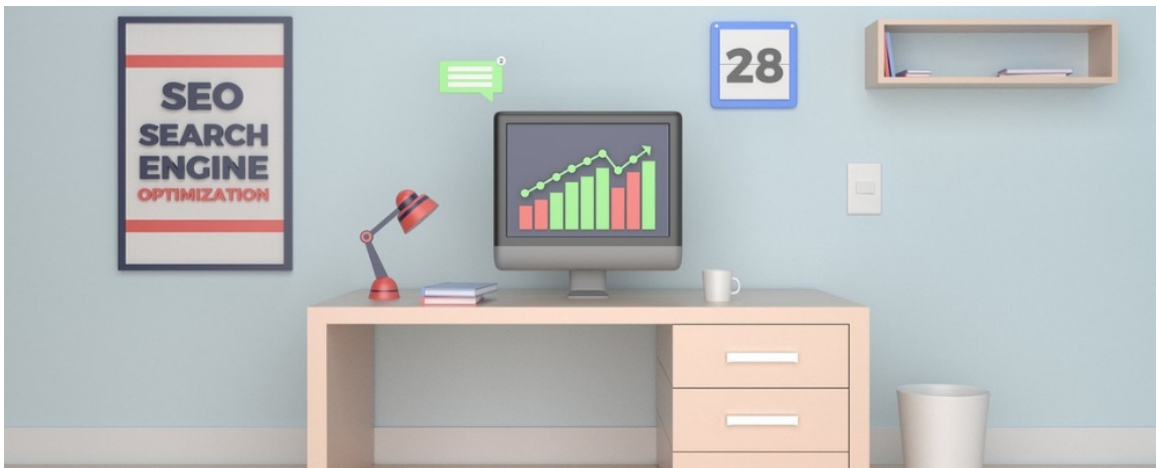# Spectrum Net Designs
CREATING WEB SOLUTIONS

March | 2022

Jeremiah 29:11- "I know the plans I have in mind for you, declares the Lord; they are plans for peace, not disaster, to give you a future filled with hope."

Basics of SEO: Where to Start

Looking to start the process of optimizing your website to perform better on the search engine results page? Well, look no further! Let's talk about some basic, easy steps you can do to get started in your SEO journey.

If you've ever begun to research the basic fundamental steps to start optimizing your website, then I'm sure you have experienced a flood of information that easily became overwhelming. Here, we're just going to highlight a couple of basic SEO steps to get your website moving in the right direction.

On Page Optimization

First things first, you'll want to make sure that your pages have *quality, informative, and useful information* on it. Your main goal here is to create relevant content that matches the searcher's intent. Think about what a user is typing into Google to have them land on each one of your pages.

From there, you'll want to do *keyword research* to find a high volume & high

traffic keyword to optimize each page for. Make sure to use effective **titles and headings**, write ***strong meta descriptions***, and ***optimize all your images***- <u>WITH YOUR KEYWORD PHRASE </u>. To help spruce up your page content you can use synonyms for your keywords throughout the page, answer common questions, and group your content around topics rather than individual terms.

Another key factor for on-page optimization is to optimize for ***local SEO***. If you are a brick-and-mortar store or local business, optimizing for local is very important and crucial for your business. To get this right, use geographical keywords throughout your site to help get it identified as a local business.

User Experience

How can you fulfill the expectations of visitors when they click on your page in the SERPS? Catering to people is a principle of Google, and it should transform how you approach SEO. There are many factors that go into user experiences such as ***page speed*** and ***mobile responsiveness***, just to name a couple.

Since about 50% of web visitors are using mobile devices you should pay close attention to the layout, look, feel, text, images, and experience of your mobile site. Many elements in your mobile website will affect your SEO health. Try focusing on creating user-friendly navigation with clean and consistent buttons. Try to keep the overall design simple and concise, focusing on usability and content along with good design.

Get Fast! A fast-loading site aids in a better overall user experience as well. The search engines consider site loading time an important ranking factor. Some avenues to help with your page speed are compressing your images, having a concise HTML to text ratio, and using a secure and fast web-host server.

Technical Setup

The technical setup of your website allows search engines to ***find your pages*** on the web, scan the pages to understand the topics and ***identify the keywords***, and finally, be able to ***add web pages to the search engines index***. The index is a database of all the content it has found on the web. Then the algorithm will consider displaying your website for relevant search queries. There are a couple of factors that directly affect the technical setup of your site which include:

Navigation of Your Site & Links

Search engine crawlers crawl sites just like you and I do. They follow the links throughout your pages. The search engine crawlers will land on a page and use links on that page to find other content to analyze. A key takeaway here is to set the navigation and links as text-only.

Simple URL Structure

The search engines do not prefer lengthy strings of words with a complex structure. If possible, keep your URLs short. Try to include as little beyond the main keyword for which you hope to optimize the page for.

Broken Redirects & Dead Links

A broken redirect points a user to a resource that might no longer be there. A dead link sends a user to a nonexistent page. Both will provide a poor experience but also, prevent the search engines from indexing your content.

Sitemap and Robots.txt Files

The sitemap is a simple file that lists all your pages' URLs. Search engines will use this to identify what pages to crawl and index. The robots.txt file, on the other hand, tells the search engines what content NOT to index (for example, your admin or policy pages). Make sure to create both of these to speed up crawling and indexing of your content.

Duplicate Content

Pages that contain identical or similar content will confuse the search engines. They find it impossible to determine what content they should display in the search results. Given that, search engines consider duplicate content as a negative ranking factor. When they do find pages with duplicate content, they can penalize a website by not displaying any of those pages at all.

Take some time to walk through these quick steps to see how much work your website will need to start the optimization process. Do your pages have an assigned H1 title tag with a thought-out keyword? What does your meta description say about the page? How does your website look on your mobile device? Have you submitted a sitemap yet?

Check Out Spectrum's SEO Services

Spectrum Net Designs Can Help!

These are some basic questions to ask yourself and walk thru. And if you are still confused or don't know where to begin. We have good news- Spectrum Net Designs can help! We have a portfolio of clients that we do just this for! We can perform an SEO analysis, provide suggestions, and actually optimize your website for you! Give us a call today if this is something you'd like to talk

more about! We'd love to help you out.

Contact Us

GET MY FREE SEO ANALYSIS TODAY

I LIKE FREE!

In Case You Missed It!

How to Find New SEO Keywords

Keyword research & finding new SEO keywords is a fundamental part of various search marketing strategies. Whether you are primarily running pay-per-click (PPC) or paid search campaigns, or your goal is to improve your

How Google Search Indexes Your Website

Google is where millions across the glob turn first for their questions, big or small. If they are lucky, they typically find them within the first few results shown. That is why websites that are on the top of Google's search engine results pages

organic search optimization results- you will be using keyword research.

Keyword research is the process of identifying and optimizing your site for specific words that people are typing into search engines. Since what people are searching for, and when they are searching directly relates to your product or service- keyword research is a crucial element of a successful search marketing campaign.

Read More

(SERP) grab around 40% of the traffic missed by lower ranked websites.

According to Statista, in February 2021, online search engine, Bing, accounted for 6.7% of the global search market, while the market leader, Google, had a market share of 86.6% and Chinese search engine,

Read More