



SEO 101 WITH ALINE

User-Friendly (and Free!) Ways
to Increase your Website's
Online Visibility



Three User-Friendly (and Free!) Ways to Increase your Website's Online Visibility

1. CONTENT IS KING.

Keywords are the terms and phrases users type into a search engine when looking for information. Basically, it's your bait when fishing for a helpful or informative website. If you have the right keywords on your site and use them frequently enough throughout, search engines will return your site when someone goes looking.

But just mentioning that you provide a certain service or product isn't enough. Google wants to make certain that its users find really helpful information when they send searchers to a website. Keywords begin to impact search traffic when they are used frequently and informatively throughout a site. Informative copywriting, blogs and multiple pages of content not only help increase SEO, but also assist users who make their way to your site. It's a win-win that Google has rewarded since its inception.

LEADS GENERATED THROUGH SEO HAVE A 14.6% CLOSE RATE, WHILE OUTBOUND LEADS, SUCH AS DIRECT MAIL AND PRINT ADVERTISING, HAVE A 1.7% CLOSE RATE.*

*Search Engine Journal, 2016

2. STAKE YOUR LOCAL CLAIM

The world's two biggest search engines – Google and Bing – give businesses the opportunity to handcraft the information that users read about them through the use of a Business Profile. With Google My Business and Bing for Businesses, you can verify or update your organization's location, phone number, hours of operation, company description, services, products and more.

By claiming and verifying these free profiles, you have the opportunity to tell the search engines exactly what you want to show up in local searches. Even better, research has shown that companies that claim their free Google My Business and Bing for Business profiles tend to show up more in search results than those who don't. Not only can you tell people what you want them to know, but you can increase your chances of them learning about you from searches. That's why local profiles should be one of the first steps in any SEO plan!

3. BE SOCIAL.

Social media is no longer just a place to check out cute pictures of babies and puppies. Instead, platforms such as Facebook, Twitter, Instagram, YouTube and Pinterest send nearly 35% of all web traffic

to specific webpages. With an active presence on social media, organizations can share engaging blog posts, product announcements and more, all with links that point users back to their sites. “Social Media Today” reports that 71% of people who have a good social media service experience with a brand are likely to recommend it to others.

SEO and social media go hand in hand. The more content that you and your fans promote, the more search engines like your site, sending more visitors your way. Used correctly, it’s a free way to say “Hi” to a countless number of new customers and leads.

SEO can seem a little overwhelming, particularly for small and local businesses with limited resources to devote to it. But with just a few easy-to-use tools, there are several ways to increase your SEO with only a little bit of time and commitment. By creating relevant and useful content, claiming local profiles and actively participating in social media, you can boost your online search rankings and start putting SEO to work for your brand.

DO MORE WITH ALINE

If you’d like help with search engine optimization tools including content creation, social media opportunities or other marketing initiatives, contact ALINE. We’d be glad to put our efforts towards increasing your online visibility – and your bottom line as well.

ALINE is a marketing company. We elevate people, brands and communities. We’re focused on keeping things simple and on getting great things done.

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63% OF FACEBOOK AND TWITTER USERS USE THE PLATFORMS TO SEEK NEWS ABOUT EVENTS AND ISSUES OUTSIDE THE REALM OF FRIENDS AND FAMILY.

(Pew Research Center, 2015)

74% OF PEOPLE SAY THEY USE FACEBOOK FOR PROFESSIONAL PURPOSES. (HubSpot, 2017).