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# Smart SEO Steps that Help More People Find Your Website

*by* **SEAN JACKSON**

There is no silver bullet when it comes to search engine optimization – no single plugin that does everything you need, no automated bot that makes it perfect.

To succeed in search engine optimization (or SEO for short), you will need to use a lot of lead bullets to hit the target and have your site properly listed on search results.

The good news is that the following guidance will get you started, so visitors can easily find your content and site.

Let's start with the basics.

## Register on Google Search Console and Bing Webmaster Tools

The two major search engines – Google and Bing – make it very easy for webmasters and site owners to list their sites on those search engines.

Google provides a [Search Console](#) tool, so you can register your site with Google and review a variety of important messages and analytics about how your site appears on Google. Also, you can easily add Google Search Console data to your Google Analytics account.

Setup is straightforward, but be aware: Google treats sites using HTTPS differently from sites using HTTP. So, if you have a security certificate on your

site (which you should), then make sure you use HTTPS when adding your site.

[Bing Webmaster Tools](#) are much more robust. They include built-in SEO tools to help you improve your content's discovery outside of Bing.

If you haven't set up an account on Google Search Console or registered your site on Bing Webmaster Tools, then do so now. These two free tools provide you with the best insight into how Google and Bing "see" your site on the internet.

## Conduct a simple content audit

How your content appears in search results is extremely important. The title of your content, along with its description, is the only information people have when deciding whether or not to click on your link.

Do people see exactly what you want them to know?

Use the following steps to review how the content on your site appears on a search-result list.

1.  Compile a list of the top terms (or keywords) you expect people to use when searching for a site like yours. If you are not sure, Google Analytics and the webmaster tools from Bing and Google provide you with a list of search terms people are already using.

2.  Once your list is complete, go to Google and/or Bing and enter the

following query, using your specific domain and keywords:

**site:www.yourdomain.com keywords**

Replace "www.yourdomain.com" with your website URL and "keywords" with one of the terms compiled in step #1 above. For example, try site:www.copyblogger.com content marketing in Google and look at the results.

3.  Review the title, description, and page URL for each of the top 10 listings and make a note of any page that doesn't have a compelling title and description.

4.  Repeat the process for every term in the list you created.

Yes, it's a lot of work, but it's worth it. Why? Because your visitors see these listings when they query a search engine.

By following this simple content audit, you can quickly see -- and improve -- how your pages appear on search engines.

# Fill in the blanks

Now that you have registered your site and reviewed your content results on search engines, it's time to optimize your content.

If your site listings in search engines are thin (less than three results in the list), then make a plan to create additional content around those topics. People like

depth on a topic, and the more value you can create, the better your chance of having your content found.

If a page is not drawing a lot of organic results (as seen in Search Console or Webmaster tools), consider updating the [headline](). A simple tweak to a headline could be all you need to draw more visitors to your site.

For pages that perform well on search, consider adding additional in-site links to the content you already have, linking to other pages that relate to the topic. In-site linking is a simple but powerful way of keeping search audiences engaged.

Finally, to get a little more advanced, check your Open Graph tags (i.e., og:) on your site to make sure your [cornerstone content]() has every element that matters, including titles, descriptions, and most importantly, an image tag.

# Get sharing

## Social media sharing is not a ranking factor.

However, it can be a great way to facilitate link building. Use programs like Edgar and Buffer to schedule posts on your social media accounts.

Frequency and reach are important elements of all types of marketing, and if the right people see your content via a social share, they may be inclined to link to it on their site.

# Add images, videos, and slides

Use images with descriptive attributes to the <img> tag on every post and page. In addition to featured images, use other images throughout your content to provide context. Try adding text and other design elements to them to make them stand out.

Video is wildly popular, so if you can convert a post into a video, upload it to YouTube and also embed it on your site.

Finally, consider creating SlideShare decks of your cornerstone content.

Whenever you upload media to a platform other than your site (such as SlideShare or YouTube), you *must* include a call to action that leads viewers back to *your site*. Not all links will help your SEO, but you want to provide a way for new people to find out more about you.

# A special note about paid links

Links are the currency of SEO. The better the link from another site (preferably a site of high quality), the better your rankings.

And because site links are so important, a whole industry has emerged that allows you to buy links.

But be warned ... paid link systems are bad, very, very, very, bad. So bad that it

is almost a certainty that if you use them, your site will be blocked on search engines.

However, there is one paid option that is not bad, and actually appropriate in certain situations: press releases.

The major wire services all include distribution outlets for press releases submitted to them. Many professional bloggers subscribe to these services for news and announcements in their space. And in some cases, these bloggers and news outlets may publish a story about you (usually related to the topic of your press release) and link back to your site.

You can't control how and what they link, but at least with a professional press release you have the potential to obtain high-quality links from news sites back to your site.

Think of a press release as a soft method for obtaining links. Of course, given the cost of most press release services, you may prefer to spend your time and talent on creating great content.

## Optimize your content to make it easy for people to find you online

Search engine optimization does not have to be difficult (or scary). Stick to the basics by registering your site with Google and Bing, and then make sure the listings for your keywords invite viewers to click on the results.

And once you have the basics covered, have some fun and build depth around the topics you write about -- create catchy images, snazzy videos, or cool slide decks.

Finally, don't forget to share everything you create. Social media sites don't charge you to post, so take advantage of them and post when it matters. And while you should avoid any service that promotes paid links, a press release distributed through a reputable newswire may help you attract visitors from other reputable sites.
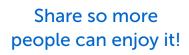
Remember, there is no silver bullet in search engine optimization. But with these steps, more people will start to find your website.

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