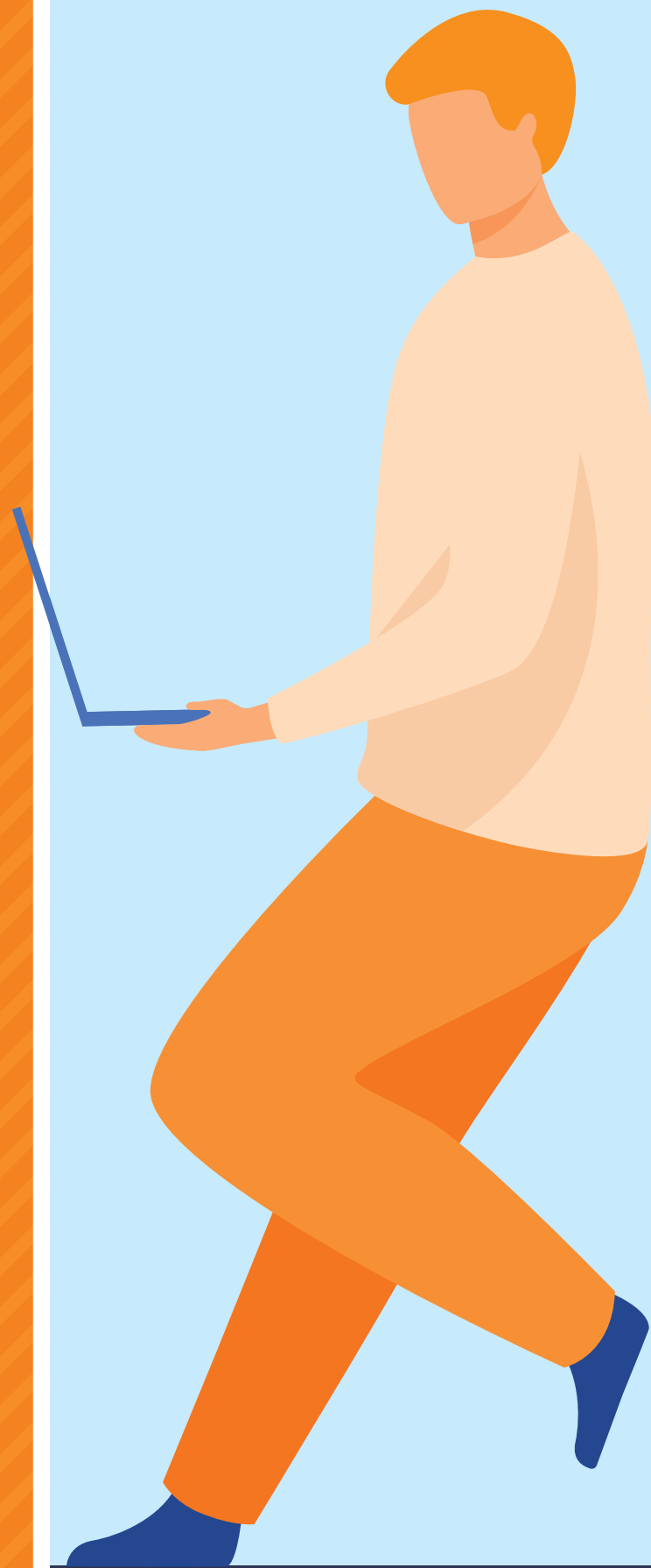


8 SEO basics you can do yourself

SEO can seem mysterious, confusing and technical. But the good news is that the basics are simple and effective.



Consider using...

1 Keywords

Find keywords by typing questions about your sector into Google. See what phrases it suggests and use them in your web text. You can get even better results with specialist keyword software.

2 Location

Mention the town or county where you operate, to avoid competing with your whole industry at once!

3 Length

Try to have at least 300 words per page so Google has enough text to understand what you're offering.

4 Headings

Make sure headings are formatted as headings, not part of the body of text. Use keywords in your headings if possible.

5 Links

Insert hyperlinks to other areas of your website - this shows Google you're genuine and improves user experience too.

6 Meta descriptions

Write a short description of each page and use the keyword phrase once. Try for a green line under the meta description box!

7 Alt text for images

Describe each image and incorporate keyword phrases into the description. It's another opportunity for keywords and helps anyone searching images.

8 Google My Business

A GMB page is free and straightforward to set up. It helps Google offer a better service and improves your visibility too.

Whether you need general SEO support or a detailed audit of your digital marketing, Get Ahead can help. Visit www.getaheadva.com to find out more.

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