**SEO or Search Engine Optimization Techniques (Mostly FREE)**

There are three relatively simple actions you can take to improve the visibility of your website in a search on the Internet.

1. Title and Description Tags

When a webpage is designed, whether you do it using a template or whether you use a website designer, you or the designer will give a title to each page and you will also describe each page. These tags are located under the hood, so to speak. They aren’t visible to the person who lands on the site but rather they are visible to the search engines. They are the key words that tie a search for a website to your website.

If your site is set up and you want to see what title and description tags your designer used do this: Type into a Google or other search box **site:*yourdomainname.*com.** What will come back is a list of all the pages the search engine has indexed and can find. Each page will show the title of the page and a description of what is on that page.

A title tag can have up to 100 characters of which 65 will be visible using the site search as described above.

Tips:

a) Put a key phrase at the beginning

b) Put key words together

c) Use your business name, if you must, only on the Home page and the Contact page. This latter advice is important because the 100 characters are valuable and it is not likely a person wanting your product or service will know your name. A person searches for such things as a specific product or service they need. I advise you *do not* put the name of your business in your other title pages. Use the space to better describe what’s on the page.

Make your tags compelling!

a) Make the tags “you” focused

b) Use action words

c) Use benefits, not features (people buy benefits along with your promises)

d) Use abbreviations, like SF for San Francisco, when you can. This will save space. Test them, of course.

e) Include your phone number but *not* your business name…waste of space.

A description tag can have up to 250 characters of which 165 will be visible.

The same tips apply as above.

To help you find the right key words Google has some free tools. At the top of the site search page you will see “Try Google Webmaster Tool.”

**Changes you make to your titles and descriptions can take several weeks before the search engines discover them.**

To access your tags learn how here: file:///Users/larrytessler/SCORE/SCORE/Research%20&%20Client%20Info/SEO/4%20Easy%20Ways%20to%20View%20Source%20Code%20(with%20Pictures)%20-%20wikiHow.webarchive

2. Free Listings

All the search engines allow you to claim or own your business name for their site. Doing so will help in a search as it puts your business in front of those who didn’t bother to list.

A helpful tool for doing your listings is found **www.moz.com/local**. Click on “Check my Listing Score”. Plug in your business name and your zip code. What you will get back are notifications of where you are currently listed (if any).

If no listings are shown then try this: scroll to the bottom of the page and click a link that says “I don’t see my business”. If this step doesn’t work then you’ll know you have to pay if you want Moz help. Otherwise, get busy listing your business at least on Google+, Yahoo, Bing and Yelp. Choose others as you have the time. (Moz has a number of places where they ask you for money. If you are perseverant you can do all these things for free. So if you hit the wrong button, just backtrack and do what is free).

3. Blogs

Search engines love blogs and index their content almost immediately whereas when a new page is put up the engines may not index it for days or even weeks. Why is this? Blogs have new and interesting content. If you tie the blog to your site, key words you may never even imagined will turn up in a search for your site.

One last suggestion: You can use the site search technique and the moz.com technique to look at the websites of your competitors.[[1]](#footnote-1)

1. 8/16/15 [↑](#footnote-ref-1)