One Stop Tech Shop
Website Design & SEO Services

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Stand Out Online: Key Marketing Strategies Workshop

Today, online visibility is crucial to online success. If you're interested in getting your message, products or services front and center, the *Stand Out Online: Key Marketing Strategies Workshop* is for you!

Paced at a beginner level yet packed full of valuable information and expert tips, this workshop teaches valuable online marketing strategies to help you achieve a strong online presence and maximize your visibility and ranking.

> *This workshop covers topics including an introduction to search engine optimization (SEO), keyword research techniques, the advantage of content management systems, and analytics and metrics tools available to help you stand out online and effectively refine your marketing strategies. It will help you design an effective social marketing platform task schedule to prioritize efforts and leverage content cross-platform. Other topics include content optimization tips, case study examples and hands-on exercises.*

The fact is that most people search for a product or service online before they buy. The problem is that most of these users never venture past page one of the search results! This means the more you understand about how to maximize online visibility, the more opportunity for business.

Presenter Bio:

Amy Dearborn is President and CEO of One Stop Tech Shop, Inc. She has over 20 years of experience in the information technology fields of website design, graphic design, website development, technical editing and online marketing.

She is involved in all aspects of her client's online marketing including hosting, maintenance, content updates, security setups, backups, blogging, social site platform work, online advertising, professional consultation, and technical training.

Amy has achieved status as a Google Certified Professional and has pursued advanced degrees and other technical certifications necessary to not only meet the needs of her current customers, but prepare herself to meet their future needs. She sees challenges, analyzes them, and formulates innovative solutions to help her clients gain a competitive edge. Her personal and professional growth is guided by her own personal credo of "I only succeed if they succeed!"

Part I: Terminology & The Basics

Search Engine Optimization (SEO) vs. Search Engine Marketing (SEM)
Most people have heard the term "SEO" and know it has something to do with the search engines but they don't know the different tactics and techniques search engine optimization incorporates to help create and maximize your online presence in the search engine results page (SERPs). In most cases, SEO refers to the practice of increasing your organic (natural) ranking.

Another term, "SEM" is being used in marketing discussions. SEM actually incorporates search engine optimization marketing yet it is that and so much more. SEM includes things such as social media marketing (SMM), search engine optimization (SEO), paid listings (PPC) and other search-engine focused services. While the two phrases are similar and sometimes used interchangeably, SEO and SEM are very different.

Exercise: Considering the terms SEO, SEM, SERP, SMM and PPC, briefly note what you know, or have heard, about each term before completing this workshop:

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What is Search Engine Optimization (SEO)?
Search engine optimization (SEO) can be described as strategies and tactics used to ensure that targeted content is accessible to the search engines. SEO done correctly improves the chances that the content will be ranked high in the search engines.

The goal of a successful SEO strategy is to obtain the highest-ranking placement possible in the SERPs (e.g. Google, Bing, Yahoo and other search engines). Internet users often do not click past page one of the search results, so achieving a first page ranking is essential for success.

The higher content naturally ranks in results of a search, the greater the chance that that site will be visited by a user.

"White Hat" Is Ethical & Legal
SEO is typically a set of *"white hat"* best practices that webmasters and web content producers follow to help them achieve a better ranking in search engine results. Some of these best practices include:

- Creating and publishing effective content
- Utilizing keywords and keyword analysis
- Link building to improve popularity and increase visibility
- Creating content on, and utilizing the social platforms (Facebook, YouTube, etc.)
- Improving your website structure to provide an excellent dual-viewer experience

"Black Hat" Is Not Ethical & Breaks The Rules
"Black hat" search engine optimization tactics can be considered the opposite approach of white hat strategies and should always be avoided. Things like keyword stuffing, hidden text, bait-and-switch, duplicate content and spam blogs are not considered ethical, can get you into a lot of trouble, and destroy your ranking in the search engines, or worse.

Exercise: List some examples of "white hat" and/or "black hat" SEO that you have seen online, or experienced otherwise? Would you feel comfortable using "black hat" tactics to raise your rank online? Why might this be, or not be, a good strategy?

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What Is Search Engine Marketing (SEM)?
Most people don't understand what search engine marketing (SEM) is, much less know how to leverage it to their advantage. SEM is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads.

SEM is often used to describe actions associated with researching, submitting and positioning a website, or other online presence, within the search engines. It includes things such as SEO, paid listings and other search-engine related services and functions that are intended to increase exposure and traffic.

What Is The Difference Between SEM & SEO?

SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM uses the search engines to advertise your website or business to Internet customers and send a more targeted traffic to your Web site.

For example, when people use a search engine to query "fashion handbags," the organic search engine results is where SEO technologies can assist your Web site in being more visible. The paid advertising, or sponsored links are the ones prominently displayed above or beside the organic search results and they are products of SEM.

SEO and SEM are not competing services. Although many consider SEM to be about paid strategies while SEO is often considered to be about maximizing your natural ranking, in actuality, SEO is a subset of SEM.

Exercise: In your own words, explain the difference between SEM and SEO. Search online for the difference between these terms. Do you find consensus in your explanation and what you find online? Why might there be differences in the description of these terms online? How might you use this information to your advantage?

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Organic (Natural) vs. Non-Organic (PPC) Ranking

No matter what your definition of SEM and SEO, an effective online marketing campaign offers you increased potential to rank organically (naturally) and non-organically (PPC). That being said, there is added value and insight to focus on building a strong organic ranking before pursuing a focus on non-organic ranking.

Don't put the cart in front of the horse! Most people don't realize that the cost of advertising online in a PPC campaign can be reduced by creating effective organic content first. Unlike a typical auction where the highest bidder wins, PPC campaigns, for example Google Adwords, grades using a factor of the bid amount and something called a quality score.

==Exercise: Go to Google and search for something (ex. writing course). Then, notice the top few PPC links have the word "Ad" in a small box, to the left, below the main link. What is the first paid Ad you see listed? Next, look below the list of Ad links to the first organic link. What is the first organic link you see? Realize the organic links are "free" while the non-organic links cost per click.==

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What Is "Quality Score (QS)"?

"Quality Score (QS)" is Google's ranking of how relevant your content is to the searcher. This number, ranking from 1 to 10 where 1 is poor and 10 is great, is a large factor in the calculation of how much that click will cost you.

Realize that Google (and the other search engines) know what is on your webpage even before someone might click. It has indexed your content and already knows a lot about your message and the structure of your content. Remember, the math behind PPC calculations is nothing like a regular auction where the highest bidder wins. There is much more involved in how cost-per-click is calculated.

PPC campaign click costs are calculated based on industry trends and quality score. No one wants to pay more than they have to for advertising. The point is, without understanding a little bit about quality score and how costs are calculated, advertisement costs can quickly exceed budget.

A non-organic option, paying per click for your advertisement to rank is only suggested to pursue <u>after</u> implementing the organic strategies. The goal is to use your advertising dollars in the most effective way possible, for maximum return.

In a successful Pay-Per-Click (PPC) campaign, ads will be shown to consumers specifically looking for your products or services, resulting in a higher conversion rate and a lower cost per click!

Many PPC marketing companies who setup and manage Google AdWords accounts for their clients never even mention QS to their clients. Knowing that increasing QS typically entails reworking content, why do think many PPC

marketing companies don't address this with their clients? Why do you think this might be? Consider, did you ever hear of QS before this workshop? Now consider how just a little bit of knowledge about QS and PPC gives you a competitive advantage.

<mark>*Exercise: Go to Google and search the term "how to increase quality score." Browse results and research quality score and, at minimum, verify and realize the relationship between quality score and cost-per-click. Comment on your insights regarding your research. Why might someone want to increase quality score? How do you think one might improve quality score? What else did you learn about quality score?*</mark>

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The Advantage of A Content Management System (CMS)

A *Content Management System (CMS)* (ex. WordPress, Joomla or Drupal) is an application that is used to create and run a website. It is a flexible and cost-effective solution for individuals and businesses. In a CMS, content code is held separately from the structure coding. In turn, it is simple for search engines to index its content compared to an older html-built site.

A CMS like WordPress offers additional features and options like blog pinging and the ability to utilize the most recent SEO plugins and themes. A CMS can easily handle responsive coding, so that the website fits and fills the screen and looks good no matter in what device is it being viewed, and it can load fast.

WordPress is a free and open-source CMS based on PHP and MySQL. As of January 2018, WordPress was used by more than 29.4% of the top 10 million websites and is the most popular website management (and blogging) system in use on the Internet, supporting more than 60 million websites.

All CMSs will have a learning curve for the new user. If you are up to the task, we highly suggest WordPress for your first experience. Note: Creating an account and website at Wordpress.com is not the same thing as building your own website using the WordPress software (done with your own URL, hosting account and copy of the WordPress coding).

Part II: Keywords & Keyword Research

What Is A Keyword?

A keyword is a word, topic or phrase that people type into the search engines when looking for something. As a website owner, you want the keywords on your website to be relevant to those search queries, so they will be able to find your content.

Realize that the term "keyword" is misleading as it seems to infer that it is one word. This is not the case. Keywords can be one word, or several words.

Exercise: Make a list of some words, topics or phrases that people might type into the search engines when looking for your products or services.

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What Is A Long-Tail Keyword?

With the trend toward mobile devices and voice search steadily increasing, we are seeing more use of *long-tail keywords*. Long-tail keywords are much more specific than vague.

For example, a one-word keyword like "dog" does have a high search volume but is extremely broad. It is not clear if the searcher is looking for a list of dog breeds, place to buy dog toys, or if they are looking for a dog sitter. In comparison, a long-tail keyword like "best organic dog food for a puppy" has a much clearer and defined intent.

Exercise: Make a list of some long-tail keywords, topics or phrases that people might type into the search engines when looking for your products or services.

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Keyword Research Is Crucial For Success

Keyword research is one the most important efforts in search engine optimization and offers high returns. By researching the terms and phrases that people search for when seeking for your products and services, you will learn about more about your potential clients and what to target.

We cannot understate the value of keyword research. It grants you the ability to respond to changing market conditions and produces the content necessary to capture a marketing edge. Keyword trends change online and the only way to assure effective targeting is consistent monitoring and frequent research.

Think of your website like a fishing boat where you must strategically bait each pole, line, and hook with the specific needs for the fish you are trying to catch. It's the same with your website. Each page of your website should be targeting a keyword for the specific fish you want to catch. If is it not, modify your website content so it does, even if that means you have to rewrite your content from scratch or adjust your page structure.

If you are building, or revamping, your website, we suggest to do some keyword research and determine the five to ten top keywords that you want to target. Start with those, get your website online, and then go back and add additional content to target more keywords.

Want to learn more about keyword research? Moz.com is a great site to learn about keyword research. Following is a direct link to get you started: https://moz.com/beginners-guide-to-seo/keyword-research.

Exercise: Take a sample of the top five to ten keywords you came up with in the previous exercises and do some keyword research using the Moz.com link above. Then, according to your research, and as necessary, adjust your original list of keywords to match online trends. Use this adjusted list of researched keywords as targets for your website pages.

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Part III: Leveraging Social Media & Other Online Platforms

With thousands of choices in social networking platforms and tools, it can be difficult to know where to start. The recommendation is to start with the necessary and popular first, and then work down the list to maximize your online presence throughout the Internet.

The top platforms recommended first are: Google+, Facebook, YouTube, Twitter, LinkedIn, Instagram and Pinterest. Although creating a presence across all platforms is the most advantageous, depending on your specific industry, goals, and efforts, some platforms will offer more benefits than others. In addition, the order in which you should pursue these platforms will depend on your industry, your goals and other factors.

Following is a list of some of the more popular social media and other online platforms where you want to create a strong presence:

- Google+ - Google's official social media platform
- Facebook - the world's largest social media and social networking site
- YouTube - the world's largest video-sharing platform and search engine; owned by Google
- Twitter – an online news and social networking services where users post and interact via "tweets;" a micro-blogging site
- LinkedIn – a business and employment-oriented social networking service; the largest professional social online network
- Instagram – a social networking app made for sharing photos and videos from a mobile device; owned by Facebook
- Pinterest – a mainly images-based application that allows uploading, saving, sorting and managing of images, known as Pins

Unfortunately, creating a consistent and effective social media posting and engagement schedule can be overwhelming alone, much less trying to keep up with the task. For this reason, we suggest to start with the platform where you feel most comfortable. Make a plan to post something weekly, to start. Work that for a few weeks and then consider adding another post. As you get used to your new routine, it will become much easier.

If weekly is too much to start, then scale back and post every two weeks instead. Don't be discouraged if you feel you should be posting more often. That is a good sign to feel the pressure to post more. This just means you now understand the importance of leveraging social media and that puts you ahead of the competition.

Use the following selection of social platforms notes and task lists to help you begin leveraging a few of these powerful systems.

Google+

Google+ is the official social networking platform of Google. When people first experience Google+, many find themselves feeling a bit intimidated. Between talk about Circles and Communities, it can seem as though mastering the platform will require a considerable amount of work. This alone tends to cause many to shy away.

In many areas, Google+ also lacks the publicity of other sites, such as Facebook or Twitter, which leads to misconceptions about the engagement on the platform. Understanding what Google+ is and why it is such a popular tool can help you decide whether or not this platform can be used to your advantage.

What is Google+?

Google+ is a social networking platform that allows people to interact with friends, family, and popular brands. People do this by creating "Circles." Circles can be grouped to categories, to put different people into different groups. For example. work friends in one circle, family in another, companies who produce interesting industry content in yet another, and more.

Google+ circles allow people to interact with these specific groups as they like. For example, post particular content for just a single smaller circle, or if there is a big local event coming up, advertise it to the larger, local group.

What's different about Google+ is, beyond the direct social visits as seen above, Google offers marketers the opportunity to interact with visitors through many more touch points, including YouTube and directly in search results. This means that for those who engage with Google+, the *potential traffic channels multiply*!

For this method to work, it requires that your visitors actually engage**.** To utilize this platform to your advantage, you'll need to maximize engagement.

To maximize engagement, you must understand a little about: Circles, Hangouts, Streams, Profiles and +1's.

Note: As of January 24, 2018, Google retired the "classic" Google+ and published a new version of Google+ with several significant updates.

<mark>*Exercise: Use the Internet to research how to set up a Google+ account and how to get started using Google+. Research the features of the latest version of Google+. Use the following notes and checklist to complete this task:*</mark>

To get started with Google+, go to https://plus.google.com, create a Google account (if you don't already have one). You can also click on the "Join Google+" link in the menu to sign up.

1. ☐ Log into Google
2. ☐ Edit your Google+ profile and add details
3. ☐ Add your contacts
4. ☐ Create Circles
5. ☐ Navigate the Stream
6. ☐ Check out the Communities
7. ☐ Check out the Discover tab
8. ☐ Post on the platform
9. ☐ Learn about Google Hangouts (https://hangouts.google.com)
10. ☐ Utilize Google Events Calendar (https://www.google.com/calendar)
11. ☐ Check out the Discover tab
12. ☐ Investigate the Google+ mobile app

Once you get set up on Google+, complete the following:

13. ☐ Consider using a head shot for your profile pic, especially if your efforts are business related
14. ☐ Get a vanity url instead of the standard Google+ url (so your url is easy-to-remember)
15. ☐ Use your words; don't be afraid to write long posts
16. ☐ Use your images; the vast majority of top posts use images
17. ☐ Be smarter with sharing; sharing = indexing = visibility
18. ☐ Use the mighty #hashtag (suggest research more about hash tags)
19. ☐ Add more people to your Circles
20. ☐ Be active, engaging, accessible and noticed by others and interact
21. ☐ Create interactive posts
22. ☐ View your profile from the perspective of visitors / potential clients

Facebook

It seems like everyone and their grandmother has a Facebook (FB) account these days. This is good news for individuals and businesses that want to reach a wide audience, and leveraging Facebook has never been a better strategy for achieving online marketing success.

According to FB's fourth quarter results for 2017, reported on January 31, 2018, "worldwide, there are over 2.13 billion monthly active Facebook users for Q4 2017 which is a 14 percent increase year over year." Also, consider, "there are 1.15 billion mobile daily active users, and increase of 23 percent year over year." The takeaway here is that FB is just too big to ignore!

For individuals and businesses, this means an incredible opportunity to build an audience and promote products and services.

Exercise: Use the Internet to research how to set up a Facebook (FB) account. Learn how to setup your personal and business pages, and research how to use FB in more detail. Use the following checklist to complete this task:

To get started, go to https://www.facebook.com:
1. ☐ Create a personal FB page and complete your Profile
2. ☐ Invite people (Friends) to your personal FB page
3. ☐ Create a business FB page and complete your Profile
4. ☐ Invite people (Likes/Follows) to your business FB page
5. ☐ Share your page with others / the local community
6. ☐ Start making new connections
7. ☐ Engage your followers
8. ☐ Leverage friends of friends / friends of fans

It can be difficult to stand out on Facebook, so be sure to do the things that will easily get you more views:

9. ☐ Use pictures with your posts for greater visibility
10. ☐ Create an ongoing, consistent schedule for your posts
11. ☐ Consider FB advertising

LinkedIn

While much of the last few years focus has been on Facebook, LinkedIn has been silently growing to a user base exceeding 500 million users. No longer only known for their job searching capabilities, LinkedIn is evolving into a thriving network of opportunities and features unmatched by other social media platforms. It is one of the places potential employers will definitely go to review your profile online.

Having a strong LinkedIn profile shows that your are relevant. Following are suggested ways to optimize your use of LinkedIn.

Exercise: Use the Internet to research how to set up a LinkedIn account. Learn how to setup your personal and business pages, and research how to use LinkedIn in more detail. Use the following checklist to complete this task:

To Optimize your LinkedIn presence:
1. ☐ Customize your public profile url (vanity url)
2. ☐ Adjust your public profile settings, as desired (public by default)
3. ☐ Use a professional headshot for your profile picture
4. ☐ Use a background photo to promote yourself and your skillsets
5. ☐ Make the most of your tagline
6. ☐ Complete your profile 100%; add contact information
7. ☐ Optimize your profile for the search engines (use keywords)
8. ☐ Check your profile view on a phone to assure it's mobile friendly

For Professional Networking:
9. ☐ Show credentials, achievements and work samples
10. ☐ Add your website links to your profile
11. ☐ Create a profile badge for your personal or business website
12. ☐ Get recommendations (endorsements)
13. ☐ Quickly turn your LinkedIn profile into a resume
14. ☐ Find a job through LinkedIn's job board
15. ☐ Check out who's viewed your profile
16. ☐ Import and export connections
17. ☐ Easily find new connections, or connect with old ones

18. ☐ Participate in and leverage the perks of LinkedIn groups
19. ☐ Share your LinkedIn status updates on Twitter
20. ☐ Use @mentions in your status updates

For Business Marketing:
21. ☐ Create and optimize a Company page
22. ☐ Create targeted Showcase Pages
23. ☐ Post company status updates, and target them
24. ☐ Use LinkedIn's Pulse to keep track of industry news
25. ☐ Use LinkedIn's Trending content tool
26. ☐ Use LinkedIn to generate leads
27. ☐ Experiment with LinkedIn ads and sponsored updates
28. ☐ Leverage Group Statistics for better targeting and marketing
29. ☐ Create your own industry LinkedIn Groups, or subgroups
30. ☐ Email your LinkedIn group
31. ☐ Poll your, or another, LinkedIn Group
32. ☐ Experiment with LinkedIn's publishing platform
33. ☐ Recruit new talent
34. ☐ Add the Company Follow and LinkedIn share buttons
35. ☐ Analyze your marketing performance with Page Insights and LinkedIn's content marketing score

Part IV: Free Analytics, Metrics & Testing Tools

Google Analytics

Google Analytics provides powerful digital analytics for anyone with a web presence, large or small. It's one of the most powerful digital analytics solutions available - and it's free for anyone to use. Think of it as the navigation system, dashboard and speedometer of your car. Would you feel comfortable driving your car without those valuable tools? No! In the same way, you shouldn't feel comfortable running your website without Google Analytics. To set up Google Analytics, you will need to insert some code into your website. Google Analytics: https://analytics.google.com/analytics/web/

Google Search Console

Google Search Console, previously Google Webmaster Tools, is a collection of tools and resources to help website managers monitor performance in the Google search index, giving valuable information about your website and those that visit. It can also help you find and fix website errors, check your robots.txt file and submit a sitemap. To set up Google Search Console, you add and verify your website at: https://www.google.com/webmasters/tools

Other Free Analytics, Metrics & Related Tools

- Facebook Insights – every FB page owner's first stop for FB analytics
- Instagram Insights – helps you learn more about your audience
- Twitter Analytics – review metrics for the content you share
- Pinterest Analytics – learn how people are engaging with your content
- LinkedIn Analytics – evaluate traffic and engagement, identify trends
- Google AdWords – gain valuable advertising metrics and data
- Google AdWords Keyword Planner – tools and analysis with AdWords
- Google AdSense Metrics – advertiser metrics and data via AdSense
- Google Alerts – content change detection and notification service
- Google Display Planner – generates ways to target the Display network
- Google Trends – frequency of search-terms compared to total volume

Free Website Testing Tools

- https://gtmetrix.com/ – gives detailed site speed and performance reports
- https://tools.pingdom.com – offers a free website speed test with details

<u>Part V: Designing An Effective Task Schedule</u>

Decide which social media networks are right for you, or your business. Refer back to the social media content presented in this workshop to help with your decision. What should you post and how often? The answer to that question depends on your specific goals and in which platform you are working. In general, typically, one to two times a week on Facebook, LinkedIn and Instagram will get attention.

On the other hand, on Twitter and Pinterest, the optempo and culture trend is for users to post several times per day. Regardless, don't let these numbers shy you away. Any amount of posting is better than none. So, no matter what your frequency, just get to posting!

1. Decide How to Divide Your Time
Monitor your platforms and networks for feedback and engage with your audience directly. Realize you don't have to post new updates on every network every day. Social media is about quality – not quantity, no matter the size of your audience.

In addition, sharing content from credible sources is a way to reuse someone else's content that is relevant to your business. Sharing content helps show your authority and helps to broaden your network and widen reach to your audience.

2. Decide What Social Platforms You Will Use & How
Consider the purpose of each social platform and your goals on that network. For example, you may decide to use Facebook to share news and updates, YouTube to post your how-to-videos, and LinkedIn to establish your expertise.

Exercise: Use the information provided in this workshop combined with your own Internet research, and determine what social platforms you will use and how you will use them. Write your decisions and details below:

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3. Determine Your Strategy

A common content plan strategy is to use themes, like Motivational Mondays or Throwback Thursdays where you post nostalgia and photos from previous years. Plan on creating some "evergreen content" that can be used throughout the year. Evergreen content is content that never goes out-of-date.

Exercise: Brainstorm and make some notes regarding what types of "evergreen content" would work for your online goals. Does the idea of a content theme sound appealing? If so, what comes to mind?:

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4. Monitor Your Metrics & Adjust Accordingly

An effective task schedule is best not performed in a vacuum. Monitor your platforms and networks for feedback and engage with your audience directly. Keep an eye on your key metrics and analytics and gather insights into what is working and what is not. Only then can you know what to do different, or keep doing, to improve your strategies.

Exercise: For any online presences you have now, are you monitoring your metrics and using that information to adjust your marketing strategies? If not, why not? If you are monitoring your metrics now, consider the insights your gained and write down something you learned from that analysis that you would not have realized without this focus:

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5. Start Small & Build Up From There

To begin, we suggest to focus on just your top one, or two, social platforms. One you get the hang of it, you can incorporate more platforms and networking into your schedule.

Sample Social Media Marketing Task Schedule

Whether you use an online calendar, an Excel spreadsheet or pencil out a plan on a paper napkin does not matter. Every person is wired a bit differently, so choose whatever works best for you. The main focus is to get your plan laid out somewhere and get it working.

Following is a sample social media marketing task schedule to give you an idea of how little effort it is to get something down on paper and how simple it can look. Whatever format you choose, as long as you can understand your plan, you are good to go!

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
FB post of writing courses available this month		Write a blog post on how to write an award winning novel		Promote blog on FB, Twitter and Pinterest	Twitter workshop event tweet	
	FB post of announcement of t-shirts for sale		FB ad boosting Twitter workshop event		Twitter weekend event	Post Live FB video of weekend event
FB ad promoting a specific writing course		Write a blog post on how to publish an e-book		Promote blog on FB, Twitter and Pinterest		
	Post monthly video tips on YouTube				FB ad promoting YouTube video tips	

Part VI: Writing Exercise

Study original writing sample provided by Workshop instructor. Rewrite writing sample according to the following direction, and as verbally instructed:

- <u>Always write awesome content!</u> Isn't that why people visit your site? Most likely because it contains the information they are looking for, organized in a logical way, easy to read, informative and valuable.
- <u>Write to your human audience.</u> Don't try to write just for the search engines, or your content will read awkward. Keep in mind to write to your keyword but remember that your goal is to get a human conversion. You must straddle the fence to please both your human audience and the search engines.
- <u>Use the proper heading tags.</u> Always use a <h1> (heading 1) tag in your content. Use as many more of the heading tags that you can (heading tags 2 through 6). Heading tags are placed in the coding view of your website, so they won't display to your human viewers. They are important labels that tell the search engines about your content.
- <u>Make content easily readable.</u> Use easily readable sentences and proper punctuation. Break up larger paragraphs into smaller section to ease readability.
- <u>Don't create duplicate content.</u> Don't plagarize by duplicating content on your website that you found elsewhere. Duplicate content does not rank, so make sure your words are unique and your own. Copyright infringement is a serious crime and comes with steep penalties.
- <u>Break up content into subheadings and sections.</u> Readability is key to the human viewer, especially on the smaller-screened mobile devices. Layout and formatting is noticed by the search engines and organization and cleanliness of your content can be a ranking advantage.

One Stop Tech Shop offers services to help you with any and all efforts addressed in this workshop, and more.

Stay ahead of your competition. Set an appointment today for your free analysis and complimentary consultation!

Main Website: http://onestoptechnicalshop.com
Storefront: http://shop.onestoptechnicalshop.com
Phone: 757-236-3454