

# Rank higher on Google in 5 minutes.

Google uses programs called spiders to read your site's content and add it to an enormous search index. Google's algorithm then ranks websites from the index. An algorithm is a bit like a recipe. It's step-by-step instructions for a computer to solve a specific problem. Google's mission is to return the most relevant results to searchers.

Everything listed below will help your website get a bump in search rankings.

## SEO CHECKLIST

- Add an FAQ page that answers common questions. [Answer Socrates](#) is a great resource to use to gather questions.

- Use specific long form keywords. They have less competition. Long form keywords are just phrases consisting of more than 1 word.

- Make sure you use keywords in page titles, headings, and image names

- Add alt text to your images. Alt text is used to describe that image so it can be read by screen readers and Google's spiders.

- Add keywords to your meta description. A meta description is HTML tag used to describe what your page is all about and what is displayed under your pages title in the search results

Add a Security Certificate from your hosting company.

Create a Google Business Profile. Google's free marketing tool that improves local SEO.

Make sure all your information is the same in your Google business profile, yelp, trip advisor, website, Facebook, Pinterest, and Bing.

Use original high-quality images on your site that show your product or service in use.

Update content on your site at least once a month.



### **BECOME AN SEO WIZ KID**

Ever struggle with what copy, images, and buttons to put on your website for **MAXIMUM** conversions? This easy Content guide includes proven tips and tricks I use with every one of my clients to make brainstorming content for their website **EASY PEASY**.

[Get Easy Content](#)