

6 SIMPLE STEPS FOR SEO SUCCESS

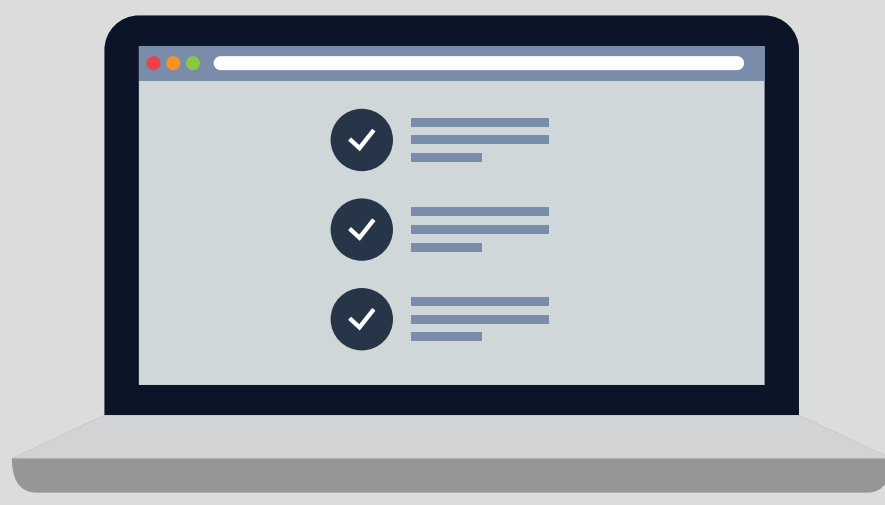
As there is a lot of information about SEO available, it can be difficult to differentiate fact from fiction, especially as good SEO techniques are constantly changing. Check out these 6 simple steps for SEO success to ensure good results.

1. FIND YOUR KEYWORDS



Before you think about anything else, you need to know what terms people are searching in Google when they're looking for your services. These terms are known as **keywords**, and they are your bread and butter. If you're a baker in Montreal, your keywords will include such terms as 'Montreal bakery' or 'wedding cakes in Montreal'. You may start off with a large list, but you'll want to narrow it down to your key services - the ones that drive the most traffic.

2. OPTIMIZE ON-PAGE ELEMENTS



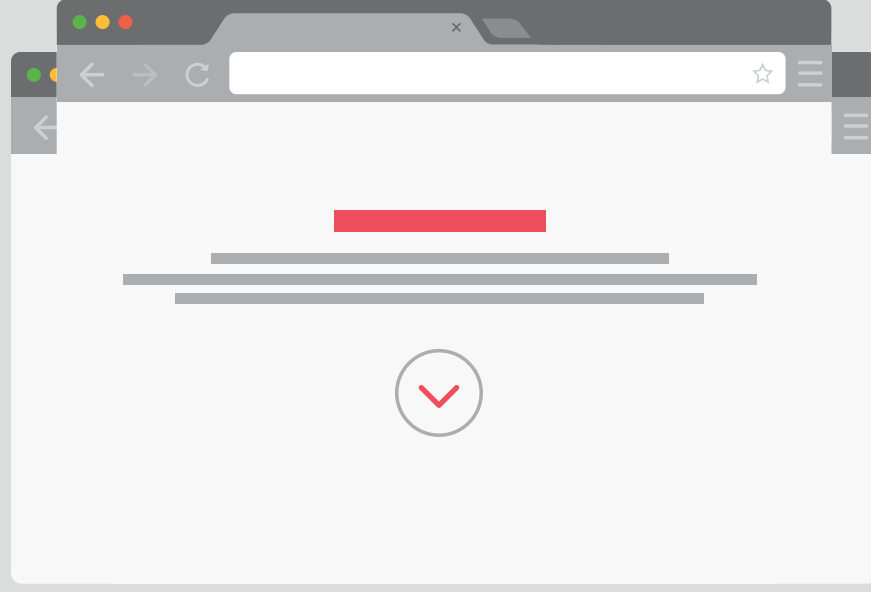
Now that you've identified your keywords, you actually have to have them on your site. Would somebody looking at your page know that you offer wedding cakes? If not, this will be something you need to change. But be careful, you don't want to overstuff your page. Be sure to include **meta titles and descriptions** as well as alt tags on images. These little changes can make a big difference. If all of this flies over your head get a web designer or SEO specialist to help.

3. CREATE ORIGINAL CONTENT



Next, you'll need to come up with some unique, relevant, **high-quality content** throughout your site. An easy way to make sure your website stays up to date and keeps attracting repeat visitors is to set up a blog page. Post news, lists, recipes, company updates and employee profiles and any other tidbits you're your readers may find interesting.

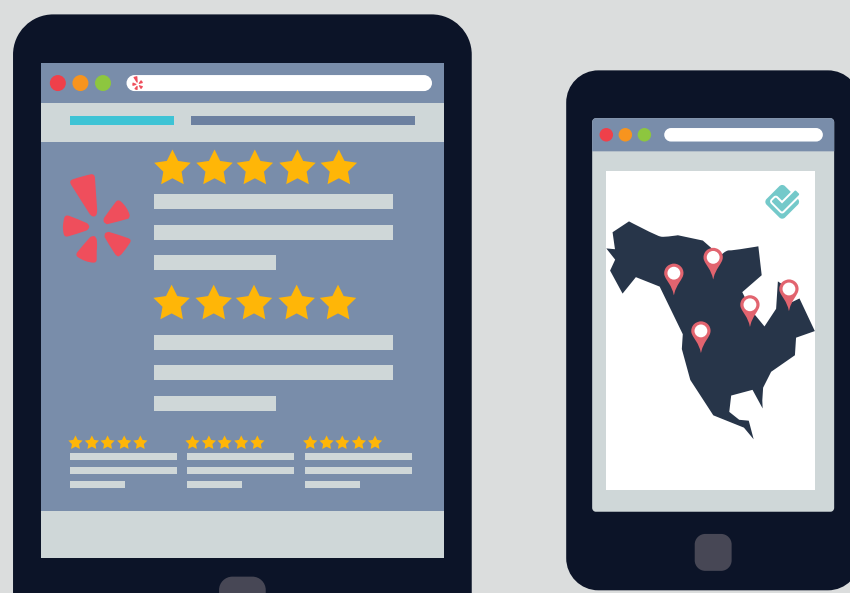
4. DRIVE OFF-PAGE LINKS



On-page SEO is important, but no website should be an island. Make the effort to reach out and build relationships with other people and businesses related to your industry. Offer to guest post on a foodie blog, create a partnership with a wedding planner, and get the word out there with the media. They will **link** back to your site, demonstrating that you're an authority in your field, and a force to be reckoned with.

5. SUBMIT LOCAL LISTINGS

Local listings help prove that you're a legitimate business, and you're actually located where you say you are. Whether you have a popular brand, service area, or physical location, make sure you submit to all of the major listing services. Google My Business, Bing Places, Yelp and Foursquare are all great places to start.

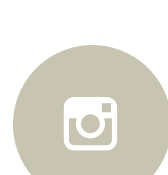


6. FOSTER SOCIAL ENGAGEMENT

Finally, don't forget that SEO and social media work hand-in-hand. This essentially tells search engines that people are talking about you. Reach out and build your **social media presence** by creating and managing accounts on the most popular and well-trafficked platforms available. Facebook, Twitter and Google+ are vital, but depending on your business LinkedIn, Instagram and Pinterest may prove useful. Our baker in Montreal is a big fan of sharing her delicious treats on Instagram!



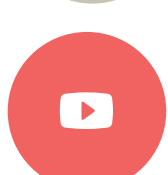
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