



SEO Cheat Sheet

Use these tips as a start to optimize search traffic for your website

Register your site with Google Analytics

The **Search Queries** report on Google Analytics will tell you what searches your site is ranking for. You can also find out which pages of your site people are landing on. This is helpful when planning keywords, page titles, content, etc.

Add You Business to Google (google.com/mybusiness)

Google My Business adds your business info and website to Search, Maps, and Google+

Google Mobile Friendly Test Tool (google.com/webmasters/tools/mobile-friendly)

The Google Mobile Friendly ranking algorithm updated that started rolling out on April 21, 2015 is designed to promote mobile-friendly pages in search results. Sites that aren't mobile friendly will be negatively impacted. This tool will tell you if your page is mobile ready.

General Site Optimization

- Check your page titles to make sure they are relevant for your business. If you are a restaurant, try "lunch menu" instead of "menu"
- Make sure your photos are named. Search engines can't "see" photos, but they can read file names. "Fort Wayne Visitors Center" is better than "DSC054" or "image1.jpg"
- Add transcripts for videos or audio on your site when possible. This can be as simple as posting the text below the video or linking to a page with a full transcription. Search engines can't watch videos, but they can read a transcript. This is also a great way to make your website more accessible for people with disabilities who may be using assistive technology.
- Create content! One of the best things you can do to improve your search visibility is to publish regular updates. New pages, blog posts, and news are great ways of creating new content.
- Register your business on social media. Having Facebook, Twitter, Instagram, etc. accounts that link back to your web page helps boost referrals.

Other Resources

Moz Beginners Guide to SEO

moz.com/beginners-guide-to-seo

Looking to dive deeper into SEO and how best practices can benefit your website? This guide is a great place to start.

Search Engine Land

searchengineland.com

The latest news from google, tips on improving your SEO strategy, building keyword strategies, and more.