

Search Engine Optimization

HUBSPOT BASICS

- Keywords and Key Phrases are simply the search terms someone types into the search engine when they are looking for certain information.
 - Determine your Keywords - Start with ten (from your Marketing Analysis?)
 - continuously adapt and analyze your Keywords - tools are available to track results
- On-Page SEO:
 - pick the best keywords for your pages
 - make it clear to search engines that your page revolves around those keywords
 - rather than repeat words, make them diverse = Build vs. Building, Link vs. Links
 - meta tags generally run 160 characters - make it short and make it count - avoid ellipses . . .
 - localize - "best shoes in Sonora", "pool supplies in the mother lode", "equine therapy in the sierra foothills"
- Off-Page SEO - Claim your profiles – you don't need to pay for these basics
 - Google Places
 - Bing Local
 - Yahoo Local Listings
 - MyMotherlode.com
 - Manta
 - Yellow Pages
 - If you want more than the basics, call SierraOnlineServices – they are local
- More Off-Page SEO:
 - co-Marketing and listings
 - social Media
 - PR - press releases
 - build Links - links increase your credibility "Business classes in Sonora"
 - create value and people will link to your site
 - include links in emails or mailchimp