

MODULE 8 WORKSHEET

ONLINE MARKETING

SEO Tips

So what is SEO? Search Engine Optimization is the process of getting traffic to your site or blog via the words/listings on search engines. All major search engines (Google, Yahoo, Bing) show and rank websites and blogs based on what the search engines see is most popular and/or most relevant to users.

These tips will help you use SEO to your advantage:

- Remember: Use a blog to deliver fresh content to your website. Content that is updated regularly and is relevant will get your website ranked higher in online searches.
- Offer real and unique information.
- Solicit comments and comment on others' sites/blogs.
- Use the right words – go onto Ask.com or Google.com and begin typing in a subject, like “decorating.” Those sites will begin to guess at what you’re searching for, and they will list the most popular web searches first. You want to use the same words you see at the top of that list – those are the words that will deliver the best SEO.
- Think carefully about industry terms. Industry insiders may use “sofa,” but everyone else calls it a couch. So they will search for “couch” online.
- Some people try to use keywords in tags or copy over and over to improve their SEO. It’s called “keyword stuffing” and Google will penalize your site for that.
- Don’t try to use hidden text – like typing “interior designer” 1,000 times in white type so it can’t be seen by anyone but the search engines. They’re on to you – that won’t work either.
- SEO is also important on social media sites, too. Use those keywords on Facebook, Twitter, Instagram, and any other platforms for your business.
- Remember: It is all about CONTENT.

Now make a list of SEO words that you should use regularly on your site, on social media, and on your blog:

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