

PATRICIA BIRD DESIGNS

## *5 Simple Steps to Start Your SEO*



*Patricia Bird*  
DESIGNS

Search engine optimization (SEO) is what helps your website to get found by others. It can be overwhelming if you're just starting out so I've put together 5 simple steps to help you get started. Once these are implemented, you'll be on your way to improving your visibility on Google, Bing and others!

### **KEYWORDS**

Keywords can range from single words (cinnamon donuts) to longer phrases (where are the best cinnamon donuts that can be delivered near me) and are used to inform website content to increase relevant organic search traffic. Your target audience uses them when searching for something related to what you offer.

Tip: Use the free keyword research tool found on [SEO Review Tools](#) (I'm not an affiliate or get paid, I just think it's great!) or on Google itself.

### **ALT TEXT FOR PHOTOS**

This is related to all of the photos you have on your website. It's a short description of what the photo is (i.e. brown dog rolling on the red carpet). Alt texts are really important in SEO as the search engines read them to know what the photo is about.

Tip: When you fill this out, make sure you also fill out the Title (my-silly-dog.jpg) and Description (This is a photo of my dog Charley rolling around on the living room carpet) area of your photo.

## PAGE TITLE

When adding the Title of your website page (I do this using the plugin AioSEO or Yoast in WordPress), it's best to put it in this order: the service you offer + the city you serve + your domain. So for example, mine looks like this: Web Design Services Indianapolis | Patricia Bird Designs.

Tip: This is **HUGE**: Your focus keyphrase or keyword must match the first part of your page title! So following the same example above, my keyword for this page is: web design services in Indianapolis. I also use these **exact** words in my Meta Description.

## H1 TAG

Another major but really simple step is to make sure your H1 tag ALSO uses your pages keyword or focus keyphrase. Every page should have an H1 tag but only 1! Everything after that can be either H2, H3, etc. For example, looking on the homepage of a Dog Grooming website, you might see right at the top: "TopDog Dog Grooming Services in New York". The highlighted words match your keyword!

## COMPRESS YOUR IMAGES

This is important for page loading speed which matters a lot to the search engines. They know people won't stick around a website that loads slowly (and I'm talking only seconds here - most pages should load in no more than 2-3 seconds!)

Tip: If you're using WordPress, a great plugin to use is Smush.

A handwritten-style word "Hello!" in black ink, written in a cursive, flowing script. The letters are connected, and there is a small flourish at the end of the exclamation point.

At Patricia Bird Designs, I believe all websites should be optimized with SEO otherwise what's the point in a website that can't be found?

Whether you're just starting out with your website's SEO or need it refreshed (Google changes all the time!) I'll work with you on helping your business grow!

I look forward to hearing back from you and working together more to help improve your website's SEO!

*Patricia*

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