Process of Optimizing Your Business Site

To help you learn how to optimize your website for search engines, I want to go through a step-by-step process of the essential “pieces” that contribute to a high search ranking. Best of all, if you are prepared to put the effort in yourself, these methods are free and you’ll have the same results as someone with deep pockets.

# Keyword Research

* Keyword research is the process of finding words and phrases that are both relevant to your niche and also heavily searched on Google.

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| * **Tool** | * **Link** |
| * Google Ads | * <https://ads.google.com> |
| * SemRush | * <https://www.semrush.com> |
| * Uber Suggest | * <https://neilpatel.com/ubersuggest/> |
| * Answer the Public | * <https://answerthepublic.com/> |

# Create Simple Site Navigation

If people can’t easily navigate through your site, it doesn’t matter how great your keywords are or how amazing your offer is because they’ll soon click off. When designing, you should have an idea of what you want your site to look like before it even exists. Map it out, think about what pages should go where, why they should go there, and ultimately where you want people to end up. Website layout should allow prospective customers to get from point A to point B without having to click through a ton of pages, so start simple.

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| * **Tool** | * **Link** |
| * Figma | * <https://www.figma.com/> |
| * Visily | * <https://www.visily.ai/> |
| * Just In Mind | * <https://www.justinmind.com/> |

# Create Landing Pages

* Every website needs somewhere for the user to land. If you’re using key marketing skills to drive traffic from your social media profiles you’ll need a landing page they can click over to before you sell to them or introduce them to your offer. The verbiage, colors, and selling points should be the same on your landing page as they are on social media.

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| * **Tool** | * **Link** |
| * MailChimp | * <https://mailchimp.com/en-gb/features/landing-pages/> |
| * Nice Page | * <https://nicepage.com/landing-page> |
| * Canva | * <https://www.canva.com/create/landing-pages/> |

# Optimize Your Website for Mobile

* With most of the world now using their smartphones on a regular basis, it’s more important than ever that our websites look good (and are usable) on mobile phones. This means you need to carefully consider how users might land on your website and factor this into your design and layout—which can be complicated if you aren’t comfortable with website building.

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| * **Tool** | * **Link** |
| * Google Search Console | * <https://search.google.com/test/mobile-friendly> |
| * Small SEO Tools | * <https://smallseotools.com/mobile-friendly-test/> |
| * DupliChecker | * <https://www.duplichecker.com/mobile-friendly-test.php> |

# Check Site Speed

* Google provides a free tool called “PageSpeed Insights.” You simply search your URL, and it’ll tell you how fast your page loads.

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| * **Tool** | * **Link** |
| * Google Page Speed Insights | * <https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect> |
| * Retna | * <https://retna.ai/> |
| * Pingdom | * <https://tools.pingdom.com/> |