

# SEO STRATEGY GUIDE FOR BEGINNERS

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LEARN SIMPLE, FREE WAYS TO GET YOUR  
BUSINESS FOUND ON THE INTERNET  
BY THE RIGHT AUDIENCE, AND NO CODE REQUIRED.

**If you are running your own website using a third party builder like Word Press or Wix, you're in the right place. You don't need to know how to code to improve your search engine rankings.**

**In this guide, we'll go step by step through simple SEO strategies, both on and off your website, with technical and creative options.**

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## **What is SEO?**

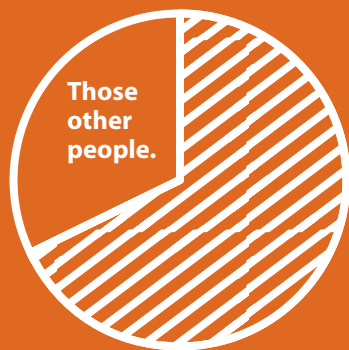
**SEO, or Search Engine Optimization, is the process of using resources to grow your website's visibility in organic (non-paid) search engine results.**

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 **So, let's get started.**

# Let's start with some statistics.

**93% of online experiences start with a search engine.**



**68% of those searches start with Google.**

**There are 4,464,000,000 searches per day on Google.**

**Side note:** 80% of global internet users use Google as their primary search engine. Bing, Yahoo, and Ask make up another 13% combined. And Google is growing in popularity everyday.

So with all of these searches happening, how likely is it that your website will appear on the first page of results?

How do you keep from getting lost further down on the list? It comes down several key ideas, split into two categories.



# on-page | off-page SEO | SEO

**On-Page SEO** means everything that search engines look for within your actual page. This means your content, your keywords, and your coding (don't worry, we won't get into the coding part today, since there are plenty of other influences).

**Off-Page SEO** refers to things not necessarily in your control, including social networking shares, blogs, and the search history of the user.

So while some things are out of your hands, there still are plenty of ways to influence your ranking. Before we get into these, let's go over a few quick definitions of some terms we'll get to shortly.

# CTR or Click Through Rate

Sites with a higher CTR percentage will appear higher on search results.



# Bounce Rate

The number of visitors who leave your site quickly upon landing on it, before clicking any links.



These terms may sound like things that are out of your control, but they are very much under your influence. There are two main factors that turn visitors away from your website right away, and those are **relevance** and **design**.

**Relevance** isn't entirely under your control, but you can be sure to alter your keywords appropriately so that users can find what they are looking for on your website. The more click-bait, non-relevant words and phrases you use, the less likely a user will stay on your page, and the higher your bounce rate will become.

The **design** of your page is very important. Not only do you want users to stay and engage in your website, but you want them to click through your website. Enticing action buttons and easy navigation will encourage them to stay, and a higher CTR will improve your rank on search engines.

*Side Note:* Don't use words like "Click Here" as it's bad for SEO. Be descriptive, like "Click Here to Learn About SEO."



# So how can you control off-page SEO?

Here are 3 simple off-page items within your influence.

## Have a social media presence.



That part earlier about social media shares and blogs are all things within your influence. Regardless of the type of business you have, even a simple Facebook page can do wonders for your ratings. The more people are talking and sharing, the more relevant and authentic your business looks to search engines. Linking a social media account to your website will also mean one more link to your site on the web, which brings us to...

## The more links leading to your website, the better.



The more links that lead to your website (actual legit links here, no spam, because Google can tell the difference), the more pathways search engines can see leading to your site, improving your legitimacy and the higher your site will appear on the rankings. Links can also come from social media shares (think Facebook and Pinterest), and also very importantly, blogs...

## Search engines love blogs.



Blogs mean fresh content, which search engines check for routinely. They also mean back linking to your website (more links!), availability for more keywords, and more opportunities to share. It's like having multiple websites for the price of one.

# Now onto the on-page SEO.

Even if you don't know HTML (which I promised I wouldn't get into), there are other ways to influence your SEO by making some (mostly) simple changes to your website.

Let's start with another statistic.

Over 500,000,000 Facebook users only use Facebook through mobile devices (that's 54% of them).



And 90% of its daily active users access Facebook on mobile devices.

Today, more than 60% of searches are on a mobile device. This means a huge percentage of your daily traffic will be referred to your website via a mobile device.

And now that your business has a presence on social media, users will potentially find you there, and you should always link them to your **mobile-friendly** website.

# So let's talk about those must-have improvements for your website.

Beginning with...

## Mobile-friendliness.

Today, it's absolutely necessary that your website is mobile-friendly. If a user tries to visit your website on their mobile device and can't navigate it, or worse, can't even view it, then they'll leave immediately, which increases your bounce rate.



## Crawling with ease.

Search engines crawl through your website text and code, rating all of your website's information in order to determine if your website is 1) legit, 2) easy to follow, and 3) what the searcher is looking for. If your website structure is clean, and everything links correctly, search engines can crawl more easily. If you have broken links or messy site-maps, the search engine will get stopped in its crawl. You (and your designer) should always come up with a well-structured site map when you begin your website design, to avoid this issue.



## Including image descriptions.

If you host your website on a platform like Wix or Wordpress, you can edit a lot of features without getting into the coding process, including your image descriptions, which search engines will use.



## Keeping your content fresh.

We discussed briefly how blogs can help keep content fresh on your website. If you don't have a blog (or even if you do), be sure to continually update your website so the content stays new. Search engines notice when websites become stagnant.





# Then, there's keywords.

Here are a few helpful tips when determining what keywords and keyphrases to use. You should be able to add keywords using any SEO feature included with your website builder.

## Keywords are everywhere.

Keywords aren't only the invisible words in the background of the code of your website, they can also be included in your actual website content. Just be sure you don't over use them. More than 5% of your content containing keywords may be marked as spam (i.e. if you have 100 words on a page and 5+ are keywords).

## Descriptive is better than broad.

Don't be afraid to be specific. Pretend you are a user searching for exactly the type of business you have. Determine what sets you apart, because you probably won't be able to compete with broad searches, and with Google search suggestions, users are getting more specific in their searches.

## Keep it "white hat."

You can't fool search engines if you use commonly searched keywords that don't have anything to do with your website. The term *white hat* means following SEO guidelines, while *black hat* refers to spamming, link farming, invisible text, etc.



# And even more keyword tips you never knew.

## Don't embed any text or you're missing out.

If any of your text is part of an embedded image, it will not be recognized by search engines. Image titles and descriptions can be crawled, and can contain keywords.



## File names aren't just arbitrary.

Even file names will be crawled by search engines, so use this to your advantage, and use keywords within the file name.



## Check your sub page addresses.



Don't forget to name your page addresses appropriately. For instance, *RadiantResolution.com/services* would not bode as well as *RadiantResolution.com/logo-design-services*. (Be sure to use dashes as they count as spaces, while underscores to not.)

## You can have more than one web address.

Google rewards keywords that match website addresses. Web addresses are cheap enough that you can have several lead to your website, as long as they are related to your content.



# And that's all there is to it.

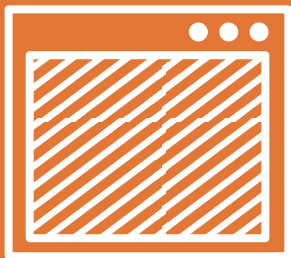
Of course there are even more advanced options and paid options to improve your SEO and rankings, but these tips are a perfect first step for beginners, new businesses and local businesses to start getting more traffic on their website.

**Now, did you know that getting your brand new website set up with all of these SEO settings in place is easy?**

Radiant Resolution designs beautiful, dynamic websites on Wix so that you can continue to maintain your website once it's complete. Even more services include social media designs and marketing, e-newsletter templates, logos and print work.

**Don't have the time to maintain your website or marketing designs?**

Radiant Resolution offers ongoing support services too.



For more free resources or to learn about our design services, visit:

**[RadiantResolution.com](https://www.RadiantResolution.com)**

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