Top 5 SEO Tips:

1- Write useful and helpful content for the people you want to attract to your offerings.

Be sure to remove any industry jargon that your target market might not understand or use when they are searching for your offerings. Not sure what language they are using? Start typing in questions in Google and see what comes up + what Google suggests.

2- Heading tags: what they are and why you should use them.

Google can read all of the text on your web page but needs help knowing which of the text is the most important. Think of this like creating an outline for your high school research paper.

H1 = the page title, H2 = section titles, H3 = subheads, and so on all the way down to H6. While that can be multiples of H2 through H6, there should only be one H1 heading.

Be sure to include keywords (the words your target market is using to search for you) in these headings.

3- Dig down deep into the why people are looking for your services.

What are their pain points and how can your services help them? It's not just about what you are offering. It's about how your services or products will help them resolve these pain points.

4- Add credibility items so your website visitor knows you are legit.

Credibility can include many things: reviews from past customers (social proof), a great bio that let's people know you are qualified to do the thing you are advertising, include case studies that show how your product or services helped previous customers, a link to where you were mentioned online for your expertise.

5- Make sure your image names have descriptive keywords in them.

These descriptive names help Google understand what these images are and what your website is about. You can test this by using Google's image search and see what the results are for these keywords.

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