

SEO (Search Engine Optimization)

10 Tips for PR Success

- 1. Create quality content so that others will want to link to it/share it.** Relevant, descriptive content makes your site useful, searchable, and sharable. Updating your content regularly, and keeping your focus on branding, not on search rankings and link numbers will help you improve your Google ranking. Search engines reward website whose content is organized by topics.
- 2. Make content indexable.** For your site to be indexed high on Google and other search engines, while also having a chance at overtaking your competitors, it needs to have visibility. Getting this done is a process called indexation and where web crawlers come into play. Web crawlers provide search engines with useful information from the billions of sites on the internet. Their goal is to detect web pages and to recognize the subjects covered within them.
- 3. Speed up your site.** Faster loading time means enhanced user experience and more pageviews. Use Google PageSpeed Insights for an assessment of how fast your page load times are on mobile and desktop browsers. PageSpeed provides concrete suggestions on how to decrease site load time with useful information like field data, lab data, opportunities and diagnostics.
- 4. Focus on page performance.** Get data straight from Google that can be used to inform your SEO strategy when you utilize the Google Search Console. Finding out what keywords your site/content ranks for, seeing how users are interacting with your results, finding out where your pages are ranking for specific keywords are just some of the ways you can discover what's working, and take steps to improve upon what isn't.
- 5. Incorporate Schema Markup** so that Google can more effectively index site content and return more informative results for users This new form of optimization is one of the most powerful but least-utilized forms of SEO available today. It allows you to boost your website in the search engine result pages (SERPs). When a website has schema markup in place, users can see in the SERPs what a website is all about, where they are, what they do, how much stuff costs, plus plenty of other informative information.
- 6. Optimize your images.** Add relevant keyword-rich descriptions to your photos and infographics, and use ALT tags, which make images more searchable. Compose descriptions and ALT tags based on relevant terms your target audience would include in search.
- 7. Extend your reach with blogging and SEO.** Blogging can boost SEO quality by positioning your website as a relevant answer to questions your customers may be asking. Blog posts that utilize on-page SEO tactics can give you more opportunities to rank in search engines and ultimately get customers to visit your site.
- 8. Get listed in local directories.** Be sure to add your listings to directories like Google, Yelp, Bing, Apple Maps and other local search engines. Additionally, setting up a "Google My Business" account ensures that when someone looks your company up on Google Search and Google Maps, they find it.
- 9. Maximize video usage.** Create videos that are short how-tos, service overviews, or marketing tools. Post on your site and YouTube, which is the go-to for video content and is a search engine in its own right (and is also owned by Google). Geotag your videos, write a description rich in relevant keywords, link to all your business information in the description and the video, and then link your videos to social media accounts.
- 10. Use social media.** Social media is still one of the biggest drivers of traffic, but it's most effective to post strategically based on your target market. Understand the implications of all the social media channels you utilize, and how those channels affect your rankings and visibility.

CONTACT US

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