

# SEO Decoded: 10 Key Ways to Optimize Your Website



# What is Search Engine Optimization?

If you've ever done a Google search before, you know that just by entering a few keywords, you will instantly receive pages and pages of matching results. But how do some businesses land on the first page, while others are pushed back to page two, three or even page ten?

This is where search engine optimization comes in.

Simply put, search engine optimization or SEO is the practice of increasing traffic to your website through organic search engines.<sup>1</sup>

Local webpages, listings and other content are displayed on Google, Bing, and Yahoo based on what the search engine considers more relevant to users. And unlike paid search ads, there is no payment involved here.

So the good news is that anyone can improve their website ranking on search engines with a solid SEO strategy, some effort and lots of patience.

# How Does It Work?

Imagine the internet as an enormous network of webpages. When you type a phrase into a search engine, it must navigate through all these webpages to give you the results that match your query.

Search engines do this by using automated robots called 'spiders' or 'crawlers'. These bots crawl website pages to decipher the code and store the information in an index.

So, when someone performs an online search, the search engine will go through the index and show the relevant results. It ranks the results according to the popularity of those websites.

How is this determined? Search engines use a set of factors and rules to determine the ranking and these factors are known as algorithms. They look at your website's URLs, content, links, images, and speed.

So, search engine optimization is a set of practices that will help your website be easily found and indexed by the search engines.

*"If you're not on page one, you're not winning the click"*

*- Search Engine Journal*

# Why Does My Business Need SEO?

SEO is a good way to connect with an audience who is searching for businesses like yours. For instance, suppose a parent wants to find a martial arts school for his child. Chances are that he will do a quick online search. If your martial arts school website is on the first page of results, there is a higher chance that he will visit your website and convert. Keep in mind that:

- ✓ Organic search is often a primary source of website traffic
- ✓ The first 3 results on a search engine get 40% of all the clicks<sup>2</sup>
- ✓ SEO builds trust and credibility for a brand or organization
- ✓ SEO may be a long-term strategy, but it is relatively cheap

Implementing quality SEO on your website is extremely beneficial in terms of revenue and marketing efforts. If you want your website to be found by potential customers, SEO is something you should not ignore. Here are 10 steps you should take to optimize your business website and outrank your competition.



## 1. Conduct Keyword Research

It's crucial to understand what terms people are using when they are searching for businesses like yours. Use tools like SEMRush or Google Correlate to create a list of keywords relevant to your business and incorporate 1 keyword per website page.

## 2. Create Quality Content

Your website content needs to be of high quality and help answer a question. Work in your keywords, but make sure it is done in a reader-friendly way. You should also use synonyms of your keywords in your content – it keeps the language natural and relevant.



### 3. Organize Website Code

Your website should have specific snippets of code such as the title tag, meta description tag and H tags. These tags help organize your website. You should also include one keyword within each of these tags for optimal results. Need help with the coding? Consider signing up for an [SEO service](#) that can handle the coding for you.

### 4. Optimize Your Images

Search engines can't view images on your website, so to help them identify images you need to use file names and alt text. Alt text is a short description of the image. Similarly, with the file name, try to name your image by describing what the image is about.

## 5. Submit an XML Sitemap

To show up in search results, the search engines must first find and index your website pages. It is recommended to create an XML sitemap of your website and register it with search engines. An XML sitemap has a list of all the pages on your website – think of it as a blueprint. If you're using systems like Wordpress, you may be able to auto-generate an XML site map. If not, you can use online resources like [xml-sitemaps.com](http://xml-sitemaps.com) to create one.



## 6. Strategic Link Building

Search engines look at your website links to determine quality. They look at links within your site but also those linking to your site from other sources. Try to get backlinks from trustworthy businesses to your site by guest blogging, press releases, or by creating great shareable content.

## 7. Check Site Speed

Search engines prefer sites that provide a good experience for the user. A website that is slow to load is frustrating and can cause visitors to leave before it loads. One way to improve your site speed is to compress the images on your website using tools like TinyPNG. If images are extremely large, they may be slowing down your website.





## 8. Make Your Site Secure

Is your website running on a secure site? One way to find out is if your URL starts with https and has a lock icon before it. Search engines reward websites who run on secure servers by giving them a small boost in rankings.

## 9. Publish New Content Regularly

Search engines like new, updated content and rewards websites that provide a steady stream of valuable, engaging content. Blogging is a good way to try and improve your search engine ranking. Aim for original content between 800 – 1000 words for the best results.



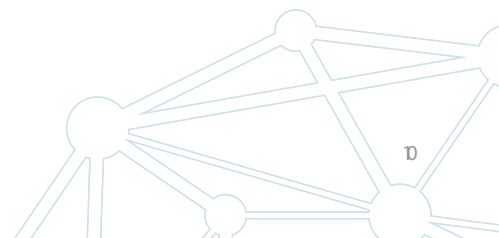
## 10. Make It Mobile-Friendly

Search engines also prefer websites that are mobile-friendly. As more searches happen on mobile now, websites that are mobile-friendly tend to rank higher than those that are not. Google has a tool that allows you to check if your website works well on mobile.

Website design and architecture is extremely important for SEO. If you're looking for a professionally-designed website, PerfectMind's [Website Design Service](#) can build customized, mobile-responsive websites for your business.

These are just some of the main factors to incorporate in your SEO strategy. Keep in mind that no single SEO factor can increase your ranking – it is a combination of factors working together that guarantee success.

If you're interested in optimizing your website and outranking your competition, contact a product specialist to learn how our [SEO Services](#) can help your business.



# About PerfectMind:

Originally designed by a martial artist for martial arts schools, PerfectMind is a [member management and marketing solution](#). The all-in-one platform helps you create an extraordinary student experience while boosting new signup and retention rates. Automate repetitive tasks like attendance-taking, billing and follow-up so your instructors can spend more time on the mat.

Plus, PerfectMind also offers a [SEO Service](#) to boost your website's online visibility on search engines!



To learn more about how PerfectMind can help you visit [www.perfectmind.com](http://www.perfectmind.com) or simply give us a call **1-877-737-8030**.

Connect with us:    

<sup>1</sup>What is SEO

<https://moz.com/learn/seo/what-is-seo>

<sup>2</sup>Why SEO is important for business

<https://www.searchenginejournal.com/why-seo-is-important-for-business/248101/#close>