



5 Easy Steps to Boost

Your Website Traffic &
Increase Sales With SEO!

Have You Heard of Search Engine Optimization?

Search Engine Optimization (SEO) is like a compass for the web. It's all about optimizing your website and online content so that search engines like Google can easily find and rank it. The goal of SEO is to enhance a company website's organic / non-paid (no ad budgets needed!) search engine performance.

By fine-tuning things like your website's structure, content, and keywords, SEO helps boost your visibility in search engine results when people are searching related terms.

Why does SEO matter? When someone searches for a product, service, or topic related to your business, the goal is for your website to be at the top of the results page. When that happens, Google is telling people that YOU are the right person to answer their question.

It's about attracting the right audience. SEO helps connect you with people actively searching for what you are offering, making it a powerful tool for driving targeted traffic to your site. The more targeted, the higher the likelihood someone will buy and boosting your bottom line.

It's important to remember, It isn't a one-time thing—it's an ongoing process of research, optimization, and analysis. You have to stay informed on search engine updates and adjust your strategies to remain compliant and effective. Google does not reveal exactly how the algorithm works or the changes they implement, so industry research is key.

Here are 5 steps to help boost your visibility for organic search engine results.

1. Claim & Optimize Your Google Business Profile

- Make sure you claim your Google Business Profile.
- Take the time to ensure your NAP (Name, Address, Phone Number) is consistent on every single listing google may see. It needs to be exactly the same on your Google Business Profile, and places like Yelp, YP, Trip Advisor, etc. For example, you don't want it to say 'Ella's' one place 'Ella's Restaurant' somewhere else and 'Ella's Restuarant and Bar" a third place. Google reads in exact characters so consistency makes a difference.
- Gather as many positive reviews from satisfied customers as possible. Make it as easy as possible for a customer to leave a review by sending them a direct link. You can even send them a template review write up they can work from.
- Reply to every review. A reply to a review is not only a good thing for your reputation but Google considers it as activity on your profile which can help with your search ranking.

2. Keyword Research

- What are keywords for SEO? Keywords for SEO refer to the specific words or phrases that people use when searching for information, products, or services on search engines like Google or Bing. These keywords are essential because they help search engines understand the content of web pages and match them with relevant search queries. You are trying to prove to the search engines that you are the best person to answer somebody's search queries with relevant and quality information.
- Identify relevant keywords and phrases that your target audience is likely to use when searching for your products, or services. Use tools like Google Keyword Planner, SEMrush, Ahrefs, or typing keywords into the search engine itself and seeing what comes up, to discover which keywords are being used. If you type a phrase into Google for example 'landscapers near me' you can also look at the 'Related Searches' at the bottom of the page for other relevant keywords people are searching for. Another example, if you were a restaurant that served burgers keywords like 'best burgers (then insert your location - Edmonton, Alberta)' would be a great start for keyword research.
- An ideal keyword would have decent to good search volume and low competition (low keyword difficulty). Some of the programs mentioned above will show you this data. It is a balancing act of picking keywords that have potential to bring traffic to your website without being so high in difficulty that you would have trouble ranking.

3. Optimize On-Page SEO

Ensuring your webpages are optimized for SEO is another way you can work towards higher search engine ranking. Here are some strategies you can implement:

- **Write Meta Descriptions for each page.** A meta description is a short snippet of text that summarizes the content of a web page. It typically appears below the page title in search engine results pages (SERPs)
- **Use Header Tags** (H1, H2, H3, etc.) to structure your content logically. Include your main keyword in at least one H1 tag.
- **Optimize images by using descriptive filenames and alt text.** This helps search engines understand the content of your images.
- **Optimize your site for speed.** Faster-loading pages lead to better user experience and higher rankings.

4. Create Relevant Content

Once you have determined the keywords you want to focus on, ensure your website uses those relevant keywords in your written content. This can be in the form of web page content or blogs. By using these keywords appropriately within your content, you increase the chances of ranking higher in search engine results pages (SERPs) for those specific queries. Ensure the way you write your content sounds natural and organic and you aren't 'keyword stuffing' just for the sake of packing as many keywords as possible into your content.

5. Monitor and Analyze

Regularly monitor your website's performance using tools like Google Analytics, Google Search Console, and other SEO software. Analyze key metrics such as organic traffic, keyword rankings, and conversion rates to identify areas for improvement and track the effectiveness of your SEO efforts.

Above are 5 easy steps you can start doing today to help boost your SEO and increase your sales! As you dig deeper into SEO there are more specialized strategies you can incorporate such as back link building, on going web maintenance, increased content creation, and updating website functionality.

Whether you research and implement some SEO strategies yourself, or hire an agency to do it (while you focus on what you do best), SEO has a lower monthly cost than many other digital marketing tactics such as Google or Meta ads. When executed correctly, it increases leads for your business and boosts your bottom line!

Need help with SEO to increase website traffic and watch those sales roll in? Shoot us an email at hello@anvlcreative.com and let's take your business to the next level!