

Content SEO

1 Audit Your Website Content

Your website content makes or breaks your SEO. Know what keywords you need to focus on, and create a meaningful user experience. Make sure your website content is informative, easy to find, up-to-date, and easy to consume.

3 Research Your Competitors

Your competitors are competitors for a reason. Research your competitors to understand how to make your website competitive in the marketplace. Figure out what's missing from your website and underscore your unique value prop.

5 Review Your Reviews

Routinely Google your business's name and see what people are saying. Be sure to check out your Google Reviews and your reviews on social media. Always encourage your customer to leave good reviews when they receive good service.

2 Improve Your Credibility

Your digital presence should build trust with your customers. Replicate your business's in-person persona online. Do your best to respond to reviews, make sure your content is accurate, and provide facts and testimonials about the products and services you provide.

4 Examine Your Business's Social Media Presence

Use social media to define your company's public persona. Social media platforms give your business a unique opportunity to reach customers and supplement your website's SEO value. Posting regularly on your business's social media platforms improves your business's customer engagement and builds awareness about your products and offerings.

Technical SEO

6 Build Out Links on Your Website

Links improve your online credibility, proving you're both a reliable source for information and that you know how to research and report credible content. While you're at it, see where you can build links across your website to help your customers learn more about your business.

8 Monitor Your Site for Cyberattacks

A single cyberattack can have a painful, lasting effect on your website's reputation. Employ Google Analytics and website security tools to keep your business safe—or hire someone who can do the work for you.

7 Review Google's Webmaster Guidelines

If you want customers to find your business on Google Search, it's critical that your website meets and follows Google's webmaster guidelines for SEO. Google's guidelines include basic requirements, like constructing pages containing relevant content and focusing on unique content. These guidelines also advise against SEO bad practices.

9 Perform a Technical Website Audit

Back-end coding issues can hurt your SEO. Technical website audits investigate your website's nuts and bolts for speed, broken links, outdated code, and more.

We Make Things Easier.

High Touch specializes in providing complete, integrated technology solutions for businesses. We can provide expert SEO services and assistance to help your business get the most from its website.

