

How to Improve Your Web Page's Search Engine Ranking

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1. Use relevant key words within your text that describe your topic. Your web page must provide good, original information. The top heading and very first paragraph are the most important words on each page as far as search engines are concerned. Adding great photos is a bonus!
2. Update your website often with more, different original information. Also try adding some photos or re-wording some information.
3. Have many real, quality links that lead TO your website from other high quality websites. If your site has 2 external links, a similar website has 10 external links, that other site will be considered more relevant than yours (and rank higher).

How can you get more links?

- Place an online advertisement
- Be featured in an online news article or blog
- Trade links with a complementary business
(EX: a photographer and graphic designer might trade links)

4. Purchase a domain name that includes keywords for a particular web page.
(EX: if you are a paper artist and you want to highly publicize your watercolor owl paintings, you might buy www.WatercolorOwlPaintings.com to point to that particular page)
5. Increase your use of social media, particularly Twitter, Facebook, and Google+. Google+ may help you the most with your Google search engine ratings. Post only about 20% of the time about your products/services/sales and 80% of the time with other content such as:
 - a. tips for your customers
 - b. articles related to your main topic
 - c. community events you participate in (ex: charity race)
 - d. fun company event photos
6. Have modern, clean, website code with effective META tags and ALT text for your images. Sound like mumbo-jumbo? Don't worry—if we designed your website we've already done this part for you!



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