SEO TIPS FOR SOLOPRENEURS

5 TIPS THAT WILL HELP YOUR SITE RANK BETTER IN SEARCH RESULTS

Want to make your website more searchable online? Here are some basic tips and tricks to optimize your WordPress website for search engines.
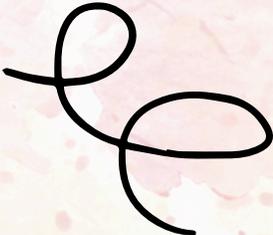
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WHAT IS SEO?

SEO (Search Engine Optimization) is the process of optimizing your website to rank higher in search engine results pages. This can help increase your website's visibility and attract more organic traffic.

So what does that mean?
All it means is, making your site more search engine friendly, by meeting a few criteria that will help push your site higher in search results pages when someone "googles" something you offer.

It sounds more complicated than it is, but improving your SEO is very doable with some basic steps you'll find in this PDF.

Learning basic SEO and taking some time to implement these tips are a cost-effective way for Solopreneurs to improve their website's performance and attract more potential customers.

Let's put your website to work!

Although the following tips are specifically for WordPress websites, the majority will apply to any website once you know how to implement on your platform (Wix, Squarespace, etc.).
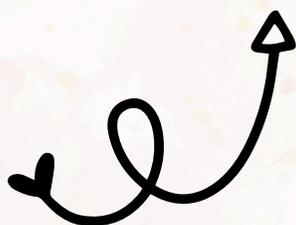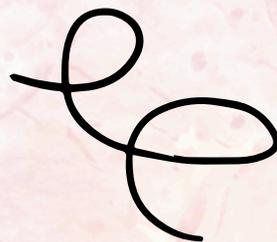
TIP #1 STRUCTURE

Your website should be mobile-friendly.
More than 50% of website visitors are using a mobile device so this is **super** important! Choose a theme (WordPress design) that is responsive and adapts to different devices (phone, tablet, laptop).

Your website should be fast-loading.
It used to be 7 seconds, but nowadays you barely have 3 seconds to capture and retain a visitor's attention. Make sure your site loads fast by using a lightweight theme and applying some of the following tips.

Your content should be organized and user-friendly.
Organizing your content into clear categories and using descriptive titles for your posts and pages, makes it easier for visitors to quickly find the information they're looking for on your website.
<u>Bonus tip</u>: The less options you have on your menu bar, the easier for visitors to navigate your site.

TIP #2 IMAGES

Compress images for speed.
A surefire way to make visitors leave your site, is by images that load too slow. Use a plugin to compress the size of your images while retaining the quality.

Tag your images.
Use the Alt Tag feature for tagging images with a descriptive title. Not only does it help search engines figure out what the image is about, it also makes the site more user-friendly and improves website accessibility.
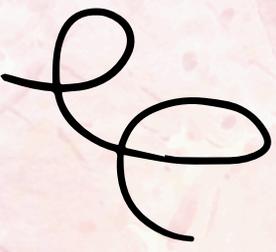
TIP #3 KEYWORDS

What are SEO keywords?

SEO Keywords are terms (keywords and key phrases) in your content, that make it possible for people to find your site when entering those in search engines. Keywords define the content of your website, helping Google to list your site as relevant to the search.

How do you add keywords?

There are many SEO plugins for WordPress that will make it super easy to improve your website's SEO by adding keywords, meta description (intro paragraph), Headings, and other items. Just follow the prompts of the plugin and implement when possible. Some popular plugins are All In One SEO and Yoast SEO (free and premium versions available).

TIP #4 SPEED

Improve your website speed.

You already know how important speed is. Besides image compression mentioned in Tip #2, here are additional ways to improve your site's speed using plugins to:

- Clear the cache (removes temporarily stored data)
- Clean up the database (remove unnecessary plugins, themes)
- Control revisions (reduce number of revisions to keep the database light)
- Manage (spam) comments (deleting helps clear the database)
- Perform maintenance updates (WordPress, plugins, themes & PHP).

TIP #5 CONTENT

Regularly add fresh and useful content.

While it's impossible to know all the algorithm changes or rules that search engines use to rank a site, it's a fact that websites with fresh and useful content will show up higher in search results as i.e. Google prioritizes such sites. Make sure to create high-quality, relevant and unique content that provides value to your audience.

Optimize your content.

Use your target keywords by including them in your page titles, headings, meta descriptions, and sprinkled throughout your content. You could do research on keywords with tools like *eRank* and *Google Trends*, to find out what people are looking for on certain topics, but don't get lost in the weeds.

You already have a full plate, so I'd suggest to keep your SEO simple. Just think about the terms you would use to search for information in your field. That's most likely what your clients are using to find products and services they need.

You can do it!

I hope that this tutorial helped you get a better understanding of SEO and how to apply SEO to your website. Do you agree that it is totally doable?

Once the plugins are set up, it's just a matter of taking a few minutes to take action. From following SEO prompts when writing an article, to managing your maintenance updates, you will be in charge of your website's SEO.

Got questions? Reach out via https://adfwebstudio.com/ and I'll be happy to help.

Remember, some SEO is better than NO SEO!

Your SEO Blueprint

A worksheet to start your website SEO strategy

1. Who are your customers?

2. What product or service do you offer to help solve their problem?

3. Which words would they use to find the solution you provide?