



10 THINGS TO DO TO IMPROVE YOUR WEBSITE'S SEO



1. Get consistent high-quality reviews on Google

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2. Set up and post to Google My Business

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3. Make sure your site is secure with an SSL certificate

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4. Make sure your site is user-friendly and easy to navigate

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5. Know the most effective keywords for your industry

6. Host a podcast and an RSS feed

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7. Post quality videos on YouTube and post on your wite with YouTube link

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8. Post well-written, keyword-rich blogs

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9. Address speed issues

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10. Add keyword-relevant Alt-Text for all images

Source: Lori Osborne is the founder and Chief Solutions Architect for BizBolster Web Solutions LLC (www.bizbolster.com). The company offers full-service website solutions, from new website development to maintenance; software integrations; SEO and Google solutions; and overall process improvement.