



Simple SEO

**3 Factors
to Help You
Get Found Online**



1 SEARCH INTENT



Search Engine Optimization

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

- **Behind every search there is intent.** In other words, when you type a search into Google, you're looking for something specific. Google always seeks to return results that most closely match what you're looking for. Pages that closely match the search intent will rank much higher than those that don't.
- **If you want to get search traffic to your website, you must optimize your pages for search intent.** In other words, you want them to contain the information that people are searching for. So how do you optimize your pages for search intent?
- **Keyword research is the process of finding relevant keywords and phrases that have a high monthly search volume and then including those words and phrases throughout a page.** When you include relevant keywords in your content, it helps Google understand the content more effectively.
- **There are a number of tools that can help you find relevant, high-volume keywords and phrases:** Ahrefs, [KW Finder](#), SEMRush, Long Tail Pro.
- **There are several relatively simple ways you can find the best keywords for your page.** First, you can directly enter words and phrases to see what the monthly search volume is. Your goal is to find keywords that have a relatively high search volume and relatively low levels of competition. Once you've identified a number of relevant keywords and phrases, sprinkle them appropriately and naturally throughout the pages of your website.



2 BACKLINKS



- **When a website links to your website, that is a backlink.** Typically, the more backlinks a page has, the more authoritative and trustworthy it is. Authoritative pages are shown higher in search results.
- **When Google sees that a page has a lot of backlinks, it's a signal to them that a lot of people value the page and that the content on it is good.** Pages with lots of backlinks tend to show up much higher in search results because they are more authoritative and trustworthy in the eyes of Google.
- **So how do you get backlinks? The starting place for getting backlinks is creating great content on your website.** Give others a good reason to link to your pages. Create valuable content that people actually want to link to. What makes content valuable? Great content always checks at least one of the following boxes:
 - It covers a subject more thoroughly than other pieces.
 - It's authoritative (facts, studies).
 - It's easy to consume (easy to read, well-designed).
 - It's up to date.
- **At its core, link building is all about finding strategic ways to promote your content.** After all, if you want others to link to your content, they need to see it first. There are a number of effective ways to do promotion:
 - Outreach
 - Guest post
 - Appear on podcasts
 - Find and fix broken links
 - Find resource pages
- **Ultimately, almost link building tactics boil down to the same thing: adding value to others.** The more value you can add, whether by creating great content, guest posting, or finding broken links, the more likely people are to link back to your site.



3 USER EXPERIENCE



- **If Google sees people interacting with your site in a positive way, your pages will rank higher in the search results, and you'll get more search traffic.**

How does Google know if people are having a positive experience with your site? It looks at a number of different things:

- **Click Through Rate (CTR).** CTR is the percentage of people who see your site in the search results and click through to your site. If a page has a high CTR, it's a signal to Google that the page is important and should be high in the search results. To optimize for CTR:
 - **Start by optimizing your page title and description.** It should be attention-grabbing so that it stands out in the search results. Like your title, the description needs to be both clear and compelling.
 - **Optimize the URL of your page.** The best way to do this is to make the URL short and include the primary keyword in it.
 - **Dwell Time.** Dwell time is how long someone stays on your site after clicking on the search result. If they stay for a long time, it's a sign to Google that the content on the page is valuable and should be placed higher in the search results. To increase dwell time on your pages:
 - **Create short intros.** Keep your intros quick, clear, and to the point. Tell people what they're going to learn and then move on to the rest.
 - **Create long form content.** Longer, more in-depth content tends to perform better than short content. Be sure it's easy to read.
 - **Embed videos.** Embedded videos can be a helpful supplement to text on your pages.
 - **Internal links.** Linking to other, relevant pages on your website causes people to explore your site more.



Hi, I'm Nina!

I hope you enjoyed this resource.
I help women fine artists, photographers, and makers
attract customers and increase sales with effective
branding and marketing strategies.
How would it feel to attract ideal customers
and get sales on repeat?

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