

# CLEVER BUSINESS WEBSITES STEPS TO SEO SUCCESS



## MOBILE RESPONSIVE

Having a website that looks great and is still functional whether viewed on desktop, tablets or other mobile devices is crucial not only aesthetically but also in terms of ranking well on Google

## BLOGGING

A great way of updating your site with regular content is by writing blogs. These can be optimised to include keywords & phrases that you want to be found for in Google searches.



*We would recommend*

## TESTIMONIALS PAGE

Have a dedicated testimonials page where your clients can comment on their experience with you - recommendations are invaluable!

## UNIQUE CONTENT

Make sure that the content on your website is not duplicated from anyone else's - not only is this bad practise but can also affect your Google ranking. KEEP IT ORIGINAL!



## LOCAL COMPETITOR ANALYSIS

Having an idea of your competitors allows you to compare your own site, keywords and optimisation in order to put yourself in a better position to compete in your market.

## SOCIAL MEDIA INTEGRATION

A simple integration of your social media to your website allows updates that you make on your social media platforms to be automatically updated on your website, providing new content



If you would like more information on how we can help you achieve SEO success

Get In Touch

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