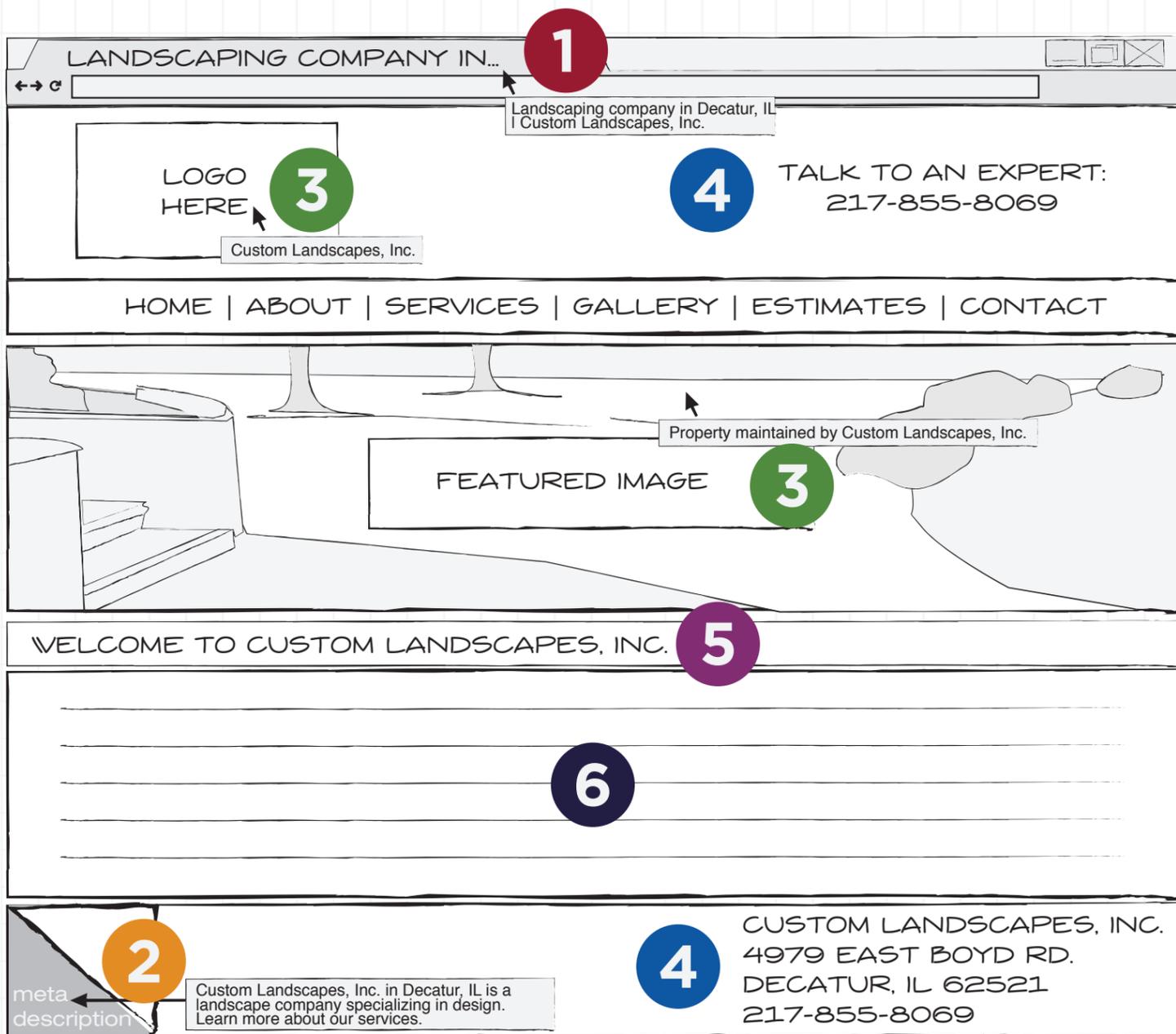


# 6

# SEO TIPS TO BUILD A BETTER WEBSITE

Your website should work just as hard as you to bring in new business. No matter what web platform you choose, here are six things to include on every web page that will help you get found faster and, ultimately, get you more clicks, calls and visits.



## 1 PAGE TITLE

Helps search engines and people understand your page!

- Title tags should be unique to each page
- Maximum of 60 characters, including spaces
- If business is local, include city and state
- Business should appear at the end of the title

## 2 META DESCRIPTION

Affects click-through rates in search results!

- Maximum 160 characters
- Include business name, city and state
- Include keywords near beginning
- Must contain a call-to-action

## 3 ALT TEXT (LOGO + IMAGES)

Helps search engines understand your photos!

- Include business category-specific keywords
- 1-5 descriptive words
- Maximum 35 characters, including spaces
- Only your company name should be used in your logo
- Mandatory for all images, including galleries

## 4 CONTACT INFORMATION

Builds trust and increases calls!

- Include phone number—coded as text, not as an image
- Footer should include business name and location

## 5 HEADER TAGS

Gain attention from search engines!

- Include targeted keywords
- Should be written for humans
- Primary header tag (H1) should include most important keyword
- Only one H1 per web page, but multiple secondary headers (H2-H6) are allowed

## 6 BODY CONTENT

Tell your story with relevant keywords!

- Keep copy concise, helpful and compelling
- Content should be relevant to the targeted keywords, but written for humans
- Where appropriate, include 3-5 unique keywords per page

RIGHT NOW PEOPLE ARE SEARCHING FOR YOUR SERVICES.  
ARE YOU READY TO BE FOUND?

Your Safeguard Consultant can help.  
Call 800.616.9492 for details or visit [GoSafeguard.com](http://GoSafeguard.com).

