


Website SEO Mini-Guide


www.thebrandingmuse.com | [@BrandingMuse](https://twitter.com/BrandingMuse) | info@thebrandingmuse.com | [#BMSocial](https://www.instagram.com/brandingmuse)

What is SEO? Search engine optimization is the process of improving the visibility of your website on search engine results. Not many of us click past the first few pages of search results and SEO is a way to ensure your site appears closer and closer to the top of the results. For all you digital foreigners, you are probably already thinking that SEO is too difficult for you to understand. Here are some tips.


1. Don't overwhelm your pages with graphics.

 Take a good hard look at your website. Anything text that is in a graphic or flash animation will not be read by the search engines. Is your logo graphic the only place your name appears? Then you are virtually invisible. For the graphics that you do have, be sure to include alternative "alt" text describing what the photo is and have image names for each.

2. Create content.

 Blogging is an important part of optimizing your site. By adding new content, you increase the amount of relevant information on your site. Search engines like constantly updated pages with longer text because it is usually more beneficial to the reader. Make sure you include your name with each post.

3. Share your content everywhere.

 Share on social media more than once. A tweet doesn't last more than a few hours online. Constantly share your content on Twitter, Facebook and LinkedIn to ensure you are reaching the most people. Bookmarking sites like Digg and Delicious also help increase traffic to your site. Include your blog in your email signature and anywhere else that people can click through to read it.