

Thinking inside the Box



Guide to improving your search results ranking
DIY or with our help

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KEYWORD STRATEGY

Every great SEO strategy starts with keyword research to make sure you are using the same words as your target audience. Use a keyword tool to see what search terms are popular in your industry, and use those throughout your website.



TECHINCAL WEBSITE AUDIT

When it comes to your website, what is under the hood matters. Use SEO audit tools to analyze three important technical factors: back- end optimization (hosting and indexing), front- end content (keywords and metadata), and link quality.



USE GOOGLE PRODUCTS

Make sure your website is connected, verified, and up to date on Google My Business, Google Search Console, and Google Analytics. Google search algorithms favor websites that are registered and optimized using their products.



ADD NEW CONTENT

Every update you make to your site plays a part in your search engine rankings. Set a goal to blog regularly. Use your keywords in the title, URL, and naturally throughout the text. The more high-quality keyword-rich content you add, the more opportunity you have to drive traffic to your site.



GET CUSTOMER REVIEWS

Reach out to your customers for a review, make it easy to leave their feedback, and share their reviews on your website. Google takes ratings into consideration when ranking local businesses and users that read reviews are typically close to a buying decision.