

**To optimize a website for local search engines, please follow the process outlined below. For the best results, consult with me before beginning this process. (618) 246-8822**



Set up a Google my business account. (It is very important that you consistently use your business name, address, and phone # in every instance that you publish to any given online source such as a directory, social media, a web site, etc. Google scours the Internet and all other resources for an exact match. Consistency is a KEY FACTOR in local ranking. Don't confuse the bots! They will punish you.)

Set up a Facebook account.

Set up a Fiverr account at [fiverr.com](https://www.fiverr.com)

Set up any other social media accounts (Instagram, Twitter, Pinterest, LinkedIn etc.) remembering to sync name address and phone number.

Publish your site too three or four web developers' directories. [dash.ezlocal.com](https://dash.ezlocal.com) maybe a good resource.

If optimizing for a business web developer's web site, modify your content so as not to replicate my website. (Simply ask AI to reword)

If optimizing for a business web developer's web site, optimize your Homepage for all green markers with the key phrase "web developer". (use our trade secret tool as needed)

If optimizing for a business web developer's web site, optimize Service page for all green markers with the key phrase "web design". (use our trade secret tool as needed)

If optimizing for a business web developer's web site, optimize About Us page for all green markers with the key phrase "free website". (use our trade secret tool as needed)

Optimize images. (Size should be approximately **750 by 500 landscape or 500 by 750 portrait**)

Rename images to make them relevant to the web development industry.

Put Alt tags in place between the quotation marks. (Use the TEXT tab in the Site Origin widget. alt="")

Publish site in Yoast. (YOAST SEO / GENERAL / First time configuration)

If possible, join the chamber of Commerce and have your site published to their directory.