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Elements that effect organic search results

Although Google algorithms include over 200 virtually unknown criteria, Google does have specific guidelines to achieve prominent search results placement. I employ their guidelines and other proven formulas throughout the following elements.

1) On-site Search Engine Optimization (SEO)

On page key word use

- Well chosen key words (no more that 3-5 per page)
- Key words in headlines
- Key words in page copy

In construction of the site (not visible on the page)

- Meta tags for each page include:
 - Page descriptions
 - Page titles
 - Key words in headlines (H-1 tags)
- Image file names
- Alt tags (image descriptions)
- Folder names

New to improve Google search placement:

- Google Structured Data - a summary of the whole site
- Code compression
- Rich snippets - a summary of each page
- Speed optimization for mobile (AMP - Accelerated Mobile Pages)

2) Off-site SEO

- Incoming links from other websites
- Incoming links from professional directories
- Articles or Press Releases
- Blogs
- Social media presence
- Reviews from business directories and social media

3) Other factors that influence search results

- The age of a site - an older site has a bigger trust value.
- The volume of pages and amount of copy on the pages - a site with a larger volume of relevant copy will be rewarded for being more informative.
- Original copy content - a site with duplicate content will be penalized.

4) Our strategy: research your competition and do it better.

- Review how well they are optimized
- Review what key words they are using
- Review their content and copy volume
- Review their volume incoming links