SEARCH ENGINE OPTIMIZATION (SEO) OVERVIEW FOR

Provision Esthetics Website

What is SEO?

Search Engine Optimization or SEO is the simple activity of ensuring a website can be found in search engines for words and phrases relevant to what the site is offering. Search results display links to pages considered relevant and authoritative. Authority is mostly measured by analyzing the number and quality of links from other web pages.

How does SEO work?

Understand that search engines are constantly changing the way they search and process information about websites and the criteria they use to return results. These techniques are closely guarded and seldom divulged. The combination of general guidelines provided by search companies and independent analytics allow us to infer Best Practices. These are the current Best Practices as we know them today:

- First we figure out what products and services people are searching for. The search engines store information about what words people use when they search.

- We then look to them for words and phrases that a lot of people use to search, common search terms. If the search term is used a lot then it's more likely to send traffic to the website.

- Next we look for sites that already rank highly for those same search terms. If these sites are well established it might be difficult to rank above them. This tells us who our high ranking competitors are and what we are up against.

- Armed with words and phrases we want to rank for we then build our web pages to use them.

- The currently recommended factors are to make sure that the page titles, descriptive tags, URL's and important parts of the page contain the keywords and phrases we want to rank for.

- For the search engines to decide the sort order of the pages returned they also consider how old the site is and how many pages the site has.

- One other very important item in determining search ranking are links, in particular the sites who link to us. The search engines figure if a site links to you it likes you, and that means the site is authoritative. It's a lot like being recommended.

What is the bottom line?

Use words and phrases people use to search. Put them in important places on the pages and get links that show google the pages are important.

How are we going to optimize your SEO?

We will use current Best Practices to optimize your website with the following factors:

- **Page titles:** Each page of your site will contain a unique title tag which includes a few words or phrase that effectively describes the page topic. The content of this page title usually appears in the first line of the search results returned for the site.

- **Description meta tags:** Each page will have a unique descriptive meta tag consisting of a sentence or two or a short paragraph to give the search engines a summary of what the page is about. This often also appears in the returned results.

- **Simple URL's:** Each page will use a unique URL containing word(s) that are relevant to the page content.

- **Simple Navigation:** An easy to use navigation system will be used on your site. (Refer to navigational map for more details)

- **Sitemaps:** A simple site map page with links to all of the most important pages on your site along with an XML Sitemap to help search engines discover the pages on your site. A custom 404 page (page not found) to guide uses back to a working page on your site is also a good idea.

- **Anchor (link) text:** Anchor text (links) will consist of short, descriptive word or phrases that will "stand out" from the other text so that users will know it is a clickable area.

- **Alt (image) tags:** All images on the website - except for decorative elements - will contain an "alt" tag to provide information about the image. This is useful in case the image doesn't display or when the user is using assistive technology such as a screen reader.

- **Heading tags:** These establish a hierarchy of information for users and search engines. Only important text such as heading and subheadings will use heading tags.

- **Google Analytics:** We will monitor the amount of traffic on your website by using Google Analytics. To do this we will place a tracking code in each page of your website so Google knows when your site has been visited.

- **Social Media:** We will include social media links on all key pages allowing users to post, share, and recommend our content to others to boost incoming links and increasing our authority..