5 THINGS YOU CAN DO TODAY TO: Improve your SEO

## 1 SUBMIT YOUR SITE TO:

Google ™

bing **YAHOO!** ®

This may seem pretty obvious, but many people are even accessing Google's free webmaster services. You can submit to Google Local, Bing and Yahoo, too.

2 DEVELOP YOUR KEYWORD STRATEGY

NEW YORK WEDDING WEDDING LOCATION VENUE, NEW VENUE, NEW YORK WEDDING LOCATION YORK WED VENUE, NEW YORK DING VE WEDDING LOCATIONS, ING VENUE, NEW YORK WEDDING MIAMI WEDDING LOCATIONS, NEW YORK WE NG VENUE, NEW YORK WEDDING VENUE, M WEDDING LOCATIONS, NEW YORK WEDD VENUE, NEW YORK WEDDING VENUE, MIAMI DING LOCATIONS, NEW YORK WEDDIN VENUE, NEW YORK WEDDING VENUE, MIAMI WEDDING

Decide the search terms you want your venue to be associated with by thinking about what your customers are likely to Google online. Typical search terms might be the city or state where your business is located and your specific industry. (For example, "Miami wedding venue" or "New York wedding locations.") It might be difficult to compete in search engines with broad terms and locations, so try and use terms that are specific and local. Refer to Google's search- based keyword tool for help.

3 CONSIDER YOUR SITE TITLE

Maine Wedding Locations Venue Destination: Wedding in Maine: Maine Wedding Venues

◄ ► www.fpmaine.com
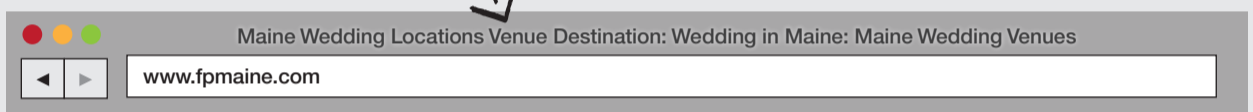
Your site title should reflect the key terms that you want to be searched for. The title should be minimal, specific, and straightforward. Search engines compare your site title to what people search for and pull you up that way.

4 CAPITALIZE ON YOUR SITE DESCRIPTION

Your site description should relate to what you display on your site. Use your key terms in the beginning of the description. This is your chance to convince a searcher to click on your site instead of the others the search engine pulls up. That's because the site description will most likely be the snippet included with your listing that Google displays on the results page.

Describe your site...
Venue Maine Wedding Destination, wedding in Maine, Maine Wedding locations, ME reception, destination wedding venues, maine wedding |
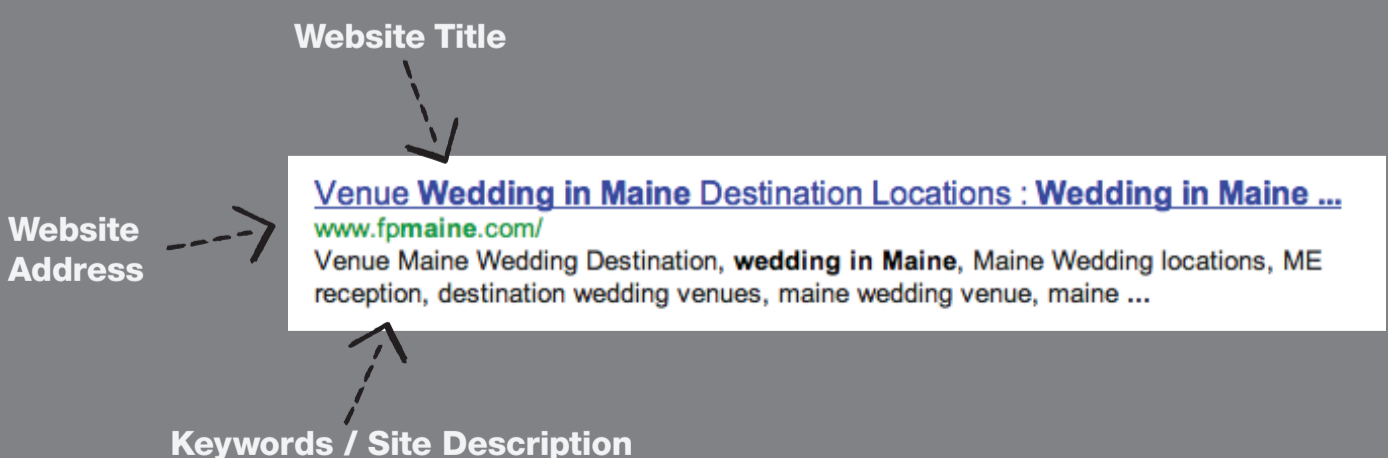
5 ANALYZE YOUR RESULTS

Use Google Analytics to measure your results. These analytics will allow you to see how people arrive at your site, what pages they view, how long they stay, which pages they leave, and which search terms brought them to your site. Understanding this information will help you make small adjustments to your strategy that can make a big difference.

BONUS:

An anatomy of a Google search result for French's Point

Since your site should allow you control over its title and description in your CMS, you should easily be able to change these as your strategy unfolds. The following is a break-down of the successful SEO strategy for the wedding venue French's Point in Stockton Springs, Maine.

Website Title

Venue **Wedding in Maine** Destination Locations : Wedding in Maine ...
www.fpmaine.com/
Venue Maine Wedding Destination, **wedding in Maine**, Maine Wedding locations, ME reception, destination wedding venues, maine wedding venue, maine ...

Website Address

Keywords / Site Description