



Why SEO?

Search engine optimization (SEO) is all about engineering your website so it ranks at the top of search engine results. As smart as the search engines are becoming, they still do not interpret website content the same way a human can. SEO is necessary to help the search engines understand what your website is about and the keywords it should be ranking for.

Website SEO Overview

When optimizing your website to rank in search engines, the critical first step is choosing the right keywords. The next step is to optimize your pages by incorporating your keywords into your website so the search engines can understand the topics your site is about and what you should be ranking for.

Step 1: Choose the Right Keywords

People enter keywords into a search engine to find answers and information. If you want to be found for what your audience is searching for, you must use the same keywords they search for in your content. Your keywords are much more than just a list of your services.

Follow these guidelines for choosing the right keywords.

- List your services (i.e. eye exams, annual eye exams)
- List words that describe your industry or category (i.e. eye care center, vision center, eye doctor, optometrist)
- List the problems that your product or service solves (i.e. blurred vision, how to get my child to wear their glasses)
- List words and phrases that are related to your business (i.e. does looking at a computer damage your eyes, computer vision syndrome, glasses vs. contacts)
- List words and phrases that indicate an intent to buy (i.e. buy contact lenses)

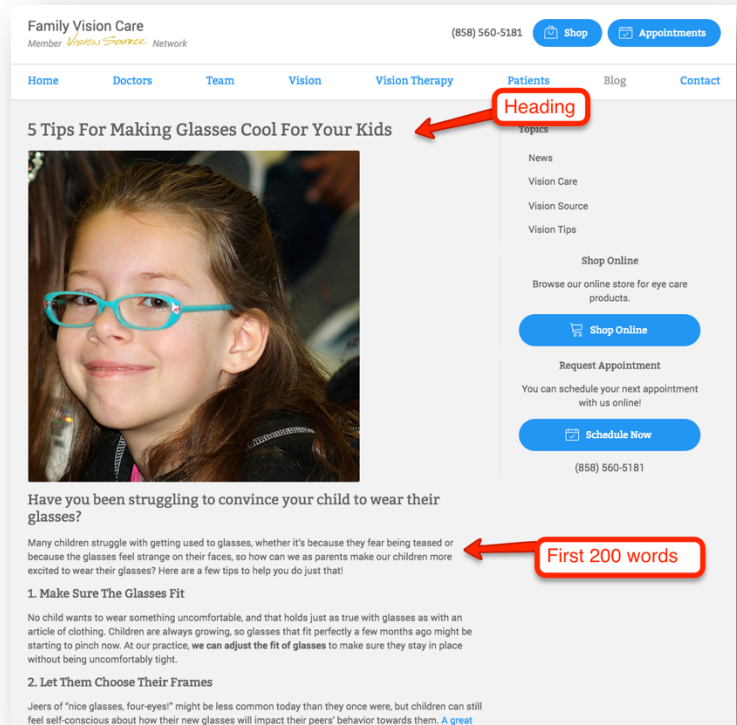
Step 2: Optimizing Your Website Pages

If you want to rank for a keyword, then it needs to appear on your website. Often, businesses assume that their human users will intuitively understand what their website is about, and this results in important keywords being left out of website content. However, search engines need clarity and context to understand what keywords you should rank for. Unfortunately, Google cannot read between the lines and assume what you are trying to say. Therefore, when optimizing your site, it's important that each page has a clear keyword focus.

- Your homepage should include your main target keywords which describe who you are and what you do.

- Build a separate page for each keyword theme that you wish to rank for.
 - Main landing pages: eye doctor, eye exams, eye health, contact lenses, etc.
 - Secondary/supporting pages: IE: blog posts about related topics or specialized topic areas of expertise “how to get your kids to wear glasses”, “do computer screens damage vision”, “how does diabetes affect your eyesight”.

- I have chosen target keywords to use on the page. Target keywords are the keywords related to the main theme of each individual page.
- Each optimized page has one main theme or focus.
- My keyword is in the first 200 words of text on the page.
- I am using my main keywords throughout my writing.
- I am including related, or supporting, keywords to help clarify the meaning of my content. IE using “eye doctor” and “optometrist”.
- My keyword is in the heading.
- My keyword is in the title tag.
- My keyword is in the meta description tag.
- My total number of words is similar to the total number of words on the top-ranking pages for my target keyword.



Power Tip: If you have a WordPress website, use a plugin like Yoast SEO that assists in creating title and meta descriptions based on your keyword, and provides a page analysis, giving you suggestions for improving your content and SEO.