



3 STEPS TO GET YOUR WEBSITE TO THE TOP OF GOOGLE

PDF GUIDE



#1 Have a Great Website

Getting to the top of Google starts with having a great website. There are no "tricks" for getting to the top of Google without an attractive website that is engaging.

Go Through Your Website and Make Sure...

It's Attractive & Appealing

The worst thing you can do for SEO (and for business) is have a website that people come to and immediately leave...this is called your "bounce rate".

It's Easy to Navigate

There is nothing more frustrating than not being able to find the information you are looking for on a website. Make sure that you guide your customers and potential customers to easily find the information they are looking for. It is also important that you don't have any broken links on your website.

Visit <https://www.brokenlinkcheck.com/> to check your site for broken links.

It's Engaging

The more engaging you can make your website, the better NOT just for SEO but it is also proven that the more someone sees and interacts with your business, the more likely they are to trust you and want to become a customer.

Helpful tips, blog posts, videos & great image galleries are all ways to create engaging content that is going to keep visitors on your site longer.

It's Mobile Friendly

Make sure that your site is mobile friendly and make sure that you are testing it for yourself to make sure that on any device it is formatted correctly, looks attractive and is easy to navigate.

It's Created with SEO in Mind

If you are creating a new website or having one created for you, this is the best time to make sure it is optimized for SEO. If you are using a professional, make sure that they are familiar with and focused on SEO.

#2 Create Inbound Links

Inbound links are links from other websites that link back to yours. Not only are they key for optimizing SEO, it's important to be as visible as possible wherever you can. You never know where someone is going to find you and the more someone sees your business name when they are searching online, the more likely they are to trust you and ultimately to hire you! Below is a list of sites to list your business.

Check Current Inbound Links at Moz.com

Wedding Directories

<u>The Knot</u>	<u>Perfect Wedding Guide</u>
<u>Wedding Wire</u>	<u>Eventective</u>
<u>Hair Comes the Bride</u>	<u>Wedding Mapper</u>
<u>Thumbtack</u>	<u>Wedding Vibe</u>
<u>Wedding Bee</u>	<u>Bridal Tweet</u>
<u>One Wed</u>	<u>Zola</u>

Business Directories

<u>Google My Business</u>	<u>Yellow Pages</u>
<u>LinkedIn</u>	<u>Manta</u>
<u>Alignable</u>	<u>Merchant Circle</u>
<u>Facebook Business Page</u>	<u>Local.com</u>
<u>Yelp</u>	<u>Hotfrog</u>
<u>Next Door</u>	<u>Chamber of Commerce</u>
<u>Foursquare</u>	

Local Industry Directories

Along with the national directory websites listed above, there are a host of different websites dedicated to finding local wedding vendors.

Search Google for listings by typing in:
“Wedding Vendor Directory [CITY]”

#3 Optimize Website

Choose Keywords

Choose which keywords you want to "compete" for. Think about the most logical things that brides are searching for, your keywords are most likely going to include bridal, bride, wedding, hair, makeup, hairstylist, artist, on-location and of course, the specific area that you services in whatever combination you decide to use. IF you service more than one area and/or offer more than one service, it's a great idea to have a separate page for each area and/or service so that you can optimize each page FOR that specific area or service. Once you have decide on keywords for EACH page of your website, you can start optimizing by using them in your URL, Title, Description, Content & Images.

URL

Create URL "slugs" that incorporate your keywords. The "slug" is the part after the URL. for example, www.SuesBridalHair.com/bridal-hair-services, the "bridal-hair-services" is the "slug". Each slug should be relevant to each webpage AND incorporate the keywords for that page.

Title

This is a short description of the web page. REMEMBER to give each page a different title and use your keywords. FYI...the optimal length is under 60 characters.

Description

This is the "longer" description of the page. Make sure to use your keywords but organize them in sentences that make sense. This description is typically what is shown under your website name & title in Google searches and when your page is shared on social media.

Content

Remember that your content is everything on your website. Make sure that your selected keywords for each page are used throughout that page in sentences AND headings and make sure they are used in a way that makes sense and flows.

Images

Finally, make sure that all of your images are optimized by naming them. It is best to use descriptive terms to increase the chance they will show up in Google image search and also make sure and use your keywords within your image descriptions.

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