



Across the Horizons'

# SEARCH ENGINE OPTIMIZATION

## Four Crucial SEO Tips

### #4: Business Listings

There are several business listings out there that give a business an opportunity to list for free - some of our favorites are Manta, Yahoo and Yelp. These listings provide Google and other Search Engines more ways to pick up the company's name in their search results and with qualified, well optimized pages. Get started with a [complimentary business listing](#) scan today!

### #3: Blog

Blogs provide an opportunity to give valuable content not just to potential clients but for SEO purposes too. It is best to publish a new blog at least once a week to keep content fresh enough for Search Engines. Make sure to focus each blog on two or three keywords, but do not overdo it... it needs to read naturally!

### #2: Social Media

Social media platforms are an important aspect of SEO marketing. It is important to have a presence on all the major social media networks – Facebook, LinkedIn, Twitter, YouTube and Pinterest. To have the best SEO a company also needs to make sure they are posting regularly on their social media outlets.

### #1: Website

The ultimate SEO tool a company can have is a website. A website's content, layout, keywords, page titles, descriptions and images & alt tags all play a crucial role in SEO for a company. The most important thing to remember is to be consistent while having relevant keywords and content. Behind the scenes of the website is vital to SEO as well – for instance, a website needs to redirect with and without the www to the same page, known as www resolve and needs to have a proper XML site map. Finally, make sure to have a Google Analytics account set up and linked to the website.

For more on SEO & on other valuable marketing aspects visit our blog: [acrossthehorizons.wordpress.com](http://acrossthehorizons.wordpress.com).

Visit [www.acrossthehorizons.com](http://www.acrossthehorizons.com) to learn more about our services and how we can help with SEO.