

THE ULTIMATE CHECKLIST TO ACHIEVE BETTER RANKINGS



Help new clients easily find your website by implementing these **top 7 strategies** that maximize online visibility.

1. Create and optimize title tags.

Title tags are displayed in two key places: the top bar of Internet browsers and search results pages. They are great because it's a low-effort, high return task. Each page of your website needs one. When writing title tags stay relevant, don't target too many terms, and be enticing (keep the user experience in mind). Include your location in the title tag as well. For example Top Payroll Solutions from ABC Firm - Chicago, IL



2. Encourage online reviews, especially on Google My Business.

Because consumers love online reviews, search engines do too, which makes it critical for your firm to collect and respond to many! Online reviews can have a major impact on how well you rank in local search results, which results actually get clicked, and purchase decisions. Click here to get ideas on how to garner more positive online reviews.

3. Claim your Google My Business listing

Help your firm show up when customers search for your firm, or firms like yours. Google My Business helps you respond to reviews, add photos, and showcase what makes your business special. Click here to get started



4. Claim your listing across other popular online directories

In addition to helping searchers find your firm, by appearing and claiming your listing on multiple online directories, Google can better understand your NAP (name-address-phone) data to pinpoint your geographic location. Therefore, it's important to claim and verify listings across other popular online directories (get the list here).

5. Use structured data markup.

What's this, you ask? It allows search engines to crawl and truly understand your website. Search engines use structured data to form rich snippets, which is the text you'll see next to a listing in search results. Structured data lives within your website's HTML, so you'll need your website provider to implement special code. Use this generator to create the code and then pass it to your webmaster to add to your website.

6. Implement website tracking with Google Analytics.

Google Analytics is a free tool that helps you track key website traffic statistics such as average time on website, bounce rate, and how they got to your website (e.g. if someone came to your website from social media, pay-per-click, or an organic search). Google Analytics helps you understand the behavior of users on your actual website so you can see which pages are most popular and where you can make improvements.



7. Add Google Search Console (GSC) to your website

While Google Analytics helps you better understand key website traffic statistics, GSC helps you better understand the search experience. It gives you information like the search queries and keywords for which your site appeared, links and other helpful information. Ask your webmaster to add GSC to your website so you can gain more information about how visitors are finding your website.

With thousands of websites launching daily, SEO has move from the nice-to-have column to the **must-have** side of the board. However, while SEO is an inroad to prospective clients, it does not produce results overnight.

TO MAXIMIZE AND REALIZE RESULTS FROM SEO, LEAVE IT TO THE PROFESSIONALS.



To learn more about how CPA Site Solutions can help your firm stand out online, get better rankings, and attract new clients, **call (800) 896-4500.**