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ep. 01

How to Get Found Online

with Senior Software Engineer, Raul Aragonez

In this episode, Raul shared five basic SEO tips and best practices.

We've recapped them below in an easy-to-use checklist and included more detail in this guide.

○ ☐ **01** / Create an actual website

○ 🔍 **02** / Use a unique domain (URL)

○ ✓ **03** / Make sure your site is responsive and bug-free

○ 🔒 **04** / Check that your site is secure

○ 🚀 **05** / Enable SEO + Launch your site ASAP

○ **BONUS** / Cross-promote with your partners

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01 / Create a Website

+ For beginners, I recommend something fast, easy and elegant. Squarespace and Wix are a good option but there are many others depending on your needs. Some domain providers offer good discounts for your first basic website, this is also a good start.

+ A good alternative is to buy a website template or theme that has been created by an expert so you don't have to create everything from zero (i.e. GoLive HQ).

+ For more advanced users: you may need something more robust whether that is blogging, eCommerce or even both! Some of these options include: Wordpress, Shopify, BigCommerce, WooCommerce, Magento, Webflow and many more.

Recommendation:

Pick something basic to start with and move to more advanced options once your business is growing with you. Don't be afraid to contact an expert for guidance or answer your technical questions.

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02 / Using a unique domain   ⌕

+ Use a unique domain that fits your brand and is not too long. Avoid using a free domain (i.e. avoid mycompany.squarespace.com) and use mycompany.com instead.

+ Do your research. Make sure your domain name is not only unique and isn't already taken, especially by competitors or businesses in your town, city or state.

+ You can look for domain alternatives on websites like GoDaddy.com

+ Also consider how your domain name will relate to your social media handles. Ideally, you want them all to be similar so your customer has less to remember.

Example:

www.apple.com	**@apple**	**info@apple.com**
domain	*instagram handle*	*email*

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03 / Make sure it's responsive and bug-free ✓

+ Test your website across multiple devices. Focus on mobile and move up screen sizes: iPhones, Android phones, tablets, desktop computers, etc.

+ Ask your friends and family for feedback and to review your site before launch if you cannot hire a developer.

+ Examine functionality and possible issues that will block users from purchasing, contacting you, navigating your site, submitting forms, or completing any critical actions.

+ Optimize your website. Do not use very large images or other very large files that will slow down your site's ability to load.

Recommendation:

MOZ.COM

Use their free SEO score tool to analyze your website functionality and learn more about SEO.

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04 / Check that your site is secure 🔓

+ A secure site uses HTTP(S) / Hypertext Transfer Protocol Secure

http://www.example.com
this is not secured, we know this because of "http"

https://www.example.com
*this is secured, we know this because of "https"*

+ HTTPS provides a secure connection between computers in the network. If used correctly, it secures information such as payment data, addresses, SSN, DOB, etc. Consumers are typically discouraged from using HTTP/unsecured sites to purchase items since their data can be compromised and used without their permission.

+ Ensure your SSL or TLS certificates are up to date with your domain provider. In simple terms, ensuring the SSL certificate is up to date will enable your website security. (This is a larger and more technical topic which isn't addressed entirely in this guide.)

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05 / Enable SEO + Launch your site ASAP 🚀

+ Enabling your SEO will look different on each site. If you're using Squarespace, click into the SETTINGS on each page and make sure you are filling out the SEO fields available.

input SEO title information

input SEO description information
(using strategic keywords)
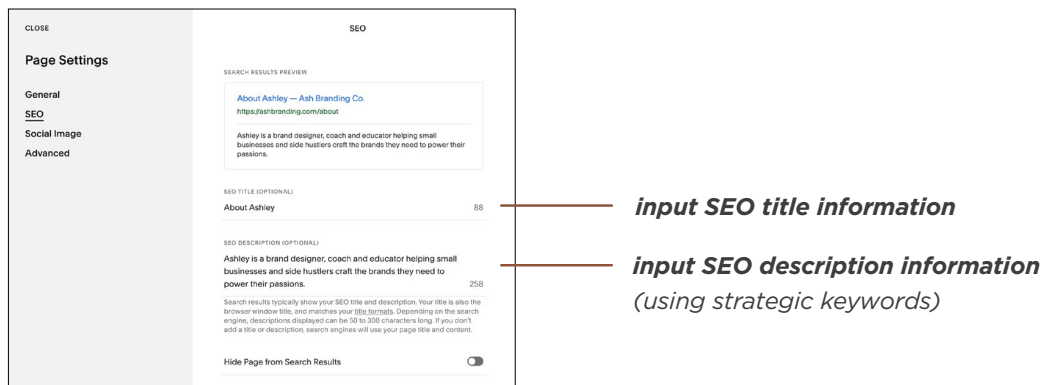
+ You should also input any important **tags**, **keywords** and **image descriptions** on each blog or other media/images across your site.

+ **All images on your site should be around 200KB,** but no more than 600KB in order to increase your performance and SEO score.

You can do this by **saving for web in photoshop** and adjusting the quality of the image export settings. You can also open your image **in Preview and click FILE > EXPORT**, then change the file to JPG or PNG and adjust the quality to the best image size.

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05 / Enable SEO + Launch your site ASAP 🚀 *(continued)*

+ Do not wait until you think your website is perfect.
  Your website can evolve with you and your business.

+ You can start small and build over smaller iterations. It is better to have
  something out there for your users/customers to see rather than nothing at all.

Have more questions? Find us at:

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And stay tuned for the next episode, where we will dive deeper into SEO strategy...