reverie

MARKETING & DESIGN AGENCY

WEBSITE SEARCH ENGINE OPTIMIZATION (SEO)

Our website platform uses the following essential SEO tools to ensure your website runs smoothly and successfully. Below are a list of what is included in your foundational SEO package with any website rebuild. As always, please don't hesitate to contact us with any questions. We're always here to help!

reveriecreativeagency@gmail.com | 503-896-0685

CUSTOM PAGE AND SITE TITLES
Search engines typically prioritize site titles, page titles, blog post titles, and headings. These titles also appear in browser tabs and search results, so it's important to write them so they're friendly to both humans and search bot.. which we do!

SEO AND NAVIGATION TITLES
Every page in your site has an SEO title, navigation title, and page title, which we edit to reflect your brand.

SEO titles - These appear in search results and browser tabs, and are indexed by search engines. We often recommend adding an SEO title to each page. SEO titles are a good place to promote keywords for search engines. You can also add SEO titles for individual collection items, like blog posts, products, and events.

Navigation titles - These create links in your navigation menus. It's best to keep these short, like "About" or "Contact."

Page titles - These appear on your site. Since there's more room on the page than in your navigation menu, these can be longer than navigation titles, like "About our company" or "Contact us."

ADD KEYWORDS STRATEGICALLY
As we add text to your site, we include words and phrases that match the search terms people use to find sites like yours. These keywords help search engines see your site as relevant to the people looking for those search terms. Your keyword strategy will depend on your site and the visitors you're trying to attract, and it's important to add keywords in a clear, natural way that makes sense to humans.

STRUCTURE CONTENT WITH HEADINGS
We use heading text formatting to organize pages. Like titles, search engines typically give headings a higher priority. Clear headings that describe the content that follows make it easier for search engines to detect the major themes of your site. At the same time, they help visitors skim your page and quickly find the information they're looking for.

We optimize your headings with keywords!
As long as headings are structured and consistent, you can use the same type of heading multiple times within a page. See the screenshot on the next page for an example. How you organize your site depends on your content, but here's one example of a well-structured page:

PLANTS AND THINGS

la vie en rose

STORE **BLOG** EVENTS

KEEP ON THE SUNNY SIDE

January 29, 2018

It happens to all of us: You're at the store, you spot a beautiful succulent, the music swells... and suddenly you're standing in your living room holding it and wondering, "How do I keep this thing alive?"

Read on for our top tips for succulent success.

ENVIRONMENT `Heading 2`

Succulents come from all over the world. Read as much as you can about its native habitat, and make sure that you're meeting its needs for light, water, temperature, and other environmental factors.

WATER `Heading 3`

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis tincidunt arcu. Vivamus nunc nulla, mattis in risus eget, auctor elementum est.

LIGHT `Heading 3`

Phasellus eu gravida mi. Mauris tincidunt sem sed feugiat aliquet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

TEMPERATURE `Heading 3`

Nullam luctus suscipit tortor, sit amet rutrum magna efficitur et.

AGE `Heading 2`

Nulla eu sapien eu nibh dapibus ornare. Vestibulum posuere rhoncus elementum. Donec mattis luctus nisi non iaculis. Maecenas rhoncus augue nisi, id suscipit arcu luctus varius. Suspendisse est elit, malesuada ac ante ac, consequat tincidunt est.

ADD ALT TEXT TO IMAGES

Alt text is text associated with an image. This text displays when people hover over it, and makes your site more accessible. Search engines use alt text to identify the content of a page, since bots can only read text. Adding alt text to images lets search engines understand what the image is so they can include it in relevant searches. When adding alt text, we use short, human-readable terms that describe the image and relate to your overall site content.

ADD TAGS AND CATEGORIES

Search engines scan tags and categories to identify what products, blog posts, or gallery images are about. Adding tags and categories that accurately describe the item could help it appear in search results.

Tags and categories also help visitors use your site, and appear in your site's search results!

START BLOGGING

Blogging frequently helps search engines see your site as active. Even if you're a business and not a blogger, adding a Blog Page and updating it regularly with relevant content could potentially benefit your SEO while building your brand. When adding blog posts, tags and categories, and we structure your posts with Heading 1 and Headig 2 formatting. As you write blog posts, think about your target audience and what they might be searching for to find a site like yours. When we add your content, we optimize the post with keywords, especially in post titles and headings.

REDUCE PAGE LOADING TIME

How long it takes for a page to load may impact its ranking in search results. Whenever possible, we recommend reducing your page size for faster loading.

LIST YOUR PHYSICAL LOCATION

If you're a business with a physical location, listing your address on your site could potentially help visitors find you in location-based services. There are many places where you can add your location. We often use Map Blocks, add a contact page, or even have text blocks in a footer. Signing up for Google's My Business service can also help your local search ranking.

ADD SITE AND PAGE DESCRIPTIONS

We add *SEO* descriptions for your site, individual pages, and certain collection items. These descriptions may appear below the title/link in search results, depending on the search terms used. Visitors read these descriptions to decide if they want to click on your result. To make your site inviting, we recommend keeping your descriptions short, relevant, and readable.

Website Templates - Website Design Templates - Squarespace
https://www.squarespace.com/templates/ ▾

Our beautifully-designed website **templates** come with hundreds of customizable features. Every **template** is just a starting point. No coding or HTML required.

ENSURE SSL IS ENABLED

When SSL is enabled, the custom *URL* starts with https. This means visitors access every *page* of your site with a secure connection. Search engines consider SSL important and may penalize sites that don't have it enabled.