

5 WAYS TO IMPROVE YOUR SEO

Improving your Search Engine Optimization (SEO) doesn't necessarily mean spending a ton of money. It's as simple as correcting technical errors, providing correct information, valuable content and links. Spending more money to spruce it up can come into the picture (if you want!) after these foundational points are correct.



1. BE CONSISTENT

NAP

- Name
- Address
- Phone Number

Your NAP is widely considered a search ranking factor for SEO. NAP refers to your agency's Name, Address, and Phone Number. Keeping this information consistent and accurate everywhere it appears online is extremely important. This includes local directories, search engine listings, social media profiles and websites. Providing the exact same NAP everywhere your agency is mentioned will increase your search engine visibility and make it easier for customers to find and contact you.

Here are a few common errors to look out for:

• Incorrect Information

Online business listings that feature your agency's NAP should all have the same information. Whether it's a change in phone number, address, or other data within a listing, mixed information confuses search engines. This can lead to your agency being ranked lower than businesses who have consistent information. Plus, customers may find the incorrect listing and contact the wrong number.

• Duplicate Business Listings on the Same Directory

When duplicate listings are present within the same directory, search engines are unable to know which of the listings to trust or rank. Users experience a similar confusion when they don't know which information is correct, or where to leave their reviews or which reviews to trust.

• Unclaimed or Unfinished Listings

To ensure that search engines have the most accurate information, be sure to add or claim your listings, and complete every field available. If you've already added or claimed your listings, make sure you update the information as needed.

2. CORRECT TECHNICAL ERRORS

Correct all technical errors on your website. If you're feeling ambitious, go to <https://search.google.com/search-console/welcome>. Enter your website into the Google Search Console and Google will analyze your website and provide information on areas of improvement.

Here are a few examples to look out for:

• Broken Links

If you have links that aren't directing to the intended destinations, correct them right away.

• Typos and Incorrect Information

Before publishing anything new to your website, be sure to have everything thoroughly reviewed. If you can avoid typos and incorrect information on your website ahead of time, it'll save you time in the long run.

• File Errors

Review all photos, videos and other files (like PDFs) on your website. Make sure they're showing up, have alternative (alt) text, don't look too grainy or take a long time to load. If they don't look right or are loading incorrectly, try uploading a higher quality image, a smaller file or a different file type.

There are more advanced items to check on, but they often require the assistance of a professional. If you hire a vendor/third party to help build your website or perform an SEO audit, here are some items to have them check:

- Javascript
- XML Sitemaps
- Site Architecture
- URL Structure
- Structured Data
- Plugins
- Content Quality
- Duplicate Content
- Outdated Content
- Hreflang Tags
- Canonical Tags
- 404 Pages
- 301 Redirects
- Robots.txt Files

3. SUPPLY VALUABLE CONTENT



• Concise Writing

Providing valuable content means customers should be able to find nearly everything they're looking for on your website. And the site should be easy to navigate, so label each tab with clear text (such as, "Claims," "Pay Bill" or "Get a Quote" instead of just "click here").

• Agency Blog

You can also create a blog section on your website with articles relating to your products or other general topics. We recommend publishing an article at least once every three months. Blog articles are easy to share on social media and via email, and they'll bring more visitors to your website. Check out www.foremost.com/learning-center/ for inspiration!

• Keywords

Consider brainstorming a list of keywords that customers might search to find you online. Examples could be "Mobile Home Insurance" or "Insurance Agent in Grand Rapids, MI". Try naturally implementing these keywords throughout your website. Consider experimenting with tools like [Answer the Public](#), [Yoast Suggest](#) or [Google Trends™](#) to get a better understanding of what your customers are searching online.

4. INCLUDE INTERNAL AND EXTERNAL LINKS

The more links you have on your website, both internal and external, the better your SEO. When it comes to links, the more the merrier – as long as they're relevant!

- Internal links are links on your website that direct you to other places within your website. For example, on your website homepage, you could have a sentence that says, "File a Claim" with a link that takes users to your "Claims" page.
- External links are links that take you to different websites. Examples of external links are links to your social media pages (which you should definitely include), blog or the websites of insurance carriers or accounts you work with.



5. USE SOCIAL MEDIA

SEO is also associated with your social media – so keep your NAP the same on these platforms too!



- **Posting Frequently**

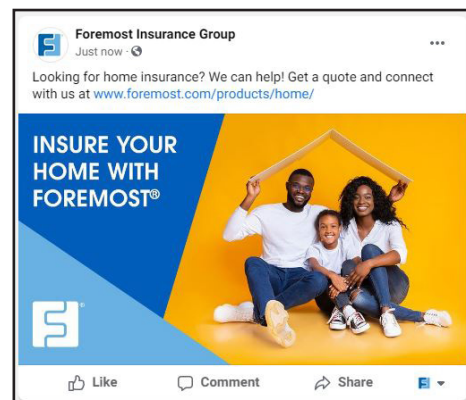
To make your social media accounts more authoritative and trustworthy, stay active. This means posting at least three times a week. We highly recommend posting about topics your customers will find relevant, interesting and informative. If you aren't sure what to post, check out our Social Media Suitcase® at [SocialMediaSuitcase.com](https://www.SocialMediaSuitcase.com) for FREE content.

- **Links to Website**

When you post, you should also link to your website. You can say things like, "Looking for home insurance? We can help! Get a quote and connect with us at [INSERT WEBSITE LINK]." This will act as an external link which can get more people visiting your site and help improve your SEO.

- **One Social Account Per Platform**

Lastly, if you have duplicate social media accounts – like two Facebook pages for your agency, one that's active and another that's inactive – delete the inactive accounts. It's important to have one page on each platform. This will make things less confusing for SEO algorithms and people that are hoping to connect with your agency!



For more marketing resources, visit [ForemostAgent.com](https://www.ForemostAgent.com) or [SocialMediaSuitcase.com](https://www.SocialMediaSuitcase.com)

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