



LEAD SYMPHONY

because content is King.

What Google And Other Search Engines Want To See



Content Is King

We preach it. The entire web seems to know it. Build good content and you'll get traffic.

How do you build good content? There are a lot of checklist items to follow. Lead Symphony covers those for you.

1. Create content with your end user in mind.
2. Try to answer questions people might type into a search engine.
3. Write simple text that can be read by a 7th grader.
4. Have a beginning, middle and end to your best job stories.



Secure Site

https:// NOT http://

1. Get a secure server certificate from your web provider. Sometimes called SSL
2. Always publish your URL with https://
3. Always use https:// on your youtube links.



Responsive Content

1. Make sure your site works on desktop, tablet, and especially phone.
2. 60% (ish) of all websites are viewed on phone.
3. Responsive just means it changes sizes depending on the device.

Configuration	Does my URL stay the same?	Does my HTML stay the same?
Responsive Web Design	✓	✓
Dynamic Serving	✓	✗
Separate URLs	✗	✗



Common Thread

1. Faster
2. Secure
3. Usable on desktop or phone
4. Helpful

“The key to creating a great website is to create the best possible experience for your audience with original and high quality content. If people find your site useful and unique, they may come back again or link to your content on their own websites. This can help attract more people to your site over time.” ~GOOGLE



Important to You & Google

1. Solid Branding
2. Problem Solving
3. Backlinks
4. Multiple Media Formats
5. Geographic Targeting
6. Clear Message About Who You Are And What You Do