

STEP FOUR

The thinking and brainstorming is over! Now we start getting into the actual steps it takes to get your website to dominate Google for local search terms. It is time to take your list of local search terms and put in work. So what exactly are you going to be doing?

Well you, or someone who controls your website is going to be editing your TITLE TAGS. The title tag is a piece of code on your webpage, it tells the search engines what the title of your website is. When you are surfing the net, you know the words at the very top of your internet browser? That is the title tag.

There are many ways to edit the title tags but it all depends on what system your website was built with. We can't possibly go over each system, but we can give you a general idea.

You first need to access the code for your web pages. You can do that however you normally do, or you can ask your web designer to do it. You want to find this code:

<title>Whatever Your Website is Titled</title>

This code will usually be found at the top of the web page in the <head> area. All you have to do is put your keywords in between them. Start with your most searched term for the homepage title and go from there. Name each page a different keyword for maximum effect. Even if you only have five pages, name each one a different local search term.

If you have a company blog this method is even easier, but we will go into that in future steps.

Hopefully you have a good web designer and they can handle this for you. A good web designer should know how to change a page's title tags.

The reason we do this step first is because, the title tag is the first thing that the search engines see on your website. That definitely counts! In some smaller towns, this change alone can get you to the first page of Google.

*****NOTE*** To fit more keywords in, you can use a couple per page. Just remember to keep your title tag to about 70 characters in length, because Google will only show so much in their search results.**