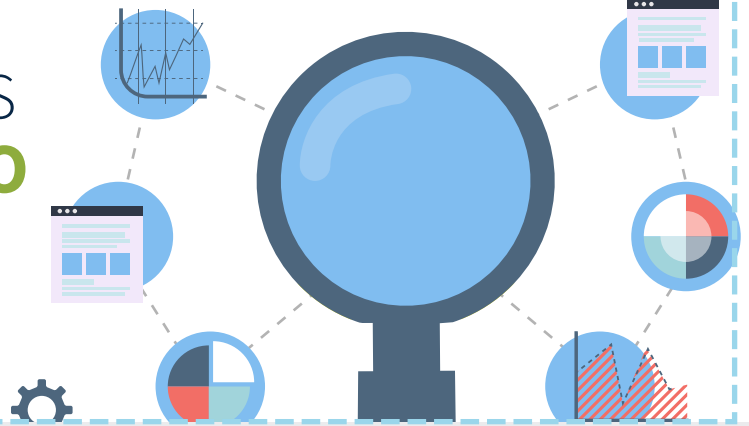


# 4 KEY COMPONENTS OF EFFECTIVE SEO

Search Engine Optimization can be complicated to wrap your head around, but implementing SEO best practices into your digital routine doesn't have to be.



We've laid out the best things you can start doing right now for your business's searchability.

**1**

## MAKING SURE SEARCH ENGINES CAN SEE YOUR WEBSITE

If a search engine such as Google or Bing can't locate your website, your audience won't be able to either. Make sure your website is organized based on the content provided, and all pages are indexed so the search engine can lead users to you.



**2**

## ANSWERS THE USER'S INTENT

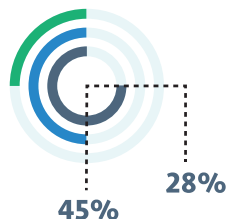
Search engines exist to answer a user's question, so the key to making sure your content will rank among relevant searches is understanding what your audience is looking for. Include relevant keywords throughout your content to help your page reach the widest audience. Reach out your MoistureShield Rep to help with keywords and product info.



**3**

## KEEP THE USER IN MIND

You are an expert in your industry, so use your website to show off your skills and professionalism by creating quality content that is unique and engaging to your specific audience. When applicable, cross-link between your webpages to boost visibility and create a full-circle view of your business.



**4**

## SOLID UX AND LOAD TIME

Search engines measure the importance of content by the time spent on a page, so make sure you're investing in a high-quality web service and not losing your audience to slow load times. Make sure add-on files are large enough to maintain clarity but small enough to load quickly. Customer service begins the moment a user enters your site, so don't keep your customers waiting.

