BLOG: Home Business
Success Ideas
COURSES: The Home Biz Cafe

# SEO CHALLENGE

## INTRODUCTION

In case you don't know much about me I would like to give you a quick intro.

Hi, my name is Kaye Dennan and I have been a small business owner for many, many years. I started in the catering field at 25 with a staff of 40 and from there I tackled many different types of business over the years. Over the past 16 years now, I have worked my businesses from home and for over 11 years have been heavily involved in internet marketing.

I have concentrated on writing ebooks in various genres, working as a VA for about 5 years and in 2016 I started developing various home business coaching options such as this course.

I am so pleased to be able to help you do the SEO on your website. You probably get lots of spam emails about helping you do this with your site but once you have learned about it over the

next 2 weeks you will be able to do it yourself and reap the benefits and over time get much higher traffic volume. In saying that, do keep in mind that it takes a couple of months for the search engines to find your site regardless. Also you can't just set up a site and expect traffic you also need to market your site.

These are some of the tips that I share with you through my Resource Library.

http://homebusinesssuccessideas.com/resource-library/

and make sure you use the password  LIFEISGOOD.

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**How to use this course effectively.**

It is best to read each PDF fully **before** taking any action. If you have any queries read it again.  If you are still unsure then email me personally at kdennan@bigpond.com.Then give it some thought as to what you want to do **before** changing anything.

This is not a course to rush into, just take your time and be sure of your moves.

So let's get to it!

**Firstly a word of warning:**

DON'T CHANGE ANYTHING THAT RELATES A URL ON THE SITE.....consider carefully any changes you make in this regards because once you change it any links you have out there in the clouds will not work any more

Today I am going to cover your domain name which relates to your header tag and title tags.

# SITE TITLE AND TITLE TAG

Today your challenge is to make some decisions about your website title and the title tag.

If you are starting a new website then this will be easier for you but if you are working on an existing site then you will need to carefully consider your options.

You should have done your keyword search by now and decided which keyword will be best for you to use in the site title and title tag.

When you build a website you may have the option of using:

- a custom header graphic and adding the meta tags
- just adding words to a design incorporated in the theme in which case the words would automatically appear in the meta

tags because the theme will have required them to be added in the theme set up

If you use the first option, the graphic, then no words will be incorporated as the meta tags because the words in graphics are not picked up by the site. Therefore you would need to add those to the general settings page on set up.

But if you use the latter option then the words you add in will become the meta tags of your site.

It used to be that domain names were exceptionally important but with so many names not available now that suit a person's preferred business name the site title and title tags have become more important than the actual domain name.

Example:

The following is a header graphic from an old site and the site title is Hydroponic Information Site and the URL was http://hydroponicinformationsite.com. In the days when that site was set up it was the domain name that was all important and it was recommended that the site title was the same. This graphic was uploaded as the header for this site so therefore it was essential to add the keywords into the meta tag settings.
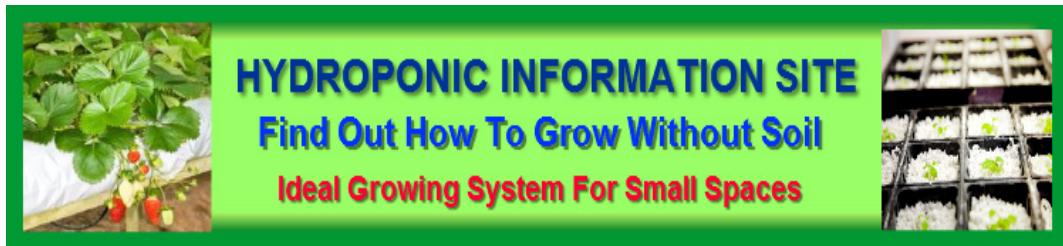
When working with the header you need to minimize keyword repetition. It would have been good to especially use the word 'hydroponic' more than once but that would not look good.

**In the following image the primary keywords are:**

*Hydroponic, hydroponic system, hydroponics*

**Secondary keywords are:**

*growing system, how to grow without soil, growing in small spaces.*
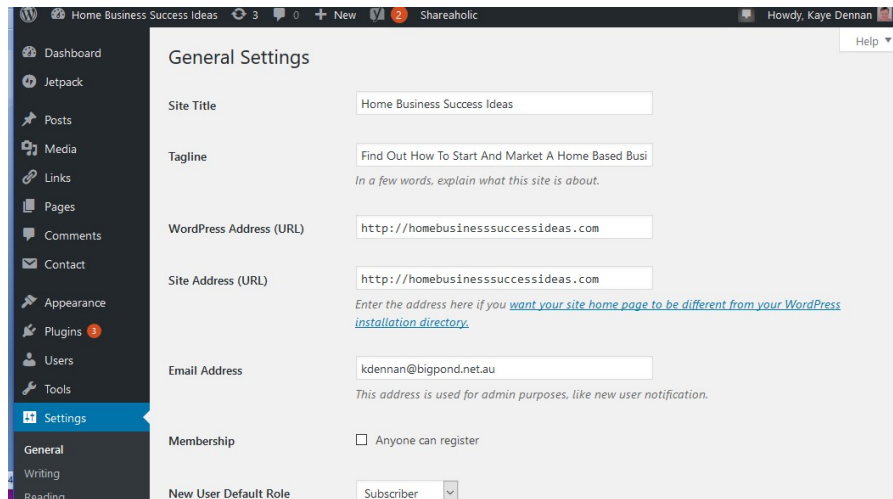


The meta tags of your site should include the words that are in your header.

Here is a screen shot of the top of the home page of my website and below you can see where that information has been set up in the back end.

If you are setting up a new site then you can work on the business name from your keywords and hopefully choose a domain name to match. But if you can't get the URL to match don't worry because it is not so important to have the URL matching your business name any more and you can still have the **site title** matching your business name, just not the URL.

For example with the hydroponics header above it would have been great to call the site 'hydroponic systems' as that was the best keyword, but those two words had been combined in many ways in other domain names and it was impossible to find a URL that was reasonably short, hence the title 'Hydroponic Information Site'.
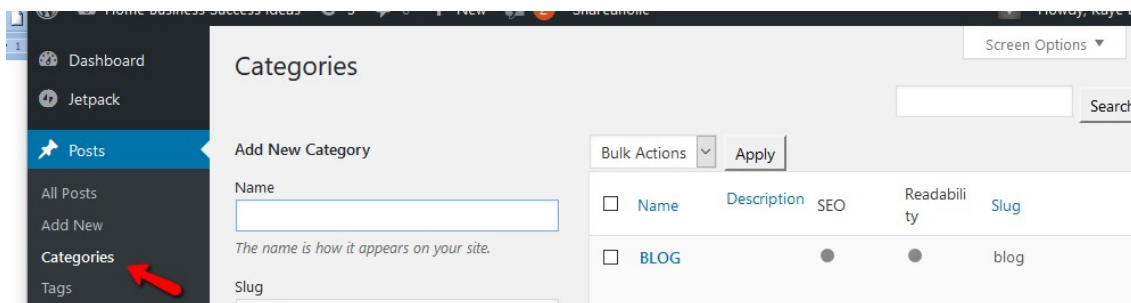
So from this explanation you can see that as long as your **site title** and **title tags** are **keyword optimized** you now no longer need to worry too much about the **domain URL** as regards the SEO.

Many people now have quite a different domain name than the site title and when they are promoting their site they use the shortened URL from Bitly or TinyURL.

With my site above, http://homebusinesssuccessideas.com I would love to make it much shorter but I have as it has been operating for about 5 or more years now I am a bit loath to change it because of all the links out there. If I changed it I could put the above URL on transfer to the new site, but all the old links also have the blog titles attached which I would lose. So in this case I occasionally use the Bitly and TinyURL shorter tags, or pick up one from the Wordpress blog post page.

## Categories

The category titles are another area where it is a good idea to use your keywords.  These are set up under the title 'Posts' in a Wordpress site. Keep them short, one word if possible.



When you are deciding on your categories give some thought as to how long you intend to run your website. You may only need a few categories on a site that is quite specialized.  Consider the future of

your blog and the keywords people might use to find certain topics on it.

When I set up my home business site some 5 or so years ago I went overboard on the keyword use in the categories but I have been loath to change them now because of the links out in the marketing fields.

It is better if you can keep the number of categories to about 7 or 8, or better still even less. Too many confuse your readers and they will often move on to something else. Again this is a mistake I made when setting up my site.

I am commenting on my mistakes because it shows how sites were set up 5 years ago and **what is not the best site set up today**. That unfortunately is part and parcel of what makes it difficult for sole operators in the sense that if they do not keep their sites up to date due to time or knowledge constraints they can suffer somewhat.

For example I am faced with the decision what to do now. I have registered The Home Biz Cafe http://thehomebizcafe.com to get a shorter URL but like so many site owners who have long URL's, do I change or not? In my case I am using this new URL for my coaching site at the moment.

I will leave you with all these thoughts and options.

*The next email will cover pages, post titles and URLS.*