

How To Optimise Your Website Even Without Any Knowledge



In this PDF, our aim is to optimise your website to its best potential. This isn't about doing hours of work per day; it's just setting a good foundation for your business to become more recognisable in the search engines.

So...

Let's go over what we are going to cover today. Don't be daunted by the wording; I'll make sure you have the maximum understanding in minimal time.

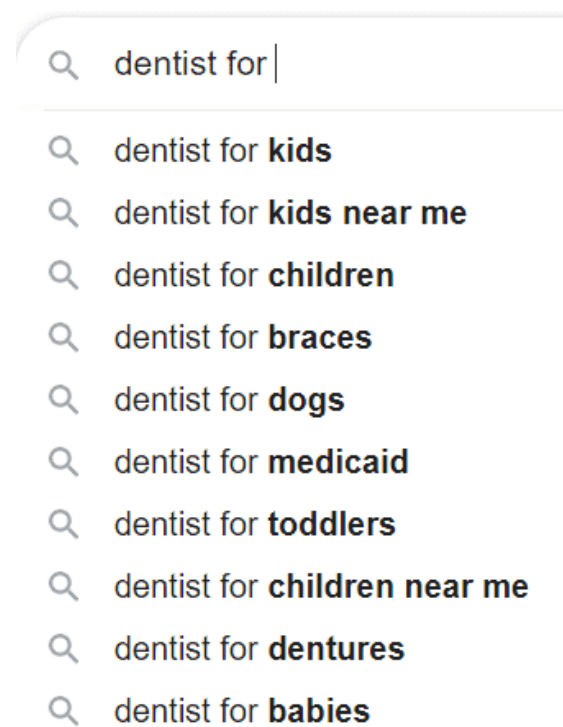
What we're going to cover:

- Keywords
- Blog Posts
- Customer Reviews
- Interactive Functions
- Optimum Media
- Creating Good H1 Tags
- EXTRA: Physical Info Product

Keywords

What are keywords?

Keywords are literally what you search for on Google, Bing or any other search engine.



Here is a basic example. To put it simply, it's the most common words used by a user trying to gain an answer from the internet. You optimise your website by including popular keywords across its pages.

Below is a list of common dental keywords used in the United States. I've also included some headlines you can implement on your website.

	A	B	C	D	E	F	G
1	No	Keyword	Search Volume	CPC	Paid Difficulty	SEO Difficulty	Headlines
2	1	dental	1.2m	\$11.44	11	62	Comforting Dental Services In [x]
3	2	dental near me	1.8m	\$12.85	28	51	Smile With Confidence From Our Premium Dental Services
4	3	dental implants	201,000	\$8.88	21	62	Feel Unique With Our Dental Implants
5	4	dental emergency near me	201,000	\$8.60	46	26	Dental Emergency Services To Calm Chaos
6	5	dental insurance	165,000	\$5.63	56	62	Bulletproof Dental Insurance To Ensure Maximum Security
7	6	dental dam	135,000	\$0.59	57	74	Premium Dental Services For All Teeth Types
8	7	dental metlife	135,000	\$4.11	10	51	Stress-free Dental Services In [X]
9	8	dental office near me	110,000	\$13.39	24	51	Pioneering Dental Services In [X]
10	9	dental emergency	110,000	\$8.98	32	64	Revolutionizing Dental Services To Reduce Fear
11	10	dental hygienist salary	90,500	\$7.30	7	65	Attractive Dental Implants To Skyrocket Confidence
12	11	dental clinic	90,500	\$10.22	8	33	Achieve Absurd Levels of Confidence From Our Teeth Whitening
13	12	dental hygiene salary	90,500	\$10.22	4	61	Low Cost Efficient Dental Services In [X]
14	13	dental crown	74,000	\$7.28	7	60	Magical Invisalign Service To Achieve A Supernatural Smile
15	14	dental hygienist	74,000	\$8.98	20	70	Affordable Teeth Whitening In A Click Of A Button
16	15	dental smiles	74,000	\$8.11	20	19	Transform Your Teeth With Our Miracle Dental Implants
17	16	dental hygiene	60,500	\$8.20	17	63	
18	17	dental bridge	60,500	\$4.26	8	58	
19	18	dental assistant salary	60,500	\$7.99	21	60	
20	19	dental abscess	60,500	\$4.30	7	81	
21	20	dentaquest	60,500	\$2.00	8	52	
22	21	dental implant cost	49,500	\$5.52	24	42	
23	22	dental implants near me	49,500	\$12.78	36	43	
24	23	dental office	49,500	\$12.43	13	23	
25	24	dental united concordia	40,500	\$3.60	9	43	
26	25	dental kidds	40,500	\$9.48	16	35	
27	26	dental dreams	40,500	\$6.64	11	57	
28	27	dental assistant	40,500	\$9.74	35	58	
29	28	dental clinic near me	40,500	\$10.25	27	65	
30	29	dental school	33,100	\$5.80	18	70	
31	30	dental depot	27,100	\$5.06	14	38	

As you can see, you have the most common keywords with the highest search volume as well as the highest difficulty level when conducting SEO or paid advertisements.

Use these headlines on your home page to start ranking higher in your area.

Make sure you're using the keyword across the whole page, spacing it out across your smaller headlines and in the first paragraph introduction.

So, to conclude:

- Use the keyword in the main title
- Use the keyword in the smaller titles across that same page
- Don't repeat the keyword across multiple pages (e.g. the home page & the about page)

Blog Posting



Everyone knows the effectiveness of blogging; however, you need to make sure the content is quality; otherwise, the blog won't get the reach it's intended to.

The purpose of the blog is to answer all the questions the user is asking within the search engine. Once you've written the blog post you intend to post, read through it and ask yourself these questions:

- Is this solving the problem my target audience is searching for?
- Is this relevant to the issues customers are having?
- Is there anything I can take out of the blog post?

Once you have these questions answered, you're good to go. Next, start posting on a consistent schedule and always keep up-to-date with the latest industry trends and news to optimise your search rankings.

Another great way to maximise your reach is to include keywords within your posts, especially long-tail keywords that are extremely specific.

The more you prioritise your blog around the user's experience, the more Google will promote your content naturally.

Furthermore, you want to be patient with this; you won't get floods of traffic overnight. But by doing this for 12 months on a consistent basis, you'll start seeing mammoth results.

Customer Reviews



As we all know, feedback from your customers is immensely pivotal for a company's recognition and status.

For this reason, we want to make sure we can leverage the fact that our customers think highly of us. Setting up a Google business profile is paramount to making this happen; not only will new leads be able to see all the great work you've done, they will also be able to witness the customer satisfaction rate.

We can incorporate these reviews into our websites using builders such as Wordpress. These are strikingly powerful as

they provide a neat design with huge potential for the growth of your business.



It's 100% worth investing some time in obtaining reviews from customers that haven't left one with you yet, as the ROI potential is significantly greater than the initial investment made.

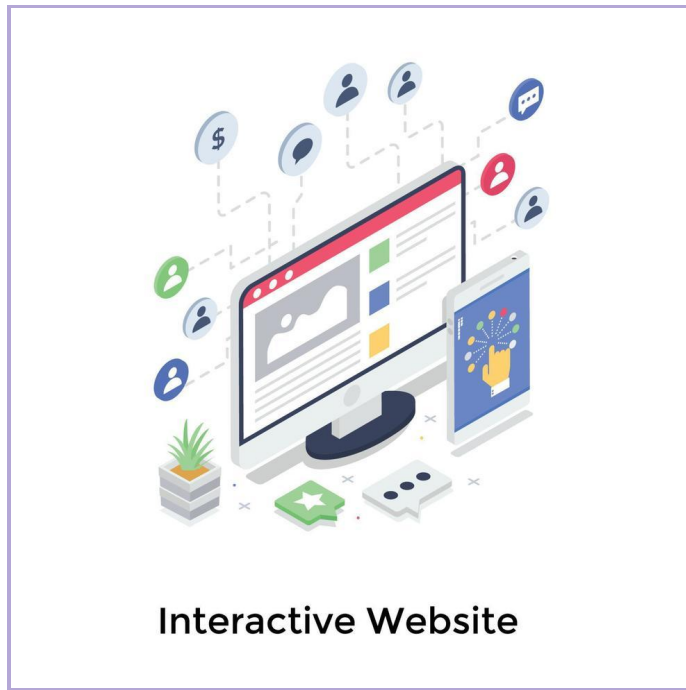
I have no idea how to get these reviews.

Not a problem; simply write a universal email you can send out to all of your clients and make sure it includes these points.

- **A thank you for their contribution to your company**
- **A link to click where they can leave the review**
- **Make it as easy as possible for them to leave one**
- **Potentially provide an incentive if they do it (e.g. 10% off their next purchase with you as a thank you)**

The last one can be immensely effective, and like I said, it's well worth the sacrifice of some profits, as the ROI will compound overtime.

Interactive Functions



Having an interactive website contributes to a reduction in bounce rates. What's the bounce rate, you may be asking?

Bounce rate is simply put as:

What's the percentage of people who go onto your website without taking action?

As a result, this accounts for the user considering your products and services for a prolonged period of time, thus improving your appointment booking rates and sales.

How can we make our websites more interactive?

We can introduce quizzes, tests, games, or surveys. Additionally, it's up to you what you think will be the most effective method;

don't be afraid to test out different avenues to find the perfect method.



From my judgement, I would say a survey would work best for you; you can set one up so that they can maximise their dental hygiene in the comfort of their own home.

This is also a great way of gathering information for your blog posts, as you can use the submissions to create content around the most common variables.

To conclude, integrating interactive functions will help new and current traffic remember your website over others due to the uniqueness of the functionality within the industry.

Optimum Media



As we know, the visuals of your website are just as critical as the copy. Poor media quality and a lack of it only result in traffic passing through and a lack of trust within your company.

It's imperative that you nail the visuals of your website.

To do this, simply select relevant photos and videos related to the theme of that page or section of text. Breaking up your text with images is a great way to keep the reader engaged; otherwise, the user will believe they're revising for a school test.



Using photos and videos that represent your services is a great way for the customer to visualise what it is you're offering them.

It can also set good expectations for them if you use media of happy customers before, during, and after you've completed the service.

Keep your media up-to-date to make sure you're spicing up your website with new content; this will keep you in Google's good books.

EXTRA: Physical Products (Posters & Flyers)



Making posters and flyers for discounts or offers is a great way to market them to the public. You can design these for free on www.canva.com. The beauty of this is that you can post them all over your social media and print them off to leave at the reception desk in your practice.

Moreover, you can give these to all clients that exit your practice; it's a great way to keep them coming back to the amazing services that you provide them. Additionally, they'll also be very grateful for your consideration of them.

So...

That's everything! You now have all the tools to become the best in your area.

For more website tips and help, visit

www.mirrorimageagency.org.

Thank you for your time!