



BATTLEFIELDSPORTS.COM













**12 POINTS
TO HELP YOU
UNDERSTAND SEO
AND
GET THE MOST OUT OF IT
FOR YOUR WEB SITE
CHEAT SHEET**

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WHAT YOU WILL LEARN

12 POINTS TO HELP YOU UNDERSTAND SEO AND GET THE MOST OUT OF IT FOR YOUR WEB SITE

1.  **LET'S START WITH THE BASICS: YOUR SEARCH TERMS**
2.  **FROM THE TOP: YOU HOME PAGE TITLE**
3.  **GET YOUR DESCRIPTIONS RIGHT**
4.  **WRITE FOR YOUR AUDIENCE**
5.  **DRAFT UP YOUR HEADINGS**
6.  **DESIGN YOUR NAVIGATION**
7.  **BE MOBILE FRIENDLY**
8.  **INCLUDE IMAGE DESCRIPTIONS**
9.  **BE FAST**
10.  **AVOID GETTING STUFFED**
11.  **DON'T DUPLICATE**
12.  **MONITOR & REVIEW**

POINT 1: THE BASICS: CONSIDER YOUR SEARCH TERMS

Identify which key phrases you want to focus on for your battlefield business. Consider 3 or more-word combinations such as “laser tag parties” or “battle royale party”. Single words are usually very competitive. Instead focus on the words that describe what your business does best. Research what’s more popular in your area. For example, people in your neck of the woods may use “Kids” instead of “Children” or “Teambuilding Exercises” instead of “Team Building Activities”. Give yourself another boost by localizing your key words. So instead of “Battle Royale Parties” focus on “Battle Royale Parties Houston” or get even more specific and include your locality or suburb.

Use Google Trends to find out what should work best for you, click here to investigate. <https://trends.google.com/trends>



DO: Know your niche. Determine what your business does best.
What’s your speciality?



DON'T: Try and target everyone. It just won't work!