Welcome to SEO with your Squarespace site

Squarespace
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SEO10

SEO with your Squarespace site

1 | Demystifying SEO

2 | Choosing strategic keywords

3 | Structuring text headings

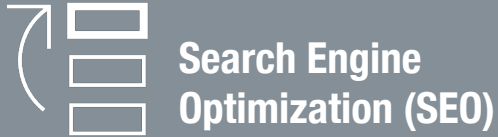4 | Creating people-first content with SEO in mind

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SEO & organic search

Search Engine Optimization (SEO)

Set of best practices designed to improve the appearance and positioning of web-pages in organic search results

Organic search

When people find a website after inputting a query into a search engine
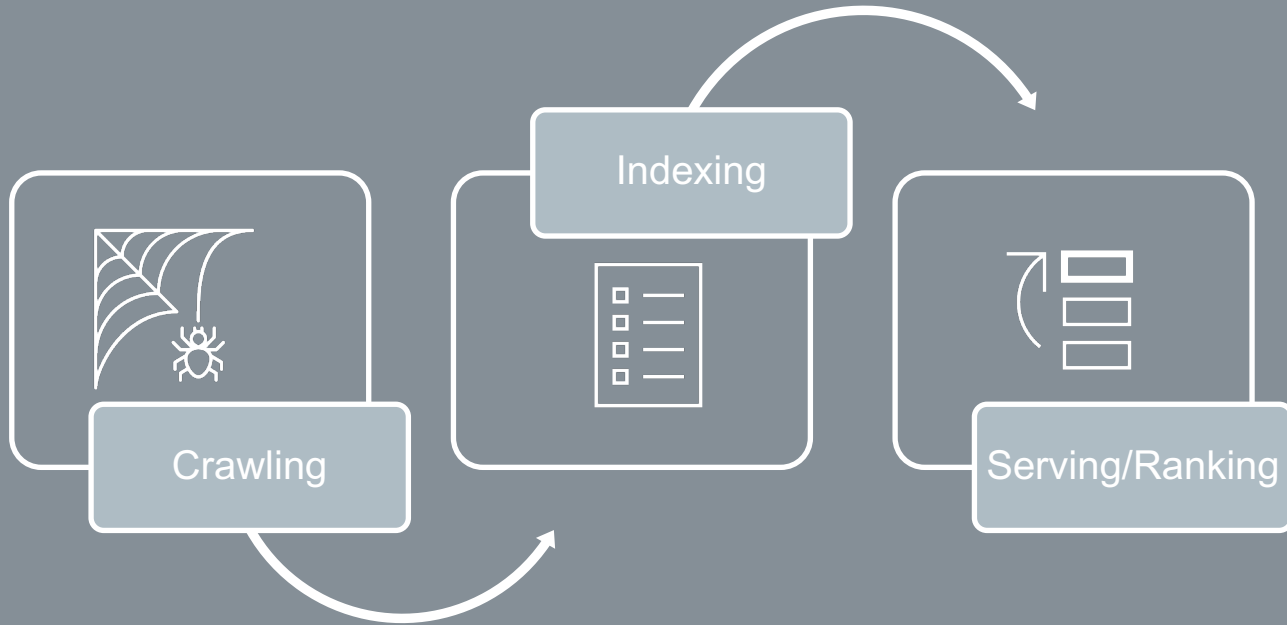
SEO strategy: Success determinants

Research into
the industry
(determines
keywords)

**Good
SEO
results**

How often site
content is
refreshed/
updated

Site content
relevancy

SEO with your Squarespace site

Things to consider

Your product

Your brand identity

Your target audience

Your competitors

Any synonyms

Your location

Check out

Adding keywords for SEO guide
linked on the Resources page for more tips on brainstorming effective keywords.

Keywords types

Long-tail

Head

- Shorter

- Larger search volume

- Cast a wider net

- More difficult to rank for

- More descriptive

- Multi-word search terms

- Target more specific search queries

- Easier to rank for

Examples

yoga, nutrition, wellness

Examples

clean living nyc, maternity yoga manhattan

SEO with your Squarespace site

An example

Lolasana's keywords

Mediation

Yoga

Nutrition

Wellness

New York city

Mindfulness

Exercise

Mental health

East Village

Yoga studio

Massage

Nutritionist

Self care

Identify the landscape you're working in:

Look up websites like yours to see what others are doing. Note their descriptions and which keywords are working for them.

⚠ **Keyword stuffing is not effective and can hurt your SEO rankings.**

Prioritizing keywords

Use a mixture of difficult (broader) + easy (more specific) for the best results.

Broad	Specific	Relevant
enough that people would realistically search for them	enough to boost your ranking	to the purpose of your site so that you can naturally include them in content throughout your site

Check out

Google's Keyword Planner
linked on the Resources page for more help with the selection process.

Keyword gap analysis

↳ Identifies keywords your competitors are
   ranking highly for

↳ The "gap" refers to traffic-driving keywords that
   you're missing from your site

Check out

- **Moz's free tool for an automatic analysis** - linked in the Resources page
- **Squarespace Forum** - helpful community of site owners for peer-to-peer advice

SEO with your Squarespace site

DEMO

↳ SEO description

↳ SEO page descriptions

↳ SEO and navigation titles

SEO site and page descriptions

- What search engines index as the descriptor of your site

- Homepage summary in search results

- < 160 characters

SEO Description

- Specify what kind of info is found on each page

- Helps search engines surface the most relevant content to users

- < 160 characters

Page Description

SEO & navigation titles best practices

SEO titles

- Appear in browser tabs and search results
- ≤ 70 characters
- Adjust title formatting variables in Marketing > SEO

Navigation titles

- Link name in your site's navigation
- < 100 characters
- Short and descriptive
- Visitor should have an idea of what a page is before they click into it

What areas do search engines prioritize?

Search engines prioritize keywords in these areas in the following order

1. Site's domain

2. Site title

3. URL page slugs

4. SEO title & page title

5. Text headings

6. Body text

7. Categories

8. Captions and image titles

9. File names

10. Alt text

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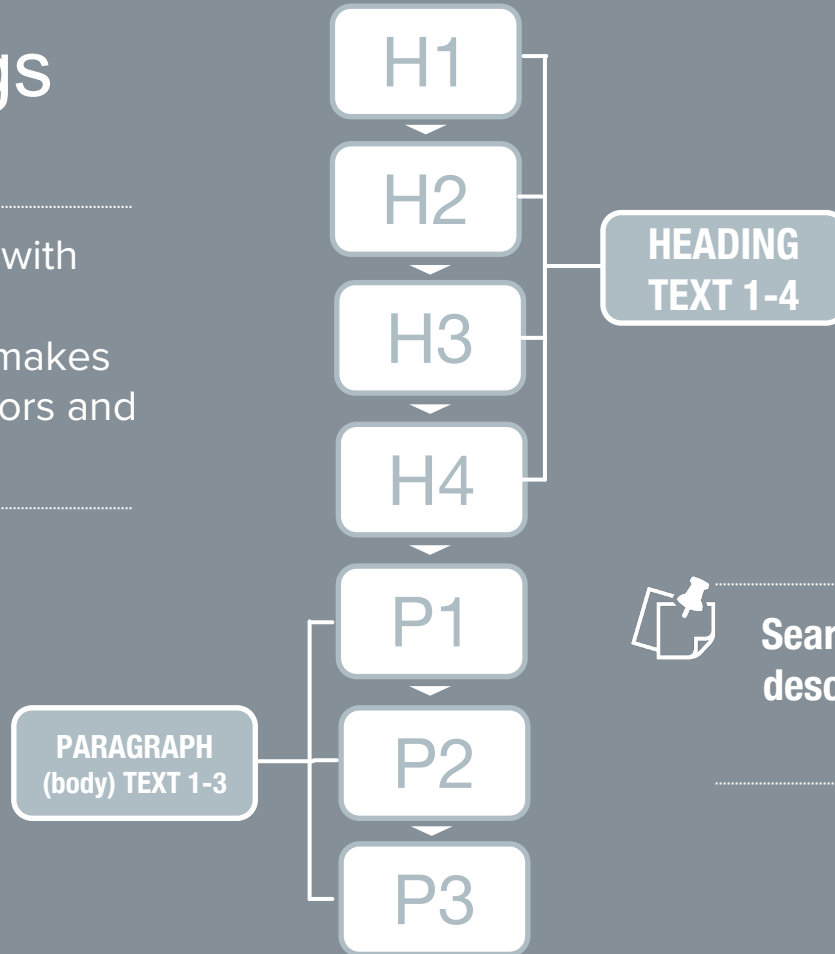# SEO with your Squarespace site

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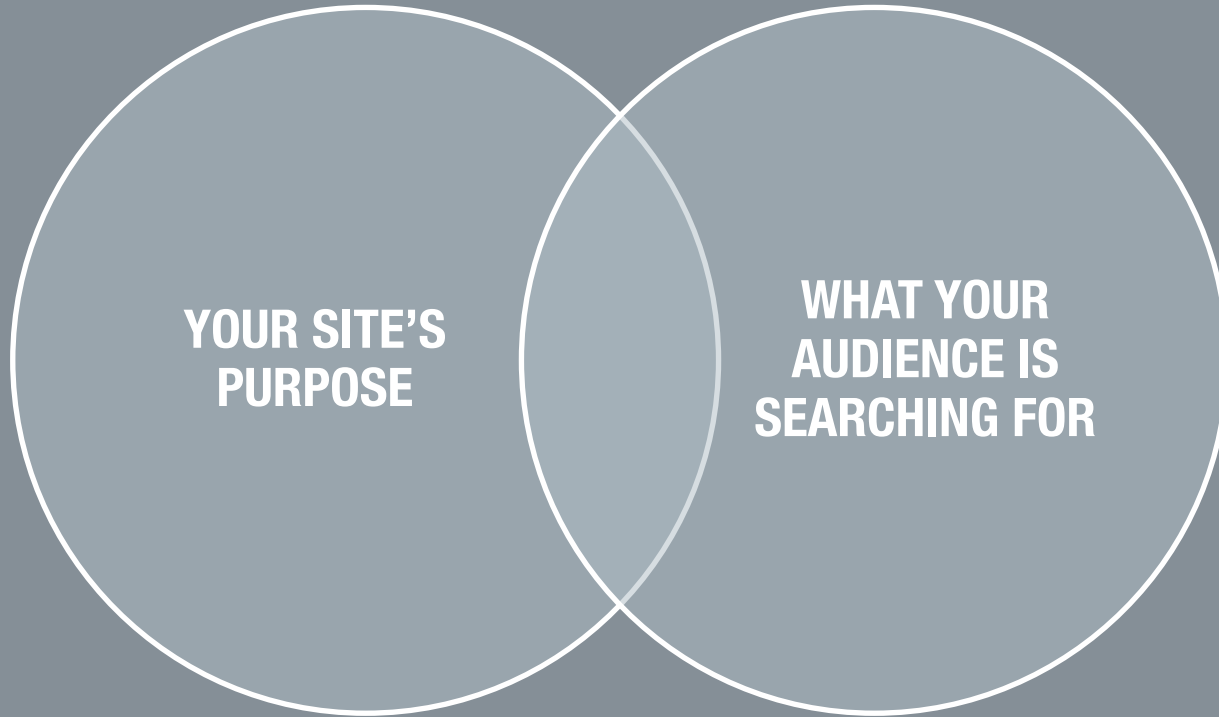Creating people-first content with SEO in mind

Key questions to consider

Do you have an existing or intended audience that you're trying to reach?

Does your content demonstrate 1st hand knowledge or an expertise in the subject?

Audience

Expertise

Purpose

Satisfaction

What's your site's purpose?

Will someone feel satisfied after reading your content and navigating your site?

Check out

Google's Developer Guide
linked on the Resources page for more info.

SEO with your Squarespace site
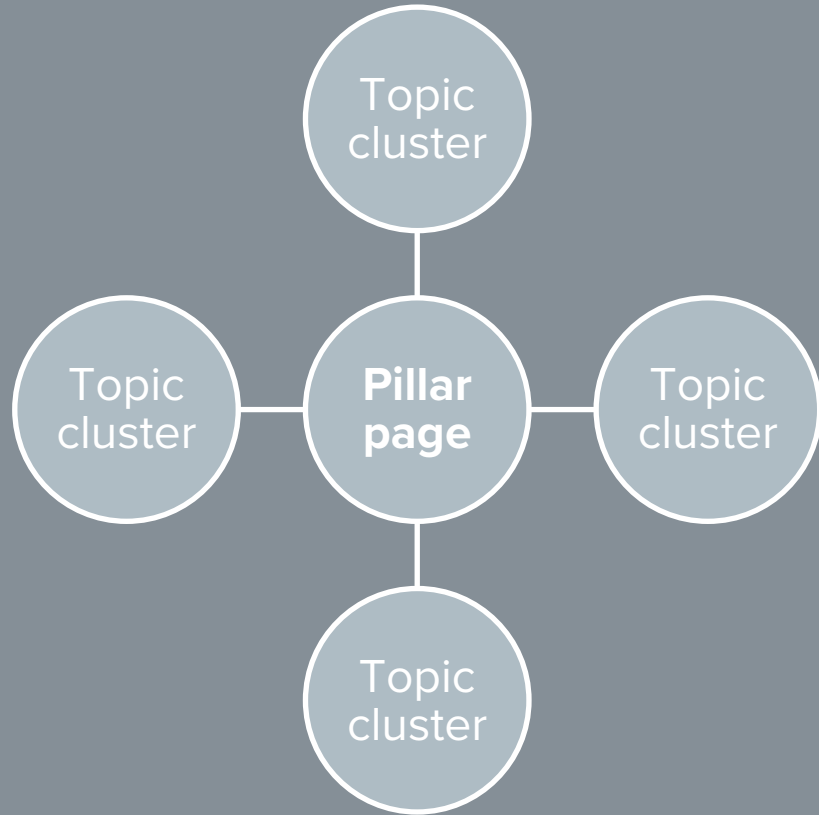
Filenames and alt text – best practices

Filenames

- Clear and descriptive
Only use the following characters:
- Letters
- Numbers
- Underscores
- Hyphens

Alt text

- Add it to all your site's images
- Be brief and descriptive
- Optimize text by incorporating keywords but avoid keyword stuffing

Check out

Adding alt text to images guide
linked on the Resources page for more info and best practices.

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Resources

Webinar Resources page

learning.squarespace.com/seoresources

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1:1 assistance via chat and email

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