

So you've built a beautiful website that you and your company are proud of... but no one is visiting it? Investing money in a visually pleasing website without thinking about SEO is like operating a retail shop without any signs on the front of the building. No one sees any words that trigger them to enter!

That's where Search Engine Optimization (SEO) comes into play. Search engine optimization (SEO) is how you help customers find your site when they search on Google, Bing, and Yahoo. By building your site the right way and optimizing your keywords, you'll drive more traffic to your page and generate more sales.

Here are some SEO tips for small businesses to help improve their search engine rankings:



Optimize your website's content: The content on your website is one of the most important factors when it comes to SEO. Make sure that your website's content is relevant, informative, and well-written. Use keywords in your content that are relevant to your business and that your target audience is searching for. You can find those keywords by googling your industry, products, or services and looking at relevant keyword search terms at the bottom of the page.

Constructur helps you get found, get noticed, and get leads — and then turn those leads into sales and returning customers. We promote your products and services of businesses via web pages, social media, emails, and other marketing mediums.

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Use header tags: Header tags, also known as H1, H2, and H3 tags, are used to organize and structure the content on your website. They help search engines understand the hierarchy of your content and make it easier for them to crawl and index your site.

Build high-quality backlinks: Backlinks are linked from other websites that point to your website. The more high-quality backlinks you have pointing to your site, the more likely it is to rank well in search engine results. To build backlinks, you can reach out to other websites and ask them to link to your site, or create valuable content that other websites will want to link to.

Optimize your images: Images can also play a role in SEO. Make sure to use descriptive, keyword-rich file names for your images and include alt tags that describe the image. This will help search engines understand what the image is about and make it more likely to show up in image search results.

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