

Build your farm website in 90 minutes

Module 4: Optimize your website for search engines (SEO)

What is search engine optimization (SEO)? It is designing and building your website in a manner that makes it appealing for the search engines (Google, Yahoo, Bing, etc) to recommend. Your end goal is to be on the first page of search results for your products in your area.

SEO optimization includes:

- Accessibility for all people (visually impaired accessibility is a huge area)
- Optimized for mobile devices
- Relevant keywords for each page so that the search engines can point customers to the right place
- Links to other sites
- Speed of loading
- Unique content

Let's get your website optimized for SEO!

1. In your page menu, click on each page settings, then to SEO (Google). Adjust the following parameters

- Page Title (keyword, Farm Name, Location)
- Page Description - make sure that you include terms here that your customers would search for when looking for your products, but in a sentence structure, along with the locations that you serve
- Double check that the Page URL is appropriate and short

2. On each page:

-
- Each image needs a descriptive alt-text (Title) (when you upload or edit settings, you can add the alt-text here)
 - All pages need your farm name and location, a link back to the home page, and a email address contact link (header/footer is the easiest to ensure that it's everywhere)

3. Once you've done this, go through the Wix SEO Wizard to make sure that you covered all of your bases, and update their recommended changes.

- Don't forget to Save and Publish your site before you check to see if your changes were updated.