Creating a Successful SEO for Your Business can be broken up into 5 Major Parts:
1) Optimizing your website user experience
2) The actual technical set up both in front of and behind the scenes of your website
3) The Relevance of your Content on your website
4) The engagement that occurs on your site, for example are people interested, are they clicking, are they watching, or do they not like what they see and leave for another website shortly after clicking on your website
5) Linking externally, and that includes your social media and the connections your website has with other websites.

Search Engines: a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.

Crawlers/ Bots: Every search engine has a program known as a "bot" or "crawler". These programs follow links and visit websites. As they do so, they index website content and follow the links on the website to other sites.
If your website has not yet been indexed, it will not appear in search results.

Checking If Your Site is Indexed by Search Engines (www.wix.com)
To see if your site has been indexed by search engines (Bing, Google, Yahoo etc.), enter the URL of your domain with "site:" before it, i.e. "**site:**mystunningwebsite.com".
The results show all of your site's pages that have been indexed, and the current Meta Tags saved in the search engine's index. If none of your pages appear, it means that your site has not yet been indexed.

Tip:
It can take some time for your site to be crawled by search engines. This waiting period is the same for all websites, not just those created using Wix.
You can help search engines better crawl and categorize your site by submitting your sitemap directly to Google, or submitting individual pages.

Once you have established that your site has been crawled and indexed, attaining a high ranking is the next big step and something that may take time and consistent effort even for the most experienced SEO experts.

Tip:
Click here to learn how to get a higher ranking.

Geotargeting: is a type of advertising that uses location data to reach consumers with messaging appropriate to their locality and behavior. This advertising technology displays content based on an automated or assumed knowledge of consumers' location.

Putting it all Together
When CRAWLERS are indexing websites, the search engines' bots scan every one of a site's URLs and look for the starting points of the topics that are covered.

Browse the HTML code for METADATA such as particular tags or markups, so that they can determine the RELEVANCE of individual pages to particular subjects.

What is important to Search Engines?

- **Rank**
- **Authority**
- **Relevance**
- **Technical Issues**

RANK
- Your rank is an indicator of how relevant your website is for a search term from the search engine's perspective, and what authority it has.

AUTHORITY
- **S**earch engines determine the authority and credibility of the content of a website, using such factors as the type and quality of inbound links from other websites.

RELEVANCE
- Relevance is one of the most important ranking factors.
- Search engines not only detect that you are using certain keywords, they also look for clues as to how relevant your content is to a particular search query.
- In addition to the actual text on your web pages, search engines also examine their structure, the use of keywords in your URLs, the formatting of the page and which keywords appear in the title and in the body of the text

Digital Force Tips: Take your user experience very seriously!
Ask yourself the following questions:
- Without scrolling does your audience know what your website is about?
- Do you have any "Call to Actions?"
- Does your website look good on your mobile phone too?
- Does your website have a consistent colour scheme, enough spacing?
- How about Effective Graphics, Videos, and Images?
- Does your website load fast?
- Can you Navigate easily from one page to another?

What Is Technical SEO?
Technical SEO is the process of ensuring that a website meets the technical requirements of modern search engines (READ-- Google) with the goal of improved organic rankings. Important elements of Technical SEO include crawling, indexing, rendering, and website architecture.

In other words...
You can have a great site with awesome content; but if your technical SEO is messed up, you're not going to rank.

If you have a website already; the first thing you want to do is thin out and remove duplicate content.

If you don't yet have a website; keep this in mind when you create your content.
If you write unique, original content for every page on your site then you probably don't need to worry about duplicate content.

That said: Duplicate content can technically crop up on any site, especially if your CMS created multiple versions of the same page on different URLs.
(ie. If you used the same template for all pages - but the URL is www.myawesomesite.com/**about us**, www.myawesomesite.com/**contactus**

And it is the same story with thin content: it's not an issue for most websites. But it can hurt your overall site's rankings. So, it's worth finding and fixing.

TOOLS TO USE TO AUDIT YOUR SITE:
There is some software that will audit your site, weeding out duplicate content.
Raven Tools - https://raventools.com/
SEOptimer - Offers a free trial of 14 days
Seomator.com - Offers a free trial of 14 days

MOST CMS HAVE TOOLS TO HELP
Here are some widgets and tools available on most, if not all Content Management Systems.

META INFORMATION
Title Tags
This is meta text content that you can see at the top of your browser or in search engine results pages. Search engines place more importance on this text than any other on any given page. A good CMS will limit the number of characters in your title tag to keep them search engine friendly.

Meta Descriptions
You won't see your page description when viewing your web page online. But it will typically show up in search results. A well- written description can make the difference between people clicking on your website versus your competitors' sites. Similar to title tags, a CMS that will limit the number of characters in your description can be useful for search engine optimization efforts.

Meta Keywords
While keywords haven't been indexed by search engines for many years, we include them to help our website's internal site search. By placing appropriate keywords on each page this helps the site search return better results. And having these keywords indexed in your website's site search can be very helpful.

NAVIGATION TEXT
Main Navigation and Sub-navigation
These should typically be made up of HTML text, and not images so that search engines can index this content. The ability to update the navigation text on your website is another key feature that any quality CMS contains.

ON-PAGE TEXT
Friendly URLs
Having the ability to control the words that appear in your web page name is also critical for SEO. And we prefer that our web page URL's don't have extensions such as .php or .html or .net. They look cleaner without extensions

and usually make for a better user experience because they are easier to read quickly. And if you provide a better user experience on your website this can impact search engine results. Every little bit helps!

Image ALT tags
ALT tags are meta text that you won't necessarily see when looking at a web page in normal view. But the text attached to each image in the source code gives search engines a good idea of what the image is about. And adding the ALT tags can also help with accessibility such as screen readers used by the visually impaired. Does your CMS ensure that you are adding ALT tags to any images you add to your content? It should.

Social Media Integration
More and more search engines are placing emphasis on tracking social media as part of the algorithm used to produce search engine ranking results. If your website or a specific webpage receives a lot of Facebook Likes, Tweets or Google Pluses that can positively impact SEO.

Social Signals
Those little icons / buttons on websites you visit are meant to encourage people to share content. And the search engines track this sharing and clicking. So, your CMS needs to be able to accommodate these social signals.

Integrated Social Media Feeds
A Facebook feed or "Facepile" or a Twitter feed can encourage social media use and followers. So, it's another feature that your CMS needs to be able to offer.

Fresh Content Feeds
Blogs and event calendars are great ways to boost your search engine visibility. Search engines generally love blogs and other fresh content. And RSS feeds that help distribute this content also make an impact on search engine visibility. So, make sure that your CMS has this sort of functionality. And then routinely create new content. It's often said that the new winners in the online world will be those businesses who are 'publishers'.

References:
https://developers.google.com/search/docs/advanced/sitemaps/build-sitemap
https://www.lyfemarketing.com/blog/small-business-seo/
https://ads.google.com/home/tools/keyword-planner/
https://backlinko.com/seo-strategy
https://backlinko.com/seo-site-audit
https://monitorbacklinks.com/blog/seo/seo-for-dummies
https://support.google.com/webmasters/answer/7451001
https://developers.google.com/search/docs/advanced/sitemaps/build-sitemap
https://markitors.com/small-business-seo/
https://ahrefs.com/blog/small-business-seo/
https://searchengineland.com/seo-vs-ppc-pros-cons-integrated-approach-274643
https://searchengineland.com/small-business-seo-questions-answered-276500

HOW TO GET THE MOST OUT OF YOUR LISTING

CHECK BACK FREQUENTLY

Anyone can update a listing so check your information is correct.[5]

USE THE QUESTIONS & ANSWERS FEATURE

If you don't answer questions, someone else might on your behalf.[14]

RESPOND TO REVIEWS

Thanking customers for good reviews makes them stand out and encourages others.[5]
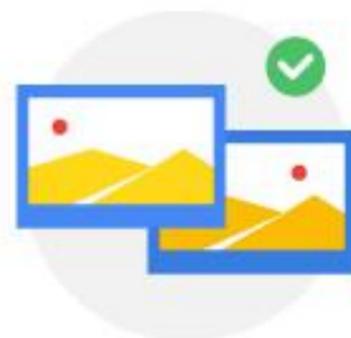
WRITE POSTS

Posts are mini updates where you can highlight upcoming events, sales, etc.[14]

USE MESSAGES

The text messaging service is a great way to quickly respond to queries.[15]

INCLUDE PHOTOS

Businesses with photos receive 42% more requests for directions.[1]

Google My Business is an essential tool for businesses of all shapes and sizes. It's also very straightforward to set up, so why not try following the steps we've provided to make it easy for your local customers to find you?