

Keywords and backlinks

Prioritizing these important elements will increase your website's domain authority and ensure it appears higher in search engine results.

Page titles and descriptions

Wordpress dashboard > Options > SEO Options

Page title format: Product or service | Your service area | Your company name

Switch these up for each page title, interchanging relevant keywords. Maximum of 60 characters.

Page keywords: Include at least 3 relevant keywords separated by commas. Switch these up for each page.

Page description format:

Describe the page using relevant keywords, written in a readable sentence. Maximum 160 characters.

Image alt text

Wordpress dashboard > Media > Alt text

Describe the image, video or document using relevant keywords, written in a readable sentence. Avoid phrases such as "image of ..." or "photo of ...". Maximum of 125 characters.

Internal links

Wordpress dashboard > Page or blog post

Linking to your own content keeps visitors on your website and improves your standing with Google. Aim for one link per page or post to another page or post within your own site.

High quality backlinks

External

Email organizations and other businesses within your niche and service area to request backlinks to your website. Keep your outreach short and to the point, while explaining how your website content and/or service can benefit their target audience.

1. State how you came across their business or extend a compliment.

2. Explain how your content or service would be a great fit for their audience.

3. Ask them to link to your site or to a specific page or post that is relevant to them. 4. Show you've done your research by pointing out a specific page or post on their site that your content would complement nicely.

5. If it is educational or nonprofit business, offer a friendly donation (if this is within your budget).

6. If they are a local business, offer to link to their website in exchange for a backlink (such as on a partnerships page).

Free online keyword tool

Wordstream

Compare relevant keywords using CPC and search volume. Learn whether competition for your keywords is high or low and see related keywords. Be sure to use only the most relevant.

www.wordstream.com/keywords

Avoid these SEO mistakes: Spammy backlink asks, quantity over quality mindset, keyword stuffing, ignoring your bounce rate and relying on backlinks instead of content.



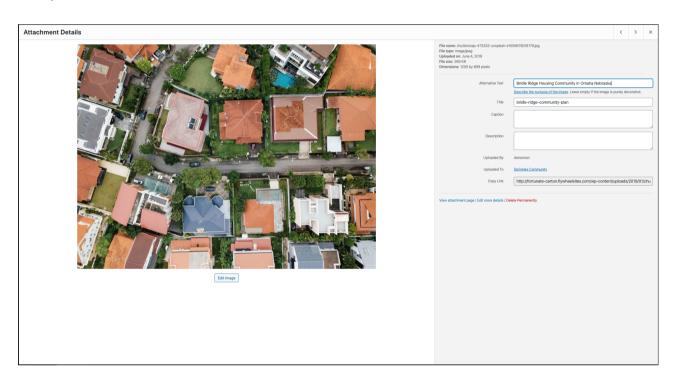
Important places to use keywords

Page titles and descriptions

Wordpress dashboard > Options > SEO Options		 Services Process 	Nutrition Page Keywords
		🐝 Employees	
2 Dashboard	SEO Options	👗 Vendors	Nutrition Page Description
 Front Page About Page 	Did you know Autoptimize includes on-the-fly image optimization (with support for WebP) and CDN via ShortPiser? Check out the <u>Autoptimize Image satisfys</u> to activate the	Privacy Policy	
Contact Page	SEO Options	📌 Posts	
Nutrition Testimonials FAQ	Front Page Title Home Remodels Omaha NE Thompson Contracting	Comments	Testimonials Page Title
SVG TEST	Front Page Keywords	🔅 Options	
Pricing	Remodel, Remodeling, Renovations, Omaha, Nebraska, Thompson Contracting, Kitchens, Baths, Basements		
Floor Plans A Communities	Front Page Description	Login Options Body Options	Testimonials Page Keywords
Homes for Sale	Thompson Contracting is the number one home remodeler in Omaha, NE.	Footer Options	
Photos	About Page Title	Social Options	
Custom Photo Galleries 2	Kitchen Renovations Lincoln NE Thompson Contracting	SEO Options	Testimonials Page Description
Custom Photo Galleries 3	About Page Keywords	A	
Custom Photo Galleries 4	Kitchen Remodels, Basement Remodeling, Bathroom Renovations, Omaha, Nebraska	9; Media	
Custom Photo	About Page Description		
Galleries 6	Thompson Contracting has been specializing in home renovations for over 15 years in the Omaha, Nebraska area.		
Custom Projects 1			
Custom Projects 2	Contact Page Title		
Custom Projects 3			
Custom Projects 4	Contact Page Keywords		
Products			
I Videos	Contact Page Description		
🗭 Testimonials			
📪 Reviews			

Image alt text for SEO and ADA compliance

Wordpress dashboard > Media > Alt text



Page content and blogs

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Dashboard	About Page		Scr	een Options 🔻
 Front Page About Page 	Did you know Autoptimize includes on-the-fly image optimization fields support for Web/I and CDN via ShortPitel? Check out the <u>Autoptimize Image antityon</u> to activate this option.			٥
Contact Page Nutrition	Options Updated.			٥
Testimonials	About Page		Publish	
FAQ	Page Tale *			Update
SVG TEST	About Thompson Contracting			
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A Communities	92 Add Media	Visual Text		
台 Homes for Sale	Paragraph ▼ B I ⊞ H 46 E ± ± ± Ø E X BB			
Photo Galeries Photos Caleries 2 Caleries 2 Caleries 2 Caleries 3 Caleries 4 Caleries 4 Caleries 4 Caleries 5 Caleries 7 Caleries 5 Caleries 7	Our Mission The products and outstanding customer service. Our outstanding customer service. Our mission is to upgrade your space at a price you can actually afford. Me make you our priority and work with you every step of the way to ensure your expectations are not only met, but exceeded. Our mission is to upgrade your space at a price you can actually afford. Me make you our priority and work with you every step of the way to ensure your expectations are not only met, but exceeded. Our distance of the price our set of the our encodeder in Omaha and the surround of the surround of the surround of the price your expectations are not only met, but exceeded. Our distance of the price our encodeder in Omaha and the surround of the surround of the surround of the surround of the price our encodeder in Omaha and the surround of the surround of the surround of the price our encodeder in Omaha and the surround of the surround o			
 Products Videos Testimonials Reviews > Services > Process 	Our Story But we aren't here to simply update your space. We are committee to building your dream kitchen, bathroom, or basement work re your family can make memories for years to come.	4		
Employees				

Above is the backend of Wordpress where edits are made. To the right, you can see what that page looks like to visitors.

Keywords have been strategically added inside the content (highlighted in orange above). These keywords are hyper-relevant to the content and what potential customers are searching for online benefitting your website's SEO.

If you have questions or need help, please contact Mike Stein at **mike.stein@buildertrend.com**

ABOUT THOMPSON CONTRACTING

Our Mission

Thompson Contracting specializes in remodels, renovations, and additions in the Omaha area. With over 15 years of experience, our team of professional builders and remodelers has secured a stering reputation in delivering high quality products and outstanding customer service.

- Our mission is to upgrade your space at a price you can actually afford. We make you our priority
 and work with you every step of the way to ensure your expectations are not only met, but
 exceeded.
- exceeded. • We pride ourselves on being the number one remodeler in Omaha and the surrounding areas. Our customer-first approach is the reason why we've been able to grow into a thriving and honest company and provide 100% satisfaction to every client.



Our Story

But we aren't here to simply update your space. We are committed to building your dream kitchen, bathroom, or basement where your family can make memories for years to come.