

SEO Tips

(Search Engine Optimization)



The internet is your storefront these days. If you can compete on Google then not having a storefront or a huge ad budget isn't going to make or break you!

Keep in mind that Google changes their algorithms all the time, but they do put out 'best practices' and lots of good information to help you do the best you can.

Let's start with a simple question:

What is SEO?

It's when people are searching for services or products on Google and you come up in the results.

What affects SEO?

Now this one is a little tougher to explain...

- Having incoming links from relevant sources (this is how being featured on blogs and online magazines can come in handy)
- Create and claim directory listings. This can be Yelp, Google, Yellowpages. (the more places you are, the more link karma you have)
- Google changed their algorithms to rate websites that are optimized for mobile higher in the rankings.
- Stay ahead of the game. (HUGE HACK: Use free tools like Google Search Console and Google Analytics to track website engagement.)

Check to see where people are viewing your website (desktop or mobile)

- It's all about the keywords, especially on your home page. Your website should be filled with keywords, meaning actual words (not just pictures with words on them) that relate to your business.
- When you use images, make sure the image description is correct to maximize your SEO and accessibility.
- Have a feed on your website that regularly updates (could be Instagram, Twitter, or a **blog**). This helps Google not label you as static.
- As a bodyworker it's key **not to use the word 'happy' at all** on your website because people will be looking for 'happy endings'. 'Non-sexual' is a good term to use.
- Build up more links for your website, whether it's through social media accounts, Youtube channels, podcast interviews, and blog collabs.
- Google 'SEO rank checker' and check the status of your rank for free.
- If you can outsource it, you should. It's totally worth it!



Badass Bodyworkers

with REBECCA JOANN BRUMFIELD

About the Author

Rebecca Brumfield is a spa owner, Queen of Cupping Therapy, Massage Magazine Author, Bodywork Mentor, Industry Educator, Anti-Human Trafficking Advocate, Spa & Wellness Concierge, 2021 Massage Therapy Hall of Fame Inductee, Aquarius, & Taco Lover.

Rebecca currently resides in Baton Rouge, Louisiana, but her love of traveling and mentoring women in the health & wellness industry allows her to help other women grow their business. She has a deep passion for Mother Earth and spending time out in nature hiking and camping with her rescue dog. Her current project is self-converting a tiny school bus into her very own "spa mobile" which will allow her to take her bodywork skills on-the-go!

Rebecca is the founder of Badass Bodyworkers, a supportive online community of encouraging, badass go-getters and goal-diggers who help each other overcome their fears and blocs, attract their ideal clients, and set boundaries needed in order to grow a thriving, profitable business that allows women to rock their wellness business without stress and burnout.

About the Author



Rachel Beider is a business consultant, author, speaker, educator, and the proud owner of PRESS Modern Massage, a group of four award-winning massage studios in NYC. She is a New York Licensed Massage Therapist and a board certified NCBTMB continuing education provider. Her work has been published in Forbes, Huffington Post, and she's been featured in Entrepreneur Magazine and the Wall St. Journal. She released her first book, a beginner's guide to massage, called "Press Here" in January 2019.

She began her consulting practice by working with clients in the wellness field who depended on her expertise and skills to help grow their businesses. Rachel started her own practice in 2008 with the intention of combining a medical based massage practice with the relaxing environment of a healing space. Her motto is "Delicious Pain, Not Scary Pain". Since opening it's doors in 2008, PRESS has seen over 30,000 individual clients.