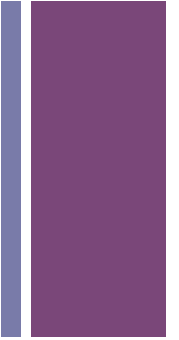


SEO For Makers

By Amanda Gail

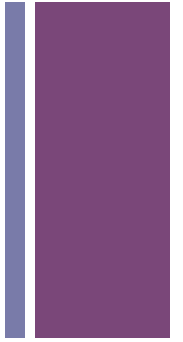
+ What is SEO?

Search Engine Optimization or SEO is the simple activity of ensuring a website can be found in search engines for words and phrases relevant to what the site is offering.





Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines. - www.webopedia.com

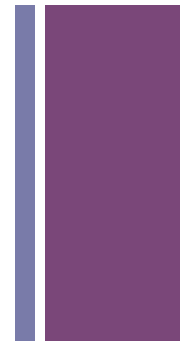


SEO isn't just about building search engine-friendly websites. It's about making your site better for people too. –

www.Moz.com



There are two types of search results, **organic** and **paid**. SEO is all about boosting your organic search results.



The screenshot shows a Google search for "affordable seo services company". The search results are divided into organic and paid sections. The organic results are highlighted with a green border, and the paid results are highlighted with a red border. A large red "PAID!" stamp is overlaid on the paid results. The organic results include:

- www.click-finders.com/ Organic Search Engine Optimization | SEO Services
- www.uglyseo.com/ Ugly and Affordable SEO - Starting @ \$169 | uglyseo.com
- www.submittedge.com/ SEO Services \$199 - Guaranteed Results - Starting @ \$199
- www.bluecorona.com Free SEO Website Analysis - Increase Traffic, Leads & Sales

The paid results include:

- www.ebrandz.com SEO India - \$299/Month
- www.zoodlemarketing.com Affordable SEO - \$150
- www.evirtualservices.com/SEO Affordable SEO Services
- www.zoodlemarketing.com Inc. SEO \$800/hour

The search results are titled "Paid vs. Organic Search Results". A notification at the top right states: "We're changing our privacy policy and terms. This stuff matters. Learn more | Dismiss".

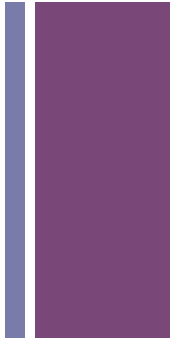
+ Keywords



- You can't delve into optimizing your website without first determining your keywords.
- Keywords are the words and phrases that people enter into a search box to find what they are looking for.

+

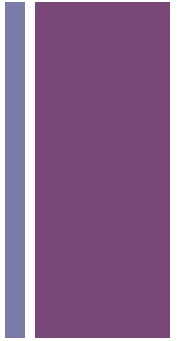
Visualize. Sit down at your computer and think about the searches that a customer will perform to find your products.

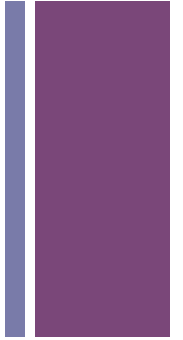




If you are a soapmaker who sells soap, your keywords might include:

- Handmade soap
- Lavender soap
- Handcrafted soap
- Natural soap
- Goat Milk Soap
- Exfoliating Soap





It can be hard to rank for popular keywords such as soap, handmade soap, lavender soap...etc. Be sure to focus on **long tail keywords**, which are longer and more specific search terms relative to your website.

+ Long Tail Keywords



- Handcrafted soap in Kansas City
- Charcoal soap for acne
- Soap made with poppy seeds

+ Better Conversion Rates

Long tail keywords also have better conversion rates. Somebody searching for handmade soap is probably just starting his or her search. Somebody searching for charcoal soap for acne is probably ready to purchase.



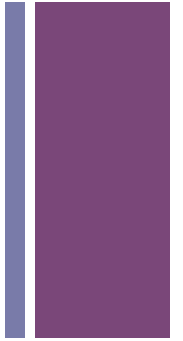


The handcrafted soap market is super saturated. By picking a niche and by picking keywords to fit that niche, you might have better results with organic search and more sales conversions.



Keywords can be placed on:

- Product pages
- About us page
- Home page
- Wholesale page
- Blog pages
- FAQ's page





The most important keyword placement is in:



■ URL's

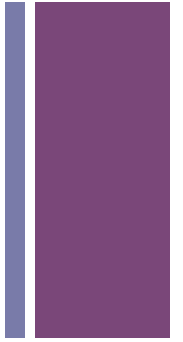
- www.soapwebsite.com/shop/lavender-goat-milk-soap/

- www.soapwebsite.com/product/HS-SCH/

■ Page Titles/H1 Tags

■ Image Names/Alt Tags

+ **Write for Your Customers**



- Use keywords, but don't force them into your content.
- Make sure your sentences make sense and flow naturally.
- Don't keyword stuff your content.



Good and Bad



- Our handmade goat milk soap is crafted on our family farm in Kansas City, Missouri and is made with natural ingredients such as shea butter, coconut oil, plant-based essential oils and herbal colorants.
- Our handmade goat milk soap is crafted on our family farm in Kansas City, Missouri. Our handmade goat milk soap, made in Kansas City, Missouri, is made with natural ingredients such as shea butter, coconut oil, plant-based essential oils and herbal colorants.
- Welcome to our website. My name is Ellen Joy. I love to make soap. I hope you enjoy our soap!

+

Come up with 5 keywords and 5 long tail keywords. Write them down.



+ Create a FAQs Page

- One easy way to provide keyword-rich content is by having a FAQ's (frequently asked questions) page. A FAQ's page lists commonly asked questions and answers. A consumer should be able to go to your FAQ's page and get many potential questions answered without having to email/call you.
- You don't have to call it a FAQ's page, you can call it a info page, about our products page...etc.

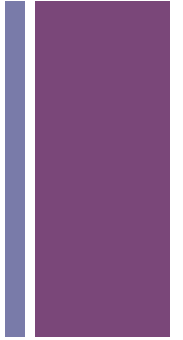
+ Topics can include:

- What products you make
- What ingredients you use
- Wholesale information
- Where you're located
- How to use your products





Check out the FAQ's pages for some of your favorite companies to see what they include. Here are some examples:





https://juniperridge.com/info/

JUNIPER RIDGE INTERACT WITH NATURE

SHOP TRAIL BLOG ABOUT CART (0)

HELP

ORDERING RETURNS PRODUCTS GENERAL

Do you have free samples?

We know it's tough to pick out a cologne without being able to smell it first! We have a [Backpacker Cologne Sample Kit](#) available in our [shop](#). This is a really good way to get to know the regions and help you decide what scent suits you best. It also makes a really great gift!

Also, our retail partners have testers at their shops so you can try out our fragrances. Check out our [Store Locator](#) to find your closest shop.

What is Wilderness Perfume?

Wilderness perfume is what we make around campfires and on the trail in the backcountry mountains of the West. Wilderness Perfume is both a concept, an aromatic snapshot of a wild moment, and an ingredient: all of our products contain wilderness perfume.

Is Wilderness Perfume for men or women?

Both. The conventional fragrance industry would have you believe that musky is masculine and floral is feminine, but where do the sages and conifers of the West fall on that spectrum? Who does a spring day on Big Sur belong to? Everyone. While some of our seasonal products (like the Beard Oil) might imply gender exclusivity, our unisex wilderness perfumes are designed to be enjoyed by everyone who could use a shortcut to a wilderness experience.

CONTACT

Name *

Email *

Message

Attachment

No file selected.

customerservice@juniperridge.com



<http://bodyecology.com/faqproducts.php>

bodyecology
The Way to BE

Home > Product Questions

Product Questions

Search

Coconut Water

- Do you still sell Body Ecology raw...

Lakanto

- With so many alternative sweeten...
- The nutritional information states ...
- What is Lakanto's conversion rat...
and 1 more ...

Probiotic Liquids

- Is your CocoBiotic the same as y...
- Can I drink the different probiotic ...
- Do I need to refrigerate the bottle...
and 4 more ...

Stevia

- What filtering methods are used t...
- Does your liquid Stevia have the l...
- Is Stevia safe for diabetics?
and 1 more ...

Ocean Plant Extract

- What are some of the benefits of ...

Ecobloom

- What can I add the EcoBloom to?
- What is FOS?

Login
My tickets

Categories

- Coconut Water
- Lakanto
- Probiotic Liquids
- Stevia
- Ocean Plant Extract
- Ecobloom
- Vitality Supergreen
- Kefir Starter / Culture Starter

Most Popular Articles

- How do I know if my coconut water ...
- Do the Kefir and Culture Starters ne...
- Do you still sell Body Ecology raw c...
- Is it possible for my jars of cultured ...
- Is your CocoBiotic the same as you...
- Can I drink the different probiotic be...
- How soon should I begin making m...



[https://www.drbronner.com/
customer-service/faqs/](https://www.drbronner.com/customer-service/faqs/)

The screenshot shows a web browser window displaying the 'Ingredients' page on the Dr. Bronner's website. The browser's address bar shows the URL: <https://www.drbronner.com/customer-service/ingredients/>. The website header features the Dr. Bronner's logo with the tagline 'ALL-ONE!' and navigation links for SHOP, OUR STORY, INGREDIENTS, IMPACT, and ENGAGE. A sidebar on the left lists various customer service links, with '>Ingredients' highlighted. The main content area is titled 'Ingredients' and 'Main Soap Ingredients', listing three types of oils: Fair Trade & Organic Coconut Oil, Fair Trade & Organic Palm Kernel Oil, and Fair Trade & Organic Palm Oil. Each oil entry includes a brief description of its chemical reaction and its benefits for soap-making.

DR. BRONNER'S
ALL-ONE!

FREE SHIPPING on orders over \$35 My Cart 0 Sign In | Sign Up

SHOP OUR STORY INGREDIENTS IMPACT ENGAGE

Home > Customer Service > Ingredients

Contact
Ordering Policies
Returns & Exchanges
FAQs
>Ingredients
Privacy Policy
Terms of Use

Ingredients

Main Soap Ingredients

Fair Trade & Organic Coconut Oil
Fair Trade & Organic Coconut Oil reacts with Potassium Hydroxide (for our liquid soaps) or Sodium Hydroxide (for our bar soaps) to create soap. Because it is composed of medium-chain fatty acids, *Fair Trade & Organic Coconut Oil* gives our soaps lots of bubbles and foam.

Fair Trade & Organic Palm Kernel Oil
Fair Trade & Organic Palm Kernel Oil is used in our liquid soaps together with coconut oil, where it functions identically to create a rich and copious lather. Our *Fair Trade & Organic Palm Kernel Oil* is sustainably harvested in Ecuador, ensuring that no new deforestation occurs and that no orangutan habitats are harmed.

Fair Trade & Organic Palm Oil
Fair Trade & Organic Palm Oil reacts with Sodium Hydroxide in our bar soaps to create a solid (harder) soap. Our *Fair Trade & Organic Palm Oil* is sustainably harvested from long-standing palm plantations in Ghana, ensuring that no new deforestation occurs and that no orangutan habitats are harmed.

Fair Trade & Organic Olive Oil
Fair Trade & Organic Olive Oil reacts with Potassium Hydroxide (for our liquid soaps) or Sodium Hydroxide (for our bar soaps) to create soap. Because it is composed of long-chain fatty acids, *Fair Trade & Organic Olive Oil* gives our soaps an exceptionally soft lather.

+ FAQs pages are great because you are answering questions that your customers have. And those questions might contain keywords typed into a search engine.

- For example...
- What soap can I use on my baby? (We recommend our super mild and nourishing unscented castille soap, made with 100% olive oil.)
- What scrub can I use on my face? (We recommend our gentle oatmeal and sea salt facial scrub.)



+ Blogging



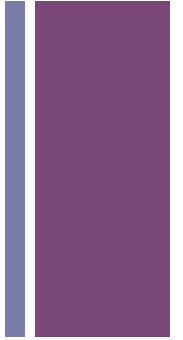
- **What do search engines like more than quality keyword-rich content on your website?**
- They like quality keyword-rich content that is fresh and new and constantly being updated. One of the best ways to serve up fresh content is by blogging.



What do you blog about? Here are 5 blog topic ideas:



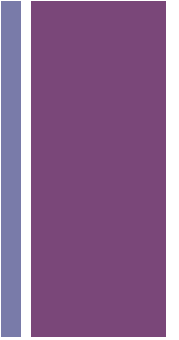
- **Highlight an ingredient.** Tell people about it, what it can do for them and why/how you use it in your products. **KEYWORD FOCUS:** Ingredients such as coconut oil and products such as handmade soap.
- **Show your customers your studio.** People love to see where you're whippin' up their goods. **KEYWORD FOCUS:** Handmade, handcrafted and location words.
- **Top 10 lists.** Top 10 lists can be short, sweet and super keyword heavy. For example, you can blog about the top 10 reasons to use handmade soap.



- **If you wholesale, blog about your wholesalers.** Did you just land a new shop? See if they will let you interview them and introduce them to your customers as a local retail option for them to purchase from. **KEYWORD FOCUS:** Location words, product words and if the shop is big, having their name on your website could even grab hits for when they are searched for.
- **Highlight a product.** Choose one product and tell everyone why it's the best product in the universe.

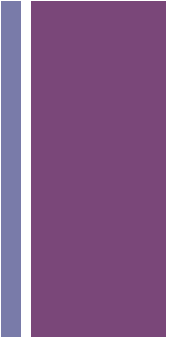


Dishing up fresh content on a recurrent basis will please the search engine gods. Blogging is one of the best things you can do for SEO.



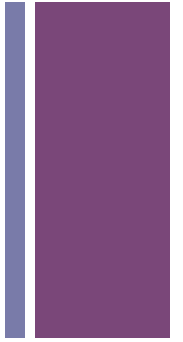
Blog post should have a purpose. Don't just ramble and post content for the heck of it. Have a strategy for incorporating products and keywords.

+ Naming Images





Anytime you upload product images to your website, your social media or your blog make sure they are named using keywords so that they will show up in image searches.



+ Product Image Example

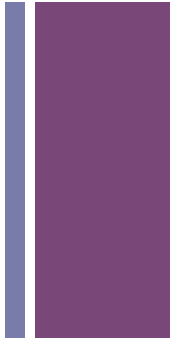


- IMG_1908.jpg (bad)
- handmade-lavender-soap.jpg (good)
- istock_ksdf0wuwe98jf.jpg (bad)
- coconut-oil-benefits.jpg (good)



Be creative with your naming. It doesn't have to be completely relative to the image. For example, let's say that on my product page for lavender soap I have three pictures of lavender soap. I would name them three different keywords.

- lavender-soap.jpg
- handmade-soap-kansas-city.jpg
- wholesale-lavender-soap.jpg



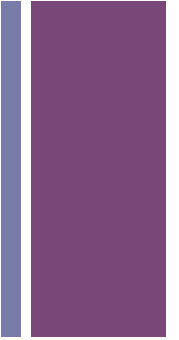
+ Alt Tags



- When you upload an image or add an image to your website, be sure to include the alt text. In the line of HTML below, `img src` is the file name and `alt` is the alternative text that is “spoken” to search engines to tell them what the image is.
- ``
- ``
- Most website building applications allow you to add this alt text when you upload an image to your website. Be sure you're taking advantage of it!

+ Links

Links play an important role in SEO. The more links you have to your website, the better your SEO. Since the late 1990s search engines have treated links as votes for popularity and importance.





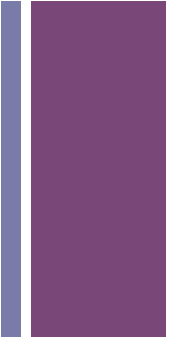
There are two types of linking strategies to boost your SEO, internal linking and external linking.



- **Internal linking** is when you link from one page of your website to another. For example, when you blog about the benefits of lavender soap you simply link to your lavender soap product page.
- **External linking** is when a website or blog links to your website. Links matter more if the site linking to your site is relative and on-topic to your site.

+ Some relative sites for soap makers could be:

- Beauty Blogs
- Natural/Green Living Blogs
- Gift Guides
- City Guides





Keep it fresh! Search Engines take into account the freshness and current popularity of the links linking back to your website. Continually strive to have new sources link to your website.



+ Measuring Success



- Success doesn't happen overnight after implementing SEO strategies. One thing you will start to see is an increase in organic search traffic.
- Install Google Analytics to monitor your traffic.



For further reading, check out:



- [Google - SEO Starter Guide](#)
- [Moz.com - Beginner's Guide to SEO](#)