

SEO



A Step-By-Step Guide
To Higher Google Rankings



INTRODUCTION

Welcome to the Event Rental Systems family! We're glad to have you on board. We have customers across the country that have used our system to dominate their local internet rankings. We want you to have similar success within search engines as well!

It's important to note that the people that rank the highest put time and effort into their SEO strategies. Gone are the days of just putting a simple website up, pointing some spammy links to your website, and getting high rankings. In order to be as successful as possible, you (or someone) will also need to put some work into your SEO efforts.

With that said, obtaining high rankings is very obtainable. I've often told people that there is no "hidden secret" to good SEO. There is no need to pay for SEO services unless you are either 1) too scared to do the work yourself, or 2) don't have the time to do the work yourself. If you're one of the two people described above, I would recommend hiring someone to help with your SEO (for suggestions of reputable companies that are familiar with this industry, please email steve@eventrentalsystems.com). However, if you are willing to work at it (for even just a few minutes a day), you will see your internet rankings improve.

We're happy to provide you with this information, and if you need any additional guidance or advice, don't hesitate to email steve@eventrentalsystems.com. This information is free for Event Rental Systems customers!

So, now that you know that you can be an SEO superstar, let's get started!

A Few Important Words To Know Before Getting Started

SEO (Search Engine Optimization): Tools and strategies used to help improve your rankings within search engines such as Google.

Organic Search Results: How well a website ranks in search engines without paying for the results. Also known as Natural, or un-paid results.

Content: The information that is written on any given page of your website

Keyword: A word that has great significance to your company (Example: Bounce House)

Keyword Phrase: Small groups of keywords that individuals use when doing internet searches (Example: Bounce House Rentals)

Short Tail Keywords: Generalized list of keywords strung together. Not specific. (Example: Water Slide). Consumers that use short tail keywords are generally just beginning the searching process. These keywords are usually difficult to rank well for, and have lower conversion rates.

Long Tail Keywords: A more specific list of keywords. Targeted and specific. (Example: water slide rentals Albuquerque NM). Consumers that use long tail keywords are generally in the stage where they are ready to make a purchase. These keywords are usually easier to rank well for (because there is less competition), and have higher conversion rates.

SEO Step By Step Set Up Instructions

- ***Install/Review Google Analytics:***

Before you get started with your SEO efforts, it's extremely important to install Google Analytics so you can track visits to your website, and get a good understanding of your web traffic. If you don't have Analytics installed, follow these simple steps to get Analytics set up on your website.

1. Login to www.google.com/analytics using your Google Login Info
2. Follow Step by Step instructions on setting up Analytics as described.
3. Within the admin side of your website, paste code into the "Source"* section at the bottom of each page by going to Admin>Website>Website Editor. Note: The "Source" Section can be found in the toolbar of the Content/Description area, and is a button labeled "Source".
4. For best results, after placing code on each page, it is recommended that you also paste the code in the "Source" section of each product and category by going to Admin>Products>Items and Admin>Products>Categories.
5. After Analytics Code has been pasted into each page of the website, as well as individual products and categories, go back to <http://www.google.com/analytics> and navigate to Dashboard by clicking on "Home" to begin to organize report. Total visits, Average Visit Duration, Visits by Traffic Type, Visits and Pageviews by Mobile are good to keep on the dashboard. Delete any reports that aren't necessary for your business.
6. Go to Standard Reporting and choose reports to add to the dashboard (there are many reports to choose from (those listed above are purely recommendations). When you find a report that you would like to add to the Dashboard, click "Add to Dashboard" which is located near the top of the screen.
7. After you have selected all the reports that you would like shown on the dashboard, go back to the dashboard by clicking "Home" and click "Email" near the top of the screen.
8. Set it up to send yourself a weekly email that explains the weeks traffic. You can also log in to see all of your analytics at any time by going to www.google.com/analytics.

- **On-Page SEO:**

SEO is an ever-changing science. Techniques that worked last year can actually damage a website today. Instead of trying to “beat” Google, why not just give them what they’re looking for? Good content! That’s it. With good content alone, your website can easily outrank your competitors. Creating good content with ERS is easy!

1. Go to Admin —> Website —> Website Editor
2. Systematically go through each page of the website by clicking on the Gray “Page”. Once you’ve clicked on the page, click “Edit Page Content”.
3. Once you’re in the page, you can easily edit the content of the page. Use unique content with keywords and keyword phrases that you want to be found for. Check to ensure that the proper keywords are used throughout the text of the website. **Ensure that the default text is not being used on the home page.** If default text is being used, make corrections to the text to use appropriate keywords that include terms such as bounce house rentals, water slide rentals, and the city and state that your company delivers to. Search engines like to see unique content on each website. In order to create good, unique content, simply write two or three paragraphs of unique text on your home page (without grammatical errors). You will want to target your specific city so that you start to show up organically on local results. In order to get the most conversions, target long-tailed keywords (ex. bounce house rentals Albuquerque). Write these keywords into the content of your website.
4. Use Header Tags on each page. Within the page editor, highlight a small piece of text that is important and click the drop down “Format” on the toolbar. Select Heading 1. Do the same thing for a longer piece of text for heading 2 on each page.
5. It is a good idea to create links from your home page that link directly to a keyword. For example, you may want to create a link on the keyword “Bounce House” that takes the customer directly to the bounce house page. Again, if you’re talking about a Princess Castle, you may want a link directly to the castle page. This makes the site easier for customers and search engines to navigate.
6. To create a link, open up the customers website (the actual website, not ERS’ version of the website). From there, go to the page that you would like to link to and copy the web address (Example: http://www.funtasticjumps.com/category/deluxe_bounce_houses/). After you have copied the link, go back to Admin—>Website—>Website Editor and highlight the text that you would like to link within the page. Click the world Button with the chain link and paste the web address

into the domain. This button can be found in the middle column of the toolbar. Repeat for any term that you want to create a link for.

- **Optimization of Page Titles, SEO Keywords, and SEO Descriptions:**

After you've created great content throughout your website, it's extremely important to add high quality HTML Titles and Meta Descriptions. These short snippets of text are used by search engines in the results. Creating high quality HTML Titles, Keywords, and Descriptions will help search engines such as Google provide the most accurate results possible. Creating HTML Titles, Meta Keywords, and Meta Descriptions in your Event Rental Systems website is easy:

1. Every page, category, and item can now have a unique HTML Title. To create a quality HTML Title, please keep the following guidelines in mind: 1) The HTML Title should be no longer than 65 characters (which includes spaces). 2) The HTML Title should be page (and/or item) specific. So, if you're talking about a home page, the HTML Title should be generic by nature, and use a few major keywords. However, if you're talking about an FAQ Page, the HTML Title should be related to the FAQ Page.

- **Example #1 HTML Title for Home Page:**

Bounce House Rentals Albuquerque NM | Funtastic Jumps

- **Example #2 HTML Title For FAQ Page:**

Frequently Asked Questions | Funtastic Jumps

In order to create an HTML Title for each page within your navigation, simply go to Admin->Website->Website Editor. Click on any Page and click "Edit Page Content" within the page. Scroll to the bottom, and you'll see a field labeled HTML Title. Use the guidelines listed above to add in your HTML Title. Just click Submit or Save, and you're done! Repeat for every page, item, and category, and you'll quickly find yourself climbing up the rankings!

*Please note that the same rules would apply when making HTML Titles within products and categories. To make changes to the HTML Title within Items and Categories, simply go to Admin->Products->Items (and/or categories), click on any item or category, then scroll to the bottom and you'll see a field that says "Title" found next to Meta Info. This is the HTML Title field. Again, just follow the steps above, and make sure the HTML Title is either item and/or category specific.

2. After you've created HTML Titles, you can move on to the Meta Keywords. Again, the list of keywords that you use should be page, item, or category specific. Create a long list of default SEO Keywords by simply writing as many keyword phrases as you think is appropriate. Separate each keyword phrase with a comma. It should be noted that Matt Cutts (Google) has released a video stating that Google no longer uses SEO Keywords in its ranking algorithm at all. Although other search engines may place a little weight in this list, it's safe to say

that you should not spend a ton of time on this list as it will not get you the results that you would have seen years ago.

3. Although Meta Keywords are no longer very important in the world of SEO, the Meta Description is still extremely important. As with the HTML Title and Meta Keywords, the Meta Description should be page, item, or category specific. To create a high-quality Meta Description, include one or two complete sentences with proper grammar. These sentences should use as many keywords including delivery locations as well as any other keyword that you've identified as a keyword that you'd like to rank well for.

- **Example of SEO Description For Home Page:**

For bounce house rentals and water slide rentals in Albuquerque, Funtastic Jumps is your one-stop party rental shop. Inflatable rentals for birthday parties, school festivals, church carnivals, and more.

To create Meta Descriptions for Pages, navigate to Admin->Website->Website Editor. Click Edit Page Content within any given page, scroll to the bottom and fill in the "Meta Description" field using the rules listed above. In order to create Meta Descriptions for Products/Categories, navigate to Admin->Products->Items/ Categories, click into the item/category, and scroll to the bottom. You'll see a "Description" field listed under the Meta Info section. Type the Description into the "Content" area.

- ***Photos***

When adding images to the website, it is important to tag each photo with a description, when possible. To do so, follow these simple steps:

1. In the website editor, click the photo icon in the toolbar to upload a photo.
2. Click the Upload Tab listed along the top.
3. Click Choose File
4. Select the photo that you'd like to choose from your computer
5. Click "Send it to the Server"
6. In the "Alternative Text", enter a brief description of the image that was just uploaded.

Please note that the website editor will allow you to add alternative text, but our system will auto-fill a description for product and category images for you, so you don't need to do anything.

- ***Company Submission To Major Industry Related Link Directories***

There is currently a debate in the world of SEO that argues that directory submissions could be costly to a company's SEO efforts. However, because these are industry specific directories, there should not be a problem listing your company within these directories.

1. Below is a sample list of National Bounce House Directories. Many of these directories are free to use. Go to each site that you choose. Make sure company has not already been included in the directory. If not, follow instructions on the site to create a new listing.

- <http://www.moonwalkdirectory.com>
- <http://www.awesomemoonwalks.com>
- <http://www.moonwalk-rental.com>
- <http://www.bouncerdirectory.com> (Requires a Password for Each Submission)
- <http://www.partyjumpusa.com> (Requires a Password for Each Submission)
- <http://www.findbouncehouses.com>
- <http://www.localbouncehouses.com>

- (customer must agree to give a \$5 discount)
- <http://www.bouncy-house-jumper-rentals.com> (email rick@zuxm.com for submission)
- <http://www.book-a-bounce-directory.com>
- <http://www.bouncehouseguide.com>

2. Below is a sample list of National Party Rental Directories. Again, make sure that the company is not already listed. If not, follow instructions to have company listed in the directory.

- <http://www.eventective.com> (Requires a Password for Each Submission)
- <http://www.partypop.com>
- <http://www.mypartyplanner.com>
- <http://www.gigmasters.com>
- <http://www.gatheringguide.com>
- <http://www.punchbowl.com>

3. Below is a sample list of Laser Tag Rental Directories. As above, make sure the company is not already listed, and follow instructions to have company listed in the directory.

- <http://www.lasertag.org>
- <http://www.lasertagdirectory.com>
- <http://www.funcenterdirectory.com> (for indoor laser tag and FEC's)
- <http://www.wheretoplaylasertag.com>

4. The above lists are good starting points. However, new directories can be found by doing internet searches for key terms such as "bounce house rental directory" or "Laser Tag Rental Directory". Keep in mind that search engines are starting to crack down on meaningless directory submissions so make sure that

any submission is made to a relevant directory (industry specific). **DO NOT ADD YOUR SITE TO LINK FARMS, WHICH ARE WEBSITES THAT HAVE NO VALUE TO THE END USER.**

- ***Set up WordPress Blog With Graphics Similar to Website Graphics***

A good way to create incoming links to your website is by creating a blog. As with anything else, you will want to continually update your blog post with current posts. The more you promote it, the more popular the blog will become, and the better it will start ranking.

1. Go to <http://www.wordpress.com>
2. Click on Get Started
3. Create blog using email address.
4. Create a user name as similar to the website as possible.
5. Choose Password (make note of user name and password for future use)
6. Select, create Free Blog.
7. Email will be sent to email address provided asking to confirm the registration.
8. After registration is confirmed, navigate to the Dashboard.
9. Click "Links" on the left-hand navigation and click "Add New". Create a new link pointing to your website.
10. After you have created a link to their website, click on "Pages" on the left-hand navigation and click "All Pages". Hold your mouse over the default example page and click "Trash".
11. Click "Add New" under pages and create a new page titled "About Insert Company Name Here"
12. Write one or two paragraphs giving a summary on your company. Make sure the text includes a link to the customer's website.
13. After you have created an "About Us" Page, click on Appearance on the left-hand navigation.
14. Click on Themes and select the theme that you like best.

15. Click on “Users”
16. Then click on “My Profile”. Make sure all information that you have is filled out, including your first and last name as well as your full name. Under Display name publicly, make sure to add space in between words or the system will default to the user name which has no spaces. Create a couple of paragraphs that explain what the company is all about (similar to the about us page but not copied and pasted).
17. After Profile has been completed, click “Update Profile” to save changes.
18. Update Gravatar. Upload any image that you’d like to use as your Gravatar. This can be a self-portrait or an image from your website.
19. After Gravatar has been updated, Click on Personal Settings on the left-hand navigation (still under Users) and click on Proofreading every time a post or page is first published as well as when a post or page is updated. Also click on Help me find related content under Additional Post Content. This will allow you to search for other related Blogs which is nice to do for other authors and will open the door for new readers and followers. After you have made the changes, click “Save Changes” at the bottom to save the changes.
20. After you have completed the Personal Settings, click on Settings on the left-hand navigation.
21. Start on General and work your way down.
22. Under “General” create the title of your site to be shown on the front page. Make sure to use spaces between company name words.
23. Change Tagline to be something related to your business (use your motto or tagline if you have one).
24. Click on the proper time zone.
25. Under “Writing”, if you’ve created a Category that you will be using for the majority of your posts, change Default Post Category to the new category (tips for creating a category will be shown below)
26. Under “Reading”, you may create new emails to send to new followers or people that have commented on your blog. It will create a more personalized blog that may help engage more followers.
27. Under “Sharing” you can also share your posts on Facebook and Twitter. You will need your login information to each of the social media websites.

28. After the above steps have been completed you will be ready to begin making posts!

- **Writing Blogs**

1. Go To www.wordpress.com and log in using login information that you previously created.
2. Navigate to the Dashboard and click on Posts on the left-hand navigation. If it is your first post, make sure to delete the default sample post before creating a new one.
3. Click on “Add New”
4. Write a post between 200-400 words that is aimed toward mothers of young children. (Examples would be tips for throwing a successful party, recipes, family friendly advice). Also, try to attract local readers by writing about local family-friendly topics that other local moms can relate to. This will drive the right type of traffic to your website.
5. Whenever possible, try to include a link back to your website somewhere within the post. This is not vital, but the goal is to get readers to your website to place an order. Creating a link within the blog makes it easier to find your website.
6. Add an image to the post. Blog posts with images create a much better user experience. Take high quality photos that relate to your post and place them within the blog. WordPress also has images that you can choose from when it gathers information about what your blog post is about. Either post the image centered at the top of the post or after the first paragraph. In the image properties, make sure to write a Title, Alternate Text, Caption, and Image Description. This helps search engines know what the image is about.
7. Verify that there are no grammatical errors and click “Publish”

- **Link Building:**

Link building is a very long, difficult process. Link building strategies that used to work can now have negative results for your website. What search engines are looking for, is information that is actually useful to the end user. So, before you add a link to your site, ask yourself this question: “will this link somehow help my customer have a better experience?” If the answer to this question is yes, than it’s should be safe to add the link to your site. Below are a few link building tips that are still safe in a Post-Penguin Era.

1. **The most important links in SEO today are one-way links (which are the hardest to come across).** Quality blogs and articles are a good way to get links (make sure they are high quality blogs and articles that readers will enjoy reading). Also, getting .org, .edu, and .gov to place links on their websites are very powerful links. However, they are hard to come by. It may be worth a discount to a school district if they would be willing to place a link on their website that points to yours. If you know of any moms that write local blogs, have them write a blog about your company. Not only will you receive a link, but they will also be advertising directly to your target audience (double bonus). Links from local companies. Seek out business owners that might be willing to place a link on their website that points to yours. They will help your company and you can help theirs. Keep in mind that search engines want links on your website to be pointing to relevant websites and pages. Pages and websites that your customers will find useful.

2. Look at the customer's competitor's incoming links using a tool such as www.linkpopularity.com. Send emails to the webmasters of competitors links and ask if they might be willing to link back to your site as well. Again, these companies should be relevant to your customers (ex. possibly a local children's photographer, cake shop, etc.)

3. Visit a website such as www.link2me.com and complete the registration process and begin sending link trading requests to other companies. Please note that **it's EXTREMELY important that you only send link requests or accept link requests from relevant companies.** Search for other party rental companies, or children-friendly websites such as gift boutiques, etc. and ask to exchange links with those companies.

4. As stated above, high-quality link building takes a lot of time and searching. Don't settle for link building using spamming tactics

- ***How to Set Up and Manage Google Ad-Word Campaign***

Many companies find it beneficial to invest in Adwords in addition to organic results. Like a Yellow Pages add from several years ago, Google Adwords is a great way to provide advertising to your potential customers. If done correctly, you will see an increase in sales that makes the investment in advertising on Google worthwhile.

1. Adwords is broken down into several categories: 1) Campaign (a major umbrella that covers all of your adwords for the company you are working for), 2) Ad Groups (Specific groups of keywords under the campaign), 3) Keywords (words within each ad group that are specific to that ad group), 4) Ads (ads within an Ad Group that are specific to that group).

2. To get started, Using your Google Login Info, log in to adwords.google.com.
3. Start a new campaign titled with your company name.
4. Create several Ad Groups that are aimed toward a specific keyword. Example: Create a Bounce House Ad Group and a Water Slide Ad Group. Then, choose keywords that are specific toward each Ad Group.
5. When choosing Keywords, create long-tailed keywords such as “Bounce House Rental Albuquerque” instead of short-tailed keywords such as “Bounce House”. This will help drive the right customers that are ready to make a purchase.
6. Create two ads for each Ad Group that compete against one another. It’s a good idea to create the ads to take the user directly to the customer’s specified page. For example, if someone is searching for Water Slide Rentals, it’s a good idea to create an ad that takes the user directly to the customer’s Water Slide Page. Consumers will be more likely to buy if they immediately see what they are looking for. Every 30 days, check to see which Ads and Keywords are most successful. Pause Ads that are not as successful and keywords that are not successful (Anything under a 2% Click-Through Rate).
7. If Conversions have not been set up, Click on Tools and Analysis tab at the top of the page. Then, click on Conversions. Follow steps to generate conversion code creating a conversion name, choose <http://>, category is Purchase/Sale. After code is generated, copy code and place in the Source Section of the customer’s Thank You Page which is found in Advanced Options --> Editable Content. Make sure that you scroll to the bottom and place code in the last page.
8. Enter billing information including your monthly budget and credit card information. This will allow the ads to start running successfully.
9. Remember, there is no exact science to AdWord Campaigns. Remember to check back once a month, don’t mess with the things that are successful, pause the keywords and ads that aren’t successful, and create new ads and keywords to compete against the more successful group.

- **Facebook**

In today’s world of internet, social media is EXTREMELY important. However, more important than just having a page, is to have a page that people want to visit and share with others. By creating intriguing posts on Facebook and other so-

cial media sites, you will attract new customers that will help spread the word about your company for you!

1. If you do not already have a Facebook Page, you will need to create one. To do this, you will first need to create a personal page. After you have a personal page built, you can easily add a business page.
2. Visit <https://www.facebook.com/business/build> to get more information on setting up a Facebook Page.
3. After Facebook Page has been established, begin creating posts weekly (the more the better). Rather than slamming potential customers with one advertisement after another, create posts that are engaging, fun, and light-hearted. Share family-friendly photos, videos, and posts. Encourage customers to upload videos and pictures of their events directly to your Facebook page for others to enjoy.
4. Encourage customers to spread the word about liking them on Facebook to their customers. Companies have been successful offering some type of discount for customers that “Like” their Facebook Page.
5. Consider adding a Facebook Like Box to your home page. It’s bigger than a like button, but if someone “Likes” your company from your website, they actually become a fan of the Facebook Page. In contrast, if someone “Likes” a Facebook Like Button, Facebook simply notifies their friends that they “Liked” a page. However, they don’t become followers.
6. To set up a Facebook Like Box, log in to your Facebook account and go to <http://developers.facebook.com/docs/reference/plugins/like-box/>. Select the width that you would like the box to be, and click get code. After you receive the code, place it on your Home Page by going to Admin->Website->Website Editor. Once you’re in the Website editor, click on the “Home” page, then click Edit Page Content. Once in, click the “Source” button located on the tool bar. Then, simply paste the code where you would like it to display on your home page.
7. **If you’re not familiar with HTML, a good cheat to get code where you would like it to be write on the Home Page “code goes here” and then click on the Source Button. From there, scroll to where the “code goes here” is located, highlight everything, and replace with the code. This cheat can be used any time you’re placing HTML Code onto your page.**
8. **Here is a video guide that explains how to add a Facebook Like Button to your home page. <http://youtu.be/Bvt52RS7CVE>**

(Please note, the video shown above was initially created for an older version of the software. However, the general concept is the same. Simply Go

To Admin->Website->Website Editor to add the code to your Home Page. Also, the steps for adding a like button and a like box are exactly the same. The code for a Like Button and/or Like Box can both be found at <http://developers.facebook.com>. Simply paste the code that is generated into our system).

- ***Twitter***

1. If you do not already have a Twitter account, you will need to create one. Go to www.twitter.com and follow the steps to create a new account. Choose a User Name that is as similar to their company name as possible. After you have completed the steps to create a new account, start tweeting.

2. Spread the word about your new Twitter page to your customers. Again, offering discounts or special deals only through Twitter may help consumers follow on Twitter.

- ***Google Plus Page***

1. Google now takes social media scores into account with ranking. It only makes sense that company's Google Plus Pages would be a part of the ranking algorithm. In fact, this information is specifically listed in Google Webmaster Tools.

2. To create a Google Plus Business Page, go to www.google.com and log in using your Google login information.

3. Click your profile picture in the upper right hand corner. The system will then walk you through creating a personal page.

4. After you've created a personal account, click on "More" on the left-hand navigation. From there, click on "Pages". Then, click on "Create New Page". Follow the steps to create a new Google + Page using all of the business information. Click on About. Click on Edit Profile, and complete all information, including a business profile that includes a link to your website as well as a link in the "Website" Section. Also, place links to your Facebook and Twitter Pages below under "Links".

5. After you've made all the necessary changes, click on "Verify Listing". Doing this will generate a post card that will be mailed to the customer's business address within about 1-2 weeks. Once you receive the PIN, log back into your account and update the PIN which will verify you as the rightful business owner.

6. After you have completed your profile, click on your photos and start a new photo album. After you've uploaded photos, you're ready to start making posts.

7. **Good interaction and reviews on Google + are VITAL to good SEO rankings.** Share their new Google + Page information with your customers. Encourage your customers to write positive reviews if they were happy with their service. Google+ will use these reviews as their new local search information (very important) and may increase rankings if there are a lot of people talking about your business.

****As with anything else, using social media correctly is the only way to see results that will have a positive impact. Don't use spammy techniques to receive new likes and/or reviews. Instead, just write intriguing content and give real customers a real reason to like you and your page****

- ***Using HootSuite***

1. HootSuite is a paid service that allows you to post messages to several different social media outlets at the same time. It makes using social media a much less time-consuming process.

2. Sign up for a new HootSuite account and walk through the setup process. After initial setup, add your pages to the Stream.

3. After you've set up Facebook, Twitter, and Google + Pages, you can easily make posts to all three accounts at one time with HootSuite.

4. After customer's pages have been added to HootSuite, you can quickly compose new posts by clicking in "Compose Message" near the top of the screen. Click the profiles that you would like to send to, and send them out.

5. You can also schedule posts in the future. Spend some time finding interesting videos, photos, etc. and schedule them to be posted for future dates.

- ***Video Optimization - Keyword Tags and Descriptions on YouTube***

YouTube has quickly become one of the world's largest search engines. Creating videos and staying active on YouTube will allow you to interact with customers that are looking for a more interactive way to surf the web.

1. Create a YouTube channel for your business using your normal Google login information.

2. Log in to your YouTube channel using your Google Login information.

3. Click on Video Manager.
4. Click the video that you would like to edit, and click edit.
5. Add a title that is relevant and uses good keywords for the video.
6. Add a description that uses keywords that are related to the video. Create a link in the description to the customer's website by simply typing the web address.
7. Create Tags that are relevant to the video that is shown.
8. Repeat these steps for every video that you have already uploaded.
9. To save time, follow these steps as you initially upload videos to YouTube.
10. As you're filming videos, make sure to have narration of some type that uses keywords that are important to the video. For example, if you're making a video about bounce house rentals in Boston, have narration that uses the words "bounce house rentals in Boston". YouTube uses voice recognition software that uses spoken words within the video as part of the ranking for the video itself.

Adding YouTube videos to your website is a great way to create an interactive experience for your customers. A well-produced video brings added interest to your website, generates more clicks, and conversion rates will go up! To add a YouTube video to your website, watch this video, and follow the simple steps described: <http://youtu.be/VB0Bb9qXT98>

• ***Article Submissions***

Creating articles with great content can attract new customers as well as provide valuable links to your website.

1. Sign up for an ezine Articles (<http://www.ezinearticles.com>) account and follow instructions to publish an article.
2. Article must be a minimum of 400 words.
3. Articles must be informative by nature and cannot be too sales-like.
4. Place link in the Resource Box and only in the Body if it is near the bottom of the article and is not sales-like. The article will be rejected for improper use of links.
5. Consider publishing articles with some of your favorite recipes.

6. Other ideas for good articles are informational articles about party rentals. Example: 5 Tips For Planning The Perfect Party

7. Use your imagination. You can write informative articles about anything that parents of young children may be interested in. Just make sure they are not too sales-like and informative by nature.

- ***Submit Site To Google Places***

1. Go to www.google.com/places.

2. Follow instructions for adding a new company.

3. If company is already listed, take steps to have company verified.

4. Google will be sending a post card to verify the listing is actually yours. The post card will have a PIN Number on it. Once you receive the PIN Number, log back in and enter the number to your Google Places Dashboard.

5. Take the appropriate steps to complete the verification process. Add as much information to the Google Places Page in address, phone numbers, description, etc. Where possible, place links that point back to your website.

6. If the company has not been listed, take the appropriate steps to complete the registration. Again, this will need to be verified. Make sure to use accurate business address (not home address).

- ***Submit Site To Google Webmaster Tools***

1. Submitting a site to Google Webmaster tools is a great way to make sure that there are no warnings given by Google for something on the website.

2. Using your Google log in information, log in to www.google.com/webmasters/tools

3. Click Add New Website.

4. Enter your web address.

5. Click on Alternate Methods.

6. Select HTML Tag.

7. Copy code from the screen.

8. Email steve@eventrentalsystems.com and ask him to paste the code into the <head> section of their web design.
9. He will paste the code directly under the <head> tag.
10. Go back to www.google.com/webmasters and click verify. In most cases, the site will be verified correctly and you will start seeing information from Google Webmaster Tools.

- **Create a Sitemap**

1. Go to www.xml-sitemaps.com.
2. Follow instructions to submit a sitemap.
3. Download the sitemap and upload it into the domain root folder of your site (done through your domain registrar).
4. Check that the sitemap is showing correctly by testing it at www.google.com/webmasters/tools. Assuming the sitemap is generated correctly, you can then submit the sitemap in the same location.

CONCLUSION

There are many things that can be done to help improve rankings. Simple things like adding Alternate Text to each photo that you upload in the system can have a small impact. However, when in doubt, it's best to KISS (Keep It Simple Silly). Some people get so caught up in this latest SEO fad or that, that they forget to pay attention to what the search engines really want, which is good content. Create a website that customers will enjoy searching and buying from and the rankings will follow. Think about what your customers would want on your website, not what search engines would like. Once you do this, you will begin to be successful!