10 TIPS TO GET FOUND IN GOOGLE

A checklist for swim coaches
KEYWORD OPTIMIZATION

Getting found in Google depends on the use of keywords. To optimize your website to rank high in Google searches, start by creating a solid list of keywords that people might use to find you. These words will need to be used throughout your site. It’s important that they go in the right places and you can even use them to build out your site.

For example, you’ll want a web page dedicated to each part of your swim program — swimmers, parents, staff, location, activities, etc. If you don’t have pages for each of these swim details, then create them. Include the most relevant keyword on each of the new pages and redo existing pages so they target other keywords. If you target one keyword per page on your website, your site becomes more Google-friendly.

Google looks for individual pages that best fit a user’s search criteria and will send people directly to a page that matches their search.

When you have a plan in place for new pages, follow these steps to optimize a page with 1-2 appropriate keywords.

Places the keyword should appear:

1. URL
One of the first places that search engines scan is the URL, or web address. Google trusts that the URL of a web page will describe that page accurately. To separate words in your URL, use a dash “-” instead of an underscore “_” or space “ “. here’s what your URL should look like:

[www.mywebsite.com/keyword-phrase](http://www.mywebsite.com/keyword-phrase)

2. PAGE TITLE
Also known as the Meta title in HTML-speak, the page title is another place search engines look to find the topic of each web page. When you are on a website, look up at the top bar — that is the page title. You should put your keyword here.

<title>Swim Club Name</title> or <title>keyword phrase | Swim Club Name</title>
3. PAGE DESCRIPTION

Also known as the Meta description, this is a short section of your website’s code where you get another opportunity to describe what searchers will find on this page. When you perform a search on Google and view the results, check out the short description provided for each listing. You’ll notice that whatever you searched will appear in bold in that description. A good page description helps attract searchers to your listing on Google.

<meta name = "description" content = "Octopus Swim School is a wonderful club that runs through the summer for children 8-18, located in North County san Diego." />

4. HEADERS

Headers are the titles within your web page. Search engines see h1 (header 1) title tags as the most important title within a web page. For your website, this should include the keyword:

<h1>keyword phrase here</h1>

5. IMAGE FILE NAMES AND ALT TAGS

It’s important to have images on your website because pictures are easy on the eyes—plus, they give you another opportunity to describe your web page to search engines. Since search engines can read text but not images, you need to describe images in search engine language. The file name and alt tag should use your keyword targets. Whereas the file name is the image’s online address, the alt tag is just a short phrase to describe that image. Make sure the image relates to the keyword so you aren’t penalized by Google. Here’s an example:

<img src="keyword-phrase.jpg" alt="keyword phrase and description" />

6. MOBILE FRIENDLY SITE

Mobile searches have been growing at staggering rate. To enhance the searcher’s experience, Google started prioritizing mobile-friendly sites. It does not matter if you have a separate mobile site (ex: m.swimteam.com) or a responsive site (ex: a site that automatically adjusts based on screen size). Most website builders have mobile tools so make sure you choose a provider with this option or make it a requirement with your web developer.
7. FIRST PARAGRAPH OF CONTENT
Make sure the first paragraph on your content includes the keyword. Google knows that well-written introductions should cover the main topic and therefore should include most popular phrases and words.

8. THROUGHOUT CONTENT
Mention the keyword when possible throughout all of your content. Do not, however, stuff it in everywhere. Search engines don’t like that and neither will your readers. It is generally recommended to make sure your keyword phrase represents less than 5% of total content on that page. For example, do not mention your keyword more than five times if you have 100 total words on the page.

9. ON TOP OF LINKS
Your website menu is full of links to other pages on your site, so keywords should show up there. Rather than pasting the link directly in the content, hyperlink the keyword so that when your visitors click on that word, they are sent directly to the correct web page. Search engines factor those links and “anchor texts” into their rankings. While important, be careful to not place too many links on your page.

10. SUPPORT THE MAIN KEY WORD WITH OTHER RELEVANT PHRASES
Search engines hate to be tricked. For example, they don’t want you to optimize a web page about pottery for “swim club” just to try to get your site on the first page of search results. So make sure all of your content relates to the keyword and supports it with relevant phrases. For example, if your main keyword is “swimmer’s club Chicago,” make sure you mention Chicago and swimmer’s club individually as well as together. Now that you have one page optimized, apply this process to your other web pages and create new ones when necessary so all of your keywords have a presence on your site. From there, you’ll be fully optimized and your website will appear at the top of online search results, eventually getting more exposure and driving more participation.
ABOUT ACTIVE HYTEK

Active Network created Swim Manager software to help fulfill our mission to make the world a wetter, healthier and safer place, through activities that enrich lives. Find out how ACTIVE Swim manager software integrates with Google Analytics to help you understand your audience and your website in ways that your competitors on the web often won’t.

+ **Works with any website builder.** Whether you choose to use our free website tool or a different one, you have all the control when it comes to your website’s look and feel.

+ **Email campaign tools that work.** Send a series of emails using pre-designed templates, or customize to your own unique style, then automate delivery with an easy-to-use campaign builder.

+ **Social media sharing buttons.** People click! Place buttons on your website, in blogs, in emails and on registration forms.

+ **Connect with people on-the-go.** Optimized for mobile, campers can register using the mobile device of their choice. It’s a fast and intuitive experience that you can count on.

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To discuss how ACTIVE’s swim management solutions can help.

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