

# FOREMOST APPLIANCES

## SEO

### WHAT WAS DONE BEFORE

*Website Designer put Foremost Appliances on Google Map.*

### OBJECTIVE

*Bring Foremost Appliances website on the first page of Google and as high on the page as possible.*

### RESULTS

*After a month, Foremost Appliances Homepage went from page 6 on Google to page 1.*

### WHAT I DID

- *Researched local competitors of Foremost Appliances in what keywords and phrases they use.*
- *Researched general keywords and phrases that people search to find appliances and mattresses.*
- *Developed a document with my findings and showed it to the Website Designer.*
- *Upon approval, went into the website on Squarespace and made the changes.*
- *Added keywords throughout the website (homepage, about, and contact), image alt tags, and meta data descriptions.*

### TESTIMONIAL

#### DORALIN GINTER

*Awesome! Thanks so much for your help! I really appreciate your expertise, and have noticed already how [the website] has climbed up the Google ladder! My client, the owner, has been noticing too and is very pleased.*

### MY FUTURE RECOMMENDATIONS

- *Create listings on different directories.*
- *Submitted a few directory ideas to Website Designer that top competitor was using.*