Search engine optimization, or SEO, is a strategic process to help improve the visibility of a website. With hundreds of millions of websites littering the Internet, it is important for your business to employ basic SEO strategies to help rise above the online noise. Many fortune 500 companies spend thousands of dollars every year on web consultants to improve their search engine ranking. However, there are some simple and cost-effective steps you can take on your own to bump your website ranking up on Google, Yahoo! and Bing.

To help reach more consumers through your website, incorporate the following techniques:

1. Determine your keywords
   Keywords are the words or phrases that help consumers find your website and help define your brand. Put yourself in the mind of a consumer and think about the ways you would search for a business providing the same services as your company. Look for those keywords online and determine which ones provide the best search results. Write down the words you use most frequently and those should be the keywords you use in most of your website content.

You can also create a free account with Google to use AdWords (adwords.google.com). This will show you how many other websites are using those same keywords. The less those keywords are used on other sites, the better.

2. Make sure your keywords are included on all of your web pages
   When you perform an Internet search, the results generally include the title of the webpage as well as the first few lines of text. Make sure the keywords you generate are included in the title of all the pages on your website as well as the first few lines of content at the top of each page.

3. Consider adding a blog or news center to your website
   Search engines love fresh content, but your business may not be rolling out new products or services every week or every month. Creating a blog or news center is a great way to give advice to other consumers looking for help. By adding your keywords into new posts, your website’s visibility on search engine results could increase.

4. Establish inbound and outbound links
   Part of how search engines rank a website is based on how popular or important it is perceived to be. Other websites that link to your site (inbound links) establish your web page as an important Internet resource. The links you post on your website (outbound links) help connect your business with other resources that can help spread your message. Use outbound links with your social media pages to continue driving consumers to other pages associated with your business. While outbound links may not help your SEO, they help raise the probability your website will be linked to by other sources.

Install the BBB Dynamic Seal on your website. Not only does it highlight that your business upholds the high standards of BBB Accreditation, but it also directly links to your BBB Business Review. For more information, visit http://centraltx.bbb.org/bbb-dynamic-seal.
AUSTIN
Ace Corporate Delivery
ACHS, Inc.
Apt Management Professionals
Around the World Exotics Pets and Supplies
Austin Construction Services
Austin Woof Workouts
Avant-Garde Jewelers Inc.
Barrett’s ATA Martial Arts
Battalion Roofing
Beck’s Services
Big Sexy Lashes
Bill Ory Engineering
Borners Plumbing
Business Expansion Lenders, LLC
C & U Business Solutions LLC
Call Ross
Central Texas Bookkeeping LLC
Central Texas Excavation, LLC
Chad & Ronnie Ottmers Construction, LLC
Charles E. Lance, Attorney, Lance Elder Law
CIMIT Solutions Inc
Comerica Bank
Contract Remodeling Services Inc
Cool Atmosphere Heating and Air Conditioning
Cooper's Plumbing
Dale Johnson Systems, Inc.
Dermanci Construction
Dream Machines of Austin
Elite Turfcare Group
Fabric Bin
Franco’s Heating & Air Conditioning
Gallagher’s Pharmacy
Garage Monkeyz, LLC
Gold Standard Floor Care
Grandeur Millwork
Great Horn Carriers Inc
Hi-Tech Gadgets
Home Pro Inspections
Hot Spot Tanning
Hour 11 Studios
House Painting by Elvis Inbound Interactive LLC
Iyon at the East End
J. Paul Roofing
Kings Helpers Moving Co.
Kwik Kar Lube & Tune/Auto Repair
Lantana Homes
Lantz's Lakeside Plumbing, LLC
Liberty National-Rex Smelled Office
Lone Star Premier Services, Inc.
McKinnis Roofing
Medical Practice Management, LLC
Merry Maids
MLD HVAC Services
MOBA
MWR Legal
New Century Hospice of Austin
Newport Construction Services, Inc
O Realty
Oby’s Appliance Installation
O’Hanlon, McColm & Demerath, P.C.
Operational Strategies
Pat Cope Stonework
Paycom Payroll LLC
PM Designer Collection, LLC
Postal Etc.
Principals Capital Funding Inc.
Pro Quality Water Systems
Rangel Termite & Pest Control
Remedy Air & Appliance
Rubin Law Firm
Russell Exteriors and Roofs
Scrapp Happy Quilting
Sellman Enterprises, Inc.
Service First
Simple Moving Solutions
Soleius Technology Consulting
South Austin Counseling Services
Southside Bank
Star Smiles Pediatric Dentistry
TeamLogix IT of Northwest Austin
The A/C Guys
The Marchesa Hall & Theatre
The Outdoor Marketplace
Third Coast Auto Group LP
Tile Praz
Tim Cowart, Attorney at Law
Two Sisters Moving Company
UPS Store #5830
Van & Van Austin
Vance J. Elliott Realty Group
Vega Septics & Environmental Services
Whole Health Acupuncture
CENTROPLEX/WACO
Access 2 Life LLC
All in One Tree Service
Captured by Lisa
Corona Construction
First Response Medical Training, LLC
Goldstone Granite & Marble
Guerra Brothers Moving
Happy Nail
Imperial Woodworks Inc
J & E Contract Services, Inc.
Jeff Dewald Construction Inc.
Johle Tax Service
New Century Hospice of Central Texas
Northern Restoration
NU Body Weight Loss Lounge
Quality Transporters
R & R Systems
Ramsey & Son Homes, LLC
South Texas Insulators, LLC
South Texas Tech Heating & Air Conditioning
The Flying Pig Emporium
Three Star Muffler Shop
PERMIAN BASIN
Aliana’s Enterprise & Billing/Collection
American Business Equipment Co.
Bobby Cox Companies
Chemical Weed Control
Computer Hut
Hoss Fabrication
Mama’s Kitchen
Mayden Oilfield Maintenance Services, Inc.
Oilfield Mud and Chemical Services, Inc.
Permian Basin Dental Group
Poppy Flowers, LLC
Price Energy Consulting
West Texas Bulldog Oilfield Services, LLC
SAN ANTONIO/LAREDO
A Alamo Kitchen Services
At All City Appliance Repair
Air Landscape Inc.
AJ’s Lawn Care
Alamo & Snows Auto Title Services
Alamo Construction & Demolition, LLC
Alamo Maxillofacial Surgical Associates, P.A.
Alliance Limo and Shuttle of San Antonio
Alot for Less Moving
AlyAnna Lyn’s Tea Time Parties
American Air Conditioning and Heating Company
Andre’s Sta-Tex Roofing Co.
APS Pole Barns
Approved Texas Builders
Asher Contractors, LLC
Bark of Southtown
Beautiful Walls and Floors
Boerne Pest Control
Castello Custom Builders
Clint’s Picante Inc.
Construction Sealsants Waterproofing
Cool Technical Services
Corona Landscaping and Masonry
Cyclone Plumbing, Inc.
D R Custom Granite
Decorative Concrete Designs & Repairs
Eave Pros Roofing and Property Restoration
Environwell Services Inc.
Express Lube
Freedom Chevrolet
Furniture City
Glads Y Mills, OD, PA
Gutter Time LLC
High Point Mortgage Corp.
Ikes Air Conditioning & Heating
Innovative Company
Intrepid Global, Inc.
Jean Brown Family Law
Jessica Taylor, Attorney
JMS Plumbing
Joe The Carpet Guy
Kerrville Plumbing
Laredo Sun Screen
Leadership Auto Services
Luis A. Hernandez, CPA
Maples General Maintenance & Construction Company
Medicare Solutions Inc
Merce Well Service
Move Logistics
New Century Hospice of San Antonio
Papa Chuy Sales & Collision
PC Plumbing Contractors Co
Platinum Custom Pools
Rapid Fire Construction
River City Flooring
Ryno Contractors
San Antonio Tattoo Ink Machinery & Accessories
Secure My Pool, LLC
Silva Tree Service
Star A/C & Heating
Sumo Japanese Steakhouse
Sunbelt Roofing & Waterproofing
Texas Cabinets & Closets
Texas Linguistic Services
Texas-Construction-Remodeling-Management, Inc.
The Maids Serving San Antonio
The Yanta Law Firm
Trevino Painting
Village Contractors, Inc.
Wirewood Xtreme Cartage
A majority of the complaints and scam reports Better Business Bureau receives from consumers involve an unsatisfactory purchase they made from a business. However, there are several instances where business-to-business dealings also go sour, leaving business owners no choice but to file a complaint with BBB.

Small businesses, especially newer ones, are frequent targets for scammers due to their perceived lack of experience. Businesses can avoid falling victim to scams by using the same tactics as individuals. Check out any unsolicited offers; don’t pay fees up front; and visit bbb.org to research any company reaching out to your business.

The following scams are three of the most common targeting small businesses:

1. Vanity Award Scams
There is no greater feeling than having an outside party recognize the great work you do. However, scammers prey on this emotion. They offer up and attempt to get businesses to pay for fake awards from organizations that do not exist. Often the name of the organization sounds official or is very similar to a recognized name.

**BBB Tip:** Always verify the organization handing out the award by visiting its website or calling it directly. Be suspicious if you have never heard of the organization or have not recently entered your business for an award. Additionally, check the company out with BBB to make sure it has no previous history of complaints.

2. Phishing Scams
Recently, phishing scams have become more common. Scammers send emails that look legitimate on the surface, but if the links included in the email are clicked, dangerous malware is installed on the user’s computer. The goal is for scammers to capture personal information from the business’ computer system and/or destroy hard drives.

**BBB Tip:** Be cautious if the email contains several spelling or grammatical mistakes. Scroll your mouse over any embedded links to see what the true URL is before clicking on them. If you don’t recognize the website associated with the sender, either delete the message or contact the company supposedly sending the email to verify its legitimacy. Also, make sure your office computers are always up-to-date with the latest firewall and antivirus software.

3. Yellow Pages Scams
This scheme is successful for many scammers because neither the term “yellow pages” nor the famous logo of two fingers walking are trademarked. The scammer will contact the business claiming its yellow pages listing is about to expire or offer the business owner an upgrade on his or her current listing. Any money paid to the scammer is stolen.

**BBB Tip:** Always ask callers for their name and what company they work for so you can check their BBB Business Review before giving out personal information. Also, only let certain authorized personnel handle business transactions. Those individuals will be familiar with what advertising your business currently has running and what companies your business has agreements with.

For more alerts on scams in the area, visit centraltx.bbb.org/business-alerts.

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Special **thanks** to our Corporate Partners!

![Corporate Partners Logos]
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In June 2012, your BBB...

Increased total Accredited Business locations to 11,171
Provided customers with 169,099 BBB Business Reviews
Handled 1,843 disputes
Assisted 5,576 people over the phone
Hosted 441,544 website page views
Sent 1,818 Request a Quote customer referrals to Accredited Businesses

Revocations

Keep Austin Moving: Failure to maintain required licensing, failure to respond to BBB requests for further information to evaluate compliance with BBB Standards

Studio 1401 by Angela Free: Failure to respond to one or more customer complaints filed with BBB