Easy SEO Tips for Your Nimble Website

Your Nimble website is equipped with the capability to add:

1. A **Page Title –** This is what your page is called on your website, and also what shows up as the main text when that page is returned in a Google search.
2. A **Page Description –** The body text that is displayed when that page shows up as a search result in Google)
3. **Meta Title –** Within Nimble the meta title is set to display the page title as default, if you wish to have something different than your page title displayed you can update the meta title.
4. **Meta Keywords –** Meta keywords are the keywords that Google used to prioritize before their algorithm changed. Now while they are not the primary source of boosting SEO, they are still an important part of letting Google know key points of what you do and the services that you provide. In your meta keywords make sure to include relevant information for that page. If you're on your services page, include things like all services you offer, as well as your service area.
5. **Blog –** A blog is a great way to make sure that your website continues to have fresh content. We recommend writing at least a brief update about once a month or once every two weeks. This can include updates like:
   a. **If one of your staff gets a new certification**
   b. **If your staff has a group meeting or training session**
   c. **If your center does something for the community outside of the workplace**
   d. **Any updates to the industry in which you work that are relevant to readers**
   e. **Any non-confidential information that can help your center and employees relate to the general public and encourage people to learn more and get involved.**

In the next few pages we'll go through the steps of updating the Page Title, Description and Meta information to boost your SEO

To update your website's pages' SEO related information, click on "Pages" and navigate to the page that you want to update. Click on the right menu button for that page and select "Page Settings" from the dropdown.
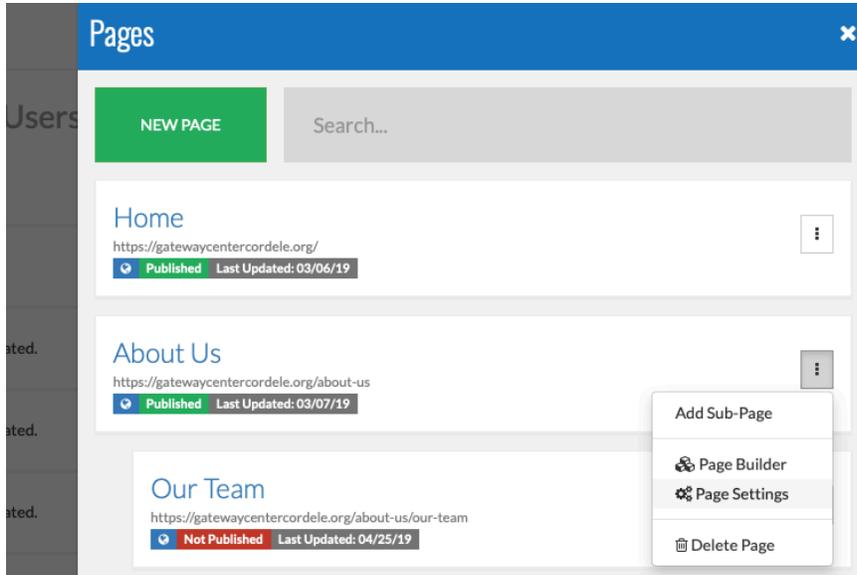
In the "Description" area, type in a brief description of what information users will find on that page. If it's the About Us page, you can copy and paste a small portion of the text from that page or you can write a briefer synopsis of everything about you. The character length indicator is simply a guide for the recommended amount of text. Going over or under the mark is nothing to worry about, this gauge is merely a guide to help you write the recommended amount of description text.
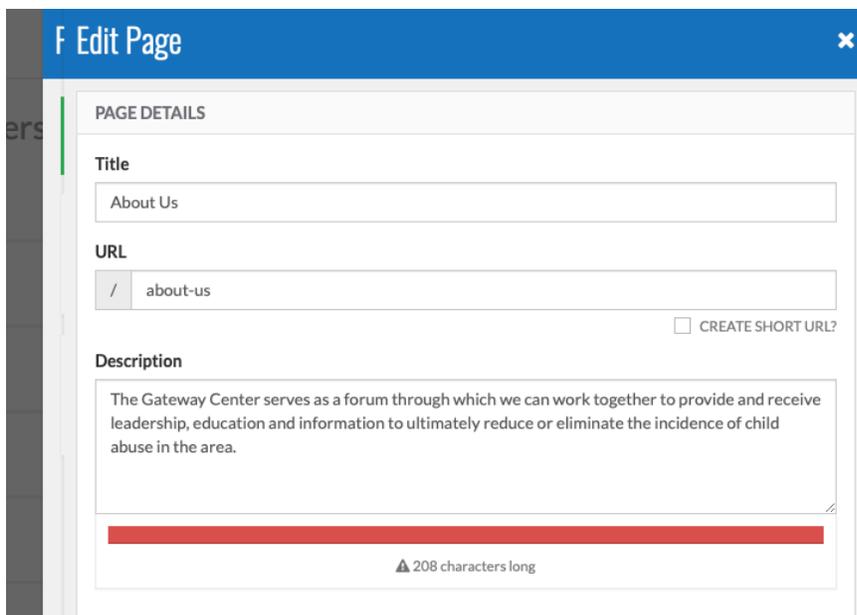
Next, you can, but do not have to, add a Meta Title for the page. By default, the meta title for Google search will display what the Page's Title is. If you want to alter that without altering the name of the page you can update the Meta Title here.

The Meta keywords should include relevant keywords about what type of information is on that page; anything and everything that you would want for your page to show up as a result if someone search for those keywords.
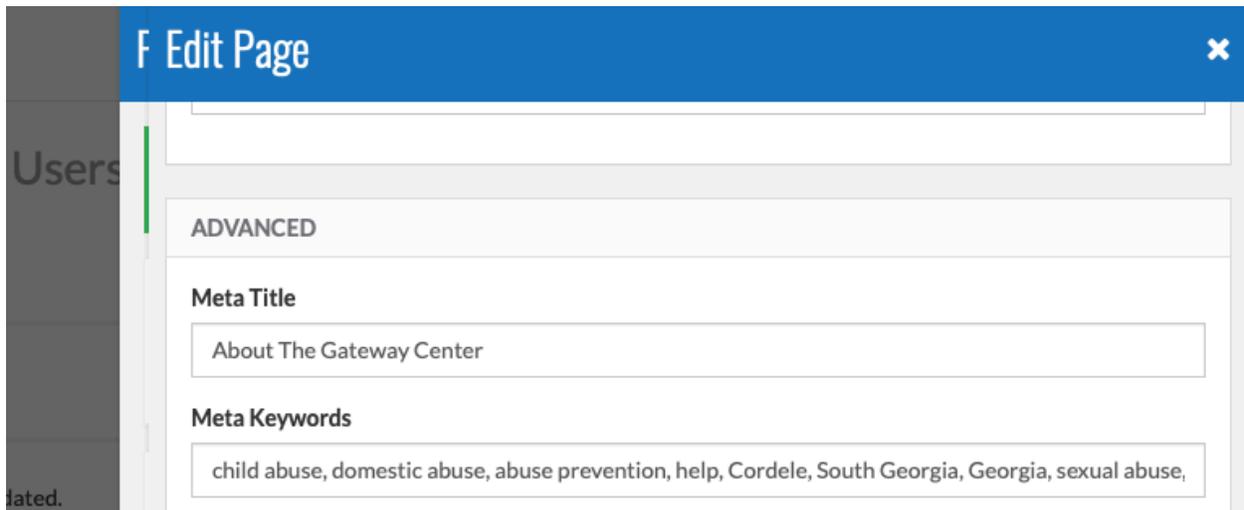
When you're done making updates to that page, scroll down and click "Update Page"
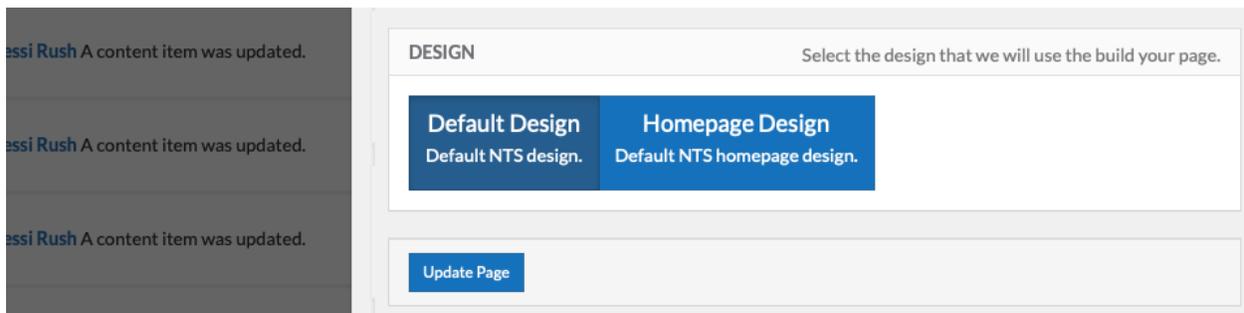
After you make updates to the Page Settings, you'll still need to publish your changes to make them live. Scroll or search for the page you updated and you'll notice that in a yellow box it says "Draft Open" and there is a green publish button on the right. If you're done making updates to that page and ready to go live, simply click the green button to publish!