



**February | 2021**

John 3:16 "For God so loved the world, that he gave his only Son, that whoever believes in him should not perish but have eternal life."



## **Search Engine Optimization for Live & Online Auctions!**

Search Engine Optimization (aka SEO) has been around long enough that you have probably heard something about it. Simply put, SEO is the process of increasing your website ranking and visibility in search engines. When your website ranks higher, more people will find it when they search for the service you offer, and will be more likely to pick your company than they would be if your website was on page six of Google search results. Having good SEO for auction websites is just as important as having good lot descriptions!

### **Keywords**

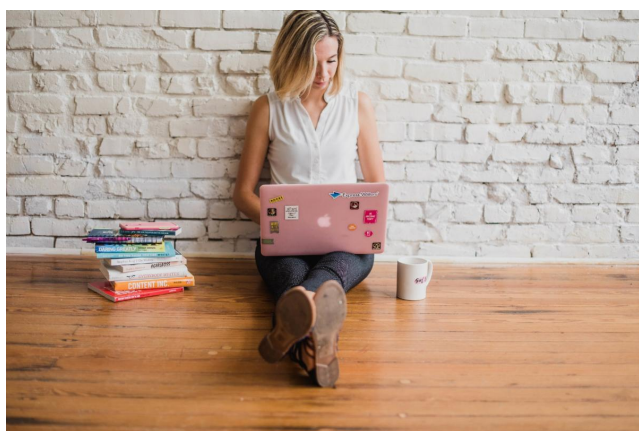
There are specific keywords and phrases that people use when searching for auctions such as "auctions" "online auctions" "auction houses" "land auctions" and more. Your goal is to come up for those keywords! Make a list of keywords that are important for your industry, research trending keywords on Google or use a keyword and position tracking service. You will be able to

see what keywords get the most traffic and can see how your website ranks for those words.



You will want to incorporate the words you want to rank for into your website. When Google crawls your page and sees a relevant keyword it will be more likely to offer your website up to searchers.

Make sure that you are appropriately adding keywords to your page. You can't just add the phrase 'equipment auction' every other word and hope to show up #1 in the results. Your content needs to make sense and provide value to users – and the Google bots can tell if you are just stuffing your page with keywords. Implement keywords into your headings as well as in the text itself – it will show Google the main focus of your specific page and is a great way to catch the eye of someone who is skimming your site. This is one of the easiest ways to dive into your auction website SEO.



## Content

Content goes hand and hand with keywords! It is important to make sure that the content on your web pages provide a user with relevant information that will answer their questions and give them solid information about your auction company. Google takes quality content into account when deciding rankings. It is also important that there is enough content on your site! If a page has too little text, a search engine might not have enough to crawl and could decide that it is a non-existent page.

Additionally, it is important for you to have fresh content on your site to show search engines that it is an active and healthy website. We would recommend starting a blog that discusses questions and topics relevant for your industry. Not only will a blog keep a steady flow of content, they will also be a great place to work in more keywords!

Still unsure if Search Engine Optimization is worth implementing for your company? Need help getting started? Give us a call and we can walk you through a step-by-step process of how to implement SEO or even do it for you!

**Learn More about our SEO Services**



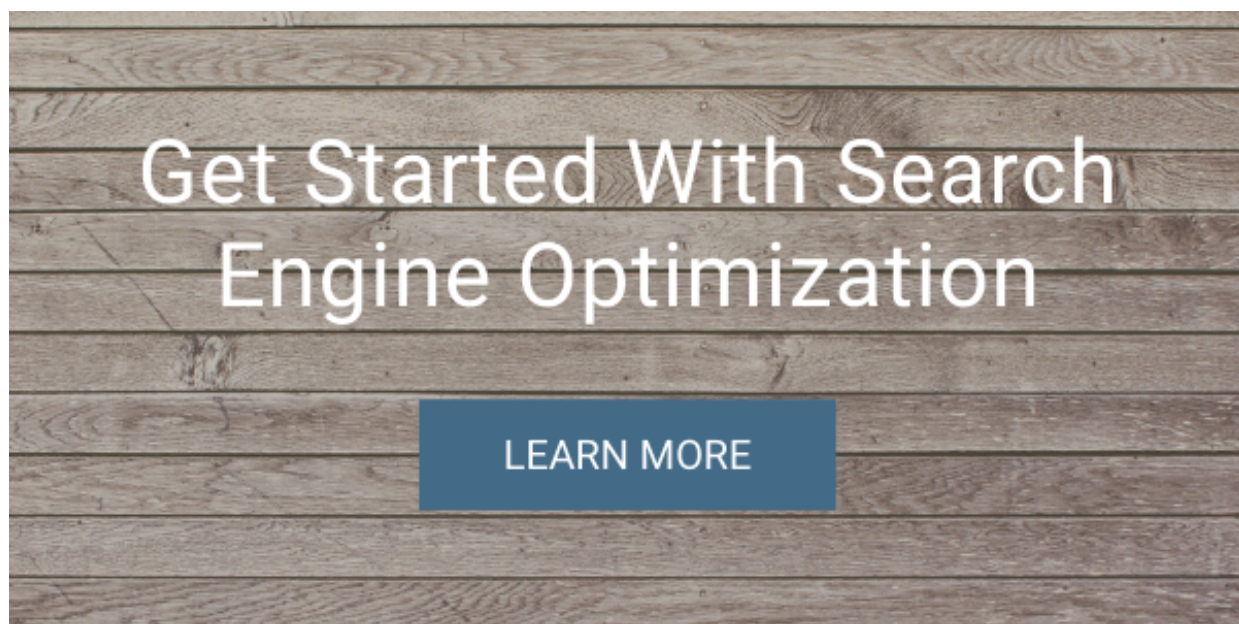
## SEMrush SEO Tools

While we utilize several different digital marketing tools, SEMrush is one of our favorite platforms to use for our monthly Search Engine Optimization. SEMrush does a great job at assisting in discovering new keywords, trends, analyzing organic website traffic, competitor research and so much more! In addition to your own keywords, SEMrush lets you monitor your competitors keywords to find opportunities to take the lead in ranking for a specific term. Best of all, SEMrush presents information in a simple, easy to read format.

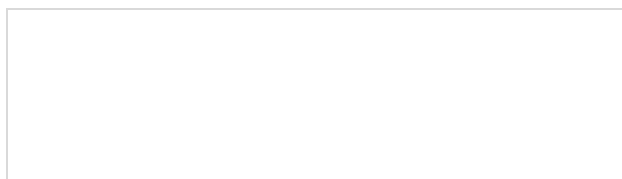
### Here is a list of some of our favorite SEMrush features:

- Keyword Magic Tool/Keyword Gap Tool
- Organic Traffic Insights
- Site Audits
- On page SEO Checker
- Position Tracking
- Social Media Toolkit
- Competitor SEO Analysis Tools

Learn more about [SEMrush](#)



**JUST IN CASE YOU MISSED IT!**







## To SEO or not to SEO, that is the Question

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[Read More...](#)



## How to Utilize Facebook Events For Your Auctions

Is your online and live auction website mobile responsive? Can bidders easily navigate through the site, effortlessly browse images that fit the dimensions of their screens, and effectively place bids? Can YOU efficiently manage your current auctions from your phone, make last minute updates to lots and track bidders without becoming overly frustrated that you've pressed the wrong part of the screen for the fifth time in a row? Having mobile responsive auction websites and the supporting software is imperative in this day and age. How often do you whip out your phone each day? We rely on our phones to quickly answer our questions and expect instant results with perfect usability from the site that we are on. And the second a site won't load or the images go blurry or that stupid submit button continues to shrink smaller and smaller we give up and try the next site. This is not the experience you want bidders to have on your site.

[Read more...](#)



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