**How to improve your ranking on search engines (Search Engine Optimization, SEO)? :**

1. Increase the number of people who share/forward your web data.
2. Increase the number of links you have on your web site. This can be to expert wed sites or web sites that link to you.
3. Use a variety of media posts on your site like photos, infographics, and images. This is dually helpful to SEO because multimedia post get shared 12 times more often than plain text.
4. Have good and consistent grammar on your site.
5. Update site once or twice a week, more often and you probably are not adding quality.
6. Provide complete contact information. Add an “about us” page but contact information should be on every page.
7. Have secure mobile friendly web site.

**What do users want from your web site? :**

1. Show your personality not overly formal text. However, be professional.
2. Be helpful. Have answers to the questions that users will have about your business. Ask your customers what they wanted to know. Consider a frequently asked questions page.
3. Use relevant content. Post information or links that have information about the type of your business not just a sales pitch. For example, how to compare garage doors or types of doors if you sell and service garage doors.
4. Make your web site mobile friendly, 80% of viewers use smart phones or pads to view web sites.

Google favors web sites that have a presence on Google Plus. Use for your business and not personal.