9 KEYS FOR SEO

FOCUS ON THE RIGHT KEYWORDS

When selecting keywords to target for on-page SEO, take the time and research that the keyword(s) have a substantial monthly search volume. Try to target keywords that have lower competition (typically under a keyword difficulty of 70), as it's difficult to displace larger established sites from the search results page.

ADDED VALUE: Long-tail keywords are keywords that are very specific to your product / service & consist of 3-4 words.

TITLE TAGS START WITH A KEYWORD

`<TITLE>`

Title tags are important for on-page SEO. Keywords should be close to the beginning of the title tag, so it will have more weight with search engines.

USE YOUR KEYWORD IN THE FIRST PARAGRAPH

Your keyword should appear in the first 100-150 words of your content, whether it's a blog post, service/product content, white paper, or article.

USE SEO-FRIENDLY URLs

/friendly-url

SEO-friendly URLs are URLs that meet the searchers' needs. Specifically, URLs optimized for SEO tend to be short and contain your primary keyword.
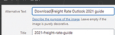
POST LONG, ENGAGING CONTENT

The SEO adage "length is strength". The longer, more robust content tends to rank significantly better on Google, especially on the coveted first page. The posts that are over 1,000 words in length on average will rank better than shorter posts.

ADDED VALUE: To be considered for any organic ranking, the page content needs to be a minimum of 300 words.

OPTIMIZE IMAGES

Make sure at least one image file name includes your primary keyword and is part of your image Alt Text.

EXAMPLE:

Alternative Text	DownloadFreight-Rate-Outlook-2021-guide
	Describe the purpose of the image. Leaving empty if the image is purely decorative.
Title	2021-freight-rate-guide

BOOST SITE SPEED

In Google Search Console, Google will inform you if your website speed has decreased, is slow, or meets their requirements. Google does focus on page-loading speed as an SEO ranking signal.

UTILIZE `<HEADING>` HIERARCHY

Use H1 tag for the heading on each webpage. Use H2 tags for subheadings. And use H3 or H4 for any additional sub steps that your webpage may have.

USE INTERNAL & OUTBOUND LINKS

Outbound and inbound linking is vital to a strong SEO content.

Internal and outbound links give your website more credibility which also helps SEO ranking

DOES YOUR SEO NEED HELP? LET'S TALK.

Concept.