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 has a substantial monthly search volume. Try to target keywords that have lower competition typically under a keyword difficulty of 30, as it's difficult to displace larger established sites from the search results page.

ADDED VALUE: Use longer keyphrases, not keywords that are very specific to any product/service or product of 3-4 words.

TITLE TAGS START WITH A KEYWORD
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. Your keyword should appear in the first 100-120 words of your content, whether it's a blog post, service/product content, write-up, paper, or article.

USE YOUR KEYWORD IN THE FIRST PARAGRAPH

USE SEO-FRIENDLY URLS
SEO-friendly URLs are links that meet the search engine needs. Specifically, links 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 searched first page. The posts that are over 1,000 words in length on average will rank better than shorter posts.

ADDED VALUE: It is considered as any organic ranking, the page content needs to be a minimum of 100 words.

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

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 <HENDING> HIERARCHY
Use heading tags for the hierarchy on each webpage. Use H1 tag for subheadings and use H2 or H3 for any additional subheadings that your website may have.

USE INTERNAL & OUTBOUND LINKS
Outbound and inbound linking is vital to a strong SEO portfolio. Internal and outbound links give your website more credibility which also helps SEO ranking.

DOES YOUR SEO NEED HELP?
LET’S TALK.