



The 10 best SEO tips

A lot has changed in the land of SEO but the principles have remained the same. You hear of many Google updates such as Panda and Penguin – and be assured that these updates are there to protect website owners that stick to good SEO practices.

The role of SEO is to increase organic rankings in Google. It's a fact that leads that come via search carry an 8 x higher chance in converting. This is invaluable for a marketer and SEO should be part of your core marketing plan.

So lets get started. Here are 10 best SEO tips to help you rank better.

1. Keywords

Keywords give a marketer a good indication of what their users are searching for and what they need help with. A good SEO plan should be built on well researched keywords. Some keywords can be highly competitive which means that your competitor has already invested a lot in this phrase and the chance of you benefiting from a highly competitive term will be low. Steer clear of these and focus on long tail keywords.

2. Meta tags

Meta tags are useful pieces of information Google looks for when they send their spiders to your website. They use this to match you to your potential customers. Once you have performed your keyword research, add your keywords into these important tags. These tags are: title tags, meta description tags and ALT tags. If you don't know what these are, ask your web developer for help. Or simply Google it and you will be shown an array of useful articles and videos.

3. Site speed

In 2010, Google included site speed as an important ranking factor. This means that if your site is slow then you are fighting a losing battle for top organic listings.

When a site is slow, users will spend less time there. When a site speed is good the user experience is good giving the website owner more opportunity to turn traffic into leads.

De-clutter your site from heavy sidebars and images. And if you are using WordPress then remove any plugins that are not essential.

4. Write content that your user will want to read

In the old days, content was written for the search engine and little consideration was given to the user. Today, relevance is crucial if you want to turn a reader into a paying customer.

This doesn't mean that you should ignore your keywords. What this means is that using the keywords that you have researched, write amazing content that will hold interest, engage your user and ultimately turn visitors into paying customers. People want to read, they want to learn and in most cases a user wants help. Funny enough, when you put the user first you'll actually end up writing content that the search engines will reward you for. This is because engines follow users and not the other way round.

5. Link to other relevant websites

According to Rand Fishkin, founder of Moz,

“linking out sends trackable traffic, it makes your site a more valuable and scalable resource”.

If you show that you are linking to other good reputable sites, then they may follow you back and better still, share your content to their audience.

By reaching out to influencers in your industry you are building positive signals.

6. Encourage relevant sites to link back to you

Inbound links are the lifeblood of search engines. Google wants to see you build lots of relationships with other, relevant websites. This is called linkbuilding. In most cases, it is the number 1 factor in ranking success.

Build good quality links and avoid unethical linkbuilding practices that can get you penalised by Google.

7. Track, analyse and grow

Once you have set clear objectives, install a programme that measures what is working and what is not. The best tool out there and which is free is Google Analytics. This software provides you with detailed information about your users. Importantly, you can easily figure out why your users are bouncing back off your site which in effect harms your sales figures.

8. Social signals

Social signals are now measured in Google Analytics and should form part of your online marketing strategy. Having good social signals have an impact on your rankings and overall performance in results. Always create and share useful and interesting content that your users will want to read.

9. It takes time to make an impact

Time is an important factor and should be built into your objectives. SEO rankings won't happen over night and can take 3-6 months before you start to see real traffic. Be patient as SEO is a long-term game with the rewards being worth the investment.

10. Be consistent

Be consistent in your SEO strategy. Write and publish regularly. Linkbuild often and measure and monitor your results on a weekly basis.

For more information or to discuss your SEO needs, speak to Wow Search on 01908 382 132/07710 270 497, or email us at info@wowsearch.co.uk

