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The Step-By-Step Guide to Becoming #1 on Google

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INTRODUCTION

Search Engine Optimization or SEO, as everyone calls it, is the most important form of marketing when it comes to online businesses. It helps to gain an organic audience with the help of a basic process of keyword and competition research, on-page and off-page optimization, as well as an analysis of the results.

SEO AND ITS IMPACT ON BUSINESSES

SEO is one of the most updated forms of marketing, with Google providing an update annually to keep up with the trends. Even though digital marketing can provide you with different methods to pay and attract an audience, organic growth is what truly gets the numbers rolling and SEO helps you achieve exactly that. While it's easy to theorise, some facts on SEO's impact are:

- Google receives over 75,000 searches per second as per Internet Live Stats.

- 67% of all clicks go to the first five organic results. Advanced Web Ranking discovered these results


- If done right, SEO is capable of receiving a 14.6% conversion rate.

- Marketers see SEO as becoming more effective, with 82% reporting that effectiveness is on the rise and 42% of this group stating it is increasing significantly. (Source: MarketDive)

- Over 90% of pages get no organic results from searches in Google. With so much competition in the market, and numerous companies spending thousands on SEO-based employment, there are many that don't receive even a single organic click on Google's search engine. (Source: Ahrefs Study)

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SEO AND ITS IMPACT ON BUSINESSES

- Above everything, content is the most important for an SEO-friendly website. (Via: Databox)

What's the most important factor for having an SEO friendly website? Rank from most important to least important.

Legend:
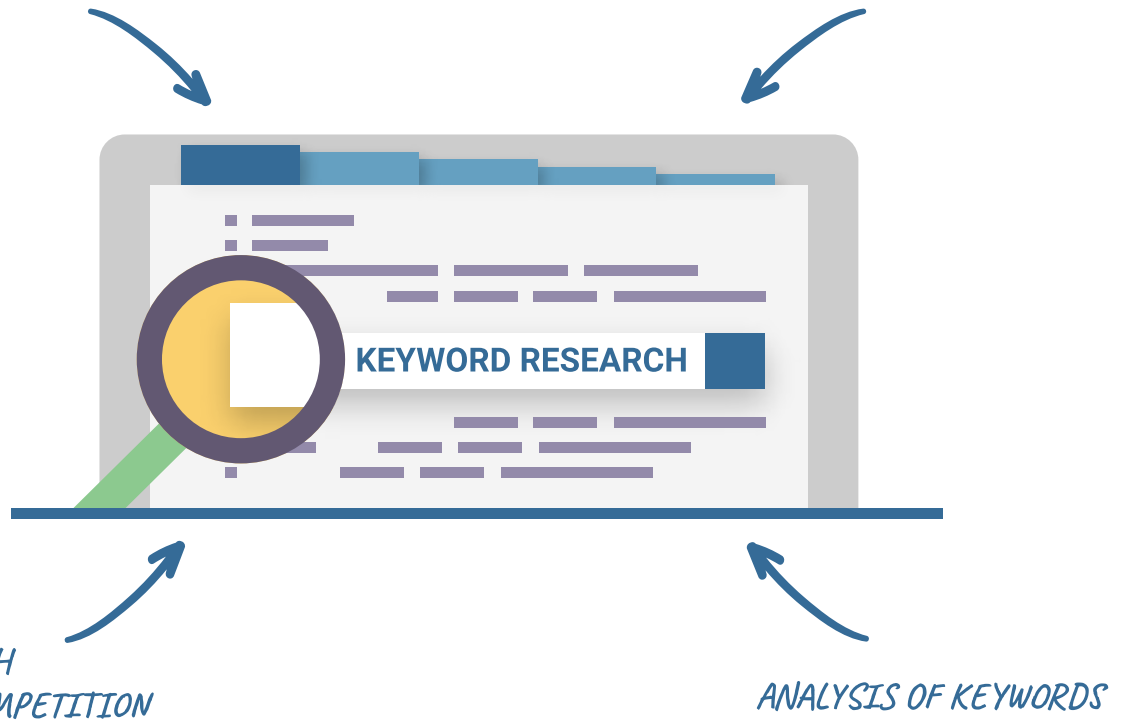- Most important
- Least important

databox
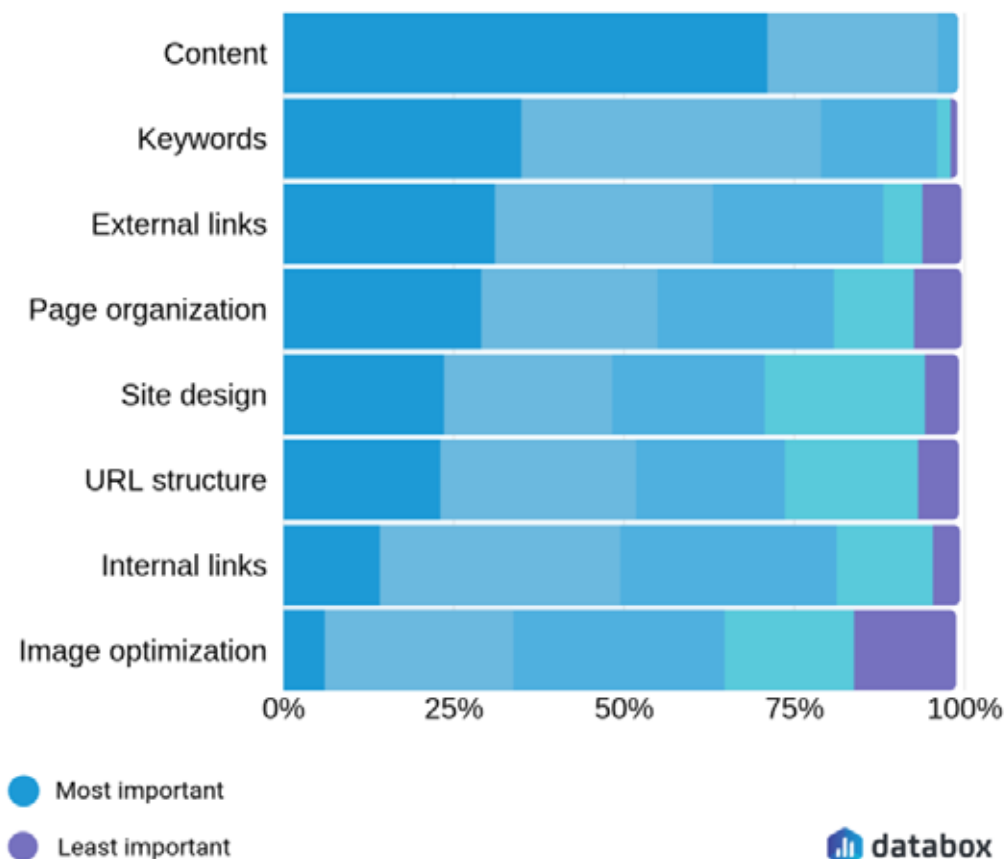
With such a broad market in mind, it is important to remember that there is a high rise in the use of mobiles, therefore mobile-based optimization is a must if you do opt for SEO-based marketing.

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DO A KEYWORD RESEARCH

The first step to achieve a successful SEO is to do a Keyword Research. Keyword research is the process of discussing the keywords that will bring the largest amount of quality traffic to your website. The emphasis lies on it being of 'quality,' as it's not important to just bring an audience; what's important is to bring the specific audience you need. The process of keyword research is divided into 4 main points:

GEO-TARGETED KEYWORDS

TARGET AUDIENCE

KEYWORD RESEARCH

CHECK SEARCH
VOLUME & COMPETITION

ANALYSIS OF KEYWORDS

Define your target audience

Keywords are extremely important, but knowing your audience is even more so. If you simply target everyone with your content, you'll end up reaching no one. SemRush and KeywordTool.io are ideal to be able to identify your audience and narrow down some keywords. Google Analytics is also an excellent tool for audience analysis.

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DO A KEYWORD RESEARCH

Analyse the keywords you're targeting

Keyword analysis is the starting point of search marketing campaigns. An important part of both SEO and PPC, is that they help to understand what the queries of the visitors of the website are and, based on that, they help in the customisation of the content to increase traffic and conversion rates. Distributing the budget to only successful keywords helps to optimize spending, so that you can prioritise your time on areas that actually need your attention and on finding new markets. Google AdWords and WordStream help in keyword analysis. Wordstream's AdWords Performance Grader is free and helps you evaluate long-tail keyword optimization as well as your quality score.

Check the search volume and competition

Search volume data allows you to process the most profitable keywords by letting you know how many people out there are actually looking for what you are trying to provide. Searchvolume.io allows you to estimate keyword search traffic for free. When it comes to competitors, you need to know the rank you hold in relation to every other platform that is providing anything and everything that you are. It involves the research of links, keywords, content, and everything about your SEO competitors to give you a scope to build on your success. While websites like SpyFu and Quick-Sprout will help you in analysis, there are also several templates available online to go through the details of your ideal ambush.

Geo-targeted keywords

Location-specific landing pages, using keywords that are oriented to the location in which your business is located, are definitions of Geo-targeted keywords. For example, if your business offers 'chocolate cupcakes,' it is less likely to show up than it would in a targeted search of 'chocolate cupcakes in Sydney.' Google even offers a local pack for SEO optimization, which allows you to fall under the 'near me' option of searches in your city. This can help increase your geo-targeting by 73%. You can go as far as to use a Top-Level Domain (recommended for businesses outside the U.S.A.).

STRONG COMPETITORS RESEARCH

Competition is always considered to be a healthy part of the industry. It prevents over-confidence, encourages the implementation new creative outlooks, and forces you to find ways to be better at what you do every day. Competition instantly complies with customer satisfaction, leaving you to be at a constant judgement of the market

1. Identify your top competitors

Before getting into the details of everything you can do to overcome the competitors that stand in your way, it's important to know who you're up against in the first place. The ones that are at the top of the market aren't necessarily the ones you're up against in the SEO field. While some show up in your search engine solely on the basis of their brand image, the rest are the competitors you're looking for. Luckily, you can easily know your competitors by writing your top keywords into Google and jotting down the domains of the results.

2. Analyse competitor content

Post-identification, you need to work to get key-metrics of every site. This will allow you to have a thorough and precise look at the competitor's assets. The main parts of this procedure are: domain authority, link sources or any other referring domains, and new domains that are referring back to it on a monthly basis. Link building gives you a scope to increase the number and quality of inbound links to your website. Video lengths, word count, the depth of detail they're willing to cover; all of these fall under the type of content they're trying to create.

3. Analyse their SEO structure

Now that you have the basics conquered, you can concentrate on the main part: their SEO structure. While your main analysis will be through the overview of metadata and headline strategies, several key metrics can also help. The average monthly visits, page views, bounce rates, time spent on website, traffic divisions based on countries, sources, and demographics are all tiny details that will give you an analysis of the impact their SEO structure is creating, and you can further break that down with SimilarWeb and Follow.net.

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STRONG COMPETITORS RESEARCH

4. Review competitor back profile

The final, but most important step within a strong competitor research is finding out the source of your rivals' backlinks and using that information to build up on your own profile. Backlinks are capable of creating a huge impact on a website's prominence and are key to getting discovered. Backlink checkers like Ahrefs and SEOReviewTools can help you understand how to spot patterns and work towards linking opportunities yourself.

OPTIMIZE YOUR WEBPAGE CONTENT

Content optimization is the process of making your website more inviting, useful and actionable to the audience you're aiming to attract. As important as content truly is, it's necessary to remember to function in a way that makes content good from an SEO perspective as well.

There are different ways of attracting traffic to your webpage. You can take the pathway of link-building by making way to a higher domain authority, or be more technical and work with more pages. However, the most recent progressive method is to re-optimise your top content. This can help in improving your linkability and search visibility by targeting a safer audience, the audience you already have.

Technical SEO - More pages - More keywords - More traffic

Link-building - Higher Domain Authority - More traffic

Re-optimise top content - Improve Linkability & Search visibility - More traffic
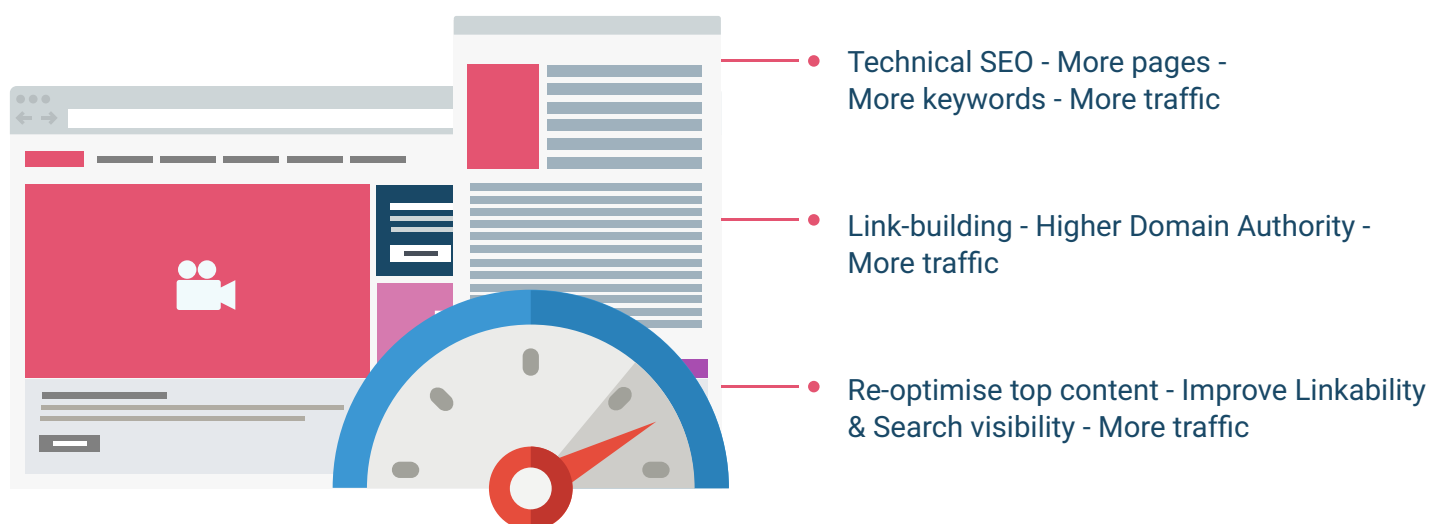
While working on SEO webpage optimisation, you need to keep the following things in mind:

- Do not use SEO as a promotional tool, remember to provide the user with what they are actually looking for.

- If you are able to understand the content your audience wants, feature an enticing call-to-action that helps them browse similar data with the help of internal links, which can help increase your dwell time.

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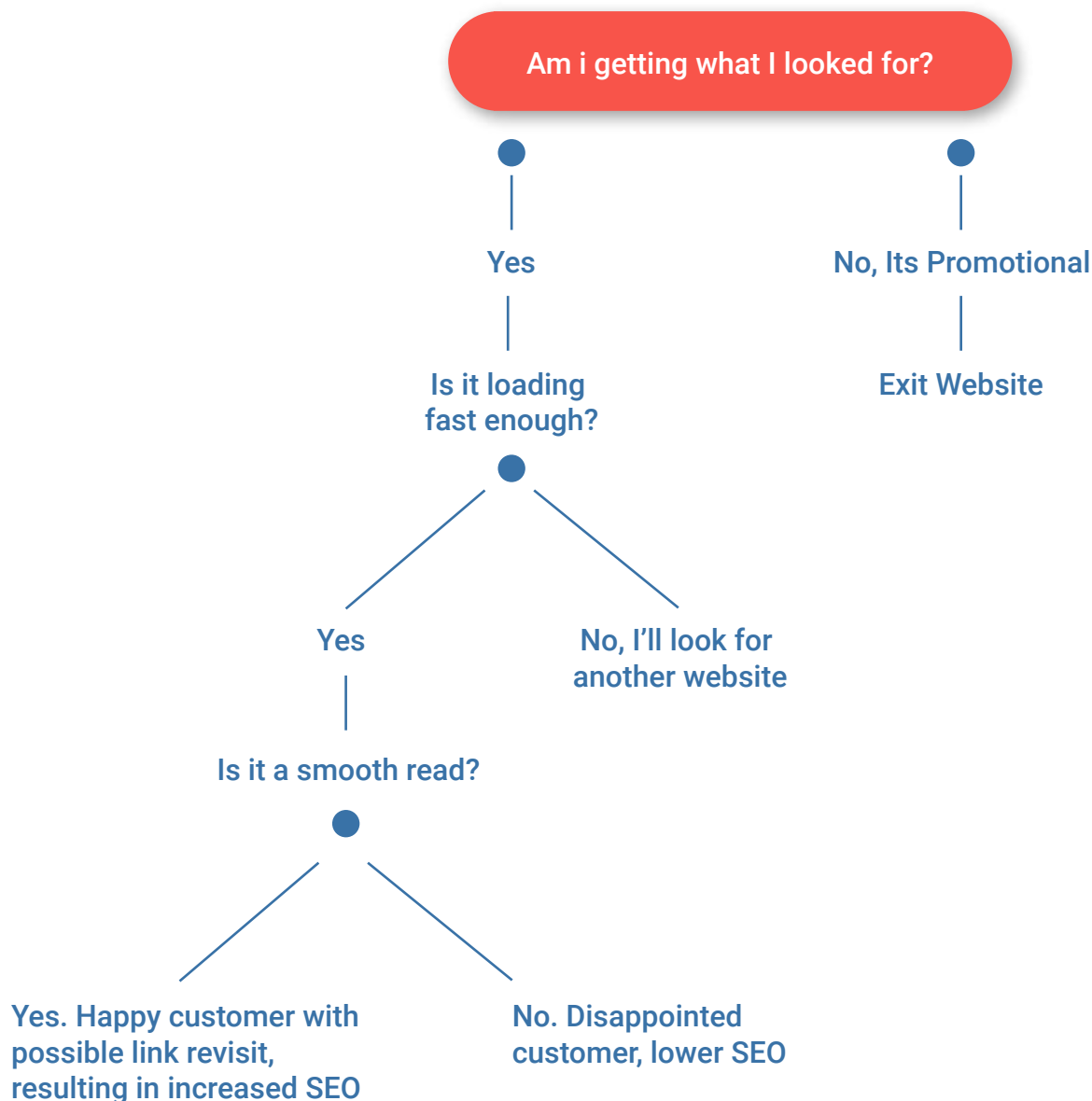
OPTIMIZE YOUR WEBPAGE CONTENT

- Link-building is an important step to connect your website to others and increases traffic by a huge margin.

- Work with deep content rather than brief articles. You should hold the strength of providing details about everything you work to mention in your content.

- Your content should be simple, clear, concrete, emotional, entertaining, inspiring, relevant, and trustworthy. This enables the establishment of a good relationship between you and your audience.

- Add in hints of visual content. This not only makes it a smooth read, but it also gives the reader's eyes time to relax rather than just focus on the details of the text.

- Remember that your content is written for an audience and should not feature corporate lingo. Strong titles and fine grammar are optimal to live up to the ideal results of your consumer.

- Last but not least, all of your content should be mobile-friendly. Mobile phones are the leading appliances today and if you fail to bring forth mobile-friendly optimisation, you risk losing a large part of your audience.

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IMPROVE WEBSITE'S USER EXPERIENCE

User experience, or UX, is the most important part of any marketing campaign you will ever hold. For any business to have room for growth, you must concentrate on the customer before working towards the achievement of individual goals.

Although the main goal of SEO is to concentrate on search engines, we only do so because of its optimization, which works on the basis of consumer needs. While the algorithms calculate user data, they allow us to know what consumers want, and what they don't.

The general consumer thought process runs in a manner similar to this:

Am i getting what I looked for?

Yes

No, Its Promotional

Is it loading
fast enough?

Exit Website

Yes

No, I'll look for
another website

Is it a smooth read?

Yes. Happy customer with
possible link revisit,
resulting in increased SEO

No. Disappointed
customer, lower SEO

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IMPROVE WEBSITE'S USER EXPERIENCE

Through the process of visiting your website after reaching it through an adequate search engine, the consumer provides a timeframe of 3-5 seconds to give your content an opportunity. However, if you are not able to live up to what you guarantee, you risk not only losing a customer, but also the value of your SEO.

Google has exclusively spoken of how false titles, keyword-usage, and promotional backdrops to helpless articles can lead to more harm than good. While you work through the technical side of the program, you end up losing all possible customers because the search engine deems you as unreliable. It can be very hard to build up again after this.

While evaluating the user experience at your website, the most important things to check will be the general bounce rate, time-on-site, as well as well-established site navigation. If you are able to keep the attention of your reader, they are more likely to jump on to the rest of your webpages as well.

Title tags are important as they give you the opportunity to use central keywords followed by secondary ones. While the title works as the main source of the keyword, the Meta description features the secondary ones. This increases the probability of customers clicking on your website.

Lastly, it's very important to understand the intent of your searcher. For example, one might type in "lemon drink" but you don't know whether they're looking for "how to's" or "online order." Not all keywords and phrases will have the same meaning or goal and it is important to know how to distinguish between the various options.

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UNDERSTANDING GOOGLE'S RANKING ALGORITHM

Google's ranking algorithm is followed by a machine learning AI called RankBrain. It helps sort and improve the search results on the basis of the user's wants. Google uses latent semantic indexing, which in turn utilizes search intent as an indicator of what results are the most relevant. With the system tweaking the algorithm itself, backlinks, domain authority, content length, etc. are all calculated within a split second of typing out the search.

Since the ranking algorithm is based on the backbone of search intent, it's important to know that search intent is divided into four main types:

1. Know queries. When the user wants to know more about a subject. For example, "Why won't my toaster work?"

2. Do queries. When the user wants to perform a particular action. For example, "Best electronic company"

3. Website queries. When the user wants to go to a particular website or webpage. For example, "Facebook"

4. Visit-in-person queries. When the user wants to locate and go to an address. For example, "Home decor shop near me"

With the main basis of Google's ranking factors based on the several aforementioned points, there are about 200 total ranking factors for Google. Since it updates the algorithm every year, there are a lot of points to keep in mind while aiming for a progressive SEO. The top contributing factors for 2019 would be:

●   **Secured sites (in accordance with https:// and http://) :**
    The 's' in https stands for secure and is a very important part of gaining traffic through SEO. 84% of consumers are likely to withdraw from the purchase if the website is not secure.

●   **Mobile-friendly :**
    Several different websites claim that at least 50% of the web traffic at all given times is through mobile phones. It's important to optimise your website to be mobile-friendly or else you are doomed to lose customers.

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UNDERSTANDING GOOGLE'S RANKING ALGORITHM

- **Schema markups :**
  Schema markups are very good for SEO as they are major contributors to understand the searcher's intent over all search engines

- **Quality content :**
  Avoid grammatical errors and spelling mistakes at all costs. 60% of consumers are likely to back out from a website that offers poorly-written content. You should display expertise in your field, authority through awards and affiliations, and trust.

- **Speed :**
  Your server should be quick, your images should be optimised, and your text shouldn't slow down the user.

- **Social Media :**
  With multiple social media pages created on Facebook, Instagram, and Twitter, the keywords of your website are more likely to stand out in a crowd of other platforms.

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ON-PAGE SEO - OPTIMISE YOUR SITE

On-page SEO is a process that requires the optimisation of various front-end and back-end components in a website. This is done to make the page rank higher on search engines, which ultimately helps a business to derive more traffic. This process includes content elements such as various HTML components and site architectural ones.

- **Mobile Visibility :**

  Optimise your website in a way that the users can gain access to it efficiently while using a mobile device or a tablet. If a website has good mobile visibility, then it will rank higher in mobile searches. This can be done by improving the site's loading time and using a responsive website theme that speeds up the loading time on the page.

- **Page Load Speed :**

  Page load speed is an important aspect that makes the users judge the performance of the website. Pages that have a faster loading speed will have lower bounce rates and this, in turn, will have a positive effect on the conversion rate as well. Fast websites are considered more reliable and users can gain quick confidence due to the same. Stats say that 79% of online users who have trouble with the load speed won't visit the website again.

- **Update Unique Title Meta & Description :**

  The Meta description of a website is something that draws the attention of users to the page. It is a significantly visible part of any search marketing campaign. Hence, it is vital to craft a compelling description by using important explanations and keywords in order to improve the click-through rate of the given webpage. Make sure that the Meta description is legible and compelling so that the users feel that it is worth visiting the website.

- **Heading Tag Optimisation :**

  Heading tag optimisation allows the search engine to know what the website is about. The header tags of your page are more important than anything else. These headings start with h1 and work their way down to h2, h3, and so on. They will also give you a great chance to make it clear what your page is about.

ON-PAGE SEO - OPTIMISE YOUR SITE

- **Check Broken Links :**

    Broken links are a clear source of frustration to users. They will harm the credibility of your website conversion and hurt your SEO page ranking. Fixing broken links will make sure that the posts, pages, and media on your website work smoothly.

- **Post Long Content :**

    The main aim of posting long content is to increase the ranking of the website. Longer content will be able to earn more backlinks. And not just useless backlinks, but quality ones. When the content is not concise, it is more useful. This is because users do not want bits and pieces of information. It is beneficial for a website if the content is elaborated and more comprehensive on a given topic.

- **Image Optimisation :**

    Images give life to any website. They have a huge impact on your page and define the type of user experience that is being offered. When it comes to updating and improving a website, image optimisation has been proven to be beneficial. Optimising images is an integral part of SEO, as it will aid in supplementing other SEO efforts. A page with well-written content and optimised images will attract more quality traffic to your website.

- **Use Schema Markup Code**

    Schema tags are added to the HTML and can improve the way your website appears. Schema is yet another powerful tool that can help you to increase the usability of the site. It will not only make the website more user-friendly, but it will also make the site rank higher. It helps a website ascend in the search rankings by showing information that is relevant to your niche.

- **XML Sitemap**

    An XML file allows the website to crawl more efficiently. This will isolate the website's URL from the rest of the content on the site so that its protocol complements the robots.txt. XML sitemaps make it easier for a website to be found on a search engine. It can ultimately improve the ranking of a website so that relevant users can find it.

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ON-PAGE SEO - OPTIMISE YOUR SITE

- **Internal Linking Strategy**

  Before your website is ranked based on its content, it is vital that the website is linked somewhere on the net. This is when internal linking comes into the picture. It gives Google an idea about the structure of your website. This ultimately helps in sorting the page according to hierarchy, and will give the more important pages greater value than the rest. This way, using the right internal linking strategy will boost the SEO of a website.

- **SEO-Friendly URLs**

  SEO-friendly URLS are no rocket science. It simply means using Meta tags in a way that they can be optimised in a proper URL structure. This will make each and every page on the website user-friendly.

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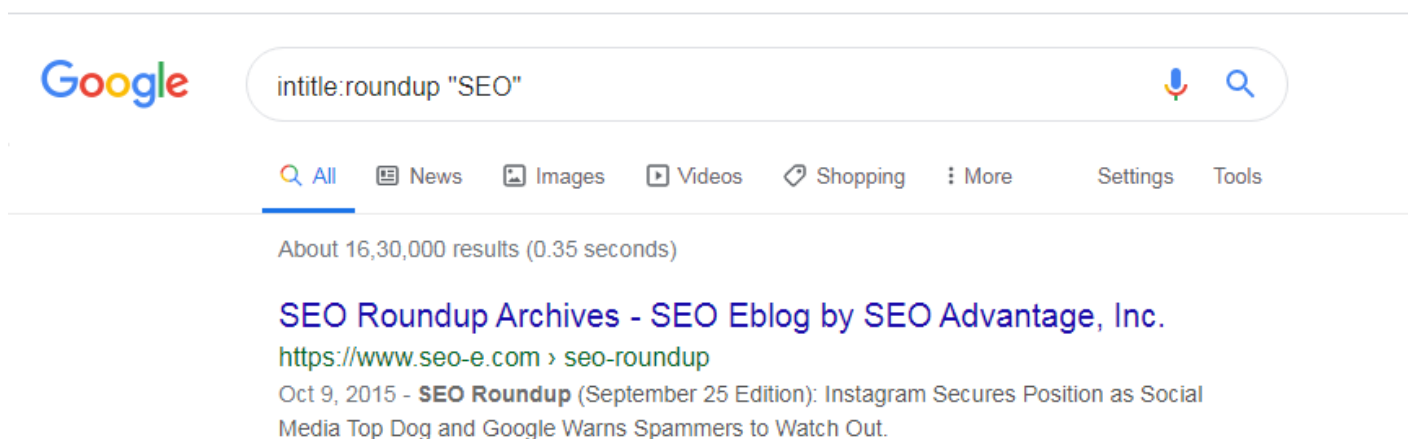
CREATE AN EFFECTIVE LINK-BUILDING STRATEGY

Link-building is one of the most important strategies that can contribute towards a successful SEO campaign. In simple words, link-building is when a website exchanges links with another site to increase the quality of backlinks. Link-building is a pretty lengthy procedure, but when done accurately, it can derive quality results. It is one of the most effective ways to promote any website and provide relevant traffic.

What are link-building strategies?

Link-building strategies are tactics that are used to provide quality backlinks to a website. Getting active on social media, distributing infographics, and using sources from trusted links are some of the most common ways to build links effectively

- **Link roundups**

  Link roundups is a unique way to pitch content and make it reach maximum users. These are blog updates that publish their favourite blogs or articles on their website. All that needs to be done is pitch them at the right time to get the content published. Just find a way to get in touch with them and ask them to link the website to the next piece of content that they publish. So the next time a user reads that particular blog, they will come across the targeted website.

Google   intitle:roundup "SEO"

Q All   📰 News   🖼 Images   ▶ Videos   🏷 Shopping   ⋮ More   Settings   Tools

About 16,30,000 results (0.35 seconds)

SEO Roundup Archives - SEO Eblog by SEO Advantage, Inc.
https://www.seo-e.com › seo-roundup
Oct 9, 2015 - **SEO Roundup** (September 25 Edition): Instagram Secures Position as Social Media Top Dog and Google Warns Spammers to Watch Out.

CREATE AN EFFECTIVE LINK-BUILDING STRATEGY

- **Paid Link :**

  Link-building can be expensive, but it is worth it. Paying for links is an investment, as one can choose the best website that will help to boost your own page. One can choose the best blogging webmaster. However, it is best to limit the time, energy, and money spent on this link-building strategy as it depends on one's luck how far this can take the website.

Other Paid Links

No

Popularity **23.40%**	Effectiveness **4.24**	Penalty Risk **Medium-High**
Link Value ★★★★☆	Difficulty	Cost $

✕ Most popular with Affiliate Marketers

- **Press Release :**

  Press releases are a helpful, concise, and laser-focused way to get quality backlinks for a website. A well-written article is created, posted, and then the potential readers can provide backlinks. Press releases are supposed to be done in a way that they can provide the readers insight about the services and products of the business. Press releases require regular updates, hence they are usually taken care of by an avid reader and writer.

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CREATE AN EFFECTIVE LINK-BUILDING STRATEGY

- **Unlinked mention :**

  Sometimes people tend to mention a business without actually linking the website. People just mention the company's name in an article or a blog, so that readers can come to know about it. This can be done by commenting the business name in an example, or suggesting the readers to try their services out.
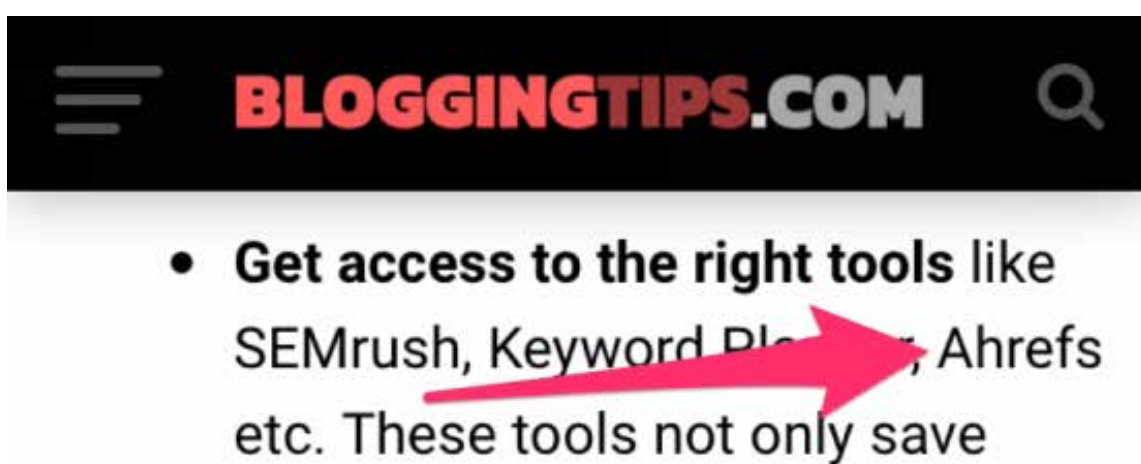
- **Guest Blogging:**

  Guest blogging is the best way to give a business required exposure. Guest blogging websites host their website to bloggers who wish to publish their blogs and articles there. These guest blogging websites promote themselves as 'write for us' websites. This not only helps in expanding brand awareness, but it also aids in stimulating social media shares.

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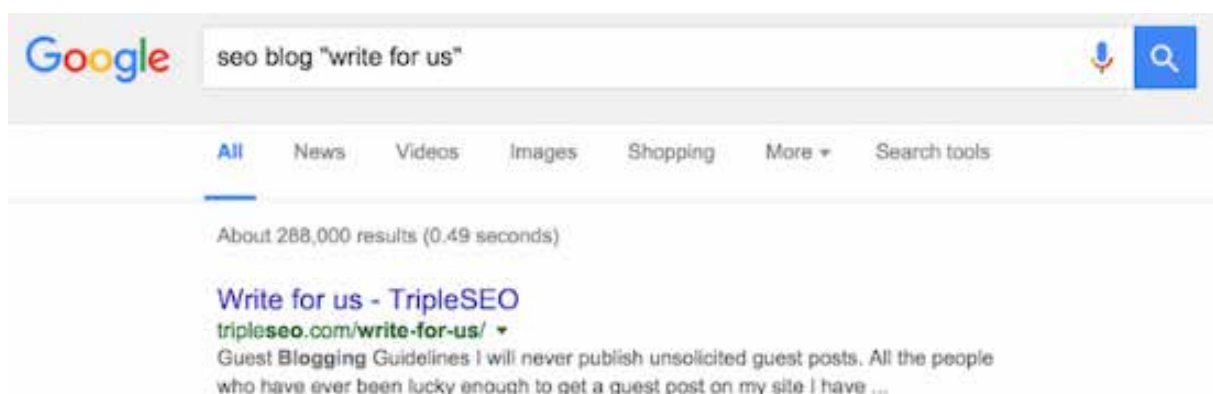
CONTENT MARKETING

Content marketing is skyrocketing right now. It was revealed that 75% of B2B purchases rely on the quality of content and that it serves as a star medium. In order to drive more traffic to a website, it is essential that the content on the website is informative and to-the-point. In order to build a profitable online business portfolio, content marketing has become inevitable.

What are some of the best practices that can contribute towards a successful content marketing campaign?

1. Building targeted landing pages

By optimising the landing page with the right type of keywords, relevant audiences can be brought to the website. The webpage should be fully optimized with the right type of keyword that can attract relevant audiences. This should be the first strategy that needs to be implemented when landing pages are being created. Using strategic keywords and curating content around them is the right strategy to ensure that the landing pages have just the right type of information.

2. Differentiating the audience

In order to increase audience engagement on a website, it is important to classify and segment the audience based on what different users prefer. This is because some readers are merely visiting a blog to read what the blog has to offer. Whereas there is a whole new segment that will genuinely buy or visit the linked website for the purpose of buying. Hence, there needs to be separate content for different segments of audiences so that they can relate to it in the best way possible.

3. Studying what the audience wants

The key to creating a successful content marketing strategy is knowing what your target audience wants. Once you are clear about what your audience is looking for, specific content that will intrigue that segment can be created. This can be done by employing keyword-based research, which will help in discovering what the customers are looking for. You can do this quickly by just entering a specific keyword into the search box and knowing how many hits there are for that particular keyword.

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CONTENT MARKETING

4. Taking facts into consideration

It is necessary to verify the data through our own experimentation so that critical and logical derivations can be obtained. Brainstorming and taking suggestions into consideration will help to provide new ideas for content creation. Readers will find a content more intriguing if there are facts stated as it will be easy for them to rely on the information.

5. Run A/B tests

It is best to figure out what type of headlines, content tone, and marketing strategies will work for your readers. This is why it is important to run an A/B test to figure out what type of content is best for your readers. This tests works efficiently for every size and type of business that is on its way to content marketing.

6. Evolving and growing

Content marketing is an area that requires constant adaptations and changes to be made. Curating quality content will not only help the users to know more about a brand, but it will laso educate them on new things. The users will look forward to reading a blog just because it will help them stay on top of the trends. It is the responsibility of a business to educate the users about upcoming trends and make them aware of what they are coming up with.

7. Conduct a competitor analysis

Content marketing is an area that requires constant adaptations and changes to be made. Curating quality content will not only help the users to know more about a brand, but it will laso educate them on new things. The users will look forward to reading a blog just because it will help them stay on top of the trends. It is the responsibility of a business to educate the users about upcoming trends and make them aware of what they are coming up with.

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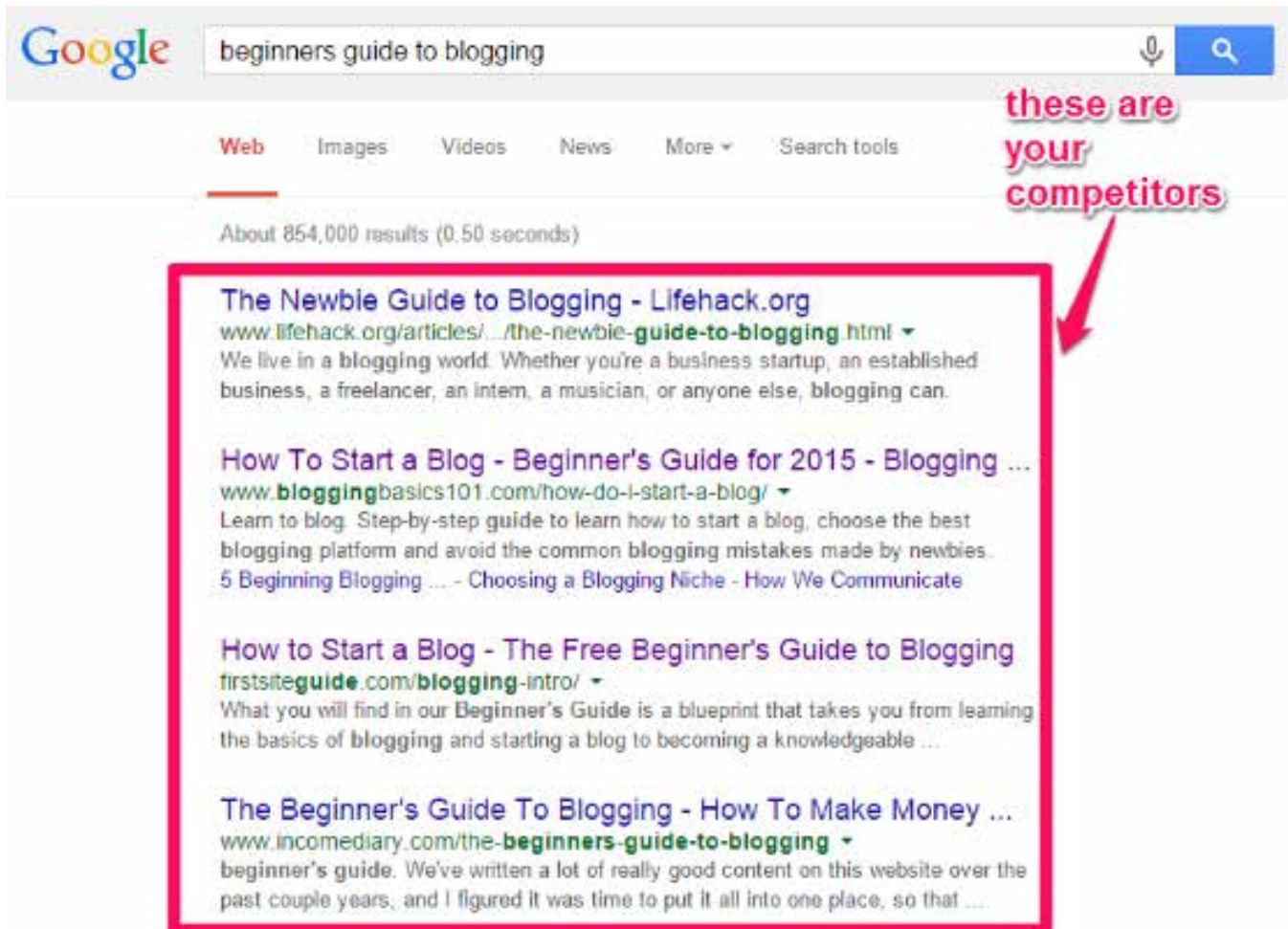
BOOST YOUR ORGANIC CTR

Needless to say, search engines are the most important source to provide the right type of traffic to a website. There are various websites that focus solely on ranking. It is believed that when a site ranks on the first page of Google, it will automatically gain traffic. However, it is a fact that unless, a user clicks on the link, there is no use for ranking high in any search engine.

- **What is CTR and how can it help?**

  CTR (click through rate) is the ratio that is used to measure the success of an online marketing campaign. It can help in measuring the ratio of users who click on a specific link or view a page or advertisement. When a business is able to measure the success of an online campaign, it enables them to have insight on what is working and what needs to be changed.

  If a website is ranking on the first page of Google, but is not getting clicked by users, Google will demote that particular website. Hence, working on CTR is a good way of improving the search rank of a page. According to reliable data, even if the CTR is improved by just 3%, that alone can help the website climb up on SERPs.

- **How to improve organic CTR for a website**

  Some actionable tips that can help in improving the organic CTR of a website are as stated below:

  ### 1. Begin by checking current CTR

  It is a good idea to learn about the status quo before going ahead and trying to fix things. There are various tools that can help in determining the current CTR of a website. Google Analytics is one such tool that will help you figure out what search queries visitors are bringing to a website. It also displays the queries' clicks, impressions, click-through rate, and average search position. One can compare data from different pages and know which content performs well and which doesn't. This will help you to take effective action and make things better.

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BOOST YOUR ORGANIC CTR

2. Descriptive URLs

The content's URL is something that the user will pay attention to. Hence, it is ideal to place the target keywords in the URL. This will serve as an important signal to Google and the website will perform 25% better than generic ones do.

Nintendo Switch: Console, Games & Accessories - Best Buy
https://www.bestbuy.com › Video Games › Nintendo Switch ▾
Find all the Nintendo Switch games and accessories at Best Buy. Nintendo Switch lets you play the same title wherever, whenever and with whomever you …

3. Improving the titles

The title of a webpage is something that will intrigue the user. Hence, it is important to create unique titles that will help attract users to the website. This is why there should be numerous options, so that the best title can be picked. It has been observed that when a business uses a title that is focused on emotions, users tend to click more often. Proper formatting is also something that matters and appeals to the audience.

4. Custom Meta descriptions

Meta descriptions will help potential visitors to understand what the content is about. It is vital to have a unique Meta description for different content. If the Meta description is not updated, then Google will pull any sentence that is relevant with the keywords and put it up as the description. This can end in vague results that might not actually attract users.

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BOOST YOUR ORGANIC CTR

- **How to improve a site's organic CTR**

  The importance of organic CTR should not be underestimated. A website can have great content and quality products, but if no users click on its links, the page is of no use. Thankfully, there are a lot of things that can be done to improve the CTR of a website.

  ✔ Tracking the current state of the existing click-through rate

  ✔ Focusing on improving page titles

  ✔ Testing the page titles in order to pick only the most effective ones

  ✔ Improving URL structures to make them descriptive

  ✔ Paying attention to the Meta descriptions

  ✔ Using rich snippets and structured data

  ✔ Making page loading speed a priority

Once a website starts experiencing organic traffic, it is important to maintain the same. Hence, updating all the above mentioned aspects regularly will help to maintain the CTR of the website.

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PROMOTE YOUR BRAND AND ATTRACT MAXIMUM RELEVANT AUDIENCE

When building a brand, it is ideal to opt for SEO services in the beginning. This should be done so that SEO can serve as a foundation of the brand. SEO mainly focuses on enhancing the user experience of a website. This includes aspects like improving the site's loading time, curating and marketing quality content, and ensuring the mobile friendliness of the page. The brand image of a business is what the users feel about that particular brand, and the user experience is one of the main aspects of determining its value.

Know where the brand fits in

Determining the demographics of a brand is very important in order to create a promotional campaign that attracts relevant users. Hence, it is necessary to know what sector of the audience finds the brand most appealing. Whether it is millennials or the office-going sector of the society, knowing what type of audience appeals a brand will make it easy to design the type of campaign that will attract organic traffic.

Inbound methodology and implementing it

Inbound methodology is the process of converting visitors into customers. This means that the content of the website should be aligned in a way that the content is relevant to the customer's needs and interests. This will naturally attract the right type of traffic and convert them into customers.

Inbound methodology brings the users to the website, rather than reaching out to them. 84% of small businesses use inbound methodology to get in touch with their target audience.

SEO and inbound marketing

Optimizing content will ultimately help in getting more clicks and deriving more traffic to your website. When a brand opts for SEO services, it helps make the website's interface better for its audience. Most users won't visit a website if it has glitches or the content is not up to the mark

If the website is able to carry its brand story effectively, then the audience will be able to rely more on the brand and services that they provide. Inbound marketing needs to be research-based and high-quality content to make an impact on the audience.

PROMOTE YOUR BRAND AND ATTRACT MAXIMUM RELEVANT AUDIENCE

Content, Copywriting, and SEO

High-quality content is what grabs the attention of maximum users. Content is the core when it comes to online marketing. Quality content will make sure that users are hooked to the website and that they keep coming back for more. Optimizing the content with proper target keywords is the first way to boost the brand image and become more visible in search engines.

Using the keywords in the right way

Keywords are something that tell the search engines that the content is relevant to what the audience is looking for. Long tail keywords are something that can help to create better leads and attain quality backlinks.

On average, eight out of 10 people will read the headline of the content and then decide whether or not they want to continue reading the rest of the article. A snappy click-worthy title will help in gaining maximum clicks. A call-to-action title would be a perfect fit when looking to attract maximum users.

Design and SEO

It is very common to see people getting upset or not liking it when a brand changes their logo. This is because the users are accustomed to seeing the old brand logo and they feel a sense of attachment to it. Good designs will help evoke the right type of feelings in the audience. Understanding the audience's perspective when designing the website or the brand logo is a vital part of visual branding.

Apart from the above-mentioned platform, inbound marketing can also be done on social media platforms, as that is the best way to reach maximum users at once.

UPDATING THE OLD BLOG POSTS

It is natural then, when a new blog is published, it receives a lot of traffic. However, people forget that even the oldest blogs should be getting significant traffic. It is worthless to spend time and energy on a blog and then just let it all go to vain once it rolls off the front page of the website.

Proper content marketing comprises the proper optimisation of every content that is present on the website. If a new visitor visits a blog and likes it, but they do not go through any of the older blog posts, it is of no use. Hence, it is best to make the most out of old blogs so that justice is done to the time and money invested. But the question is- how?

Step 1: Shortlisting all the posts

The first step is to get the URL of all the blogs and it can be done by using an analytics software. One can view the full report and a detailed list of every post made on a website. This will help to know how many views/clicks each post is getting.

Step 2: Determining relevant metrics

Now that the list of every post and the number of hits they have received has been disclosed, it will be easier to determine what posts contribute the most to derive in organic traffic. This will be done by having a look at the bounce rate, time spent on the page, and social shares.

Step 3: Deciding which posts to prioritise

This can be done by identifying the older posts that had the best impact on the business. It is best not to pick more than 30 posts to boost the traffic. This is because more posts means less traffic on individual posts.

Internal linking

Internal linking is an integral part of SEO. It will help improve the user experience of a website and will help the readers to find relevant content. A single blog post can have multiple internal linking, which will direct the user to various other blogs. This way, by linking links of older blog views can be attained even on the oldest blog post.

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UPDATING THE OLD BLOG POSTS

Revisiting your keyword targeting

In almost any business niche, long-term search traffic is something that makes up a large percentage of a blog's general traffic. Every SEO expert tries to get things right the first time with keyword targeting. However, we all know that things don't always work out as pre-planned when it comes to Google. It is best to identify keywords that have decent ranking and optimize the old blog post accordingly.

Updating and republishing

If nothing works, it is best to republish the blog with optimised keywords. The main aim is not to derive traffic to the old blog or a page; it is about adding value to the old posts so that users or readers can go out of their way to read it. This can be done if the blog is very old and has absolutely no views in quite some time. Refreshing the content will improve the optimisation.

If it feels like the blog cannot be republished as it has lost value over time, the blog can be completely updated. Some blogs will not gain any views just because of the type of content in them. Hence, it is best that the entire blog is updated.

For instance, no one is going to read 'Top content marketing trends of 2017' in the year of 2019. Updating a blog post once in a while will make sure that it retains its usefulness.

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CHECK SEARCH CONSOLE

Google Search Console is an assembly of resources and tools to assist website administrators, web marketers, webmasters, and SEO experts in order to track the website's performance in the Google search index. It was formerly known as Google Webmaster Central and then Google Webmaster Tools until labelled with the in-trend name in 2015

Google Search Console encompasses features like information about search traffic, search appearance, crawl data, technical status updates, and additional educational resources.

Google Search Console can

- Help in locating the index errors.

- Assist you in knowing the queries and keywords you are ranking for.

- Help you perceive which website is linking to you.

- Assist you in acknowledging your Schema Markup being in place.

- Help you to acknowledge internal as well as broken links, if any.

Google Search Console finds the index and crawl glitches on the website. To let Search Console do so, you simply have to sign-in first to your account, attach your property and finally, call Google Crawlers for a visit to your website. Once the Crawlers traverse through your page, they will render the corrections your site requires. You can first fix your website and once done, recall Google Crawlers to crawl your website again for website optimisation. This process helps you resolve several errors that can influence the user experience on your website.

Assist you in knowing the queries and keywords you are ranking for

Google Search Console enables you to learn the queries that provide your website with an impression on the Google SERPs. This process takes a longer time than usual as you expand your online congestion and continues your off-page SEO efforts.

Keep an observational eye to analyse the keywords you have been ranked for once a week, in order to utilise them effectively and count on them to rank higher.

CHECK SEARCH CONSOLE

Help you perceive which website is linking to you-

Seeking to uncover who is linking to you? The capabilities of the Search Console reveals the websites linked to you. Simply click on 'Search Traffic' first and enable site links by clicking 'Links on the site' and you're done! The report is out there. Ensure the highest optimisation of your website to aid Google to rank you at the top of the Search Engine Result Page.

Assist you in acknowledging your Schema Markup being in place-

Are you familiar with schema.org? Schema.org assists you to set your search engine's markup data. It also helps you to be conscious of every detail relating to every page on your website. Google regards this as a very crucial factor for on-page SEO and high-ranking practices.

Help you to acknowledge internal as well as broken links, if any.

Internal linking is one of the crucial practices for Search Engine Optimisation. If a site includes quality internal links, the probability of ranking the particular page increases as the link authority is conveyed to the particular pages.

Moreover, with Google Search Console, you can also avoid 'ERROR 404', as it helps you identify and fix them. It also assists you to traverse your website from the eye of Google.

To sum up, if you are an SEO expert, you might relate to the wonders this tool can provide to improve the online presence of various businesses and marketers by optimising their site and increasing their ranking.

REDUCE YOUR WEBSITE'S BOUNCE RATE

For most businesses, the idea of a website is to drive customers to consume their product or services. A website represents the ideology, motive, and services of the business. It delivers crucial information and enough idea about the products or the services they offer.

Several businesses suffer frustration from not being able to generate the desired leads and transactions through their website, even after spending millions of dollars. In the majority of the cases, the reason behind this is the website's high bounce rate, i.e. a greater percentage of visitors do not stay on the page long enough to make a purchase.

If visitors are discarding your website like a sinking ship, the following could be the reasons and respective solutions to deal with the undesired bounce rate:

Pop-ups:

A perfectly-timed pop-up can enhance your conversion rate, getting more people signed up for your mailing list or your service or products. However, many viewers find them annoying. Others say they help in generating conversions. So, you should test whether they are working for you or not.

Pop-up timing also plays a major role in influencing the conversion rate. If you are observing that swiftly presenting a pop-up is escalating your bounce rate, implement the idea of delaying the pop-ups for your viewers to visit the site first.

Poor design:

Examine your website with an unbiased eye. Is it really worth your visitor's time? Your visitors are not designers. But they can recognise a poor design. Ideally, your website should have a visually-appealing appearance that should subtly endorse your brand.

A poor design doesn't imply that the colours are a bad choice. As an eminent designer once said, if your design is really good, it will work even if the website is coloured black and white.

REDUCE YOUR WEBSITE'S BOUNCE RATE

Use of multimedia

Audio and videos do miracles for your website and can get remarkable results for your landing pages. However, there are some optimum practices to get the desired results from these mediums.

- The autoplay of the video might raise your conversion rates. On the other hand, some visitors might feel controlled with the ideal of video/audio autoplay. Test yourself.

- Must include an invoking call-to-action to tell your visitor what to do next.

- Assess with the duration of your video, considering viewers will have little forbearance for immaterial communications.

Usability and navigation:

When you visit a site that displays disarrayed information, and you struggle to find the desired information, then you yourself would not want to stay longer. That part of having a website refers to web usability standards.

The following three basic components depict the idea of web usability:

- ✓ Make white space your friend. Not every inch of your website has to contain information, allow your design to breathe.

- ✓ Visitors consider certain things are meant to be placed only in certain places. So, stick to the conventions (like navigation at the top of the website) in the majority of the cases.

- ✓ Above all, a user must discover what your business is all about and what you are offering within the first few seconds of reaching any page on your site.

Speed -or lack of it:

The speed and loading time of your website are directly proportional to the content (multimedia, scripts, and images) you have added to it. Research shows that website desertion enhances dramatically after the 4-5 second mark.

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REDUCE YOUR WEBSITE'S BOUNCE RATE

In this fast-paced world, if your website does not load instantly, you are out of the competition.

If people don't get the required information at your place, they will not wait, and will simply search somewhere else. This is also one of the crucial reasons why Google is now including page speed, as a variable, in its ranking algorithm.

Investigate within Google webmaster tools or the site speed metrics in your analytics program to learn how your website speed might be an issue.

Website responsiveness:

Today, the world lies in mobile phones. Almost everybody is browsing online on their smartphones instead of their desktop computers. If your visitors are interacting with your website via mobile devices and you're serving a poor user experience, they will not come back and you can't afford that.

Hire a professional website designer and build a website optimized for all smart screen displays.

What's In It for Them?

Last, but surely not least, your website must instantly give your viewers the sense that they are moving towards the outcome, if not, they will bounce. The design, content, navigation, and call-to-action must all work together to communicate what you are offering. Instantly communicate your value to your site's visitors.

What is a good bounce rate? Well, there is no right answer…

Focus on being useful to your viewers. Make them believe that you have the services/products they have been looking for.

USE RELEVANT INTERNAL LINKING

Before your website's content can rank on Google SERPs, it requires strong and relevant internal linking.

What is internal linking?

Internal links are the hyperlinks that direct to the pages of the same domain. These are in contrast with external linking, which link-out to pages on other domains.

Why is internal linking crucial for your website's SEO?

In the simplest words, internal links help search engines like Google to find, crawl, index, and understand all the pages of your website.

If used strategically, internal links can play a vital role in higher ranking in Google SERPs and can also send page authority (page rank) to important pages.

Setting up an internal-linking strategy

A good and user-friendly website demands periodical improvement and evaluation in its internal linking strategy. By adding the right internal links, a website owner ensures that Google understands,

- ✔ The relevance of pages
- ✔ The relationship between pages
- ✔ The value of the pages

Create lots of content

The foremost step to an effective internal-linking strategy is to build an efficient content marketing strategy. Create a lot of content to have lots of linkable content. The more the link to the more places, the better and stronger your internal marketing strategy will be.

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USE RELEVANT INTERNAL LINKING

Use anchor text

Once you are done figuring out which link should be on the page and which pages should acquire link value, then the next step that comes is employing the right anchor text.

Anchor texts, by definition, are the clickable text that a visitor sees.
The optimum use of anchor text opens a new can of worms. Just use natural and un-optimized sentence fragments as anchor text, and your website will do just fine. Do not over-optimize your anchor text, as it might hurt your website. No overthinking, no clever tricks, just highlight and link it and be done.

Link Deep: Deeper the linking, better the results.

Precaution alert!

Below are the two kinds of links that you should avoid using in your website's content:

Home Page :

Most websites have too many links to the homepage as is. Instead of simply putting more links on your homepage, you should rather focus on strengthening internal pages to enhance the overall SEO of your website.

Contact us :

Many new content marketing experts make a same common mistake. To follow the obligatory call-to-action at the end of the post, they write something like: 'Reach us to know more' and then link it to the 'contact page' using anchor text. But our advice is: do not build links to the contact page unless it's necessary.

Build links that are natural for the visitor:

The purpose of internal link-building is to offer value to the readers. Internal links enhance user engagement on your website.

Whenever a user comes across a valuable and informative link that matches the context of the content, they are likely to click on that link. This could be an external link that the user might be interested in. But if it's an internal link, the visitor stays longer and becomes more engaged in the website experience.

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USE RELEVANT INTERNAL LINKING

Content links are a strong signal for both search engines as well as the user that the content you are associating with. Thus, internal links assist both users in traversing through the website efficiently and helping in optimizing your SEO.

Win. Win

Build relevant internal links

As much as possible, link only to the relevant content in your internal linking. Do not build internal links just for the sake of linking. Link the pages that offer mutual enhancement from internal cross-linking.

Use Follow Links

Follow links are an optimum technique of building the internal link architecture of your content marketing. Keep things free and fluid, i.e., link value requires flowing freely to and from internal pages, attaining the same by using the following links.

Use a practical number of internal links

You are not required to have tons of internal links in your content. Google directives are simple: 'Keep the links on a given page to a reasonable number.'

There is no number range to describe reasonable linking. But Matt Cutts, administrator of USA digital services, has provided a definite statement, he recommends about 100 links or so, and in some cases, more than that. These 100 links encompass all the links on the website including footers, headers, navigation bars, ads, everything. 100 links aren't difficult to attain if you compute the total number of HREFs on an entire page.

Strategically planning and building your internal links will lead you to having a stronger link profile and better SEO through consistent internal linking. It is even worth looking back and auditing your old content to ensure sufficient and efficient internal linking.

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CONVERSION RATE OPTIMISATION

If you are new in the world of conversion rate optimisation, then implementing better conversion practices from the industry is a great way to kick-start with minimal risk.

To being, CRO (Conversion Rate Optimization) is a systemic process of increasing the percentage of website visitors who perform the desired activity- be it filling out an inquiry form, becoming a customer, or any other activities in favour of your website.

The CRO process includes perceiving how the user moves through your site, what actions they perform and what's stopping them from becoming the ultimate customer.

Below discussed are some Advance Link-Building Options that will help you in boosting your website's CRO

Guest Posting:

Guest posts have proven to be a greater means of increasing the visibility of your website on someone's blog by outing a link to it, as a part of a link-building strategy. The link can be placed either at the "About the Author" section with a No-Follow attribute or in the text body, provided the blog owner allows you to do this

In return, you can place that website's link on your site, for mutual growth in the websites' visibility.

Skyscraper Technique:

This technique includes creating something better than your competitors do. The most non-rational yet efficacious strategy is picking famous content loaded with backlinks and making it better. It is not as simple as it sounds, as it requires detailed research and creativity on the niche you are making content for.

Mark all the frail spots and omission of the current content that targets our visitors, encompassing text structure, readability, keyword density, and visual components.

Once you have written the most-relevant and optimum content, reach out to the website that has backlinks to the original content and interacts with them to replace one of yours.

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CONVERSION RATE OPTIMISATION

Resource Link-Building

Resource page link-building is an exercise of generating backlinks from pages that contain an organized list of external websites or resource pages. For instance- when a website adds your link to their resource page, your links make their site page better; it is because source pages are designed with a purpose to link to awesome content on other websites.

Influencer Marketing:

Influencer marketing focuses mainly on employing key leaders to direct your brand's message to the larger market. Instead of promoting directly to a mass of potential customers, one instead hires, inspires, or pays influencers to spread the word for you.

- Statistics show that influencer marketing delivers 11X higher ROI than traditional forms of digital marketing.

- Builds credibility and trust

- Highly focused and relevant

- Does not appear pushy

- Offers value to your target audience

- Helps drive quicker customer acquisition

- Boosts your SEO

- Easy on your wallet

- Aids your content strategy

- Expands brand awareness and reach

- Fit for all businesses, regardless of size or industry

CONVERSION RATE OPTIMISATION

Broken Link-Building:

Search engines always value your efforts in making the internet better. This strategy is intended to identify and fix broken links somewhere by reporting them to webmasters, admin, or getting them replaced with the links resembling the same content as yours. The simplest way to achieve this is to look for broken links for your rivals. This strategy may seem a little monotonous at first glance, but if applied correctly, this might make a difference.

TIP: To seek all broken links of your rivals, run the Backlink Audit on one of them and mark the box besides Target URL Error in Advanced filters. This is an absolute new filter that exhibits the target pages that were not crawled due to an error. This is exactly what you have been seeking.

Next Step: Contact the source page owner and inform them of the target link that does not work well.

This is a good reason to replace it with your relevant content instead

Link Reclamation:

Link reclamation refers to the process of detecting, fixing, and replacing broken links pointed at your website or replacing broken links that are not adding value, as they should be. Link reclamation ensures that your website is not leaking out on any link juice due to moved pages, faulty URL canonicalization, or broken links.

Passing through the process has the added advantage of assisting you in finding defective pages, duplicate content issues, and issues relating to internal linking and site navigation

Service Explainer Video:

An explainer video is educational and informative. It is a video that is short, animated, and explains the business idea in less than 90 seconds. These are very straight-forward videos delivering a very clear message via attractive visuals.

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CONVERSION RATE OPTIMISATION

Explainer video:

- Boost your online visibility

- Build brand awareness

- Improve conversions and sales

- Your viewers will take action

- Increase share-ability

- Get the most out of visual and verbal learning

- Adapt to the mobile logic

Podcast Marketing:

A podcast is a set of digital audio files that are accessible on the internet for downloading. Businesses and organizations nowadays are employing podcasts widely to enhance their prospects. It is a powerful marketing tool that acts as an alternative to videos.

Podcast marketing assists in reaching new audiences along with building familiarity with a wide range of audiences. It also,

- Helps in improving relationships with the Audience

- Is easy to Create

- Is Highly Engaging

- Improves Public Speaking Skills

Employ these above-mentioned tactics and optimize your website for a higher conversion rate.

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IMPROVE YOUR LOCAL VISIBILITY

- Setup & Optimize GMB Listing

- Add Business Address to Website

- Positive Reviews

- NAP Updated and On the Home Page

- Website optimization for 'Near Me' Searches

Optimize Your Site for Voice Search

https://thrivehive.com/local-seo-increase-visibility-google-local-searches/

https://support.google.com/business/answer/7091?hl=en

https://www.searchenginepeople.com/blog/6-high-i pact-ways-enhance-local-business-visibili-ty-online.html

In the past, when users wanted to look for a particular business, product, or service in the area, they would go to the yellow pages.

With the innovation in technology, they have ditched those clunky books and shifted to online searches- Yahoo, Bing, but most popularly Google and Google Maps.

Consumers are always seeking quick findings, whether they are looking for a flower shop, an ice-cream parlour, or a restaurant. Search engines like Google are revolutionising searches in which the consumers are increasingly able to get what they're seeking, directly from the SERPs, without even having to click through to a website.

Thus, if you wish to get a higher ranking on Google and improve your online visibility, you need to align your website and local listings with Google's ways. This is termed as Local SEO. Local SEO includes diverse tactics that reflect on your business website and listings to show up for loca-tion-based searches, and also in the local results for broader searches (such as Google's Local Pack).

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IMPROVE YOUR LOCAL VISIBILITY

Following are the tactics, which, if employed, can enhance your local visibility:

Setup & Optimize GMB Listing

Optimising the Google My Business (GMB) list for your business to help your business rank higher in search results drives more traffic directly to the store and provides the business a shot at emerging in the coveted local three-pack.

Google sometimes auto-generates GMB listings, so check to see if the GMB listing for your business already exists. Whether the listing needs to be claimed, created, or brought up-to-date, ensure that all the info is accurate. Once the business has claimed or created the listing, the next step is to make sure that the listing is optimised for maximum online visibility.

Add a Business Address to the Website

Adding a business address to your website acts as a key component for local SEO and enhancing your search visibility. Listings are implicit profiles of your business that hold key details such as the name of your business, phone number, website, and especially your business address.

Positive Reviews

Reviews are an essential part of online retailers. They play a crucial role in generating leads for local businesses, whether or not vending online, thanks to their complete prominence in the local search results.

Why Reviews ?

Positive reviews hold the power of social proof. While trying or trading with something new, people often need confirmation and assurance; this is where positive reviews play a vital role in converting a visitor into a potential customer.

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IMPROVE YOUR LOCAL VISIBILITY

Updated NAP and details on the Home Page

Businesses with complete information are highly preferred and favoured by local results for each search. Ensure that you enter all the information in Google My Business, including your Name, Address, and Phone Number (NAP), category and attributes, for customers to know more about what you do, where you are, and when they can visit you. Update this information whenever your business changes.

Website optimisation for 'Near Me' Searches

Users searching online for local services is trending now more than ever before. If you have not optimised your business for 'near me' and voice-enabled local searches, it's time you do so. 'Near me' searches are crucial for marketers since they enable you to reach your targeted customers during micro-moments in which they most seek your product or service.

Optimise Your Site for Voice Searches

Nowadays, we are swiftly approaching a voice-first world when it comes to searches, thus generating the need for re-optimising your websites and businesses to keep up-to-date.

SOCIAL SHARE

Does social sharing really impact your SEO ranking?

Social share refers to how social media activities can influence your website's organic traffic through search engines. Social share not only makes your SEO activities effective, but also lucrative. In a nutshell, SEO and social media might seem different from one another, but there is no doubt that they help each other.

Social platform share does not directly influence your online rank. The links that you share on social media platforms like Facebook, Pinterest, Twitter, etc. helps your brand to get more exposure, but Google does not see them as a ranking signal.

So, if you're investing your resources in social media marketing, then you are enhancing your chances of performing well in the search engines.

Reasons why you should invest your resources in social media to enhance your SEO results:

SEO is all about gaining more visibility and generating more leads on your website, organically. On the other hand, social media marketing is about making the most of the social networks and getting found on them by potential customers. Thus, both social media and SEO have overlapping goals, which is why social networks are becoming valuable search engines and, at the same time, search engines are becoming more social.

Search engines index social media content

The relevant and right kind of social media content uploaded regularly can make a massive difference in your content marketing campaign. When your content gets crawled and indexed by search engine spiders, things get better.

Moreover, based on how search engines treat your content, social media can assist you in getting it indexed quicker. For instance- if your blog gets a lot of visitors on Twitter or Facebook, it will end up securing a place in the index at a quicker pace.

Search engine spiders are capable of locating such content easily because of the social factor. So, in case your post goes viral on social media, the ridge can reflect in Google SERPs.

SOCIAL SHARE

Social Media Helps Build Authority

The website's authority holds a lot of weightage when it comes to search engines, making it the most crucial SEO factor to focus on. As per search engines, especially Google, if your domain or page has high authority and high value, then the chances are better to rank above the sites that have poor authority.

The webpage's authority grows over time. As you keep posting top-notch content and gain more relevant backlinks, your site's authority will keep growing. That is, the content you have been publishing, what your visitors are seeking, if delivered, earns you backlinks and eventually, positive votes.

If a website owner focuses on building an engaging network on social media, then the content gains more relevant places to live. Moreover, the higher the relevant places to live in, the more the authority you gain.

Social Media Involves Real People

The majority of the unethical and black hat SEO practices are technical and yet have failed to gain optimum and long-term results because they take the 'users' out of the question. These tactics are not about visitors when search engines are especially seeking for a human touch.

If you are seeking to rank web property in the future, you cannot just depend on technical factors such as keyword optimisation. Your SEO strategy has to have a human component to it, to get real-world results, or else your competitors who take the time to create valuable content will beat it.

With social media evolving at warp speed, it becomes an inevitable part of SEO. Social media offers you a bird's view of everything. Do you know where your content is, who it is being shared or consumed by, and the kind of effect and impact it is having? Al these concepts, if analysed, have a huge impact, in terms of SEO.

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CONCLUSION:

Now you know that SEO is a complex approach that includes several distinct tactics, techniques, and fine practices.

Moreover, SEO strategies are always evolving as per the changes in the consumers, web-users' behaviour, as new technologies introduced, and as search engines change their algorithms

That being said, SEO is yet one of the most crucial aspects of any business that desires to have strong online visibility and presence. It helps in accomplishing several goals encompassing brand awareness, conversions, traffic, customer experience, and much more.

This is why digital marketers need to have a detailed understanding and a solid grasp of what SEO is, and what cutting-edge best practices are, to attain the desired and optimal search engine results.

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