

# How to Improve Your SEO Strategy



## 1 Update Existing Content

Optimizing your site's existing content is often the fastest way to improve your site's SEO.

## 3 Target Low-Competition Keywords

Target question keywords and long-tail keywords with low difficulty. That way, you have less competition, making it easier to rank.

## 5 Optimize Images

Optimized images can help drive traffic to your website when done correctly.

## 7 Make Sure Your Site Is Mobile-Friendly

Google now uses an index that only counts the mobile version of your site. Use Google's Mobile-Friendly Test to find out if you need to re-optimize your site for mobile.

## 9 Decrease Load Times

Website loading speed is a Google ranking factor. Test your site's speed for both desktop and mobile with Google's PageSpeed Insights.

## 11 Use Internal Linking

Each internal link sends some authority from one page to another. Use internal links strategically to send authority to pages that need it most.

## 2 Aim for Featured Snippets

Featured snippets are those large boxes that you see at the top of Google's search results. Use descriptive subheadings to rank for them.

## 4 Get Backlinks from Authority Sites

Getting backlinks from a variety of high-authority sites should be a big part of your SEO strategy. Because without backlinks, ranking is even more challenging.

## 6 Track Metrics with Google Analytics

It's important to know which metrics to pay attention to in Google Analytics to see exactly how your SEO is improving.

## 8 Optimize for On-Page SEO Factors

Add target keywords strategically to your page. Then, look for semantically-related keywords to boost performance.

## 10 Improve Local SEO

If you serve a specific geographic area, local SEO is super important (perhaps even more important than "regular" SEO).

# How To Improve Your Website 101 Tips Strategies

**S Baum**



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