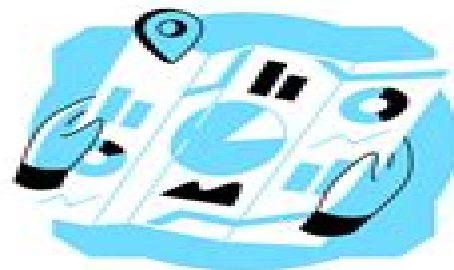


How to Improve Your SEO Strategy



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

Yicheng Fang



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