

SEO Tips to Improve Website Rankings

It's no secret that Google loves updating its SEO algorithm. In fact, over the course of a year, they may make over 500 algorithm changes in total. This can be difficult to keep up with let alone get ahead of, which is why we've pulled together some of our favorite tips together so you can make sure you're using the best SEO strategy moving forward!

- **Write for humans, optimize for search engines:** Years ago, people would jam their webpages full of keywords in hopes that it would help improve their rankings. This tactic is called "keyword stuffing," which **DOES NOT WORK**. Search engines have become more sophisticated and are rewarding webpages for quality content.
- **Optimize meta data:** Meta data is a webpage's page title, page description, and URL slug. Aligning these three elements of a webpage with a singular keyword or keyphrase will help to strengthen the webpage's ranking power.
- **Implement tracking:** Installing Google Analytics is a crucial piece to understanding not only how your webpage are performing, but also to understand how visitors are using your website. This data can greatly impact how you approach optimizing your website.
- **Install an SSL certificate:** An SSL certificate makes your website secure. This is visible by seeing "HTTPS" in the URL rather than the standard "HTTP." Google is penalizing websites that do not have an SSL certificate. Avoiding this penalty, along with providing a safe and secure experience for your visitors is why an SSL certificate is important.
- **Claim your Google Business Listing:** The knowledge pane that appears on the right side of the search listings page that displays a specific business's location on the map, images, reviews, and business info is auto generated by Google. Claiming this through Google My Business will allow you to optimize it with relevant keywords and information to help improve your website's ranking power.

How to Conduct an SEO Audit

- **Check your SSL certificate:** In the URL address bar, does it say “HTTP” or “HTTPS”. If it says HTTP, your site is not secure. Contact your domain provider to get an SSL certificate.
- **Check for broken links:** Use a free tool called [BrokenLinkCheck.com](https://www.brokenlinkcheck.com) to analyze your website for any broken links. Broke links needs to be fixed immediately.
- **Do you own your Google My Business listing?** If not, go to [Google.com/business](https://www.google.com/business) to create an account and claim your listing. Ensure to optimize it to help improve business visibility and ranking power.
- **Perform a speed test:** Use a free tool called [GTMetrix.com](https://gtmetrix.com) or [Developers.Google.com/speed](https://developers.google.com/speed) to perform a speed test for both desktop and mobile for your website.
- **Search for your website:** Perform a normal Google search for your website using keywords you want to rank for. Note where you’re currently ranking to benchmark your website. Optimize your webpage that appeared on the search result page with that keyword and perform this search a few weeks later to see if it improved.

Perform this audit each month and record your findings. This will help you to see how your website is improving over time.

For more information on this audit, or to have a more extensive audit performed on your website, give us a call at **812-637-3074** or email us at **Bebe@AbsoluteWebMarketing.com**.