SEO BEST PRACTICES

The BEST Way to Increase Your Brand's Visibility

You may want to try some digital marketing strategies that can place your brand in the limelight.

WHAT IS SEO?

The term "Search Engine Optimization" means that you will "optimize" or rearrange your brand's ranking on search engines, such as Bing, Yahoo, and of course, on Google. If you have a website, a blog, or an online shop, SEO is the best way to increase your website traffic.

THE IMPORTANCE OF SEO

Search Engines are Trusted
People often go on them to find what they seek.

It's Fast & Accurate
Instant access to a virtual library of related information.

Access Anywhere
Find whatever they need, wherever they want.

Ranking
The goal is to get on Google's first page of results.

Top 5 is Best
Most people don't go past the first 5 results if they found what they've been looking for.

Be Found
The higher you're ranked, the more traffic you receive.

HOW TO IMPROVE SEO

1. YOUR TITLE TAG

Before publishing any content, be sure to check your title tag.

Why is this important?
Title tags tell the search engine what your website or blog is and what it is about.

How can you make your title tag unique and effective?

Your title tag should consist of both primary keywords and secondary keywords to drive more traffic to your website and increase your ranking whenever a user searches for that particular keyword or key phrase.

Keep your title tags as short as possible with a maximum of only **50 to 55 characters**, including spaces and symbols. Avoid duplicating your tags.

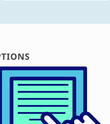
2. MATCH URLs TO TITLES

Most of the time, it is better to match your URL to the title of your content, but this does not mean that these should match word by word. You can emit stop words such as "and", "but", "of", and "a".

That way, search engines and users will already know what your webpage is all about, without even looking or reading the title or even the meta description.

3. MAKE URLs SHORT

Remember that you need to emit stop words and articles when you are creating or rewriting your URLs. You don't want your URLs to be too long, simply because shorter links are more memorable than long links. The ideal number of characters in a single URL is around 50 to 60 characters including the special symbols.



4. CREATIVE META DESCRIPTIONS

In SEO, meta descriptions are important. Meta descriptions are the snippets or introductions to what your web page is all about.

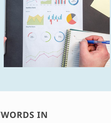
This summarizes the web page's content and provides an insight to the readers. While this may not really affect the ranking of your webpage on search engines, this will definitely affect the interests of your readers.

5. RELEVANT KEYWORDS REQUIRED

#[keyword]

Using keywords and key phrases are still recommended. Your content should be relevant to the user's search, so you'll need to include some keywords and key phrases that users will most likely use.

Do consider including keywords two to three times in the content.



6. DON'T USE SIMILAR KEYWORDS IN THE SAME CONTENT

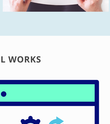
Yes, keywords and key phrases are still required to optimize your website well on search engines, but overdoing this will result in the opposite.

Your website's rank on search engines can decrease if they detect multiple keyword stuffing and repetition. The reason behind this is that this can be detected as "spammy".

7. HEADERS ARE CONSIDERED

Headers are also important in optimizing your website in search engines. Header tags "H1" or "H2" are the most commonly used tags for headers. The first thing you need to know is that the main header tag, H1, is considered to be the subject line of your webpage.

This is your main title that will be used in driving traffic to your website and increasing your rank on search engines.



8. INTERNAL LINKING STILL WORKS

Why should you place internal links on your website? These are links that are normally found in your web content that will point directly to another webpage on your website.

This is a good SEO practice, as it encourages visitors who found your website through a search engine to click through other pages of your site.

9. SHORTER, READABLE CONTENT

Making content readable is not all about using simple words that are in layman's terms, but making it more appealing to the readers.

It is advisable that you write shorter paragraphs with a complete thought, consisting of three to five sentences. Long paragraphs are sometimes the cause of losing the reader's attention.

10. IMAGES DO MATTER

People love images and pictures, so images do matter. However, it is not just the image that is important, but also the alt tags or the title of the images on your website.

This will tell users something about what that image is all about and how important it is to your content and webpage. Alt tags are also good for search engines.

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