Aaron Rains SEO

Top SEO Tips 2019

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The website is crawlable by Google

☑ Meta robots tag lets crawling

Ensuring that your meta robots tag permits crawling is very important.

☑ Robots.txt does not disallow crawling

You need to make sure let's state this webpage is not disallowing this URL in your robots.txt.

☑ URL - Sitemap

Make sure all URL that you want to show in search results are in your sitemap.

☑ Internal hyperlinks pointing to a page with organic anchor text

So let us say I'm trying to position for dog treats. Perhaps I am on a puppy site, and I wish to be sure I have other inner pages connecting to dog treats page together with the anchor text dog bites, or even pet treats and making sure I'm showing Google this is an internally connected page.

HTTPS - SSL

You want to make sure that that is secure and that Google is considering that as well.

☑ Responsive cellular design and hyperlinks

Super crucial with all the mobile-first indexing that your site is easy to navigate and meet Google guidelines on mobile.

☑ Clear CTA

A good deal of pages overlooks this. Visible CTA is vital to have."Buy Now, Learn More or Contact US" link or button. Google up weight on a clear action for each page.

☑ Multimedia: Examine SERP and include desirable media

Are you currently supplying other beneficial media types? Are there any video and images along with distinct kinds of content on your webpage?

☑ Page rate: use CDNs, compress pictures, utilize a trusted hosting

Are you checking the page speed? Are you using CDNs? Are you compressing your images? You want to review all of that. Ensure that visitor can access your page quickly.

☑ Unique, high-quality articles

Are you currently supplying high-quality content? Therefore, if you visit Google and you search"pet treats" review the top ranking pages and make sure you have similar copy and pages.

☑ Optimize for a purpose: Assess SERP and PPC, notice which SERP attributes appear.

You need to additionally optimize for your use. So you would like to appraise that SERP. If this search result page is revealing tons of pictures or perhaps videos, then you ought to be integrating that into your webpage also, because that is what people are searching for.

☑ Title tags and meta descriptions

What are those titles? What are those descriptions? What's working? Title tags and meta description are still so important. This is the first impression to many of your visitors in Google. Are you enticing a click?Are you making that an enticing call to action to your site?

☑ Header tags
H1, H2, and H3 header tags are still super important. You want to make sure that the title of your page is the H1 and so forth. But just to check on all of that would be good.

☑ Optimize images: compress, title file names, add alt text
Images are the biggest source of bloat of on-page site speed. So you want to make sure that your images are compressed and optimized and keeping your page fast and easily accessible to your users.

☑ Review for freshness
You want to review for freshness. We want to make sure that this is up-to-date content. Maybe take a look at popular content the last year or two of your site and update that stuff. This should be a regular process monthly. You want to continue to update the content on your site.

☑ Optimize pictures: compress, name file titles, add alt text
Photographs are the most important source for search-engine site rate. So you would like to be sure your pictures are optimized and compressed and maintaining your webpage quickly and readily accessible to your customers.

☑ Include frequently asked questions
It is such a simple thing to do, but it is widely overlooked. Keyword Tools include a top filter which offers a number of their most commonly asked questions to get a keyword phrase. I strongly advise you to check out that and begin to integrate a number of that
These aid to goal featured snippets. Therefore, if you are incorporating some of them, not only do you receive the excess traffic, but you locate these chances of having emphasized snippets, which can be superb.

Add summaries
Summaries are also hidden gems. We see Google seeking out summaries for content all of the time. They are providing summaries in featured snippets and in different SERP features to help sort of distill information for users. So if you can do that, not only will you make your content more easily scannable, but you're also making it more accessible for search, which is great.

☑ Flesch-Kincaid Readability Evaluation
What's the readability of the page? The simpler it is to see the higher, but you would like to keep a watch out for that generally.

Contact Me For A 30 Minute
Free Consultation
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