

## How to Win with SEO

It can be hard to get found online by your ideal prospects, and that's where Search Engine Optimization (SEO) comes in! There are 9 key features to consider when forming a successful SEO strategy that's going to get you the search engine rankings you need to stand above your competition:



### 1. Time on Each Page

The average amount of time that your website's visitors spend on a specific page is a good metric to see if they're actually reading your content.

Additionally, search engines use this metric of average time spent on each page when figuring out your website's ranking. There isn't necessarily a fixed number for how long

you want visitors to stay, but we have found at least 2 minutes per visit has been helpful. This can become even more important as a ranking factor if a visitor has left your competitor's site quickly and then come to your site.

### 2. Bounce Rate

Bounce rate is simply the percentage of website visitors who only viewed a single page on your website, and who stayed on that page for less than 30 seconds.

If you have a high bounce rate, it may not be just your content that needs improving, but your SEO as well. Things to consider for your bounce rate and SEO include relevant keywords, titles, and page descriptions throughout your website. If people land on



your page and find something different than what they were expecting, or the content is too short or not compelling, they are likely to “bounce”.



### 3. Number of Pages Viewed

The number of pages viewed is what signifies the quality and/or relevancy of your content, and if your visitors are finding what they’re looking for on your site. For example, if most of your visitors leave your website after only viewing one page, it could indicate that there’s an issue with your content. However, if they’re visiting too many pages

before they reach your final conversion page, this is an indication that the conversion process is taking too long. One of the hallmarks of good SEO is your number of inbound links. If you have a healthy amount of inbound links to a diversified group of your website pages, you will have a proportionately good number of pages viewed.

### 4. Load Time of Website

Website speed (also called page speed) refers to how long it takes your website to load. This plays a huge role in search ranking algorithms. If your page has a slow load time (longer than 1-2 seconds), search engines can crawl fewer pages, which negatively affects your indexation and rankings. Page speed is also essential to user experience. Pages that take longer to

load will have higher bounce rates, as well as a lower average for time spent on the page. This is because visitors won’t wait long for a website to load. They just move on! Websites with long load times will almost always have a poor conversion rate.





## 5. Amount of Content

Size actually does matter when it comes to your amount of web content. However, it's probably not in the way you think. More words don't automatically rank you higher, but rather, more content DOES give you more opportunities to rank. What does this mean? Essentially, you can integrate keywords more often when your page has 500 words as opposed to just 50.

Additionally, more content is likely to keep someone on the page longer if it's high quality and relevant to the topic that the website visitors are interested in.

## 6. Relevancy of Content Based on Keywords

There are certain areas on your website where your keywords should be located for maximum relevance. Include your target keywords in these places for good SEO:

- On the page, in the body of the content (at least a couple of times but not so much that the text becomes uncomfortable to read). Keywords are also good to place in in the title tag, the H1 and H2 headers, and the image names and alternative text.
- Inbound links that point to the page should have keyword anchor text, but this text needs to be a low percentage of overall anchor text. Keep it under 5%, and make sure the rest of your anchor text is branded, uses your URL variations, and also uses other texts such as “click here”, “visit our website”, etc. This is absolutely paramount if you do not want to get tangled up in Google's Penguin filter.
- Keywords need to be placed in areas of high visibility, such as the headline tags, in-document jump links, and image alt attributes.
- In your URL slug.



Essentially, your target keywords should be included in any place that you have the option of using them! However, you must also avoid keyword stuffing. In other words, overuse of a keyword on a page will result in Google realizing that you are just trying to rank the page, and this could significantly hurt your overall ranking.



## 7. Recency of Content

Websites with the most recent and up-to-date information on a specific subject will rank higher on search engines than websites with older or outdated information.

From an SEO standpoint, this basically means that in order to rank higher on a search engine, you need to make sure that your content stays fresh and updated

constantly. If it isn't, then your website could be overtaken in the ranks by sites that have more recent content.

## 8. Interlinking Between Pages on the Site

Internal links are links that go from one page on a domain to a different page on that same domain. They are typically used in the website's main navigation.

Internal links are vital to both visitors to your website and to search engines, both of which will use them to navigate around your pages.

If you want good SEO, you need to create internal links for search engines to crawl as well as for your visitors to use.





## 9. Mobile Friendly

When your website is mobile friendly (also known as being “responsive”), it means that visitors using mobile devices such as smartphones and tablets have an experience that is optimized for their device. Website design, website structure, page speed, and other elements all ensure the quality of a visitor’s mobile experience.

Search engines, especially Google, now prioritize mobile friendly websites in both mobile searches and desktop searches. If your website doesn’t have mobile optimization, you’ll be penalized with lower search engine rankings.

## Okay, So Now What?

In order for your website to have successful SEO, your plan needs to be built around all of these elements! If you want to achieve high search engine rankings that give you the boost you need to beat your competition, we can help. We’ll consider all of these key aspects to results-driven SEO, and put together a plan that includes:

- ✓ Research on your competitors
- ✓ A list of keywords and the clicks you could get
- ✓ What type of work we need to do to outrank your competitors
- ✓ A benchmark for what you’re coming up for now
- ✓ The SEO campaign we recommend for your business
- ✓ A \$250 rebate toward the setup fee if you move forward with the campaign!

[Click here](#) to get your SEO plan for success today!