I'm not a robot

paraphrased text here Use tools like Google Analytics to track many of these for free. For example, if you want to track keyword rankings, Google Search Console is considered to be one of the best rank tracking tools around.Another notable ranking tool is Accuranker, which is known for its flexible and transparent monthly pricing plans. If you're seeking alternatives to Accuranker and other SEO tools to audit, track, and optimize your website, here is a compilation of SEO tools to explore.10. Use internal linksAn internal link directs users from one page on your website to another. These links also show search engines how pages are related to one another. They also solidify keywords via anchor text.Add relevant internal links wherever you can to build your website architecture. This step will help with navigation and point your users to possibly helpful information, pushing them through the sales funnel.11. Update old informationWhen you look for something online, you want the most relevant answer. Who wants outdated articles that don't matter anymore?All of your statistics, data, and information should be current to offer users the most value. Every year or so, make sure that you have the most updated figures to keep your pages relevant. If you don't, Google could notice, and users will click away to find updated information.12. Use meta tags in your contentFinally, the last tip to improve SEO is adding meta tags to your content. Meta tags are bits of code that tell Google more information about your page. With meta tags, you can help Google find your page and pull it for only related queries.These descriptions also tell users what your page is about, so they know what to expect when they click. This could be the difference between someone clicking on your page or a competitor's!Improve your SEO strategy with proven techniquesOptimizing your website for SEO is essential for increasing visibility and driving qualified traffic. By implementing best practices, you can enhance your rankings and attract more visitors to your site.Need expert help? Learn how our team can assist you in optimizing your SEO strategy to achieve better rankings and increased traffic. Contact us online today to get started! Looking to improve your rankings and drive more traffic to your website? Below are 15 SEO tips that helped the Semrush blog rank for over 160K keywords in the United States.These tips cover keyword research, search intent, site speed, and more.Create a free Semrush account (no credit card needed) to follow along.1. Target the Right KeywordsTargeting the right keywords is key to driving more organic search traffic. Before creating content, perform keyword research to learn which keywords your target audience uses and which ones align with your goals. Consider: Conversion potential: How likely are searchers to become customers? Search volume: How many people search for this keyword monthly? Keyword difficulty: How hard is it to rank for this keyword?Use Semrush's Keyword Magic Tool to find suitable keywords. Enter a seed keyword (a broad term related to your business) and your domain (for personalized results). Then, click "Search."The tool generates keyword ideas with insights on search volume, keyword difficulty, and search intent.Filter results as needed. For many businesses, commercial or transactional keywords are a priority, since these keywords target users ready to research or purchase.To focus on commercial or transactional keywords, use the "Intent" drop-down filter and select "Commercial" and "Transactional." You can also filter by "Volume" or "Personal KD%" to show terms that meet specific monthly search or difficulty thresholds.Don't limit your SEO strategy to commercial and transactional keywords. Include informational keywords to educate your audience and capture potential leads who may buy in the future. Filter by "Informational" intent to find relevant topics. Then export your keyword list to CSV, Excel, or the Keyword Strategy Builder. Check the box next to the keywords you want to add and click "+ Add to keyword list." Then select a list from the box that appears, or create one with the "Create new empty list" button.A keyword gap analysis compares competing domains to find keywords that those sites rank for but your site does not. Use Semrush's Keyword Gap tool:1. Enter your domain and up to four competitors.2. Click "Compare." Go to "All keyword details for:" and select the "Untapped" tab.This tab shows keywords one or more competitors rank for but your site does not. Filter out branded terms or apply other filters, and then export or add the keywords to a keyword list.3. Make Sure Your Content Meets Search IntentTo rank, content must match the user's search intent (the reason a user searches for a keyword). The four main types of search intent are: Informational: Users want information (e.g., "how to fix a water leak"). Navigational: Users want a specific page or site (e.g., "reddit login"). Commercial: Users research products/services (e.g., "best espresso machine for beginners"). Transactional: Users want to buy (e.g., "buy amazon gift card").Check a keyword's intent with the Keyword Overview tool:Then, create content that satisfies the intent.For an informational keyword, you could create an educational guide on the topic.For commercial keywords, appropriate content might include product comparisons and roundups.For transactional keywords, appropriate content would likely include product landing pages.Always analyze the top-ranking pages to see what type of content Google deems most relevant and align your content format with the established user expectations.For example, if you search for "small business tools" on Google, you'll see that the top-ranking pages are all roundups of small business software, not pages for specific tools.Therefore, if you targeted this keyword, you should create an article listing various small business tools, instead of focusing only on your sales pages.4. Take a Unique Angle with Your ContentResearching top-ranking pages helps you understand what type of content works, but avoid copying them. Instead, offer a unique angle. In the search results forUse personal surveys or unique data sets in your title to differentiate articles from generic roundups. This approach can capture attention on search results pages and make posts stand out. For example: "15 Top Small Business Tools According to 500 Business Owners." This unique title captures attention, making the post stand out from generic roundups.

###ARTICLEOptimize your website for search engines with these 14 SEO tips. A well-structured site is crucial for good user experience and high rankings. You should have covered everything a person might want to know about this subject, showing Google and users that your website is an authority on it. Use Semrush's Keyword Strategy Builder to easily plan out topic clusters. Enter up to five seed keywords, then click "Create list." Or use a custom keyword list, and the tool will generate a list of relevant pillar and cluster page ideas for you. Filter suggestions by search volume, keyword difficulty, or intent. For example, if you want to focus on commercial keywords, select "Commercial" from the drop-down and click "Apply." Keywords Explorer: A Comprehensive Guide to Unlocking Your Content Potential SEO is set to evolve as Google starts showing results from other channels too. This means creating relevant content on other channels could be key to improving SEO in the future. Furthermore, sitelinks are becoming more visible with the introduction of smart ways to repurpose content. Sitelinks give you more visibility on search engine results pages (SERPs). They can also influence them by providing a table of contents for your pages. This is especially true if you're using WordPress and have an easy table of contents plugin like Easy Table of Contents. For businesses serving customers locally, appearing in local "map pack" search results is crucial. Claiming and optimizing your Google Business Profile (GBP) can help with this. Additionally, regular local citations are essential for local rankings, as 7% of SEOs believe they're the most important ranking factor. Ahrefs' Site Explorer can be used to find industry and local directories that link to competitors' websites but not yours. This is a great way to do local link building. To build local citations, start by claiming your GBP and then look for niche and local directories that link to you. It's also essential to avoid pages with noindex tags, which prevent Google from indexing them. Running a crawl with Ahrefs Webmaster Tools can help identify these issues. While SEO tactics may not lead to immediate results, they're crucial for long-term growth. Only 5.7% of newly published pages reach the first page of Google within a year. That's why it's essential to implement "low-hanging fruit" tactics and prioritize a comprehensive approach to SEO. This guide highlights SEO best practices such as keyword research, on-page and technical SEO, content aligned with search intent, and authoritative backlinks. It also emphasizes the importance of page speed, content freshness, and structured data for rich snippets. Prioritizing creating unique, valuable content can help build trust and attract organic traffic through SEO optimization. Regularly monitoring SEO performance, user experience, and content engagement metrics is essential to stay ahead of evolving search engine algorithms and user preferences. Proven SEO Methods for Website Success Crafting a website that ranks high in search engines requires a combination of quality content and optimal optimization techniques. Effective keyword research is key to improving your website's visibility and driving sustainable business growth. The process begins with identifying the most valuable search terms for your industry using tools such as Google Keyword Planner, SEMrush, or Ahrefs. These tools help uncover keywords that are actively searched by your target audience and provide metrics like keyword difficulty and search volume, guiding the selection of relevant keywords. Regularly publishing high-quality, SEO-driven content keeps your audience engaged and can significantly improve your search rankings. Mastering SEO writing techniques also helps create content that resonates with your audience while ranking well in search engines. Optimizing on-page elements is crucial for better user experience and improved search engine rankings. Tools like Yoast SEO for WordPress or RankMath make it easy to edit title tags, meta descriptions, and heading tags, ensuring your content is structured for both SEO and user engagement. Technical SEO plays a vital role in website performance, with strategies including improving page load speed, mobile-friendliness, and proper indexing. Building authoritative backlinks through methods such as link baiting, skyscraper technique, and broken link building can significantly impact search rankings. By structuring content with a hierarchy that improves readability for users and helps search engines understand organization, you enhance visibility in search results. Utilize heading tags (H1, H2, H3) consistently to improve readability while providing search engines cues about content hierarchy and relevance. Ensure primary keywords are at the beginning of titles, and avoid stuffing irrelevant terms or jargon. Website speed is crucial for both user experience and search engine rankings; invest in robust hosting infrastructure, optimize images, and implement caching mechanisms. Implement effective internal linking structures by using descriptive anchor text and prioritizing relevance to create a logical content hierarchy. Content Creation for Better SEO: Boost Audience Engagement with Valuable Content To enhance user experience, include relevant images or videos. Current SEO trends focus on improving search engine rankings through various strategies. To boost your website's visibility, start by analyzing your traffic metrics. Look for an uptick in traffic to specific pages, followed by high bounce rates. This could indicate that the page needs improvement to increase engagement and encourage users to browse more. Utilize SEO analytics tools like Google Analytics to track key metrics such as: Traffic Conversions Leads Ranking position Click-through rate For instance, tracking keyword rankings can be achieved through Google Search Console, while Accuranker offers flexible and transparent pricing plans. To enhance your website's architecture, incorporate internal links that direct users between pages. These links not only aid navigation but also demonstrate relationships between pages to search engines, solidifying keywords via anchor text. Creating High-Quality Content That Attracts Backlinks and Boosts SEO Efforts, Part 1: Workout Routine Example, Document Your Process Take screenshots photos videos as you use a product implement a strategy For example if youre writing about email marketing tools include actual screenshots of your campaign setup process analytics dashboard showing your results A/B test comparisons youve run This kind of visual proof demonstrates that youve actually used what youre writing about We do this all the time in our own posts But what if you havent actually used the tool been to the place or gone through the process Honestly You should strongly reconsider writing that content yourself If you dont have the expertise see if someone else on your team does Dont fake it Creating high-quality backlinks is crucial for improving your website's visibility and driving more traffic. High-quality backlinks provide real value to users, making them shareable and linkable. Studies and original data are great ways to build backlinks that help you rank higher and drive more traffic. Utilizing free tools, such as calculators or converters, can also attract a large number of high-quality backlinks. Even if you don't have a tool already, creating useful and interactive content like spreadsheet templates can net you lots of backlinks. Updating existing content with GSC query data is another effective way to improve your SEO with less effort than creating new content. By identifying relevant keywords that Google is already ranking you for but you're not yet targeting, you can make strategic updates to optimize your content and drive more traffic and rankings. Targeting new and trending keywords can also be an effective strategy. Although it may require more effort to scale, this approach can lead to great traffic and backlink opportunities. Staying on top of trends by monitoring social media, Google trends, and industry news can help you find new and trending keywords that are less competitive than existing ones. Optimizing for key UX signals, while not an official ranking factor, is still worth optimizing for as it can improve other important business metrics. By creating a user-friendly experience, you can attract more time on site, increase engagement, and ultimately drive more traffic and conversions. Optimizing your website's user experience (UX) can have a significant impact on your search engine rankings and ultimately, drive more sales. We don't know the specifics of Google's algorithms, but we do know that they use clicks, dwell time, and bounce rate to evaluate websites. Optimizing for these signals generally improves the user experience, which in turn improves SEO and increases conversions. To improve your UX and important UX signals, answer user questions quickly and provide a clear structure to your content. Use clear headings, short paragraphs, and bulleted or numbered lists to make your content scannable. Additionally, simplify your language to make it easier for users to understand and engage with. Using visuals in your content can also enhance the user experience. This includes custom graphics, charts and graphs, screenshots, formatted tables, videos, and even simple quotes or notes that are formatted differently from the rest of your content. Another important aspect is shifting your focus from top-of-the-funnel (ToFu) keywords to bottom-of-the-funnel (BoFu) keywords. Top-of-the-funnel keywords have become less effective due to AI tools and SERP features, but BoFu keywords tend to drive more traffic and conversions. Lastly, consider using broken link building as a simple yet effective link building technique. By finding sites with broken pages and suggesting your relevant page as a better alternative, you can help website owners improve their site and create a win-win situation. You'll often stumble upon irrelevant pages when searching for SEO opportunities. These pages may have nofollow links or be difficult to replicate. It's essential to verify that a page is indeed broken before trying to find backlinks. The HubSpot example illustrates this concept, where the co-marketing stats page has 254 links pointing to it. Filtering out nofollow links and exploring recent updates on the linking site can help identify potential opportunities. A more effective approach might be to focus on pages with broken or outdated content that can be easily replaced. This strategy is exemplified in Brian Dean's example, where he reached out to a site owner offering a replacement for a broken link. By highlighting the usefulness of their page and providing a suitable alternative, you can increase your chances of securing a backlink. Additionally, speeding up your website is crucial for SEO success, as it directly impacts Google rankings and user experience. A fast-loading website has become a prerequisite for ranking, and small changes can make a significant difference. Utilizing tools like PageSpeed Insights and implementing quick fixes such as compressing images, moving to a better web host, or deleting unnecessary scripts can improve your site's speed. However, beyond traditional search results, there are other SERP features you should consider in your SEO strategy. Appearing in video carousels, discussions and forums blocks, and AI Overviews can signal authority and create new ways for your audience to find you. By broadening your visibility horizons, you'll also diversify your traffic sources, reducing your dependence on traditional Google rankings. Improving your SEO requires picking the most impactful tasks that will yield meaningful results. With a comprehensive list of tips at hand, you can develop a tailored strategy to improve your website's performance. Remember, SEO is only as effective as your approach, and having all the necessary tools and knowledge will give you a competitive edge in getting the most leads and revenue from your efforts. To further enhance your SEO skills, revisit existing content with SEO updates, reworking it to optimize its potential. Focus on removing broken or outdated links, adding new statistics, updating publishing dates, and incorporating fresh information that other companies target. Don't neglect checking for grammatical errors, as a well-crafted content is essential for successful DIY SEO efforts. Correct grammar sends valuable trust signals to your audience by following best practices such as adding new images and videos to your pages, creating new content for long-tail keywords, optimizing for mobile users, researching your target audience, looking to Google for new updates, incorporating new channels, targeting featured snippets, tracking your metrics, using internal links, and updating old information. For instance, if you have outdated images on your site, replacing them can help improve SEO. Additionally, creating buyer personas can help you create targeted content for your specific audience. Furthermore, tracking your metrics will enable you to see what is working in your SEO campaign and where you need to focus more. Tracking metrics is crucial for understanding what's working in your SEO campaign and where you need to improve. This includes monitoring traffic, conversions, leads, rankings, click-through rates, and more. Utilize tools like Google Analytics to track these metrics and make data-driven decisions to optimize your content. Incorporating internal links helps build website architecture and provides users with a clear path to related information. These links also signal to search engines that pages are connected, which can improve rankings. Keeping statistics, data, and information up-to-date is vital for maintaining relevance and providing the most value to users. Regularly update content to reflect current figures and avoid outdated information that may harm your SEO. Adding meta tags provides crucial context about each page, helping search engines understand its purpose and relevance. These descriptions also inform users about what to expect when clicking on a page, increasing the chances of engagement. Finally, by implementing these 12 steps – reworking existing content, adding new images and videos, creating content for long-tail keywords, optimizing for mobile users, and more – you can enhance your SEO strategy, drive qualified traffic, and achieve better rankings in search engine results pages.To ensure a seamless user experience and improve your website's visibility on mobile devices, it is essential to optimize your site for responsive design. ## Researching Your Target Audience Understanding who will be reading your content is crucial. By creating buyer personas that consider age, gender, occupation, income, education level, and more, you can tailor your content to meet the needs of your target audience. ## Staying Up-to-Date with Google's Updates Google regularly updates its algorithm and approach. To avoid targeting outdated methods, it is vital to stay informed about the changes. Utilize resources like the Google Search Status Dashboard and popular search-related sources to stay current. ###ARTICLEthat's not ranking well, you can rework it to help improve its results.Some ways to re-optimize your content include the following: Removing broken or outdated links Adding new statistics Updating the publishing date Including new information that other companies target Improving your keyword integration And don't forget to check your content for any grammatical errors! You might be asking, "does grammar matter in content marketing?" Yes! Correct grammar sends valuable trust signals to your audience.2. Add new images and videos to your pagesAdding images and videos can boost your SEO and give you a better chance at ranking. If you have any outdated, dull, or blurry images on your site, replacing them is a must for helping your cause.Images and videos can fit all kinds of places. If you have popular listings, be sure to include solid images of your inventory.You can also use images with buttons or to break up text in a blog post.Just follow these best practices when using images: Compress your images so they load faster Embed your videos to keep users on the page Use white space to avoid crowded pages Only add images when they serve a clear purpose 3. Create new content for long-tail keywordsLong-tail keywords are longer phrases that are more specific to your subject. If you want to improve website SEO, you should focus on these keywords as well as your target ones.For example, let's say you own a cookie business, and you write an article on chocolate chip cookies. Your target keyword could be "chocolate chip cookies," but your long-tail keywords are something like "chocolate chip cookie ingredients" or "basic chocolate chip cookie recipe."Targeting these keywords helps you tell Google in more detail what your page is about and push it towards more users. These keywords also have less competition, meaning your chances for ranking for them goes up.By using keyword research tools like SEO.com, you can effectively identify and incorporate the best long-tail keywords, enhancing your overall SEO strategy. Once your content reaches the right audience and achieves higher search engine rankings.4. Optimize for mobile usersMobile friendliness affects your SEO. If you have a website that isn't optimized for mobile, you could get penalized and lose rankings over time. Making sure your website loads on mobile devices will help with navigation and point your users to possibly helpful information, pushing them through the sales funnel.11. Update old informationWhen you look for something online, you want the most relevant answer. Who wants outdated articles that don't matter anymore?All of your statistics, data, and information should be current to offer users the most value. Every year or so, make sure that you have the most updated figures to keep your pages relevant. If you don't, Google could notice, and users will click away to find updated information.Using a responsive design means that your site will render — or load — to fit the device that it's being viewed on. That way, no matter who views your site, they will have a seamless experience that works with their device.You can use Google Search Console's Mobile-Friendly Test to see how your site's mobile version looks.5. Research your target audienceHow can you create content if you don't know who will read it?Researching your target audience is one of the most straightforward ways to improve SEO. By understanding the people who will read and interact with your content, you can make your content better and more targeted.Creating buyer personas can help you imagine the end user reading your work and help you think of their needs. Your buyer personas should consider the following information: Age Gender Occupation Income Education Location And more 6. Look to Google for new updatesGoogle consistently updates their algorithm and approach. If you haven't been keeping up with the changes, you could be targeting methods that are no longer effective, hurting your SEO. For example, keyword stuffing used to be the best way to rank, but now it's a huge red flag.You can keep up with Google's updates by checking out the Google Search Status Dashboard and reading other popular search-related sources, like SEO.com!7. Incorporate new channelsSEO works well with other digital marketing channels and vice versa. If you want to see more results from your SEO campaign, consider launching other marketing channels for well-rounded growth.You can use social media to create a profile and bring people back to your website.You can also run a PPC campaign to help get more traffic all around.Any combination of channels can boost traffic all around and give you better results.8. Target featured snippetsFeatured snippets, also known as position 0, are a feature on the SERPs that are highlighted explanations of questions or topics.If you target these snippets with question headers and answer them in the body, you give yourself the best chance at reaching the top position of the SERPs. You can also target list-based searches.For example, if someone searches "tips for washing a car," you could create a list of tips that Google will automatically pull into the SERPs. So, you don't only have to answer a question to target position 0.9. Track your metricsTracking your metrics is a significant indicator for your website contains quality content. Regularly check both your experience (UX), lack of consistent content, skipping mobile optimization, and overlooking analytics must be avoided. For local businesses, Local SEO strategies like creating a Google My Business listing, gathering customer reviews, and optimizing for location-specific keywords can help your website appear in location-based searches. Staying informed about the latest SEO trends and algorithm updates is crucial to maintaining and improving rankings. By focusing on the fundamentals of keyword research, on-page and off-page optimization, technical SEO, and content creation, you can steadily improve your site's rankings and drive more organic traffic. Remember, SEO is a long-term game that requires consistency, patience, and continuous learning. Start by conducting an SEO audit of your website, where you can learn as much as possible and identify areas to focus on. This may involve making smaller changes or updates to specific webpages or other parts of the site. Several direct and indirect techniques can help improve the overall effectiveness of your SEO strategy. One of the most critical factors in a good SEO strategy is user experience. Google now places great emphasis on how content is produced, delivered, and consumed by users. The latest algorithm focuses on the user's experience and updates have been based on this principle. Understanding how to connect UX to SEO will greatly improve your organic strategy. Analyzing SEO data is crucial for a successful strategy. Use the data to inform your organic acquisition strategy and make decisions about which pages are essential or unnecessary. Regularly review website traffic, blog post visits, and identify pages that are not performing well. Remove or optimize underperforming content to maintain the overall quality of your site. Producing high-quality, authoritative, and fresh content is vital for improving your SERP rankings. Create content around frequently searched keyword phrases, as well as low-competition keywords. Don't forget about optimizing existing content on your website; this can be achieved by conducting a content audit and updating images, infographics, or videos. Improving readability is essential, both for your audience and search engine algorithms. Measure the readability of your content using formulas like Flesch-Kincaid and Flesch Reading Ease. Utilize tools such as Yoast SEO, SEMrush, Readable, Grammarly, and Hemingway to help improve readability. Your linking strategy is a key component of SEO success. Include plans for both internal and external links within your content, using descriptive anchor text and targeted keywords whenever possible. Inbound links can also benefit SEO; create high-quality shareable content and track down opportunities for guest posting. These inbound links are a significant indicator that your website contains quality content. Regularly check both your organic and inbound links to ensure they are functioning correctly. Broken links can negatively impact the user experience, reducing trust and dwell time. Offering different content types can attract a wider audience and increase traffic to your website. Content types beneficial for SEO include how-to guides, how-to-guides, long-form content, detailed lists, videos, and interactive content such as infographics. By incorporating these elements into your strategy, you can improve the overall quality of your content and enhance your SEO ranking. Strive to have high-quality content that serves a specific query, as this featured snippet appears at the top of search engine results pages. To achieve optimal search engine rankings, it's essential to understand the structure of your featured snippet. By analyzing the type of snippet and aligning your content with its format, you can increase your visibility on SERPs. Claiming and optimizing your Google My Business profile is essential for good SEO strategy is user experience. Google now places great emphasis on how content is produced, delivered, and consumed by users. The latest algorithm focuses on the user's experience and updates have been based on this principle. Understanding how to localized searches. According to Google, the mobile version of your site is used for indexing and ranking, which is known as mobile-first indexing. This means that it's crucial to ensure your site is well-optimized for different mobile devices by improving load speed, simplifying your site design, and optimizing images. To stay ahead of the game in 2024, keep your marketing toolbox full of incredible resources that streamline the process of improving SEO. Modern marketers have access to a multitude of AI-powered and automation-focused SEO tools, including Ahrefs, SEMRush, WriterAccess, BuzzSumo, and Screaming Frog. Monitoring and analytics are key to identifying potential issues on your site. Use tools like Google Analytics, Google Search Console, and Backlink Checker to monitor your site's functionality. For best results, perform audits quarterly for large sites and twice yearly for small business sites. It's not just about SEO ranking, but also about understanding how to improve website SEO in the future. Having the right expertise and help from an SEO-savvy professional content creator is crucial. Assembling a team of experts from a trusted platform like WriterAccess can provide you with the support you need to stay ahead.