The 10 Most Important SEO Tips You Need to Know

1. Remove anything that slows down your site

- Page speed is vital, both to users and to Google. A slow page can discourage people from buying your product.

- So get rid of non-essential elements that slow down your site. If you're a WordPress user, consider deactivating plugins you may have installed and activated but don't actually need.

- Also, declutter your sidebar and put only essential widgets there.

2. Link to other websites with relevant content

- You can't expect to get from others if you're unwilling to give first.

- Whenever you write a new post, add reference from other trustworthy sites, where appropriate.

- Also you should only link out to content pages that offer tremendous value. It's a good SEO practice.

- Also notify the influencer when you link out to them.

3. Write for humans first, search engines second

- If you're still using old SEO methods, it's time to change your mindset.

- Try to capitalize on long tail keywords, write content for the user, people who have eyes to read and credit cards to purchase your product. Search spiders are just scripts — they don't buy products.

4. Encourage other trustworthy sites to link to you

- Content marketing is all about creating share-worthy content and creating in people the need and urgency to link to you.

- When you're creating a content, invest a lot of time to research resources to add into your content.

- When you're at the forefront of your industry, creating useful content and linking out to authoritative blogs, you'll find that more people will link to you naturally.

5. Have web analytics in place at the start

● After defining your SEO goals clearly, you need software to track what's working and what's not.

● Google Analytics, Google Search Console and other, private web analytics software solutions can help you track your success.

● Tools like CrazyEgg also show you where your site visitors are clicking, and how they navigate away from your site.

● You should have these web analytics in place, even before you send the first visitor to your site or landing page.

6. Write unique and relevant meta descriptions for every page

● Don't add same meta description for a page that talks about email marketing and a page on making sales.

● There's a big difference in those topics and your meta descriptions should communicate that fact.

● If you're a WordPress user, you can fix duplicate meta descriptions by installing the All-In-One-SEO Pack or Yoast plugins.

● Then, in your WordPress editor, scroll down to the bottom of the page, and add an unique title tag and meta description.

7. Use readable and meaningful URLs only

=> If users can't read or understand your URL, then search engines may be confused as well. Make your URL structure readable and meaningful by following these ways:

❏ Always use hyphens in URLs
❏ No capital letters in URLs
❏ Put top content in the root folder
❏ Block bad URLs with robot.txt

8. Build momentum with social signals

● => Social signals are important and you've got to focus on increasing yours.

● => If you want to get more social signals, the rules haven't changed. Here's the summary:

❏ Create useful and share-worthy content.

❏ Add share buttons to your post and make them visible.

❏ Encourage people to share, by asking them to.

❏ Host a social media contest to get more shares.

❏ Mention and link to social media influencers/power users in your post and notify them. And so much more.

9. Use the right keywords in your images

● Use the right keywords in your image names and accompanying text (like the caption). Of course, this is not permission to engage in keyword stuffing.

● However, if your image is of a "blue women's hat," don't name your image "click here to buy hat."

● Always remember that in SEO, relevance is more important that creativity or cleverness.

10. Create & publish unique content consistently to improve your rankings

● Whether you're a B2B or B2C marketer, you need to be disciplined, when it comes to content creation.

● Unique content is one of the factors that affect freshness score, and, consequently, the search rankings for that specific page.

● The easiest way to optimize your freshness score is by creating content consistently and regularly.