SEO ORGANIC

Keys to Building
Organic SEO Results

Spending a little time improving your websites Organic SEO will give users a better experience, boost organic search results, and build your sites overall value in just a few steps. We'll show you the why and how.

01

Mind the Basics

Ensure that you're providing crucial pieces like a Robots.txt file, a Sitemap, Valid HTML, and quick pageload speeds. Be sure to submit your sitemaps to Google Webmasters Tools and Bing Webmasters Tools. Check redirections, canonicalization, and ensure your code is not creating duplicates. Aim for short, well-formed URL's and don't ignore the importance of garnering links while your website grows.

02

Treat Images Like Content

Including appropriate keywords into your image alts, titles, and filenames are helpful in reinforcing your pages focus. Using quality images that fit your topic and familiarizing yourself with these image seo concepts will help produce traffic from both organic and image search. Using an Image Sitemap Generator or producing your own will give search engines sufficient data to tie your words and media together.

03

Establish Baselines & Track Results

You can't improve what you don't measure and that's why analytics are so important. Google Analytics may not be a perfect solution for everyone, but they are free and very useful once you become familiar with the terminology. There are a growing number of metric offerings on the market and most social's now have their own analytic tools baked in which allow you to track those conversions.

04

Minding Mobile Matters

Numbers differ from site to site, but there is no ignoring the rise of mobile's importance. Current figures average in the 50% ballpark, but this is due to a MASSIVE increase in the last couple years and that trend looks like it will continue. Google offers a solid "Mobile-Friendly Test", but anyone can (and should) pull up their site on as many different devices as possible to ensure no bugs are present.

05

Enhance Metrics w/ CTA & Videos

I've gotta give Webtegrity credit on this one (See post here), cause they spotted two great ways to increase the value of your page while also boosting your own metrics. Using a "Call-to-Action" is generally thought of in a "sales" capacity, but including a CTA into blog content takes the visitor one step further into your website which obviously improves your "Pages Per Visit".

06

Be Strategic with Titles, Headers, & Meta

Each pages headers (H1-H6) and meta information should be thoughtfully constructed. As long as it's appropriate to the content, this is one area where targeting keywords is helpful for both content viewer and provider. Character limits do exists for each meta element - Titles are advised to currently max at 55 and descriptions at 115 (and there are a variety of tools for testing character counts).

07

Go Social (or at least try)

The importance of social performance is on the rise and this means that you should be ensuring your content "shares" as well as possible. Even if you don't focus heavily on social distribution, consideration should be placed on providing appropriate social meta info like OpenGraph and Schema. You can use the Google Structured Data Testing tool, Facebook's Linter, and the Twitter Card Validator.

08

Maintain a Keyword List

While comprising a post, find a few keywords that perfectly fit your content and also garner some traffic. When done improperly this can lean towards the "Dark Side" of SEO, but if you're simply looking to get results and you're not being at all dishonest about your content - this is a step that will get your content some views. If you do garner visitors that leave quickly, search engines will see those bounces.

09

Avoid the Dark Side

I've said it before and I'll say it again - Don't stray to the dark side. I could wax philosophically, but surely Kissmetric and Wikipedia can convince you that these penalties are both real and severe. Anytime there is a system with benefits on one end, people will attempt to game that system. If your focus is on providing visitors with something useful and you commit to that approach - you'll never need to worry.

10

Be Loyal to the Crown

Is this information useful and am I conveying it ethically. If you answer yes to both of those questions, you're off to a great start. Providing quality content doesn't mean your posts are automatically "evergreen", but it does mean you will need to do less updating in the future. Improving user experience should always be a primary goal, but providing that quality content to begin with is what makes it all worthwhile.

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