

SEO RECOMMENDATIONS

How to Optimize Your Content for Search Engine Optimization

In this guide, you will learn:

- How to optimize your content.
- How to optimize structure of your website.
- How to create SEO-friendly website.
- How to optimize performance of your website.
- How to make your website user and device friendly.

Content Analysis

Meta Titles: You must always use modifiers like “best”, “guide”, “checklist”, “fast” and “review” along with the targeted keyword in the title of your page. It can help you rank for long tail versions of your target keyword.

Meta Descriptions: Meta descriptions can be any length, but Google generally truncates snippets to ~155–160 characters. It is best to keep meta descriptions long enough that they are sufficiently descriptive, so we recommend descriptions between 50–160 characters.

Headings: The h1 tag should contain your targeted keywords, ones that closely relate to the page title, and are relevant to your content. The h2 tag is a subheading and should contain similar keywords to your h1 tag. Your h3 is then a subheading for your h2 and so on.

Keyword Density: According to the SEO experts, an ideal keyword density is around 1-2%. This means the target keyword appears about one to two times per 100 words. At this rate, the keyword appears enough times to show search engines what the page is about without engaging in keyword stuffing.

Images Alt: An alt tag, also known as "alt attribute" and "alt description," is an HTML attribute applied to image tags to provide a text alternative for search engines. Applying images to alt tags such as product photos can positively impact an ecommerce store's search engine rankings.

External Links: An external link is any hyperlink or backlink, that points to a target page on another domain from the domain it is published on. It is external to the host domain. In SEO terms, the term 'external link' usually refers to links that are built on other sites and point back to your domain. The more organic and related links you get, the more it gets optimized.

Language: Multilingual SEO focuses on optimizing content for different languages for the search engines. With a proper multilingual SEO strategy, people in different countries will be able to find your website for their market, in their native language. Multilingual SEO can be hard though and you need to know what you are doing. However, the 'English' is considered as the standard language on world wide web.

Modified Date: The website needs to be up to date. The modified date is the latest time of your website when it gets updated. All the search engines use this parameter to check whether the site is up to date or not. Your modified date should not be older than a month.

Status Code: The status code tells the status of the page of your website, It must be 200, 301 for the search engines to analyze them.

Structured Analysis

Robots XML: The robots.txt file, also known as the robot's exclusion protocol or standard, is a text file that tells web robots (most often search engines) which pages on your site to crawl. It also tells web robots which pages not to crawl.

Sitemap XML: In simple terms, an XML sitemap is a list of your website's URLs. It acts as a roadmap to tell search engines what content is available and how to reach it. A search engine will find all nine pages in a sitemap with one visit to the XML sitemap file.

Broken Links: Broken links are not only bad for user experience but can also be harmful to your site's loving relationship with Google, i.e., your SEO. Avoid linking out to broken content and avoid having pages on your site that are broken.

Schema: Schema markup is code (semantic vocabulary) that you place on your website to help the search engines return more informative results for users. If you have ever used rich snippets, you will understand exactly what schema markup all is about. Here is an example of a local business that has markup on its event schedule page.

Open Graph: Open Graph is a protocol that allows developers to control what content is shown when their websites are linked on Facebook or another social media platform. If you lack these tags, then there is a good chance that an unrelated image will appear when your website is shared, or the description will be inaccurate.

Favicon Icon: A favicon is a visual representation of your website and business, so users will identify with your brand based on the favicon you use. SEO is all about branding and marketing and the more visible your website is, the more users are likely to click on your website and remember who you are.

Technology Analysis

Server IP: Server IP is the address of your website's server. It must be protected with CDNs to be protected.

Server Location: Although the server location is not much important in SEO, but if you are targeting a specific audience in a country, then the location must be near the region.

Technology: The technology used on the website is one of the most important factors in SEO. Since the new technologies are getting improved day by day, it is better for the websites to use tech like WordPress, Joomla, etc.

Analytics: SEO analytics refers to the process of collecting, tracking, and analyzing your marketing data with the core aim of growing your website's organic traffic. The website must have a search engine analytics such as Google analytics.

Doc Type: A document type declaration, or DOCTYPE, defines which version of (X)HTML your webpage is using.

Encoding: The encoding type refers to the character encoding, which is the method of converting a sequence of bytes into a sequence of characters. The website should have content that is rightly encoded.

W3C Validation: It is the process of checking your website's code to determine if it follows the correct formatting standards. Failure to validate your code against these standards could mean your website suffers errors or your traffic numbers are not as high as they could be due to poor readability.

Security Analysis

Secure Sockets Layer: SSL (Secure Sockets Layer) certificates are a security measure for websites. The Google search boost for using SSL applies to all sites, whether they have personal information or not. That means that even if your site does not have a checkout page, login pages, or any financial or sensitive personal information, you can still get SEO benefits by installing an SSL Certificate on your site.

HTTPS Redirection: HTTPS will add privacy and security to a website and SEO goals through verification of the website that it is the right one on the server, preventing tampering by third parties, making the website more secure for visitors, and encrypting all communication like URLs, which in turn protects things like credit card.

DMCA: The Digital Millennium Copyright Act (DMCA) is one of the most important laws affecting the Internet and technology. Without the DMCA's safe harbors from crippling copyright liability, many of the services on which we rely, big and small, commercial, and noncommercial, would not exist. To protect the content of your website, DMCA license should be valid.

Social Analysis

Twitter: Twitter's partnership with Google is an opportunity to increase your company's visibility. Optimizing your website for keywords, building links, and publishing great blog posts are not the only methods you can use to improve your website SEO. This gives Twitter a key role in search engine optimization.

Facebook: The goal of using SEO on Facebook is to expand your reach and attract your target audience to your website. If the information you provide is seen as useful, valuable, or interesting, your target audience will share your content. When they share your content, you increase in overall search results within Facebook.

Instagram: Instagram is a social marketing platform that has continued to grow in popularity. It is a photo-based social networking site, where many brands have started to flock and learn the methods in which to use SEO (search engine optimization) to push their brand messaging.

Performance Analysis

Website Speed: Page speed is a direct ranking factor, a fact known even better since Google's Algorithm Speed Update. However, speed can also affect rankings indirectly, by increasing the bounce rate and reducing dwell time. At Google, users come first. To improve the speed, the user must have a good server with an optimized template of the website.

CSS Minified Time: Minifying CSS files can help reduce their file sizes by removing comments, white spaces, and redundant code. By default, CSS is considered render-blocking as the browser will not render any content until it has downloaded, parsed, and executed the stylesheet.

JS Minified Time: Minifying JS files will decrease your page load time, thereby providing a better user experience.

Optimization Plugins: These plugins are extension modules for content management systems, browsers, and software solutions. An SEO plugin expands the scope of the source software with special tasks and functions which affect search engine optimization, web analysis, online marketing, and other aspects. They play a vital role in the SEO of the website.

Mobile Usability Analysis

Web Speed on Mobile: Mobile Speed Matters in SEO. Your mobile site's load speed has a significant effect on your site visitors' experience, and you cannot optimize your desktop site speed and call it a day. If your mobile site is taking more than 3 seconds to load, you need to do something about it.

AMP: AMP stands for “Accelerated Mobile Pages.” It is an Open-Source Framework that was launched as a joint initiative by Google and several other technology and publishing companies. With AMP, it is possible to create simple mobile websites that load almost instantly.

Fonts: The fonts play an important role in the usability of a website, an industry standard is to use a font size of 12px to 14px, so that phone and desktop users can both easily read any type of text. But search engines strongly recommend using a font size of 18px or 20px as it is much easier to read on any device.

Mobile Rendering: Mobile Rendering is the process where Googlebot retrieves your pages, runs your code, and assesses your content to understand the layout or structure of your site. The mobile version of the website must be stable and well functional.