

Search



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SEO 101: FIVE TIPS TO INCREASE YOUR VISIBILITY ON SEARCH ENGINES



The key to having a successful online presence is making sure your website is visible to people who are searching for products or services you are offering. Through the process of search engine optimization (SEO), you can optimize your content to improve your website's rank, which increases the chances of it being seen online. Implementing natural, organic adjustments to your content will make it much easier for you to attract relevant customers to your business.

Let us discuss some of the adjustments you can make to improve the visibility of your website.

Use relevant, targeted keywords

Keywords are the backbone of search engine optimization. When people search online, they frequently type in very specific words and phrases to find exactly what they need. By incorporating popular and relevant keywords into your content, you can attract people who might want to take advantage of your products and services.

Make a list of everything you offer at your organization and research popular keywords and phrases that

are associated with them online. From there, review the content you have already written and see where you can naturally implement these keywords.

Be sure to incorporate keywords into your title tags as well, since this will extend a page's reach substantially. You can incorporate them into your meta descriptions too, but the focus there should be more on creating snappy, attractive descriptions of your pages.

While keywords can help you improve visibility, it is not wise to stuff your content with them. Using too many specific keywords can make your content come off as robotic to the average reader.

Optimize for mobile

More people are browsing the internet on phones and tablets, so the importance of mobile SEO is only increasing. Search algorithms are giving more attention to mobile-based websites, so designing your website for both desktop and mobile is essential if you want your site to be seen by more people. Not all websites will run as smoothly on phones as they do on computers, so adjustments should be made to accommodate.

The best course of action is to design your website for the use of a single finger. Make sure buttons are easy to find and click and simplify your website's navigation to accommodate the smaller screen.

Responsive design is commonly used for mobile SEO, since it allows a website to automatically reconfigure its display settings to suit a device's screen size. You should also decrease the size of certain images, since larger images create longer load times that often deter mobile users.

Image SEO

Strong visuals are important for any website, which is why you should be optimizing your images for search engine visibility. When selecting an image for a website, make sure you choose a file type that loads quickly and displays the image in good quality. JPEGs are usually the best files to use for this. In addition, you should also give your images filenames that relate to the image being displayed; avoid generic titles like "IMG_06021."

To further optimize your images, you must attribute alternative text to each image that you upload. This text offers a description of what is being shown in



the image you want to present. Search engines cannot directly read images, so this text is necessary to show users what images are being displayed.

Add in keywords associated with a given page to give the alt text a strong SEO boost.

Reach out to create backlinks

One of the best ways to improve your search engine rank is to create backlinks, or links to your website that are listed on other websites. Search engine algorithms highlight websites with informative and helpful content and backlinks show the algorithms that your content is resonating with a lot of people. This can improve your website's search rank substantially.

Writing strong, informative content can entice partners to link out to your website naturally, so always give it your all when you write blog posts

and other content for your website. You can also reach out to popular influencers who discuss content relevant to your business. Talk with them and see if any of them are interested in sharing your website.

Be careful with whom you partner though; too many backlinks can actually harm your rank, since the algorithms may identify it as spam.

Link to social media platforms and stay active

The uses of SEO are not limited to your website; SEO can also help you extend the reach of your social media channels. If you have not done so already, make sure all of your social media pages are verified. Verification helps to weed out any impersonators, while giving your pages the credibility that algorithms are looking for. Make sure each of these pages is linked to your website so your website can

benefit from the improved visibility.

To keep a high search engine rank for your social media pages, you need to stay active. Maintain a clear and consistent upload schedule so the algorithm knows your page is alive and well. Try to determine when most users view your content, since this will make it easier to figure out when you should upload posts. When users interact with your posts, respond to them to assure them that you are listening to feedback.

Many of these optimizations are simple, but they can dramatically improve your visibility online. Attracting people with interests relevant to your business is the key to succeeding in the increasingly competitive online space.

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