



# SEO TAKEAWAYS

Because **Google's algorithms focus on more than 200 ranking factors**, it can be difficult to predict where a webpage will land on search engines. Here's some quick tips and takeaways that can help with SEO:

## CONTENT IS KING:

**Concise, trustworthy content is always the most important thing when it comes to a page's SEO ranking.**

### **7 other not-so-obvious things to keep an eye on:**

1. Do the pages load quickly?
2. Is there a steady stream of up-to-date content?
3. Is the content organized well? Duplicate pages or confusing menus will be marked down by Google.
4. Is the site mobile friendly?
5. Is the webpage secure?
6. Is the location on the site? Google gives preference to local businesses when it comes to search queries.
7. Are the URLs people friendly and easy to read?

### **DID YOU KNOW:**

**Google no longer uses tagged "keywords" in web rankings. Instead, Google's bots crawl the page for commonly used phrases in your content.**

Knowing that, **Here's how to use keywords the right way:**

**Placement of keywords are far more important than frequency:**

To maximize SEO, important keywords should be placed in the page title, description and in text and titles for images. For blogs and individual pages, important keywords should be included in the headline or subheadline, URLs, and in the first 100 words of the blog.

**Use keywords conversationally:**

DO NOT pepper keywords throughout the page in a way that sounds unnatural or repetitive. Keywords should be words that you would use naturally when describing the topic. If Google finds that your content sounds robotic or spammy, the keywords will work against the page, rather than for it.

**SEO Tools:**

1. [Yoast](#) – A WordPress plugin that allows the user to set titles and meta data descriptions, analyze key word performance, ect.
2. [Google Search Console](#) – Have Google analyze your site and report any problems
3. [Google Key Word Planner](#) – Get stats about how certain key words are performing
4. [Google Trends](#) – Info about what and when certain Google searches are popular
5. [Google Analytics](#) – Stats on who, what, why, how, and when your website is performing