CRAKREVENUE'S ULTIMATE SEO GUIDE

SEO can be tricky for webmasters and online marketers. Here's a complete guide on how to truly master SEO and get more organic traffic!

Introduction

Are you tired of wasting time and money on traffic that doesn't convert? Finding qualified and lucrative traffic sources is among the most complex challenges web marketers can face.

And you know what that means: No qualified traffic = No revenue.
But there's hope!

Whether you're an experienced webmaster or a newcomer to CPA marketing, this **complete SEO guide** should be your new bible if you want to **get free traffic in high volume!**

Indeed, Search Engine Optimization (SEO) is the best way to rank higher in search engines on relevant keywords and – consequently – attract more qualified traffic.

At **CrakRevenue**, we found out that an organic user's average value is **at least 5 times higher** than the value of a paid one depending on the brand promoted.

So without further ado, we bring to you CrakRevenue's **Ultimate SEO Guide!**
Below you'll find the **table of contents** with all the topics we'll cover.

TABLE OF CONTENT

1 – **Keyword Analysis**: Plan Your Online Business Wisely to Increase Its Chances of Success

Check out the competition

Before getting started, one should always do their homework.
Yep, that's right. Homework.

Similar to a business plan, you should first **identify competitors** in your vertical or niche.

In fact, thorough competitor analysis will unveil a treasure trove of crucial information, namely the most powerful **keywords** that other businesses rank for, how webmasters optimize their sites, what types of content work best and different valuable strategies.

Here are the **most useful tools** you can use to spy on your competition's main keywords today:

SemRush

One of our favorite tools for this is **SemRush** (*a premium tool you have to pay for, but a free limited version exists*) and its built-in Organic Competition feature. Here's how to use it:

Simply enter a competitor's URL in the search bar, and you'll gain access to **organic search positions** for each keyword used. The position tells you how that particular site ranks for a specific keyword.

Ahrefs
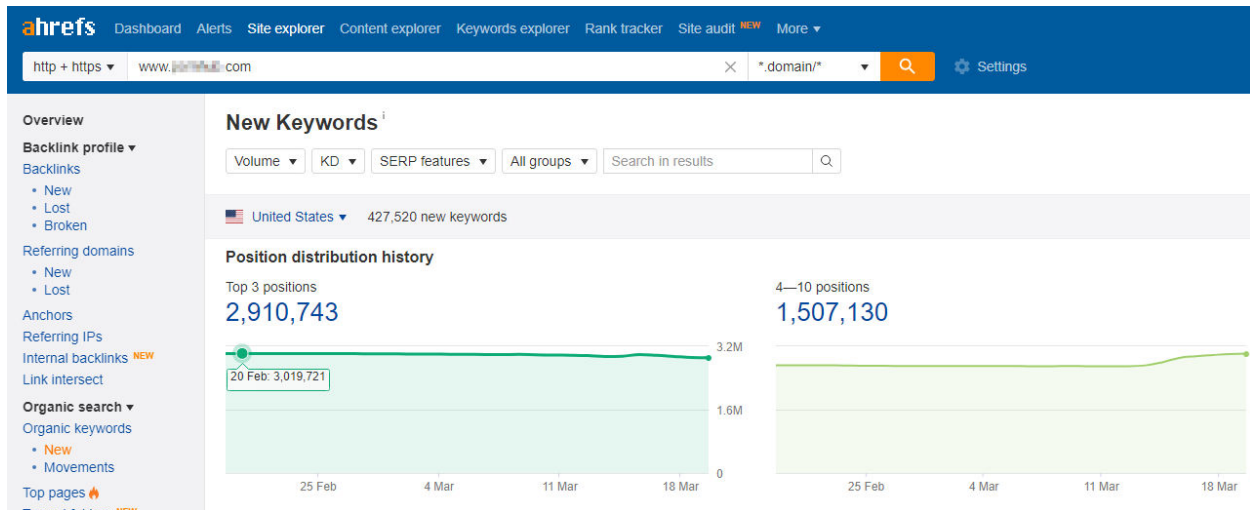
Like SemRush, **Ahrefs** (a paid tool with a free limited version available) allows you to check out your competition for particular keywords or spot the keywords your competitors are ranking on.

Simply head to the **Site Explorer section** on the top menu and enter the URL of your competitor. This feature allows you to see which keywords are targeted by the competition.

But wait, there's more!

It also allows you to witness the **new keywords** they are ranking on as well, in addition to the **positions they've gained or lost**.

This tool is extremely useful for affiliates to spot new opportunities, especially concerning keywords with a higher search volume.

Determine the keywords you'll be focusing on

Now, here's something paramount!

Choosing which keywords you'll be using for your SEO strategy is an art in itself, but you can surely make your life easier by following our advice! 😉

Using SemRush or Ahrefs will help you generate great keyword lists with volume searches by month, cost per click (CPC), competition, and more.

However, if you don't have access to these premium tools, you can try Keyword.io, **a freemium (limited) alternative**. Another option at your disposal is Google's Keyword Tool (probably the best freely available tool for Google Ads users).

So, let's get down to business.

→ **What you want is to use a mix of your competitors' keywords and your own.**

For the latter, we recommend thinking like a user: what would I type to find such content? Here's a hint: **Long-tail keywords** convert better and have less competition.

Long-tail keywords are a combination of usually 3 or 4 keywords used for a specific search. They typically attract a smaller volume of monthly searches, but their conversion rate is much higher.

The more specific the query, the more likely web users will click on the result that matches it (see the following graphic example).
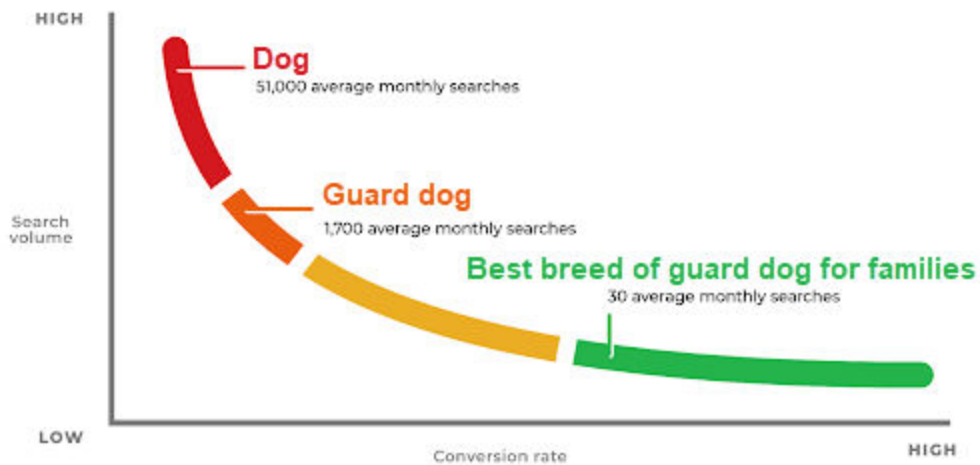
Indeed, if you try to focus your attention on "dog," you'll get drowned out in the search results unless you have an almost limitless amount of money for PPC campaigns. It's wiser to avoid unnecessary competition.

Sounds great, *right*? **Unfortunately, there's a catch.**

If you only have long-tail keywords, that's not great either.
→ **You want to strike a balance between heavy hitters and niche & long-tail keywords**.

Whatever your strategy, here are **2 factors you need to take into account** for each keyword:

1. **Volume**: If your keyword has no traffic, it can be useless. On the flip side, if your keyword has a high volume, the competition rises. If you're new, start at the bottom and work your way up. This means **targeting low-volume keywords** with less competition to grow your **domain authority** (DA) slowly. Established sites with significant organic traffic can tackle more competition to remain leaders in their respective niches.

2. **Competition**: Unsurprisingly, evergreen or powerful keywords are highly competitive. The tougher the competition, the lower your odds of actually making a dent with your SEO strategy.

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So, how exactly do you choose keywords?

Start building your credibility **without diving headfirst into ultra-competitive keywords**.

Only when you already have great **organic traffic sources** and an established online presence should you bother with top-tier keywords.

> *Organic Traffic* consists of either traffic that finds you through search engines or other websites linked to your website thanks to your content's quality.
>
> In other words, organic traffic is free and is the opposite of paid traffic.

2 – **Website Structure**: Build Your Website with SEO in Mind to Attract More Traffic

Having your website built according to the SEO guidelines underneath is capital.

We can't stress this enough: **these steps are essential** if you wish to **grow a sustainable online business**.

First off: start by building the very foundations of your website.

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Choose a Simple and Relevant Domain Name That People Will Easily Remember
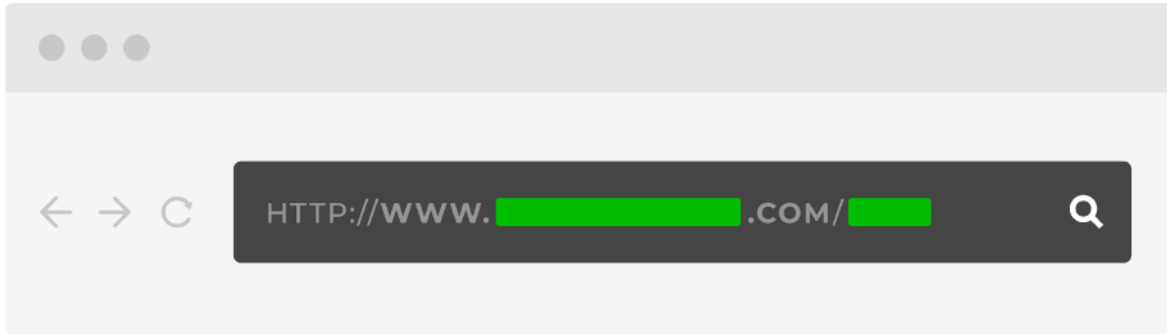
That's right. When choosing a domain name, you'll want to **keep it simple**.
This will help you generate **type-in traffic**.

Also called direct traffic, type-in traffic is traffic that lands on your website by simply typing in your URL (**usually the case with short domain names, dictionary word domains, or memorable ones**).

The more powerful & memorable your brand is, the more type-in you'll get, and—consequently—the more it can **improve your rankings in Google**.

But that's not the only thing you need to focus on.

Try Using Your Focus Keyword Within Your Domain Name

Think about it. Having your **focus keyword at the root of your URL** is the best-case scenario.

Some of you may argue that since the Google Exact Match Domain (EMD) update that happened back in 2012, this is a long-gone practice.

But you know what?

Using a relevant keyword in your domain name still has powerful effects **as long as your website delivers quality content.**

Pro tip: ⚠️ **Don't add many keywords separated by a hyphen**.

Remember: you still want your domain name to be **simple and memorable**.

How to Buy a Good Domain Name?

So now that you have your ideal domain name in mind, it's time to invest!
Sounds easy enough but, what if the domain you were aiming for isn't **available**?

Don't get discouraged about that! The secret is to **keep digging until you find the perfect domain name for your online business**.

Indeed, there are plenty of available domains on the market: keep reading to find out how you can make them **yours**.

Use a Shortcut: Buy an Expired Domain with Existing Backlinks

Wanna start your business with a good deal?
If you are an opportunist, **buying an expired domain is a good option**.

Just imagine:

You can buy a domain with **existing backlinks** that might already be attracting some **type-in traffic**. On the other hand, you need to be careful about those backlinks' **quality** to avoid penalties.
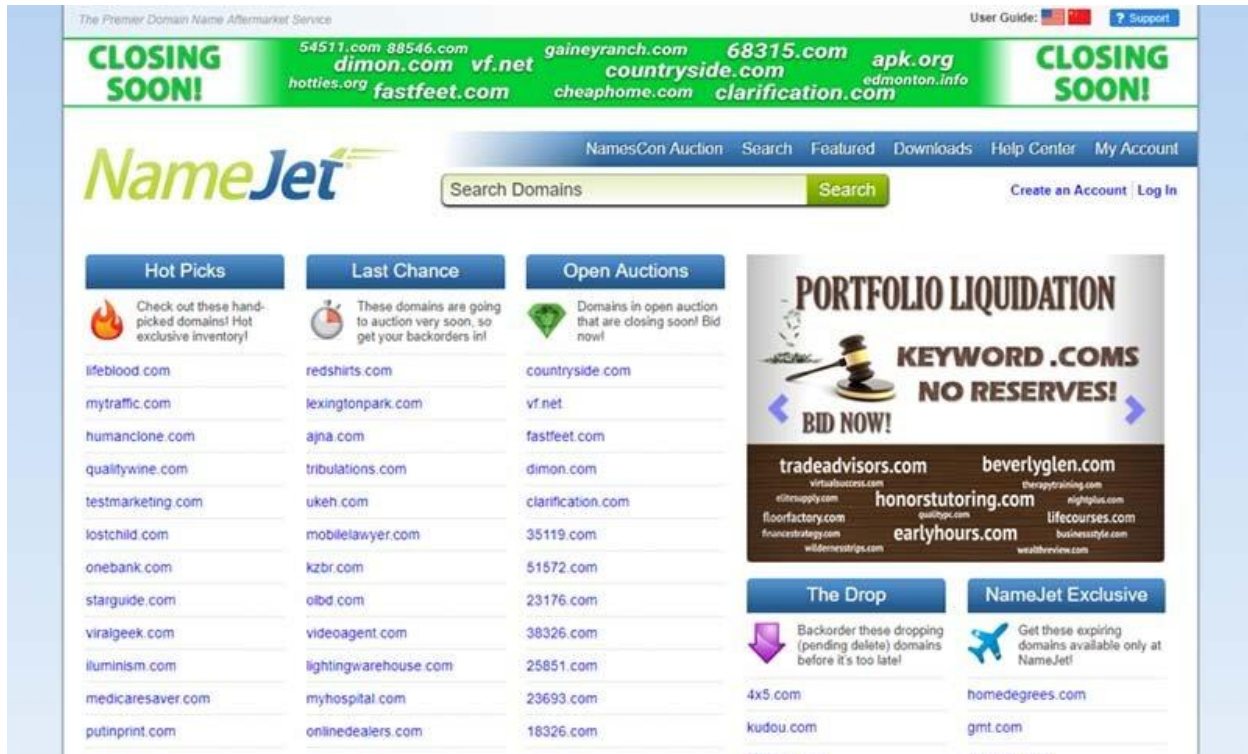
There are plenty of websites out there where you can buy expired domains, like Namejet or Domcop. Of course, there are many more websites where you can buy expired domains. It's really up to you to find your favorite marketplace.

Start Fresh: Buy a Brand New Domain

Another safe way to secure the right domain name is to buy a new one.
All you have to do is go on your favorite domain registrar and start digging.

Here's a quick **cheat sheet for registering new domains**:

1. **Use a top-level domain (TLD) name extension**: TLDs are the extensions following the "dot" symbol like **.com**, **.org** or **.ne**t. Recently, there's been a surge of new TLDs like **.co** and **.me**, which are also good options for your site. Avoid free extensions like .tk or anything from _Spamhaus' abused top-level domains_ at all costs.

2. **Avoid slang terms**: you want your domain to be *memorable* and easy to type. While it might be tempting to use lesser-known words or expressions, we recommend sticking *to dictionary words* unless you happen to have something truly original, widely used or that sounds great and catchy.

3. **Use keywords**: you probably got the idea by now, but here's a reminder just in case. If you're planning to enter a specific business, having one strongly related keyword in your domain is a no-brainer.

4. **Be creative**: while this might seem to contradict our second bullet point at first glance, it doesn't really. You might have a cool outside-the-box idea to tap into. Clever domains do work, one such example being ***Chaturbate*** (portmanteau neologism).

OK, we know what you're thinking:
How the heck will I find a domain that matches all these criteria?
→ **The key takeaway from registering domain names is not to overthink it.**

While, for instance, *loans.com* is a premium, million-dollar domain name, it doesn't mean you can't still be successful in this niche with your own name.

Remember that **content is king**, so even if your domain isn't super sexy, the most crucial part is what content you'll be sharing with your audience.

Secure Your Website Using HTTPS to Send Good SEO Signals to Search Engines

Does the use of a secure protocol (HTTPS) increase your chances to rank on Google?
The answer is **YES**.

The fact that **Google is aiming for a fully secure web** should give you a big hint.

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There are also other SEO benefits in **switching from HTTP to HTTPS**, such as:

- Reassuring the users and thus, improving the overall click-through rate (CTR)
- Increasing loading speed

On the next page, you'll find a detailed infographic made with information provided by bluecorona.com on the main reasons your website should be **HTTPS**.

8 THINGS
to know about HTTPS

1   **84% of users** would abandon a purchase if data was sent over an insecure connection, indicating that website insecurity could potentially impact sales.

2   **Google has hinted at a fully secure web** in the future by saying they'll "continue working towards a web that's secure by default."

3   **Google Chrome labels HTTP sites as insecure,** warning users that the connection is not secure.

4   **HTTPS websites load much faster** than HTTP sites, and sites with faster speeds are more likely to rank better.

5   According to Google, **more than 50%** of all desktop page loads are HTTPS connections, which is an all-time high.

6   Multiple studies have found a slight correlation between HTTPS and **higher search rankings.**

7   **About 40%** of Google page one organic listings are HTTPS.

8   HTTPS has been a **signal in Google's ranking algorithm** since 2014.

SOURCE: *https://www.bluecorona.com/blog/https-and-seo*

Wanna know how to achieve this? 👇

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We suggest following Google's official guidelines on how to secure your site with HTTPS. But first, a warning:

→ Don't forget to redirect your HTTP website to the HTTPS version. Don't let the 2 versions live simultaneously!

⚠️**Most of the time, switching to HTTPS will increase your website visibility. However, results may vary.**

If you're starting up a new site, start it on HTTPS right away.

Increase Your Website Speed to Increase Your Ranking

What makes your website speed so special?

Well, let's just say that you can quickly **lose half of your hard-earned traffic** if your website doesn't load **in under 2 seconds**.

Still not convinced? Let's top this off:
→ The faster your website is, the easier Search Engines will crawl it, which is a big plus SEO-wise.

Here are a few things that can help you:

- Serve up **only the resources your page needs**.
- Use a fast, responsive and convenient **web host** to serve them.
- Make sure they come in the **fewest number of files possible**.
- Save your files **within your site's local structure**.
- Optimize and decrease your **files' size,** especially images.

For more detailed info on how to increase your website speed, check out our **Beginner's guide to website speed optimization**.

3 Useful tools for Speed Performance

You'll need more than your computer to assess your **overall website's speed efficiency**. Why? Because of the following:

→ **You need to optimize your site's speed for all devices and geo-locations.**

Fortunately, there are some awesome tools available to **assess the loading time** according to these metrics.

1. **PageSpeed Insights** is the official tool provided by Google. However, it focuses more on the **loading time of your page's different assets** rather than the overall speed. Therefore, *we recommend using this tool in addition to one of the following tools below*.

2. **GTmetrix** is one of the most popular tools out there. In addition to telling you accurate insights about your website speed, it also delivers **valuable recommendations** on its optimization.

3. **Pingdom Tools** allows you to **test your website speed according to different countries**. This can be especially useful if you have international traffic sources.

Whatever you do, it's essential to **test your website on more than one tool**. Indeed, you might witness **different results** depending on the tool you're using. The SEO community usually acknowledges that you can assess your actual overall site speed by combining all of these results.

Avoid Heavy Coding to Favor the Crawling of Your Website from Search Bots

This section can be a little tricky since it all depends on the **type of site** you're running.

In a nutshell, let's just say that **you should keep your code as light as possible** and avoid situations like this:

Why?

Because you want search bots to crawl your sites in the most efficient way possible.

Think of it this way:

→ **Every unnecessary code line leads to increased file size, slower loading times, and unfriendliness for web crawlers**.

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Provide Guidance Through Robots.Txt File to Increase the Efficiency of Your SEO Strategy

Why do you think big theme parks provide a predefined set of rules to their visitors?

It's simple.

For sure, they don't want you hanging out in forbidden places that are either dangerous or simply not suitable for public access.

The same applies to your website.

You want the web crawlers (aka search robots or web spiders) to visit **only the pages** that will be **relevant** to your visitors.

→ The Robots.txt file is essential and serves as a set of rules that guide search engine robots.

Webmasters usually use it to disallow bots from accessing irrelevant pages of their websites.

Take **Airbnb,** for example: they have one of the most efficient and complete Robots.txt files.

Within their set of rules, they've disallowed search robots from crawling a specific set of pages (calendar, amenities, cancellation policy, house rules, etc.). Can you imagine?

Without this rule, web crawlers would have to crawl MILLIONS of irrelevant pages before accessing any quality content. Here's the official documentation from Google on how to create a robots.txt file for your website.

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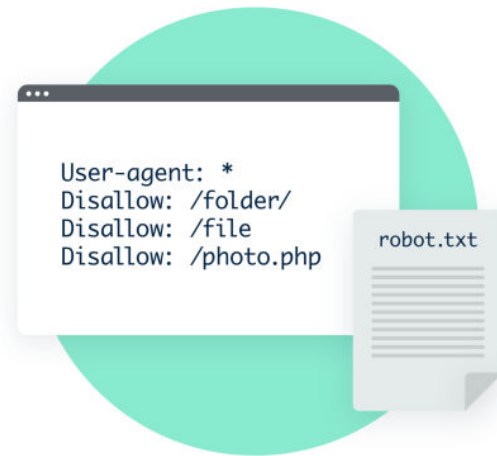
Sitemap: Generate & Submit Your Sitemap for Optimal Bots Navigation

A sitemap is also a major tool for search robots guidance.

The purpose of a sitemap is to inform these crawlers of the **pages that are indexable**.

Let's take back the example of the theme park for a second.

The sitemap would be the map given at the entrance to all visitors showing the available attractions and their location in the park.

→ **If you want Search Engines to index your website properly, you need to generate a sitemap and submit it to Google Search Console.**

Click here to access Google's official guidelines on how to build and submit a sitemap.
But there's more than just guidance to the sitemap!

By generating a sitemap, you can:

- **Assess the quality** of your content structure;
- **Spot if something is wrong** with your indexation (*if Google isn't indexing all the pages of your sitemap*).

"Site:", a powerful tool

Another good way to assess all the indexed pages of your website is the query **Site:** To use it, simply type the following query in Google's search bar:

Site:YourWebsite.com

For example, to see the indexed pages of CrakRevenue's website, you should type:

Site:crakrevenue.com

Most of the time, you'll notice that you have way more indexed pages than you initially figured. This tool easily allows you to spot the pages that **should not** be indexed and correct the mistakes.

Bonus tip regarding sitemaps: Avoid orphan pages. All pages in Sitemap should be found by an internal link on your site.

Mobile: Make Sure Your Website Is Fully Optimized for Mobile

We knew it was coming, and now it's a reality since 2018.

→ With its Mobile-First Index, Google can outrank your site if your mobile version has low-quality content.

How can you avoid this?
Just make sure your website's mobile version is **at least as efficient as your desktop version**.

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One surefire way to achieve that is to build your website with a **mobile-first approach**.
You've already created your website? No problem.

There are PLENTY of things you can do to achieve a **responsive website**. Make sure to check out our series of articles on **how to be responsive**.

2 Tools to Assess the Efficiency of Your Website on Mobile

1 – Use Google Search Console's Mobile-Friendly Test to Unveil Mobile Errors

First things first:
You need to make sure that your website **doesn't have errors** on its mobile version.

Fortunately, Google Search Console offers a great **free Mobile-Friendly Test** that does just that. It also gives you recommendations on how you can fix the errors witnessed on your mobile version, which is a **big plus**!

2 – Use Proranktracker to assess your Mobile Ranking

Fixing the errors alone is not enough when it comes to mobile optimization.
Using Proranktracker will **reveal your mobile ranking on search engines**.

Yes, you read that right!

→ **Your website can have different rankings depending on the device used.**

Using a tool such as Proranktracker can help you pinpoint the terms and the pages that require optimization to **increase your mobile ranking**.

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3 – **Website Content**: Attract Big Volumes of High-Quality Traffic Thanks to the Relevancy of Your Content

Content is king! It really is.

However optimized your website's core might be, you won't get any traffic **if you don't provide quality content in a structured & coherent way**.

Here's how to achieve that:

Optimize your URLs with Your Focus Keyword(s)

If you've planned your online presence correctly, you already know the **keywords** you'll be focusing your efforts on.

Once you have your main focus keyword(s) in your domain name (in an ideal situation), you should **use your other target keywords** in the URL of your **pages** or **posts**.

In other words:

→ **Make sure to include relevant keyword(s) in the slugs of your pages and posts.**

Slug(s) refers to the readable part(s) of your URL after your domain.
It can also be referred to as the path or the identifier used to reach a specific page.
For example, in the following URL:

https://www.crakrevenue.com/blog/
"blog" would be the slug.

Another good practice is to **avoid using stop words** in your page slug. However, this practice's efficiency has become debatable since it doesn't seem as relevant as it once was for SEO purposes.

Plan the Hierarchy of Your Pages to Optimize Relevancy

It's one thing to include keywords in your URLs, but it's a whole other thing to make sense out of them. Think of the way you'll **organize** your pages within your website.

→ **A wise hierarchy of your pages makes it easier for search bots to crawl your website and make sense out of it.**

An excellent way to achieve this is to **organize your content by silos** just like this (next page):
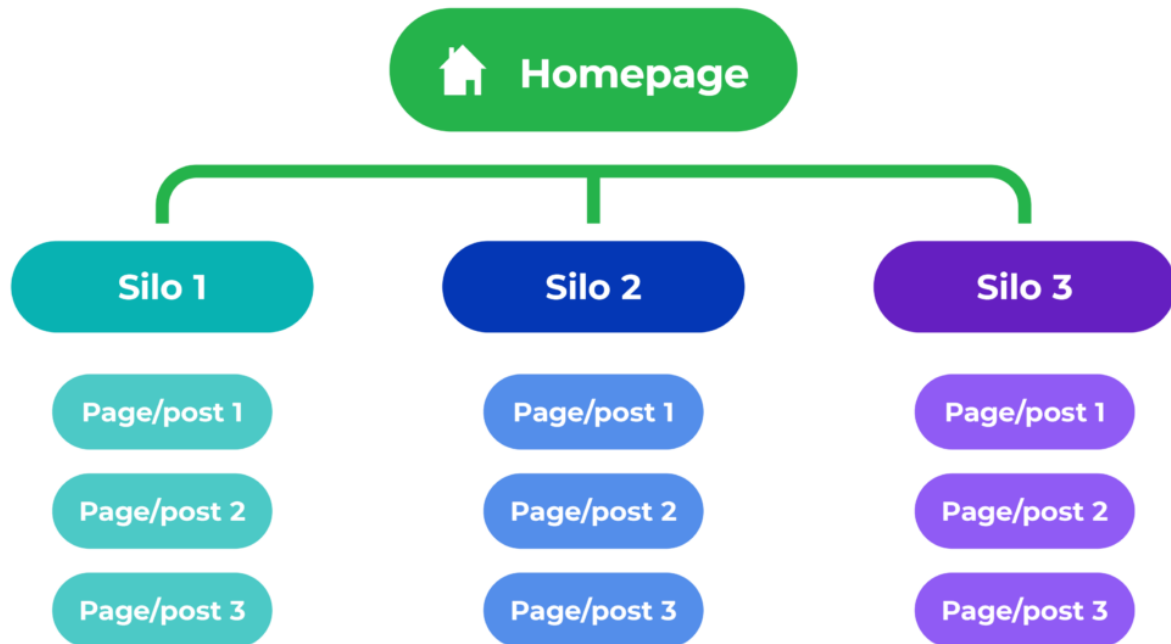
Does this mean that this is strictly what you need to be aiming for?
Not necessarily.

Other types of possible structures exist**: it all depends on the kind of content you are featuring on your website**.

Overall, here's what you need to keep in mind while structuring your website's content:

- Don't link to **all** pages from the homepage.
- **Relevancy** should be your primary focus.
- Choose a **stable yet flexible** structure that allows your website to grow.

Attract and Retain More Traffic with Unique and Well-Organized High-Quality Content

⚠️**Pay attention!**

This is probably **one of the most important sections** of this whole guide.

→ **Top-quality content is the ultimate key for higher ranking and – consequently – a higher volume of traffic.**

Here are the things to absolutely take into account to achieve just that:

Write Unique Content to Stand out from the Crowd and Increase Your Ranking Position

We can't stress this enough:
→ **Your written content should ALWAYS be unique.**

Long gone are the days when you could just copy and paste an existing content and change a few words in it.

Nowadays, *your written content* **NEEDS to be 100% original and exclusively found on YOUR website and nowhere else**.

Now, let me guess: are you afraid of not being able to write all of this content yourself?
Well, we've all been there.

Fortunately, there are plenty of **freelance copywriters**!.

⚠️ Warning! **Creating quality content takes time and costs money**. Therefore, you can't expect perfect copies delivered fast and at a low price from copywriters.

Just like project management, the way you go about copywriting follows the same general rule of thumb:

Despite the importance of featuring **unique content**, if you HAVE TO duplicate some of your content, you should use **canonical tags** to avoid being penalized.

Why must you be so careful?
The simple truth is:

→ **Search Engines value websites featuring uniquely written content and penalize the ones with duplicate content.**

Unsurprisingly, this is why **unique content represents the cornerstone of any strong SEO strategy**.

Build and Optimize Your Content Around Relevant Focus Keywords

Can you guess why we started this very guide with an emphasis on your **keyword strategy**?

→ **You need to make good use of your focus keywords and their synonyms in your content.**

No matter what's featured on your site, you should build your **content strategy** around improving your ranking on target **focus keywords**.

Once you have your target keywords, use them and add focus to them using **bold**, *italic* or other practical and SEO-friendly web writing techniques for a little **extra ranking weight**.

Do it with **moderation**!

Indeed, it's pretty easy to fall victim to the **keyword stuffing** trap and equally as easy to get penalized for it.

In other words:

→ **Don't overstuff your content with keywords without any added value. Your content MUST ALWAYS be relevant.**

Provide Enough Written Content on Your Pages So Bots Know You're Relevant

In SEO, the quantity of text provided on a page is paramount.

→ **You should have AT LEAST 750 words per page (ideally).**

This number is almost a **bare minimum** since it's commonly accepted that it should be **at least 1500 words for mainstream websites**.

The reason is simple: written content is what search engine bots are looking at when crawling.

The more relevant written content you have, the more likely you are to get a higher ranking.

Organize Your Content with Optimized HTML Headings (Hn tags)

A great meal always starts with a good recipe, as long as the steps are listed **in the right order**! The same principle applies to your content.

→ **Make good use of HTML headings in an organized way.**

There are 6 levels of headings taken into account by search engines: H1 being the most important and H6 being the least important.

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According to Google itself, web spiders use Hn tags to **understand the text's structure** and—consequently—its subject.

Structuring HTML headings is **fairly easy and adds SEO value** to your website. Needless to say, you shouldn't build your content without them.

In a nutshell, here are the main things to take into account while **structuring HTML headings**:

- Each page should feature **only one H1 title.**
- Try to **include your focus keywords** in your headings, especially in the H1.
- **Don't skip levels!** For example, don't write an H2 title followed by an H5 title.
- You **don't need to use all the headings** types in your content. For example, a page featuring an H1 followed by a few H2s and some H3s is perfectly fine.

If done right, **you should be able to use your headings as a table of contents** that shows what your page is about in a glimpse.

Keep Your Content Fresh, Clean and Updated to Maintain or Increase Your Ranking

Is your content of top quality? Good!
However, it might not stay as fresh and relevant as time goes by.

→ **Make sure to update your content before it becomes outdated. You should also publish new content regularly and keep it as evergreen as possible.**

Does this technique guarantee that all 100% of your pages remain equally relevant in the long run? **Absolutely not!**

Having obsolete content is something common, especially if you run a big website. If this happens to you, here are some additional strategies you can use to keep your content up to date:

Use Redirects to the Most Updated and Complete Page Covering the Same Topic

Sometimes, your content is just too outdated or has too low-quality value to be saved.

In this case, the very best thing you can do is **let it go**. *(Farewell, old friend)*

→ **Use 301 redirects to transfer your traffic to your website's more relevant content.**

In addition to keeping your website relevant, **a 301 redirect will transfer this page's SEO benefits to the new one**.

We'll be covering this topic a little further in a chapter dedicated to **internal links**.

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Watch out for Broken Links!

One surefire way to become irrelevant is to maintain broken links on your website.
Indeed, **broken links are like a big red sign screaming OUTDATED!** to search engines.

→ **Monitor your website continuously to ensure all broken links are either removed or updated according to their new link path.**

Create a Proper 404 Page in Case You Missed Some Redirects or Broken Internal Links

Whatever the amount of effort you'll put into it, it's almost impossible to maintain your entire website without any broken links at some point.

That's just how it is.
Fortunately, you can get prepared for this scenario:

→ **Create a proper 404 page to tell your users this content doesn't exist or isn't on this page anymore.**

Your 404 page should have the same look and feel as the rest of your website to reassure your user about where he is. Meanwhile, you can deal with your broken links.

Now, you might be wondering:

What the heck does a 404 page have to do with SEO?!

Well, a proper 404 page **improves the chances of seeing your users stay on your website** and – consequently – **sends a good signal to search engines**.

Include Internal Links, External Links and <a title=""> Tags in Your Content

Backlinks are an essential part of your SEO strategy to acquire traffic: we'll cover them later. For now, let's focus on the **links that are within your content**.

Depending on their destination, they are either called **internal** or **external** links.

> *Internal links* refer to links connecting to another page of the same website (with the same domain name).
>
> *External links* are linking to other websites. They're also called outbound links.

Both of them have a role to play in your SEO strategy.

Use Internal Links to Show Search Engines Your Most Relevant Pages

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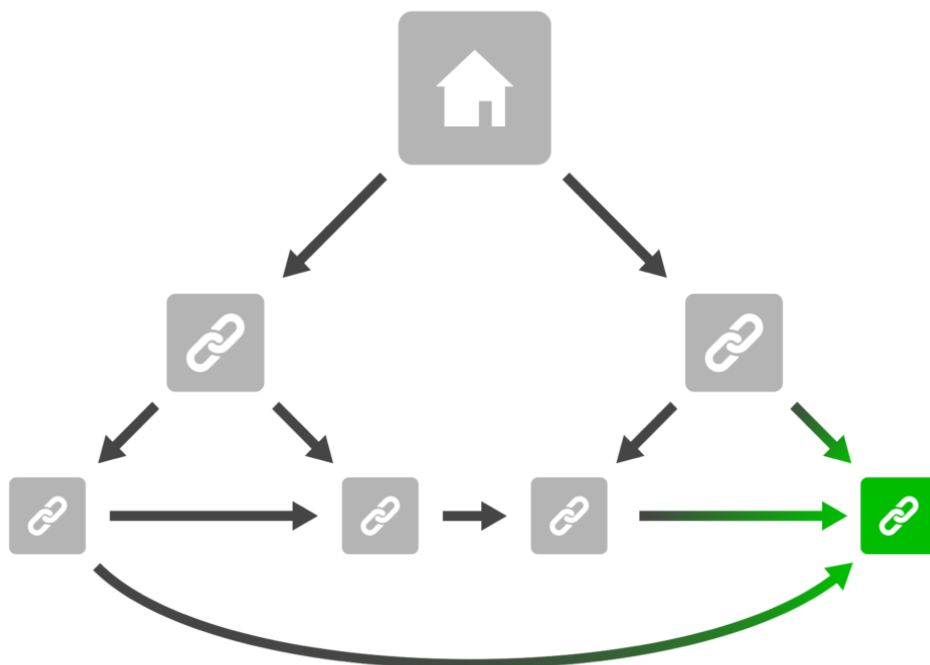
In SEO, you can use internal links to **enlighten your most important pages**.

Connecting your content helps search engines make sense of your website's structure and – consequently – **give more weight** to your most relevant pages.

Let's compare this to a democratic voting process.

In this case, each internal link towards a specific page refers to a "vote" for this page.
At the end of the process, the page with the most "votes" wins at the SEO poll and gets all the election exposure.

If we translate that in ACTUAL web language, it means that:

The more internal links you have towards a specific page, the most likely this page is to rank higher in search engines.

Therefore:
→ **Make sure to spread relevant internal links between your pages, especially towards the most relevant ones.**

Add External Links to Connect Your Pages to Related Quality Content

Also called **outbound links**, external links are valuable for your website.

Wait, what? How can links that send your visitors away be valuable?

Well, first off, **having a website with only internal links is suspicious** to search engines.

Second, adding an external link **connects your content to other similar or complementary relevant content and helps search engines better understand what your website is about.**

Consequently → **You should add external links each time it's relevant.**

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⚠️Be careful, though! **Don't add too many external links**. Doing this will tend to "dilute" the *SEO juice* of each link.

Be Aware of Where You Are Sending Your Link Juice!

Link juice refers to the qualitative weight given by search engines to any given links on your website. In other words, it's the value in quality or authority that search bots attribute to those links and – therefore – the SEO "juice".

The more links you have on a page, the less link juice each of them will receive. Usually, SEO experts illustrate **how link juice works** on a website as such:
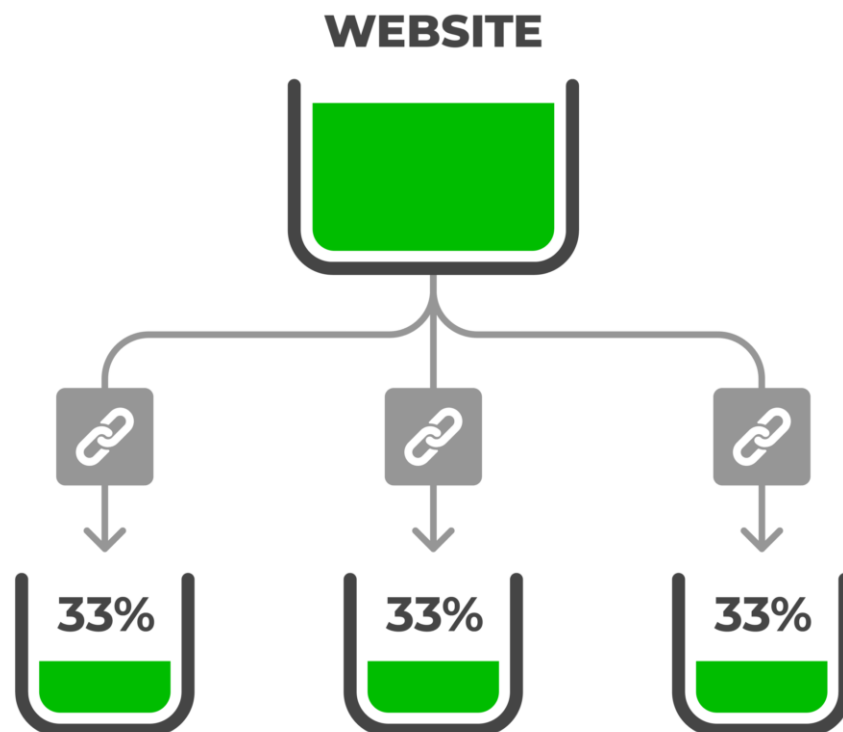
See? **Each outbound link receives only a part of the SEO juice provided by the website**.

Want another example?
Let's compare this to a pizza party.

The more slices you'll cut, the thinner each portion will get, and – ultimately – the less pizza each of your guests will receive.

Bottom line:
→ **The more links (internal AND external) you have on a website or a page, the less SEO juice (weight) each one will get.**

Add <a Title=""> Tags to Your Links to Increase Their SEO Value

Ok, so you've linked your content relevantly inside and out of your website.
What's next?

→ **Use descriptive Title tags on your links to add even more SEO value to them.**

Title tags on links serve as reading tips for both your readers and search bots.
Visually, the title tag will appear each time a user's mouse hovers the link.

Here's an example: https://website.com/attributes/a-title/

You see? This title tag improves the user experience.

```
<a href="/" title="DESCRIPTIVE TITLE OF THE LINK">TEXT OF THE
LINK</a>
```

Nonetheless, its real SEO value resides in its faculty to **add descriptive keywords on your links**.

Attract up to 10% More Organic Traffic by Tweaking Your Images' Names and Alt Text

There are many ways to rank on a specific keyword, and one of them is through **images**.

You know? That little section on Google called "**Images**"!
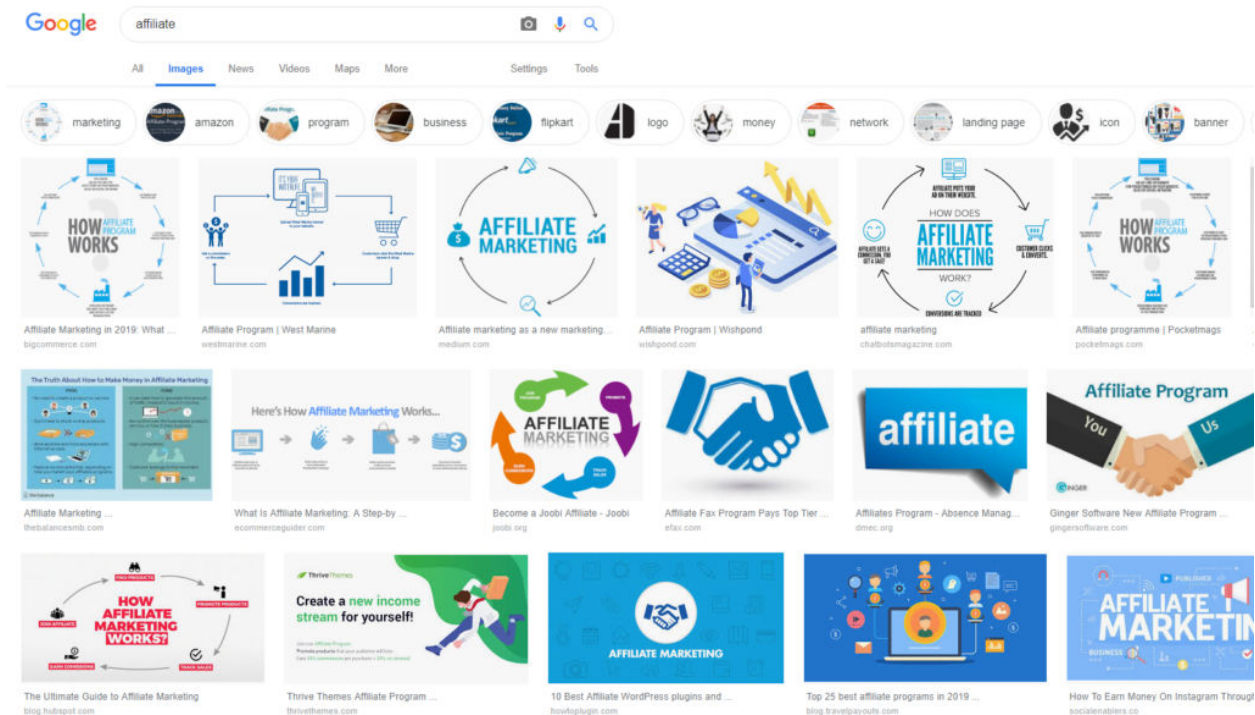
You think it's trivial? **IT'S NOT!**

By ranking in the images section, you can **increase your organic traffic by up to 10%**! That's why it's paramount to optimize your images for SEO purposes.

→ **Use descriptive names and add alt text on your images to add SEO value to them.** This will allow them to be crawled by search bots.

To do so, just make sure to add some relevant descriptive keywords on each of your images in these 2 spots:

1. The image **file name**.
2. The **alt text** of your image tag.

Alt text *shows up when the image cannot be displayed on the user's screen. It's also used by smart speakers such as Google Home to describe a page or a website's visual content. You can add it to the image tag through the HTML version of your content.*

Adding descriptive content to your image files **allows search engines to rank your images**, so it's an **additional opportunity** for you to attract organic traffic.

Use Categories and Tags to Sort Your Content

The biggest your website is, the more organized your content has to be.
In this regard, **Tags** and **Categories** are two powerful tools no one should overlook.

→ **Sort your content by using Categories and Tags strategically.**

- **Categories** should be the main divisions that describe and organize content groups.
- **Tags** should be used as overlayers that add extra information about contents that might appear in different categories.

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Picture this as a vertical sorting crossed with a horizontal sorting.

As you can see in the image below, **Categories** are the largest divisions regrouping smaller content groups. **Tags** are not influenced by categories and can be used to describe different contents in each of them horizontally.
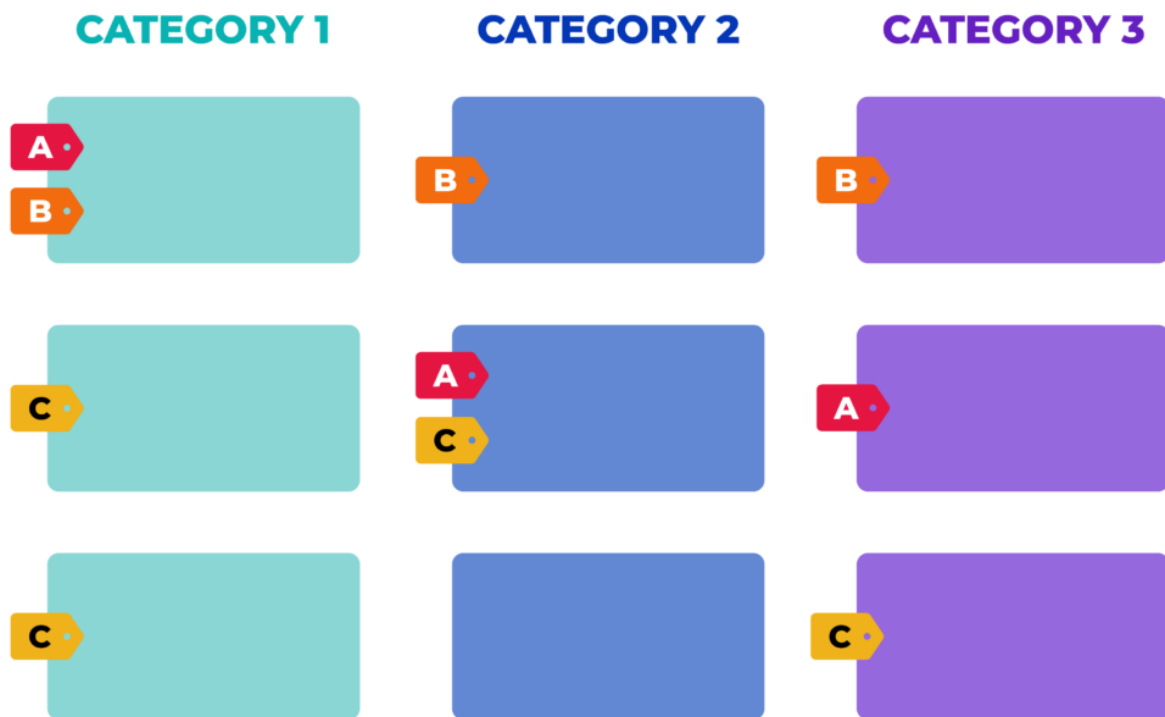
Ideally, you want each piece of content to fall into **only one category**.

However, you can link the same piece of content to **multiple tags** (or none).
Seems complicated? It's not, really.

Sorting your content with categories and tags is much easier than you think!

As proof, here's a **practical example**:

How would categories and tags help to **sort out the content of a food blog**?

First, you could sort out the content by the *type of meal* featured in each of them with larger **categories** like that:

- Breakfast
- Lunch
- Dinner
- Desserts
- Appetizers
- Snacks

Then you could use **tags** to describe the *type of recipe* featured in your content as an overlay of information like that:

- Most popular
- Gluten-free
- Sugar-free
- Vegan

Of course, there are PLENTY of other ways to structure your website with categories and tags: it all depends on the **type of content featured** and your **keyword strategy**.

If you need inspiration, don't hesitate to browse the competition to see how they are using categories and tags.

Extra tip: When done right, the categories and tag pages can quickly become an excellent target for **internal links**. They can **rank** for those targeted keywords if your content is relevant enough and your website is optimized for search engines.

Use Canonical Tags on the Duplicate Content That Can Arm Your Rankability

You should know it by now: your content should always be **unique**.
Seems easy at first glance, right?

However, you may find it hard to maintain in the long run.

Indeed, it's pretty common to have **duplicate content or similar content on multiple pages** throughout your website. So, what can you do in this case?

→ **Use Canonical Tags if you have to duplicate some content on multiple pages.**

> The **Canonical Tag** indicates to Google that the tagged content on a page is a duplicate of another page's existing content. It also shows the path and location of the original content's page.

You can add a canonical tag in HTML like this:
```
<link rel="canonical" href="http://YourDomain.com/OriginalContentPage/" />
```

By adding this tag, you're telling search bots that the original page is **the one they should take into account for ranking purposes**.

In other words, it's like showing who's **the real slim shady** (while the others are just imitating).

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"Eminem" by mika-photography is licensed under CC BY-SA 3.0

Using canonical tags can prevent you from **unwanted misunderstandings by web crawlers** that can affect your ranking negatively.

To learn more about canonical tags and use them efficiently, you can check out this amazing piece by Moz about Canonicalization.

Add Hreflang Tag Attributes If Your Website Is Translated in Multiple Languages

Sprechen Sie Deutsch?

If you have international traffic, chances are you have a **website translated into multiple languages**. Neat!

Now, how can you make sure that the translated versions of your website appear to the users who speak this language?

→ Use the Hreflang Tag to put the right translated version of your website forward according to the user's language.

Think about the potential of this tag for a moment. In addition to its obvious SEO value, using Hreflang Tags **helps increase your conversion rate** by showing the right page to the right audience.

Here's an example:

Let's say you have a **greeting cards website,** and you made a specific version of your homepage in German featuring only **cards with German captions.**

You want this page to rank for *German greeting card* queries?
There's no need to pray to the SEO Gods.

Just make sure that you add this HTML code on either your German homepage **markup, header or your sitemap**:

```
<link rel="alternate" href="http://YourWebsite.com/de/" hreflang="de-DE" />
```

As you can see, this tag serves as an indication for both the **user's language** and its **location**.

For example, if you did a specific translation for Spanish-speaking users in the US, you could use this code instead: **hreflang="es-US"**.

If you plan to implement it on your website, we strongly suggest you complete your knowledge with Google's official guidelines about Hreflang.

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Give a Magnifying Glass to Web Spiders With Structured Data

Did you notice that Search Engine Results Pages (SERPs) are now flooded with various types of results such as images, carousels, cards and knowledge graphs (just to name a few)?

These are called **Rich search results** and can take multiple forms.
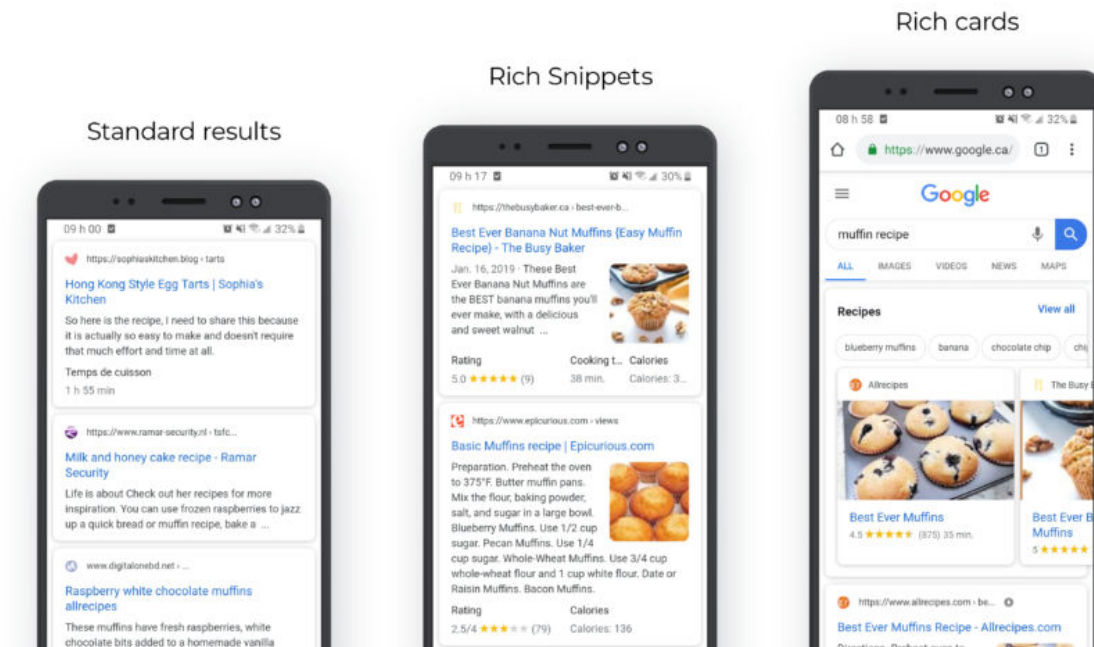
Rich search results are achieved by using **structured data**.

*In SEO, **Structured Data** relates to a form of markup that gives extra information about the content using markup language usually organized according to Schema.org guidelines.*

***Markup languages** are the computer languages used to define different elements on a web page. These markup languages have the particularity of adding extra information that won't appear in the page's text.*

***Schema.org** was born from a collaboration between the major search engines to provide a standardized way of using structured data on websites.*

⚠️**IMPORTANT NOTICE: You CAN'T feature NSFW content and products in rich search results** since it's against Google rules.

However, adding a structured data markup will give search engine crawlers some extra information about your content, which can **give you a ranking edge over your competition**.

It all boils down to this:

→ **Use structured data to add extra information about your content and show web crawlers your website is well detailed.**

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There are many **types** of additional information you can provide with structured data, such as:

- Ratings
- Dates
- Images
- Descriptions
- Duration
- Expiration Date
- And much more!

Using structured data can be especially rewarding if you have a **tube** or a **review** site.

Structured Data Tools

Don't improvise!

Here are the best tools to help you build and test structured data on your website:

- Structured Data Markup Helper
- Structured Data Testing Tool
- Schema.org

Use Noindex and Nofollow Tags to Command Firm Instructions on the Content to Index or the Links to Crawl

Noindex and Nofollow tags come as a **complementary measure to the Robots.txt file** we covered earlier in this guide.

While the Robots.txt file serves as a set of rules that gives global guidance, Noindex and Nofollow meta tags are complementary rules **destined to search engine robots about the pages and content to index or crawl.**

If we take the **example of a theme park** again, the Robots.txt file represents the general set of rules that apply to the whole park. For instance, it would identify the forbidden places as well as the areas accessible to the public.

However, the Robots meta tags (Noindex and Nofollow tags) represent the **specific set of rules at each attraction entrance**.

Here's what it means in SEO terms:

→ **Use the Robots meta tags** *Noindex* **to show web spiders which** *pages not to index***.**

It's important to notice that using the Noindex tag alone *still allows search engine bots to crawl the links* on this specific page.

→ Use the Robots meta tags Nofollow to tell web spiders not to follow the links on a page.

Once again, using the Nofollow tag alone indicates to search bots that the page's content is indexable.

If you follow the logic here, this shouldn't come as a surprise:

→ Using both tags on a page tells search engines NOT to index the content or follow the page's links.

How and When to Use Robots Meta Tags?

By default, **no indication means that the content is indexable and that crawlers can follow all the page links**.

Usually, you should add the Robots meta tags in the header <head> section of your HTML code.

You can change the default settings for **noindex** and/or **nofollow** according to your SEO needs.

Here's an example of what it should look like if you wanted to use **only** the nofollow tag:

```
<meta name="robots" content="index,nofollow">
```

Here's a recap of **all the different ways to set the Robots meta tags** according to your needs (next page):

Robots Meta tags used	Web Spiders Behavior	Code to add in the <head>
Noindex, Nofollow	Won't index the page and won't follow the links on the page.	`<meta name="robots" content="noindex,nofollow">`
Noindex, Follow	Won't index the page but will follow the links on the page.	`<meta name="robots" content="noindex,follow">`
Index, Nofollow	Will index the page but won't follow the links on the page.	`<meta name="robots" content="index,nofollow">`

Got it?

Now, let's see where you should use the Robots Meta tags.

The **Noindex tag** is usually added on these kinds of pages:

- Thank You pages (usually shown after the sending of a web form)
- Search Results pages
- Login pages
- Website Admin pages
- Archives

On the other hand, you should add the **Nofollow tag** on these pages, for example:

- Member Zone Login pages
- Links in comments
- Paid links

Obviously, **these are only suggestions,** and nobody knows better than you what pages of your website should be indexed and which links followed.

Describe Your Pages With Custom Meta Content to Attract More Traffic

Now, let's get down to *serious SEO business*.

Adding Meta Content on each of your pages is vital for your SEO efforts.

But, what is Meta Content exactly?

> *Meta Content* relates to content that describes your content. It appears in your HTML code's meta tags, usually under the **Title Tag** and the **Meta Description**.
>
> *They are invisible on your website but give priceless information to search bots on the page's featured content.*

So, does adding meta content make a real difference in your SEO strategy?
You bet it does!

In addition to giving essential insights to search bots, the Title Tag and the Meta Description are **the content that will appear on search engine results pages (SERPs)**.

In other words, *it's the storefront of each of your pages*.

Wanna rank higher on your focus keywords?

The Meta Title and Meta Description tags are the **PERFECT places to feature your keywords**. You see, they are among the first things web spiders will be crawling.

It all boils down to this:

→ **Make sure to add Meta Title and Meta Description on each of your pages to increase your ranking.**

We can't stress this enough:
ALL YOUR PAGES SHOULD HAVE A TITLE TAG AND A META DESCRIPTION!

Even your categories pages, archives, contact page: ALL OF THEM!
At least all the pages you want to index.

How can you achieve this?

If you have a **WordPress** website, we recommend using the **Yoast SEO plugin** to organize better and optimize your meta content.

Otherwise, here are the **main guidelines** you should follow:

- Average **title length**: **55 characters**
- Average **description length**: **165 characters**
- Add your **focus keyword** at the beginning of the title and within your meta description.
- In the meantime, **avoid keyword stuffing**.
- **Don't use the same title or description** on multiple pages.
- Add your **brand name** to your titles.

Extra tip: We strongly suggest using **call-to-action in your meta content to increase the click-through rate (CTR) on SERPs**.

The **CTR** of your search engine snippet also sends a signal to Google about your content quality. The **higher** it is, the most likely you are to **increase your ranking**.

Wanna dig a little deeper?

Take a look at Google's official tips on how to create good titles and snippets in Search Results.

4 – Optimize Your Backlink Strategy to Attract Both Direct and Organic Traffic

Without a doubt, backlinks are the absolute best things to attract both **direct** and **organic traffic**.

They have become so crucial over the years that we now consider them as **the backbone of any good SEO strategy.**

But what is a backlink?

*Also called an Inbound Link, a **backlink** refers to a link from another website towards your content. In other words, it links back **to your website**.*

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The more backlinks you have, the more traffic you'll get.

It seems logical, right? Well, it is. But there's more.

There's a **crucial SEO secret** related to backlinks.

→ **Having backlinks shows search engines that your content is worth sharing and directly affects your ranking.**

That's why backlinks are so important: in addition to bringing direct traffic that clicks on the links, **they have a direct impact on organic traffic acquisition**.

If you want to go a little further, you should take a look at this article uncovering the path to a great link-building strategy. Nonetheless, the following are the **most important factors** to take into account regarding backlinks.

Favor Quality over Quantity by Aiming for Authority Backlinks
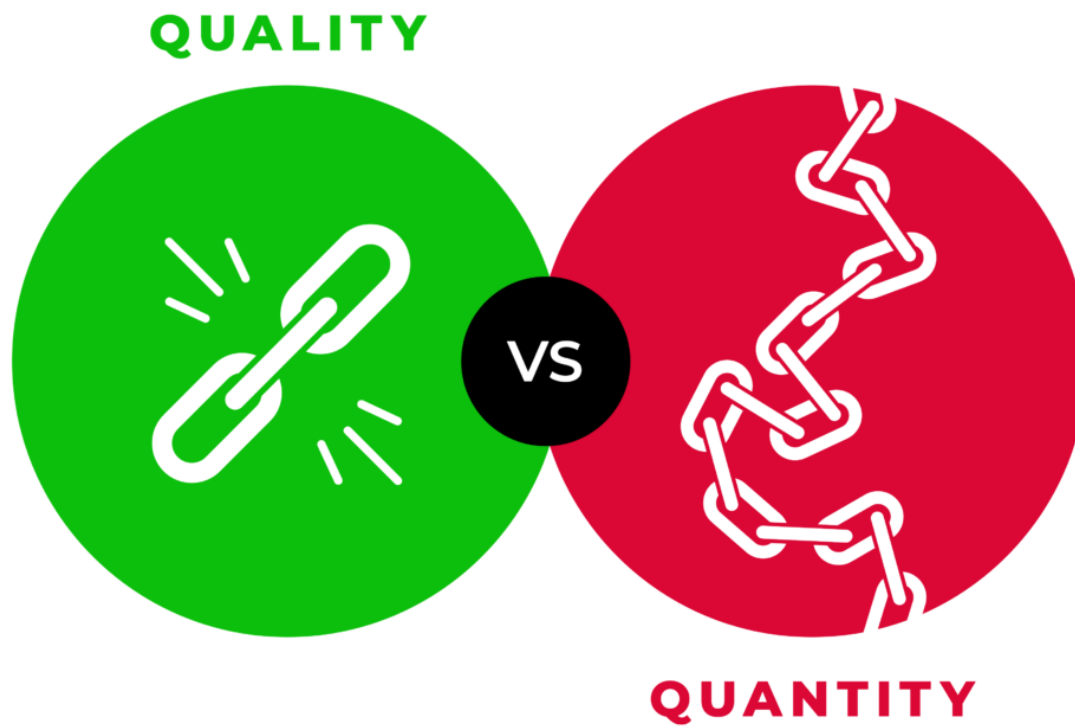
Here's the big idea:

→ **Aim for backlinks that are either coming from quality websites or relevant pieces of content.**

In other words, it's better to have tens of good backlinks than hundreds of poor ones.

Indeed, **quality backlinks help search engines give more credibility to your website and – consequently – a better ranking**.

For instance, let's say that you own a sneakers website. It's better to appear a few times on top-quality sneakers review sites than thousands of times on *craigslist*.

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How can you assess the quality of backlinks?

There are numerous tools available on the market, such as Majestic or SEMRush, that do just that. Just add your URL (or one of your competitor's), and they'll provide a report on the number and the quality of your backlinks.

Vary Link Destinations with Deep Linking

All roads lead to Rome, but **not all backlinks should lead to the same page**.

The very first reflex one has when it comes to backlinks is *linking to the homepage*.

Yet, unless your whole website's relevant content is massed on your homepage, you need to **vary your backlinks' destination**.

In consequence:
→ **Make sure to have backlinks towards various destinations on your website, including relevant sub-pages.**

Doing this will help you establish your domain authority in the long run.

Use Relevant Keywords as Anchor Text for Your Backlinks

In addition to the backlinks themselves, you have to be careful about the **quality of their anchor text** as well.

Anchor text *relates to the clickable text on which a link is placed.*

For example, in the image underneath, the anchor text is "click here".

In a nutshell, the **more relevant the anchor text** of your backlinks is regarding your content, *the higher you'll rank on those keywords*.

That's right.

→ **Favor the use of relevant keywords as anchor text for your backlinks.**

⚠️**Watch out, though!**

You still need to avoid keyword stuffing!

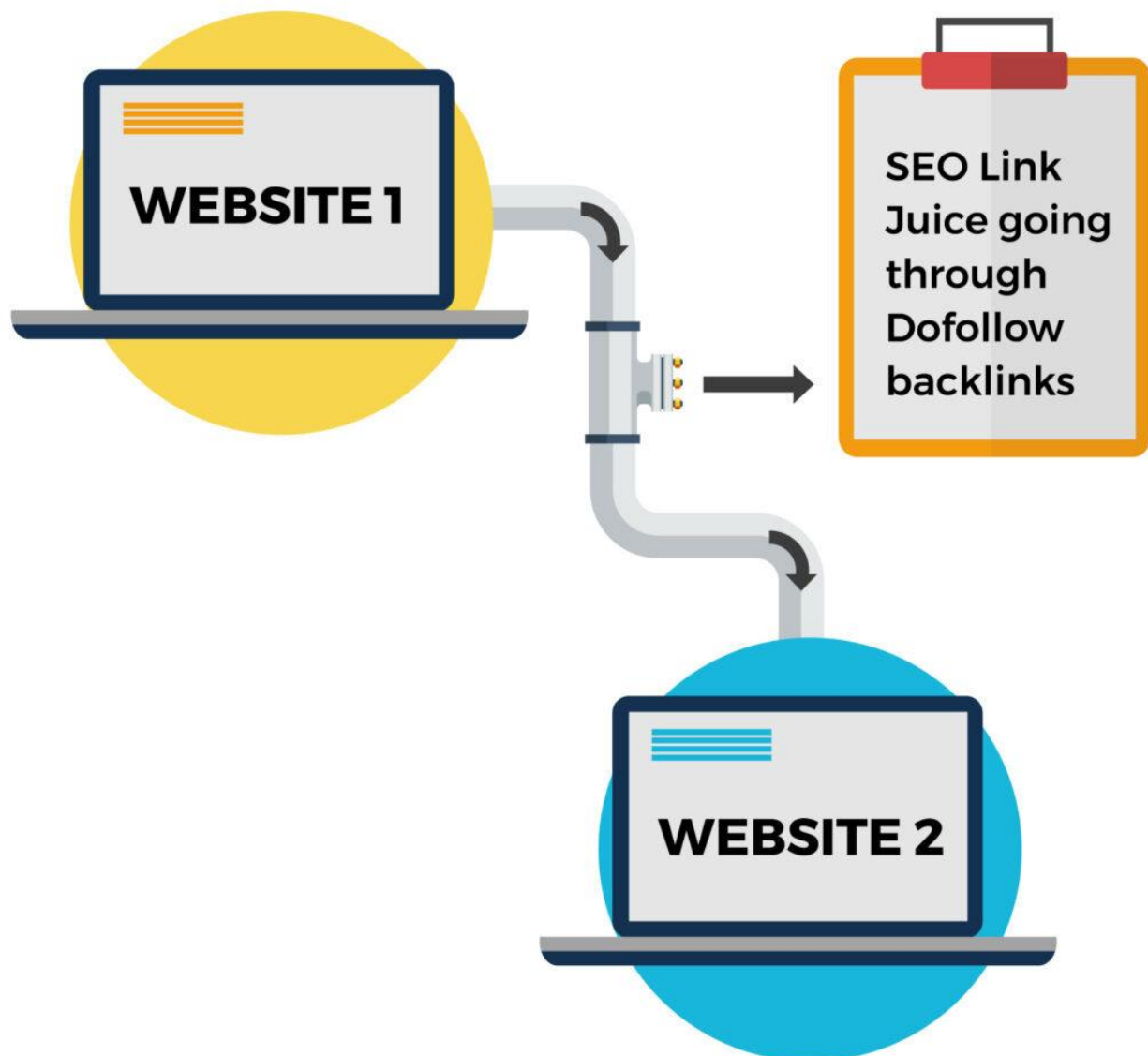In other words, **don't over-optimize** your anchor text: it would be real SEO suicide.

The key to SEO success is to look as NATURAL as possible!

Identify Nofollow and Dofollow Backlinks

Remember the SEO **link juice** we mentioned a little earlier in this guide?

Well, Dofollow links represent *the **pipes** that transmit this juice*.

In other words, **dofollow links indicate search engines to follow the link and give credit** (aka SEO juice or SEO boost) **to the link's destination page**.

By default, all links are dofollow.

This means that – unless otherwise indicated – **all links will be followed and crawled by web spiders**.

On the other hand, **when the Nofollow tag is added to a link, it gives a signal to search engines not to follow this link**.

In consequence, no credit or SEO juice will be transmitted to the linked website.

Pretty simple right? But hold on: there's a catch here.

Adding a Nofollow tag can also represent *a waste of link juice*.

As shown underneath, when a link is Nofollow, the SEO juice is kind of going to the sewer.
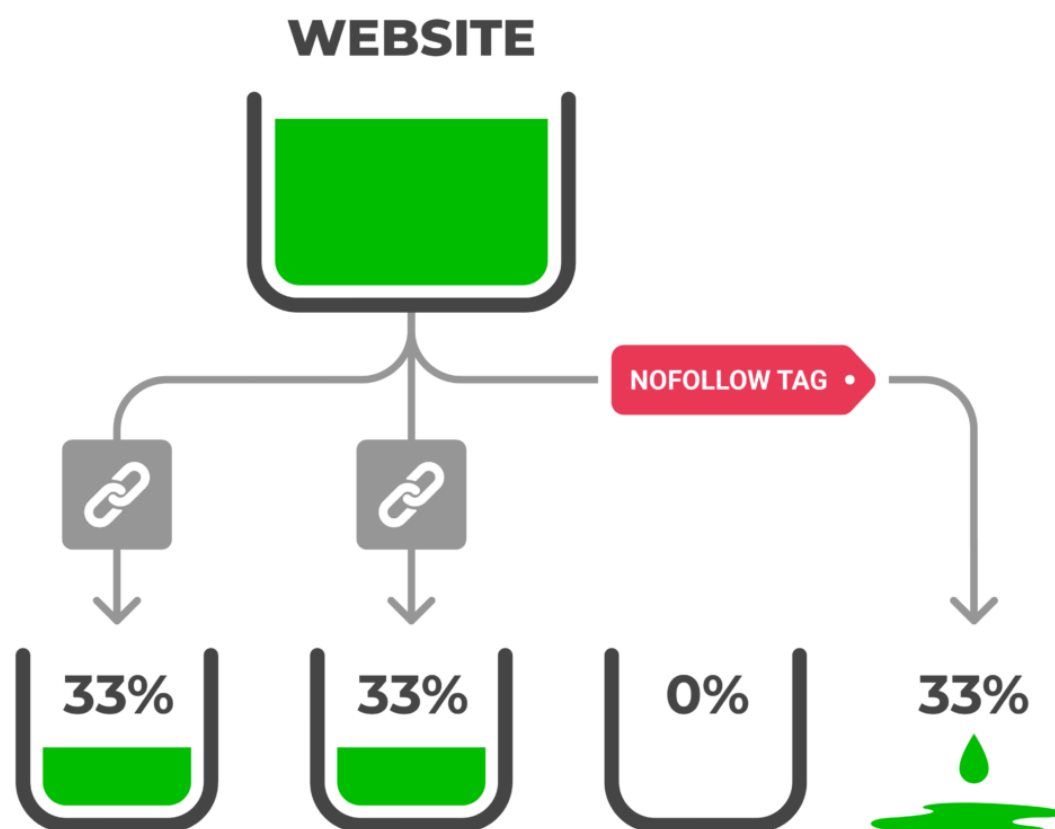
Therefore, don't expect to get more exposure because one of your Dofollow backlinks shares its source with Nofollow backlinks.

What you need to do instead is this:

→ **Identify the types of links going to your website and negotiate dofollow links from the most qualified ones.**

Extra tip: Not every backlink to your website should be a Dofollow: it would look **unnatural** (the same applies to your website's links).

How to get Backlinks?

Now let's dive into the real deal: *how do you get those backlinks?*
There are plenty of ways to have links pointing to your website.

However, you should be aware that **the strategies you'll use to acquire them greatly influence their SEO value**.

Some of them are highly valuable and legit, while others might seem beneficial in the short term but can actually **damage your ranking value in the long run**.

In a nutshell, there are 3 main overall strategies to acquire links:

A) Build Partnerships
B) Buy Links (Forbidden!)
C) Spread your links for Free

Let's take a look at them!

A) Get Backlinks by Developing Fruitful Partnerships

This method is undoubtedly the slowest one, but it's also the **most efficient**.

Rome wasn't built in a day!

By focusing on quality link acquisition and **fruitful partnerships with webmasters of the same niche as yours** with good domain authority, you can slowly build a strong network of backlinks that could last for years.

Here are a few ways to achieve just that:

Guest Posting

Even if this is considered as a grey/black hat technique when the content is sponsored (paid), this method is still beneficial for both parties.

Here's what you need to do:

→ **Create original content that will be featured on another quality website linking back to yours.**

The better the content, the more beneficial it will be for both parties SEO-wise.

Indeed, this will add quality content to your partners' websites while providing you with a quality backlink.

It's the best win-win scenario!

⚠️ Be careful, though: always remember that your **backlinks should look natural**.
Therefore, you should never create and provide content for the sole purpose of a backlink:
make sure that your guest content is RELEVANT.

Be on the Lookout for Outdated Pieces of Content

The content you provide to fellow webmasters doesn't have to be an entire piece.

For example, if you hear that one of your competitors went out of business, you might want to take advantage of the links still pointing to his site.

→ **Check out the existing links pointing to either outdated content or websites that are no longer running and suggest an update to the owner.**

To find those potential backlinks sources, you can use **SEO tools like [Ahrefs](#) or [SEMRush](#)** that we covered in our section dedicated to **keywords**.

So, what does this technique mean in practice?

Well, let's say that you have a sneakers website and that one of your direct competitors went out of business.

In addition to being good news for you (obviously), this represents **a fantastic opportunity for quality backlinks**.

Just use one of the tools we named above to see **all the websites that had a link towards your competitor.**

Once it's done, contact the webmasters regarding their outdated link and suggest a **new original content to substitute the outdated one**.

For example, if the backlink was coming from a review site with a listing of sneakers websites, you can provide a review of your website instead of the outdated content.

We saw earlier that **keeping your content fresh and updated** is paramount to maintain a good ranking. Therefore, most webmasters will always be pleased to get notified and offered an **easy solution regarding their outdated content**.

This method might sound time-consuming, but it's also an **effective** technique that can help you with more than backlinks: it can help you **grow your network** and develop new partnerships.

This is the **real secret** to a sustainable business in the long run.

B) Choose to Become an Outlaw and Live with the Consequences – Buying Backlinks (Forbidden!)

Are you *impatient*? If it's the case, we have to warn you to **be careful**:
Most impatient webmasters tend to fall on the dark side of SEO: *the Black Hat side*.

__Black Hat SEO__ refers to all the SEO strategies and techniques that are not allowed by web browsers. Most of the time, these techniques acquire backlinks through automatization or money exchange (both illegal according to Google's Quality Guidelines*).*

On the other hand, __White Hat SEO__ refers to all the SEO strategies and techniques allowed and even supported by web browsers.

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Avoid black hat link building techniques

Even if black hat techniques can look appealing at first, you have to remember that **the consequences can be harmful to your website**. You might never be able to recover from these consequences.

For example, buying backlinks from a link farm or getting too many poor-quality backlinks too quickly will **highly penalize your website and prevent it from ever ranking again**.

Here's why, unless you are an **SEO Jedi** who has fallen to the dark side of the force…
→ **You should NEVER use black hat techniques!**

If – despite this warning – you are still interested in the dark side, we strongly recommend that you put on a grey hat instead of a black one.

C) Roll up Your Sleeves and Spread Your Content – Free!

The backlinks sending the most SEO juice are definitely the ones born from quality partnerships (A).

Yet, there are plenty of other ways to get backlinks.
Heck!

Some of them have been around for almost decades (which is like *centuries* in our business).

With that said, you need to know this: **these methods will never have the same weight as quality backlinks on authority content**.

They are worth mentioning, **but**:

→ **They should not be the main focus of your link-building strategy**.

So, here they are!

Share Your Content on Social Media and Forums

Seems easy enough, right?
Well, make no mistake about it: **some types of content** (NSFW) are not welcome on most forums and social media.

→ **You should consider social media with a relatively broader acceptance towards content, such as Reddit or Twitter.**

If you happen to have safe-for-work content, you can also consider spreading it on Facebook and Tumblr, but you should **always be careful**.

If you want your visitors to spread your content for you, **make sure to add some sharing tools to your website**.

You can also spread your links on **forum threads** (without falling into the spam trap; your comments should always add some value).

Enhance Sharing by Creating Infographics

Another good way to get your content shared is the use of **infographics**.
→ **Create quality infographics to increase your chances of having your content shared.**

These infographics need to be safe for work so users can share them on various mainstream channels.

Ultimately, the only limit is your imagination!

Upload Your Photos & Videos and Share Your Thoughts on Articles

Uploading content on sharing websites and commenting on Blogs used to be trendy methods back in the days. Unfortunately, some people have got way too far with this, which marked one of the golden ages of spamming.

That's the reason why Google and other search engines have greatly devalued the SEO juice value of **these kinds of backlinks** nowadays. However, if you have **quality content** and some **smart insights** to share, you can still use these techniques:

→ Upload your content on sharing websites or tubes and add relevant comments on popular articles/posts.

So, What's the Best Backlink Acquisition Strategy?

Most SEO experts will agree on this point: everybody should aim for **high-quality backlinks**, but they **are harder to get**.

On the other hand, that doesn't mean you should fall for the link farm's promises and start buying tons of crappy backlinks.

The right strategy stands in between these 2 extremes.
→ Aim for backlinks from medium authority websites.

This way, you'll be able to get a fair amount of good backlinks with less effort than aiming only for the biggest ones.

5 – **Analyze** Your SEO Value

Assessing your SEO value is an art in itself and **should be part of your daily work routine**.

A whole new guide about performing an SEO audit once in a while would be necessary.

But for now, we'll just focus on the main things you should be checking and the most important tools you need to install.

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What Should You Analyze Regarding Your SEO Value?

Everybody will agree that it's fairly easy to get lost in data, especially nowadays. Regarding your SEO value, there are 3 main things to analyze:

A) Your Organic Traffic Volume

The analysis of your organic traffic should give you some valuable information about where to put your SEO efforts next, especially regarding your website structure.

→ **Compare your organic traffic volume according to different devices to see the structural points to improve.**

As we've seen earlier, you can have a **different ranking** on search engines on mobile and desktop.

If your website is well-structured and optimized for mobile, you should have **at least the same volume of mobile and desktop traffic** (usually even more mobile traffic).

Therefore, if you have less mobile than desktop traffic, this should ring a bell!

If it's the case, it means that you should probably put some efforts into either one or more of these things:

- The mobile version of your website;
- Your loading speed;
- The implementation of your HTTPS protocol;
- Your source code.

Of course, you can learn many other things by watching your variations of organic traffic, but this is what will give you the most hints regarding your **website structure's SEO health**.

B) Your Rank on Search Engines and the Number of Impressions

This is the backbone of SEO analysis.

→ **Analyze your existing keywords and your position on SERPs to either improve your ranking or detect new opportunities.**

Try answering these questions:

- On which keywords are you ranking? On which pages?
- How many impressions did you get last week? Last month? Last year?
- What's your click-through rate (CTR) on these keywords?

Finding the answers will naturally lead you to new ranking opportunities.

My page is starting to rank on a keyword that gets a lot of monthly searches?
Optimize it to rank even higher and attract more traffic!

I have a lot of impressions but not a high CTR?
Work on your meta titles and meta descriptions to generate more clicks on SERPs!

Whatever your findings, they should lead the way for your next SEO efforts and, ultimately, **more organic traffic**!

C) Your Backlinks

As we've seen earlier, it's essential to maintain some quality standards among your backlinks.
→ **Watch the quality and quantity of your backlinks like a hawk.**

Whether it's the anchor text, the tags or the backlink source, one thing you should always take a look at is the actual **SEO juice transmitted**.

Moreover, you should always be on the lookout for more quality backlinks.

In this regard, it's important to **maintain a constant backlink acquisition rhythm**.

Indeed, it wouldn't look **natural** to gain thousands of links in a single day and then nothing in the following months.

Extra tip: Websites are constantly changing, content is continuously updated, and backlinks are getting lost in the transition.

In consequence, be vigilant about the backlinks you could lose.

Indeed, the game's goal is to keep increasing the number of relevant backlinks towards your website, but it's much harder to do if you're losing them at the same pace.

Use These SEO Analysis Tools to Stay at the Top of Your Game

Now that you are aware of WHAT you need to analyze, let's check HOW to analyze it in a glimpse:

Google Analytics – Everything You Need to Know About Your Traffic

This tool is an absolute must for any webmaster.

If you live in a cave and haven't heard of it yet, Google Analytics is a free web analytics tool powered by Google that you can easily install on your website! Even if there are plenty of other search engines around, Google remains the biggest (by FAR!), driving over [90% of all worldwide traffic](#).

→ Use Google Analytics to watch the behavior and the features of your organic traffic.

We strongly advise you to install Google Analytics (GA) on your website to gain **tons of free and highly relevant information** about:

- Your audience features;
- The best traffic sources;
- Your users' behavior;
- The best funnels on your website;
- The devices & browsers used by your audience;
- And much more!

Even if the tool itself needs almost no introduction, being comfortable with all its features and making sense of all the available data can take some time.

To make sure that you'll fully take advantage of what GA has to offer, we recommend taking one of their **Academy courses** to learn more and familiarize yourself. At the end of the course, you get a certificate to confirm your achievement.

You can get the **Google Analytics Certification** by taking the Analytics Academy free courses and completing the assessments online and at your own pace.

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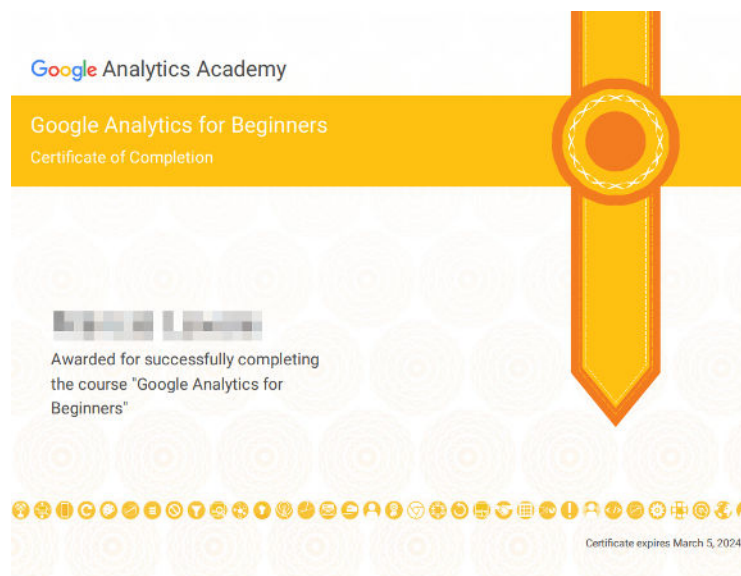
Once you're Google certified, we're confident Google Analytics will become an **essential part of your webmaster toolbox**.

Search Console – Ranking Opportunities and Site Performance

Google Search Console is another must offering a whole host of excellent information related to **Google search**, the keywords you're after, and the progress you're making (or not).

This is **the** tool to monitor ranking for those keywords in Google.

→ Use Google Search Console to watch your ranking on keywords, your impression volume and CTR on SERPs, among much else!

Search Console is entirely free to use and, in many ways, the perfect SEO swiss army knife.

Setting up your Google Search Console account also gives you access to valuable heads-up information **(like the overall health of pages connected to your site)**.

You'll receive an email notification each time Google detects indexation issues.

Needless to say, **this tool is paramount** for your SEO goals.

Complete Your Toolbox with the Best SEO Tools

Even if Google Analytics and Google Search Console represent the cornerstone of your SEO toolbox, there are plenty of complementary SEO tools that should also have a place in there.

→ **Invest in complementary SEO tools to elevate your SEO strategy to the next level and improve your traffic growth.**

We already talked about two of our favorite ones (SEMRush and Ahrefs) earlier in this guide. However, there are also other tools we use daily ourselves at **CrakRevenue**.

You'll find them in this post: 6 Tools to skyrocket your traffic.

6 – **Extra Tips** to Keep You on the Right Track

If you've digested everything you've learned in this guide up to this point, you should be ready for this final section!

Want some extra tips for the road? OK, here it goes.

Search Engine Optimization (SEO) is always evolving, and the strategies you are using today might not be relevant in the future.

Google and the other search engines are constantly updating their algorithms, making it difficult to know precisely the elements that are most likely to make your website rank in the future – even for SEO experts!

So, how can you keep up with these changes if even the best experts struggle to do it? Well, since there's no magic formula, the best thing to do is staying on top of the latest SEO trends, industry updates and available insights.

To end this guide, we share some extra tips to improve your website's user experience and keep in mind the arrival of Google's Core Web Vitals, which will become ranking signals for search results by Fall 2021.

Being prepared for this update is essential for the sustainability of your business and SEO strategy. So let's take a moment to talk about **UX signals**:

User Experience Ranking Signals

User experience signals have become some of the most powerful signals for search engines about the quality of your website's content.

Most SEO experts agree that these signals are probably already part of Google's algorithm somehow. But since Google is always aiming to increase the overall quality of its results, it **will increase in SEO value in the near future**.

→ **Therefore, you should monitor UX signals to**:

- **Reduce Bounce Rates;**
- **Increase the time spent on your website;**
- **Increase the number of pages viewed;**
- **Gain direct traffic.**

You can monitor all of these metrics in Google Analytics (GA) once you've installed the tool.

Reduce Your Bounce Rates

What is a bounce rate exactly?

> The **Bounce Rate** is the percentage of visitors who immediately leave your website after seeing only one page. It is measured in percentage by dividing the number of sessions on a single page by the total number of sessions on your website for the same period.

In other words, here's what it means in terms of user experience:

→ **The more relevant & engaging your content is, the lowest bounce rate you'll get.**

Bounce rate is a key indicator for search engines that your content is interesting or engaging enough to keep traffic on your website.

Increase the Average Time Spent on Pages

The same principle applies to the average time spent on your pages. This is another powerful user experience signal that helps Google determine if your website's content is relevant according to the keywords you targeted.

→ **The more relevant your content is, the more time your visitors will spend on your pages, and the higher you'll rank for your targeted keywords.**

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Nowadays, the concept of **dwell time** is also perceived as a powerful signal for search engines.

> ***Dwell Time*** *is a metric that bridges the time a user spends on a page (Average time on page) and the user's Bounce Rate. The Dwell Time is the time spent on your page when someone finds your site in the SERPs, clicks on your link and goes back to SERPs. The higher the dwell time, the more relevant it looks to Search Engines.*

Knowing the theory is nice, but *how can you actually improve the time spent on your pages?*

Well, typically, the more **ergonomic** your website tends to be on all fronts, the more pleasant it will be for the user's eyes.

Improve the Ergonomics of Your Website to Increase the Time Spent on Your Pages

Here are two articles that can give you priceless insights on how to **improve your site's ergonomics**:

- Part 1 – Ergonomics Psychology Theories
- Part 2 – Readability and Web conventions

Now you know what makes the difference for time spent on two pages featuring the same volume of high-quality content!

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Increase the Number of Pages per Session

The more pages your traffic consults per session, the better.
The average number of pages viewed per session is **two (2)**!

→ **Try to engage your users in seeing more than two pages per session to send a good signal to Google.**

Improving engagement should always be part of your to-do list as a webmaster & web marketer, whatever its potential SEO value.

The more engaged your visitors are, the more likely they are to click on your **CTAs** and generate **conversions**.

Increase the Volume of Direct Traffic

Last but not least is the volume of Direct traffic your website receives.

If your website features enough quality content, it should generate lots of natural backlinks and **direct traffic.** In Google Analytics, direct traffic is generally composed of individuals that **typed the URL or bookmarked the page in their browser.**

In other words, **these are your most loyal users**!
If you have loyal and engaged visitors, this can send an extra hint on your content's quality to search engines such as Google.

⚠️ **But wait, there's a catch!**

Direct traffic also comprises traffic that Google Analytics hasn't successfully identified. This means that you might have less direct traffic than you think. Make sure you understand where all your traffic comes from.

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Be patient!

By now, you should realize that Search Engine Optimization is **not exactly a walk in the park.** Indeed, **optimizing your website for SEO takes time**… and you'll need to be PATIENT!

And even when you put in a ton of effort optimizing your site for strong SEO, bear in mind that the traffic acquisition resulting from these efforts takes time and is not instantaneous. In fact, it usually takes **between 3 to 6 months to see the full results** of all your SEO efforts.

Moreover, **don't expect to rank at the top with a fresh new website, either**. According to Smart Insights, the average top 10 ranking pages are at least 2 years old, and most of the first positions are about 3 years old.

Now you're thinking: OMG! I just wasted all this time reading this SEO guide!
And that's where you're wrong.

The simple fact remains: no matter how long it might take you to reach the top of those rankings, in the end, all your efforts and experience will not have been in vain. Every bit of experience with SEO helps prepare you for the future.

Putting in routine SEO efforts should always be an ongoing process.

And if you stick at it and don't give up, your website can quickly become your primary source of revenue for many years to come. So now **it's up to you**!
Start optimizing your website today and watch your organic traffic soar!

We are **CrakRevenue**, an international and industry-leading CPA Network specializing in web traffic monetization and online marketing solutions.

Driven by performance and results, we lead the next phase of affiliate marketing thanks to a skilled team of **150+** professionals.

Since 2010, CrakRevenue has received multiple awards and is a recognized leader in this industry. We've been part of mThink's Blue Book Top 20 CPA Networks rankings for five years in a row.