

5 Simple Tweaks to Improve Your Sites SEO You Can Do Today



5 Simple Tweaks to Improve Your Sites SEO You Can Do Today

One of the main reasons I have created this guide is to help people who are new to owning a website or who are having trouble getting their content discovered by Search Engines like Google which in turn will get more eyes (human ones) on your valuable content.



These simple fixes work just as well on blog posts as they do on web pages. It's one of those things, because I have been doing these tweaks for some time now, I thought everybody knew. Not so, I found out. I discovered a client desperate to get from

page 18 on google so they could start benefiting from more search traffic. I analysed their site and uncovered that their meta titles and page descriptions were non-existent (they had heard that google no longer uses them in their algorithm - an urban myth!). Find out below in tweak #4 what difference this simple change made to their site.

Tweak #1- Keyword Research

If past search patterns are an indication of future behaviours, then you can't go past keyword research. Unless you're Seth Godin and have a huge following already, creating content that people are searching for everyday is the best way to gain SEO traction.

There are many keyword research tools on the market, some are free. My software tool of choice is Semrush. Limited functionality is available for free and may be just fine for your personal use. Because I do this for clients the advanced features are a must have.

eg. When researching one clients competitors, I found over 200 potential clients who were buying their competitors promotional products. Do you think they were excited to have this list of potential clients delivered to them on a silver platter? It didn't take long for their sales team to convert them over to become their new clients.

Another option is the not so helpful google adwords keyword planner. Googles keyword tool used to be the most amazing free tool but its now defunct. Watch this video here to find out how to use the updated version.

One other tool worth a mention here is KeywordTool.io One of the best things about this tool is that you can specify Google, Youtube, Bing and App Store as your search preference - very handy if you are creating a product for a particular market! It also gives you 750+ google keywords suggestions for free. You do need to upgrade if you want the correct stats though, not just the keywords.



If you don't care about SEO and just consistently wish to produce quality content it may take you many years to gain the reach that Seth Godin does. It took him 5+ yrs of blogging his quirky, unique, often very short posts to gain the visibility he has today.

Tweak #2 - Capitalise on your H1 tags

Now that you have your keywords/phrases sorted you need to put them to good use. Firstly they need to be in your H1 tag as your page/post heading. You are writing for humans first, google second so make them appealing, readable and intriguing. This is your first go at hooking your reader to spend more time on your page.

If your software doesn't do it for you, `<h1>Your h1 Heading Should Look Like This</h1>` in the code side of your page.

*Note - only use one H1 tag per page/post

Tweak #3 - Use your H2 & H3 tags to highlight content to google (and break your content into readable chunks for readers)

We all know you love to write. More than this though, your readers need to be able to read your pages/post with ease. Write in short sentences. Small paragraphs are best as well, maybe with 3-4 sentences.

Use H2 and H3 tags to break up your page and as sub-headings to help the humans skim to the bits that interest them. Its often good to include images above them as people always look at what comes after the image.

Tweak #4 - Fill your Page Title & Meta Descriptions

Many people think that page titles and meta descriptions are unimportant for SEO. Let me share with you a current (ie. after all of googles major algorithm changes) example of how much of a difference this can make to a site.

My clients had a B&B in a very popular area and had spent thousands of dollars on their website but had failed to do any form of SEO work i.e. no keyword research or relevant placement of h1, h2 tags. I did this for them and filled in their page titles and meta descriptions (with calls to action). Within a few days their site had gone from page 18 to page 3! Do you think page titles and meta descriptions make a difference? Hmmm.

Your page title must contain your keywords/phrase and tell humans what the page is about. You have about 65 characters to do this with.

Your meta description is a summary of what the page is about. This is the place where you get to entice the reader and hopefully get them to click through and read more. I like to include a call to action here too. If one action you wish people to take is to call your business, I include the business phone number here as well. Often this is all people are looking for.

Tweak #5 - Images tell a story...but not how you think

I'm talking about your image 'alt' text and image file name. Google can't read images (yet). So we need to help them out a little.



This starts with your file name. What do you think google will rank for 'business inspirational quotes' first an image with 80979784r-fsll.jpg or business-inspirational-quotes.jpg as a file name? So you need to name your images first (with hyphens as I have done here) before you upload them to your site.

Next comes the 'alt' text or alternative text. In the old days this used to load first while the images where loading and gave the reader a clue what the image was about. You never see it these days but Google does. So put this to good use and include a short summary of the paragraph/post including, of course, keywords/phrases. Five - fifteen words is ideal.

And there you have it.

This simple process is one you can use today to update previous blog posts to gain more traction and use it as a planner for all future blog posts/pages.

Sounds all to hard? I love doing this for the one reason, it brings results to my clients. So if this is not your thing, give me a yell, we can talk to see if I can help you improve your SEO rankings.

In a nutshell:

- ★ Do your keyword research before you do anything
- ★ Use what you have discovered wisely in your H1, H2 & H3 tags
- ★ Use your H2 & H3 tags as sub-headings to separate your text into readable chunks and add images to make it easier on your readers eyes
- ★ Fill in your page title and meta tags with a call to action
- ★ Use your image file name and image alt text to your advantage

Thank you so much for getting this far. I genuinely hope this has enabled you to have more simplicity with this aspect of your online business.

If you require help with this or any other aspect of doing business online, I would love to hear from you. Please go to Dragonflydigital.com.au/insight

Connect with me on Social Media:

