

# 6 Tips for Improving SEO on your Website 2019

 [digitalmarketingtrends.in/6-tips-for-improving-seo-on-your-website-2019/](https://digitalmarketingtrends.in/6-tips-for-improving-seo-on-your-website-2019/)

Tigran Mirzoyan

October 2,  
2019

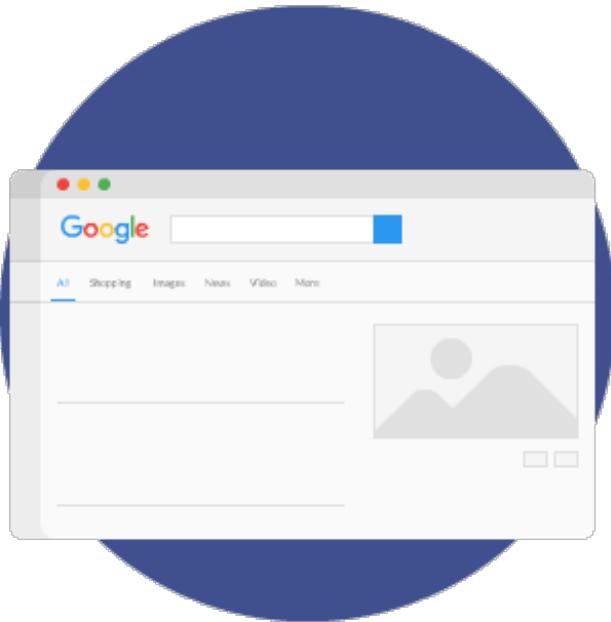


Having a website with great design is important for your business, however, it is not enough for your ranking. Why ranking? 😎

If you fail in having a high ranking and visibility in search engines, your business will lose thousands of visitors who are likely to make sales and convert. Here SEO comes into play.

Most marketers trust the of their websites to a digital marketing company. They think it as one of the key components to their business success.

However, it will add more value if marketers themselves have an overall idea of how they can improve SEO on their websites.



Every business has a certain goal which is more possible to achieve if following certain basic SEO tips and principles.

Here are some basic tips that can help you build a more SEO-friendly website.

## **1. Make Use of Efficient Keywords;**

---

Doing SEO without in-detailed keyword research is equal to failing in your website ranking. The reason is that SEO and keyword research are intertwined. Your web content should contain targeted words for helping your searchers best connect to your website. Using relevant keywords is the same as understanding the language of your customers. That is the reason you will need to make research to find out how people search the product, service or the information to better target them. Besides targeting, you need your keywords to be well optimized for search engines to avoid Google penalty.

## **2. Publish Relevant Content: Take Care of its Structure;**

---

Your content should have value for your audience and search engines. Many marketers use duplicate content and get penalized by “Panda Updates”. It finds out copied, duplicate, plagiarized contents harming your website performance. It should be unique and involve value to the readers. Not less than anything, the structure of your content also plays a vital role. You should consider all the details for attracting search engine traffic.

**Recommended read:** [SEO Strategy: Leverage the Power of Content Marketing to Boost Your SEO Efforts](#)

## **3. Increase Site Speed and Improve Navigation;**

---

Speed and navigation are different matters of some concern as it can either build or destroy your website performance. While visiting a website people want to find everything in great order, receive information and get things in no time. A well-optimized website takes proper care of it. Search engines find fast speed and good navigation as a sign of trustworthy and relevant website, hence, both provide an efficient way to get business growth and appear in the best results of search engines.

## **4. Link to Relevant Websites: Do not Forget Internal Linking;**

---

Speaking about SEO is having a good link-building strategy. It is really important for search engines and website performance. It is among the most important skills of SEO. Both internal and external links need to be relevant. Your links should be of relevant websites, otherwise, you will fail to drive referral traffic and increase the authority of the website.

## **5. Mobile Optimization;**

---

Adjusting your website content to enlarge the accessibility of your website from different devices will help to provide your visitors with an outstanding experience. It enlarges the circle of customers to get access to your website and make sales. The extensive use of mobile phones and other similar gadgets will help to increase your SEO ranking.

## **6. Get Reviews.**

---

Reviews help your SEO efforts. It gives an overall idea about other people's experiences and opinions about your product or service. Including reviews on your strategies can help to boost your website ranking. It may sound exaggerated, but Google really understands those reviews that are written by "real" people. Hence, Google puts a great emphasis on it. Responding reviews will also matter. It creates a good interaction with your customers and increases the chances to bring them to your website. Negative reviews, on the other hand, will help to improve the errors of your website.

**Recommended read: Know About Knowledge Graphs – Types, Features & Factors in 2019**

Driving organic traffic to your website is more promising in terms of increasing conversion rates and boosting sales. All marketers and any digital marketing company prioritize the role of search engines in their business success. It, unquestionably, very critical. What you need to do is thoroughly examine the SEO services industry in order to make use of the best principles of them. 

[dmt]



## WHY SEO IS ACTUALLY ALL ABOUT CONTENT MARKETING?

Watch Video At: <https://youtu.be/ZsjDRPlj1Zo>