

SEO



**POSITIONING
TECHNIQUES**



CONTENT

SEO POSITIONING TECHNIQUES

Introduction

01.

What is seo?

02.

Seo Techniques:

The audit to monitor your site constantly

03.

Have AMP sites for "Mobiles first"

04.

No more keywords, but if main theme

05.

Internal links

Quality images and visual navigation

06.

Conclusion

00



INTRODUCTION

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Have you created a very attractive site at a graphic level, but that does not sell or generate qualified contacts and generates results in terms of billing? Would you like to know the most effective SEO techniques of the moment? Do traditional SEO techniques not attract enough potential customers to your site in the first months of 2018?

If you answered "yes" to any of these questions, then I will show you the SEO techniques that have been established in 2018. In this way, you will know what to aim for to improve the positioning of your company's website and can update or implement your means to reach thousands of new potential customers. Are you ready? Let's start!



WHAT IS SEO?

SEO is an acronym that means search engine optimization or search engine optimization.

As you can see, there are Google and Bing (the most used search engines) to decide which sites to place on the first page of the search results, also called SERP. Surely you will be asked why your competitor is among the first results and your site is virtually impossible to get in Google.

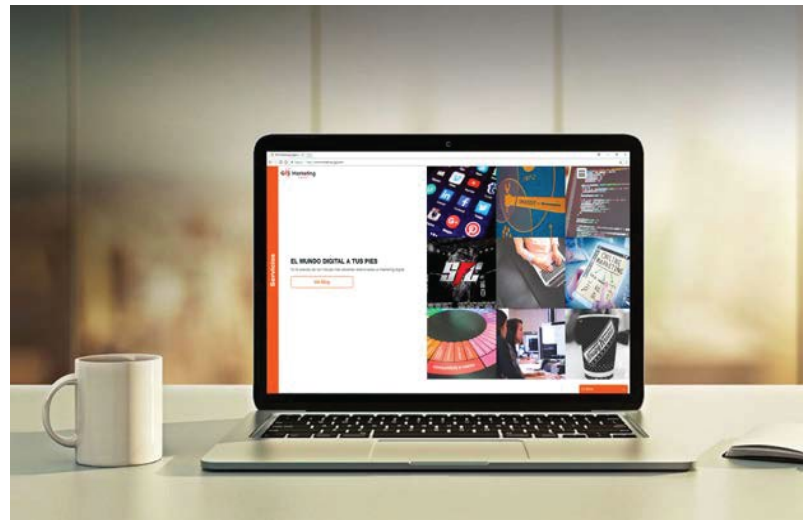
Search engines, which are smarter than you can imagine, are based on algorithms based on different characteristics: in practice, the site must meet many requirements to achieve the best possible positioning.

At this point, it is important that you ask:

Is your site fast? Can you navigate optimally from smartphones and tablets? Inside there is original content, updated and published constantly? Are your pages optimized through the meta title and the meta description? If the answer to one of these questions is

no, it is clear that you have a problem on your website and that it is unlikely to appear among the first results within the SERP.

Next we will see 5 techniques updated to this 2018 that help us with a higher performance for seo and of course it helps us with the positioning



Free Advice

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SEO TECHNIQUES

The audit to monitor your site constantly

Let's start with a prerequisite: when your car does not turn on, the first thing you should do is try to understand if the problem is attributable to the battery or the starter. From here, then, decide how (and especially where!) To act. The same should be done with your site, to understand whether, in fact, the reason why you can not reach new potential customers is attributable to problems related to SEO optimization. And most importantly, what you need to correct.

In this context, the SEO audit activity comes into play, a custom procedure that will be carried out on each website frequently to analyze their problems and their strengths. For this process, you can also rely on an SEO agency, capable of giving you more specific answers. This process is usually done at least once a month and allows you to implement the SEO techniques in which you are working.

In this way, without upsetting all your plans, you can understand how your site behaves and possibly increase the visibility of your company by modifying or updating what you are already working on, without having to think about other investments.

How does an SEO audit work? There are several types of analysis that you must face:

Technical analysis: Allows you to understand if your company's website works correctly. In this case, evaluate your accessibility in the search engines, that is, if all the pages of your website can be found in Google. The first thing you should verify is your txt file and robot meta tags: sometimes, in fact, it is possible that certain pages are blocked, wrongly and, therefore, are not found in the search engines.

This step, as you can see for yourself, is fundamental: the SEO optimization of a blocked page is absolutely useless. Through technical analysis, you can verify even if the general architecture of your site is effective: the user must provide a few clicks to reach each page from the home page. Also verify that you have indexed your website, the primary SEO process with which Google recognizes your pages and places them in the SERP.

Analysis on the page: Check the content of your pages to make sure you do not have duplicate texts (which search engines suspect suspiciously) and pages optimized for the same keyword, which, therefore, may conflict with each other.

It also analyzes the URLs of each page: they must be clear, separated by hyphens, without capital letters and, above all, composed of a specific keyword. When doing an analysis on the page, also take into account the importance of having a large amount of textual content within the site: if this is deficient and deficient in elements, it will be difficult to increase its classification to the extent that it results on the first page.

Off-page analysis: This section of the SEO audit, also known as "link audit", allows you to analyze how competitors behave and with what strategies they are getting inbound links. In fact, through an off-page analysis you can understand if the quality and quantity of external links to your site are high and if the strategy you are looking to gain visibility and popularity on the site is working.

02



SEO TECHNIQUES

Have an AMP site for "Mobiles first"

Did you know that in recent years there has been an incredible increase in mobile searches, to the detriment of those of PC? Otherwise, we will give you some numbers: according to recent statistics on global trends in navigation, searches on Google through smartphones or tablets are 58%. Even more relevant are the data related to Latin America, where 62% of users mainly use mobile devices to navigate.

To underline these statistics, is the same Google, the prince of the search engines, which for some months (thanks to the "first Google-Mobile index") has revolutionized the way of presenting the results: the Internet pages will follow a different process to the mobile version of the site.

For this reason, to be well seen in the eyes of Google,

it is important to have a "mobile first" site. What does it mean? The site is designed primarily for users of smartphones and tablets, even before desktop computers, just to follow the trends of those who use Google.

What can you do to make your site "mobile first"? Remember to make your pages AMP, that is, accelerated mobile pages, "fast loading pages": what does this mean? The amplifier is a standard open source code that is based on all pages, HTML, CSS and JavaScript, but has limitations in specific rules and tags that make navigation by mobile device faster and more efficient.

In practice, the practice amplifier a "diet" in the HTML elements considered more cumbersome and unnecessary than it appears on the desktop, to be less cumbersome and, consequently, to be optimally accessible from any device. The AMP is possible, therefore, to reduce the percentage of dropouts in the site, the percentage of visitors who visit for a few seconds the page where they landed and then disappears into the air.

By increasing the navigability of your site from a smartphone or tablet, will allow visitors to enter stay longer, preventing them from losing patience by the prolonged loading of different pages.

.03



SEO TECHNIQUES

No more keywords, but a main theme!

In recent months, the way of writing articles for the company's blog has also changed a lot. First, in fact, choosing the right keywords was a fundamental step and all the content was based on them: therefore, it was normal to find articles in which a keyword was repeated, sometimes as a sad litany, thousands of times. Today it is not like that.

In recent times, search engines have become even more intelligent and, above all, attentive to the user and what they need: now they can find a main theme based more on semantics than on the keyword and offer it to those who express a specific need.

At this point, using keywords is no longer a milestone for positioning: the important thing is to find a main theme on which to base the entire article. Therefore, the keywords are only a guide to write the publication, but it is not all: therefore, you can avoid trying to insert as much as possible in the article. The important thing is that the main theme is clear, that is the message you want to launch.

The writer's approach should focus on the visitor, on the response to his need that he wants to give. For this

reason, the articles, that before were quite brief and summarized, now assume the appearance of a complete guide on a specific topic. The publications become, therefore, complete and exhaustive and rich in words (minimum 2000). To do this, you must know perfectly the needs of the objective to which it refers and make sure to offer a satisfactory answer that will convince you to trust your company.

How does this "modernization" of post-writing influence SEO? The answer is easy to understand: thanks to this new approach, you can position yourself for thousands of keywords, obtaining greater visibility. The only thing you will have to think about is: what could be the topic that most interests my audience?



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SEO TECHNIQUES

Internal links / Quality images and visual navigation

INTERNAL LINKS

As they say, "internal links never go out of style". Ok, maybe the prayer was not like that, but let's keep forever the importance of this useful tool to optimize your site. You know perfectly what are the internal links in a textual content present in the site of your company, right? If not, run to learn it! They are one of the main sources of visibility and one of the main warriors against the bounce rate of your site.

The internal links linkl, in fact, help you create a rigid structure for the various sections and, above all, for the blog: if it is not too forced, they are a useful tool to allow the user to stay pleasantly on your site and explore it from up to the bottom. Not only that, thanks to this you can easily follow your actions, guess what your interests are and make a gap in your heart, take it to the sales process.

QUALITY IMAGES AND VISUAL NAVIGATION

Especially in recent years, the images and videos are taking a particularly long time. Users have less and less time to read and capture the message they want to convey: avoiding this fatigue through visual navigation can be an excellent solution.

Keep in mind that your website, nowadays, assumes the value of a "business card" that you distribute to thousands of visitors: would you ever offer them a business card without first having studied the quality of the elements? Here: the secret here is the importance of the visual image within the site.

Use original images, and then made specifically by you and not found on the Internet, and high quality can be a fundamental tool, even low cost, in your hands. This is because the images allow you to capture the visitor's attention:

the illuminated and well-structured photos of the products you sell are certainly more effective for the sale of ugly black and white images found in Google Images. Precisely because of this, the images that you insert in your site can also develop your brand: it is much easier for a potential customer to associate the name of your company with a specific logo or symbol, than with a text on the site.

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Contact Us



CONCLUSION

In this article we talk about SEO techniques that have taken a particular step in 2018. As you may have noticed, SEO optimization processes change constantly: if, on the one hand, there are fixed pillars that remain unchanged (the importance of a site "friendly for mobile devices" and the use of internal links in a nice way), on the other hand, as for all aspects online, there are constant updates.

In recent months, to get visibility in the search engines, you must use quality images and videos, write articles focused on a main theme and adapt to the new way of searching online. Surely you will have noticed the importance of staying constantly updated for Do not leave any potential customer to the competition.

If you want to know more about the SEO techniques mentioned above, do not hesitate to contact our [GPS Marketing agency](#) or to book a free consultation. We are available to you and your company, with the aim of increasing the visibility of your site and, consequently, your sales.

.06



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