



20 Actionable SEO Marketing tips you can use right now

Well, let's get started:

#1. "SEO is just about publishing regular content on your website, right?"

WRONG!

When we hear this advice we want to bang our hands on the table — repeatedly.



It's about having content that your audience *wants to read*.

Never make the mistake of going past market re-search and not asking your customers about their pain points.

Let's take an example. Do you sell school lockers to local primary schools?

Your first instinct may be to write content about how affordable your lockers are compared to the competition.

But is this the biggest pain point the headteacher is facing?

Maybe it's the delivery process that's more important. The head teacher wants to know how long it will take. So it makes more sense to write a blog post around these pain points.

A good way to find this out is asking your sales team customer's most common questions.

This is something echoed by the Kayako's Content Marketing Manager, [Adam Rogers](#).

"Always put the reader at the heart of whatever keyword you're ranking for. Why would they be interested in this? Why is your page, service, or blog any better to what's currently there? When you match your keyword with powerful content and SEO best practices, that's how to really rank in Google."

#2. Make your YouTube videos into mini blog posts.

This tip comes from Backlinko and our favourite SEO guy, [Brian Dean](#):

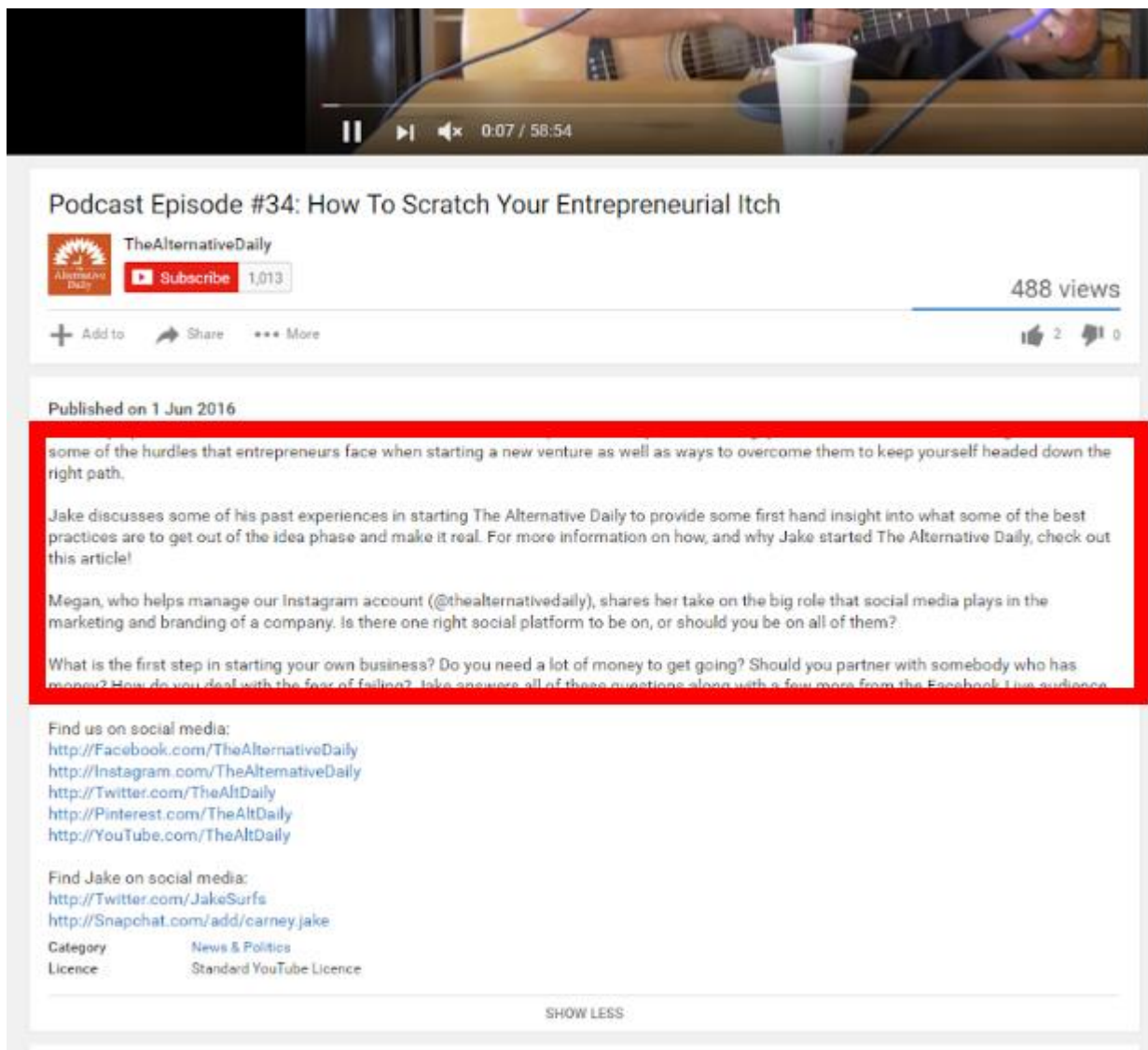
"I don't need to tell you that YouTube video results are dominating Google's first page. And considering that Google owns the popular video site, it's a trend that's not likely to change anytime soon."

Did you know there's a simple technique that can get your YouTube videos to rank higher for competitive keywords in both YouTube and Google?

If you've taken the time to create a video but haven't included at least 200 word description in your videos you're missing out!

This is major real estate. Remember that Google can't watch or listen to your video.

They rely on your video description for you to tell them what it's about. Not only does this let you rank better for your targeted keyword but it also ranks you better for your long tail keywords.



Podcast Episode #34: How To Scratch Your Entrepreneurial Itch

TheAlternativeDaily

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Published on 1 Jun 2016

some of the hurdles that entrepreneurs face when starting a new venture as well as ways to overcome them to keep yourself headed down the right path.

Jake discusses some of his past experiences in starting The Alternative Daily to provide some first hand insight into what some of the best practices are to get out of the idea phase and make it real. For more information on how, and why Jake started The Alternative Daily, check out this article!

Megan, who helps manage our Instagram account (@thealternativedaily), shares her take on the big role that social media plays in the marketing and branding of a company. Is there one right social platform to be on, or should you be on all of them?

What is the first step in starting your own business? Do you need a lot of money to get going? Should you partner with somebody who has money? How do you deal with the fear of failing? Jake answers all of these questions along with a few more from the Facebook Live audience.

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<http://Facebook.com/TheAlternativeDaily>
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<http://Pinterest.com/TheAltDaily>
<http://YouTube.com/TheAltDaily>

Find Jake on social media:
<http://Twitter.com/JakeSurfs>
<http://Snapchat.com/add/carney.jake>

Category News & Politics
Licence Standard YouTube Licence

SHOW LESS

You'll see in the above example that the lifestyle channel called [The Alternative Daily](#) makes sure they have clear descriptions in their YouTube videos.

#3. Provide longer posts — 1000 words minimum

There's a lot of evidence to show that longer posts crush 200-300 word articles. It shows Google that you're providing in-depth information in your subject area.

Note: longer posts don't mean boring! The point is that you want to provide so much valuable information that the user spends more time on your page.

This sends a strong signal to Google that what you're sharing is important.

Look at your industry, most posts lack depth. Most blog posts tell you why you need to do something without explaining how. Maybe *you* can fill this gap in your niche?

#4. Provide something different to what your competition is doing

I know we just spoke about providing longer posts of high quality content when most people are producing 300-400 word pieces.

But you need to show that you're better than your competition.

What do we mean?

Emil Shour is the content marketing manager at Snack Nation. He created the hugely successful post titled: [121 Creative Ways to Reward Employees – The Ultimate List](#)

When the **competition were putting together 8 or 20 tips for employee wellness Emil went all out, he gave 121 examples**. Here's what he says about effective SEO marketing:

"When we created the 121 employee wellness ideas post, I noticed that most people in our industry were writing thin, short-form content. So our strategy was to put together long-form and more detailed content.

However, if other people we're creating long-form content, I would have thought about creating more visual content (videos or infographics). **I think being different has really been the "secret" behind the success of our content strategy.** [Emil Shour](#)

#5. SEO Friendly URLs

Clean up those ugly URLs and make them SEO Friendly

Sometimes when you publish a blog post the url can look like this:
[www.domainname.com/u74sgb](#)

But it needs to look like this: **www.domainname.com/20-seo-tips**

Why?

This goes back to been user friendly. It makes it easier for your users to know what the blog post is about.

#6. Optimise your images using ALT tags that include your keywords

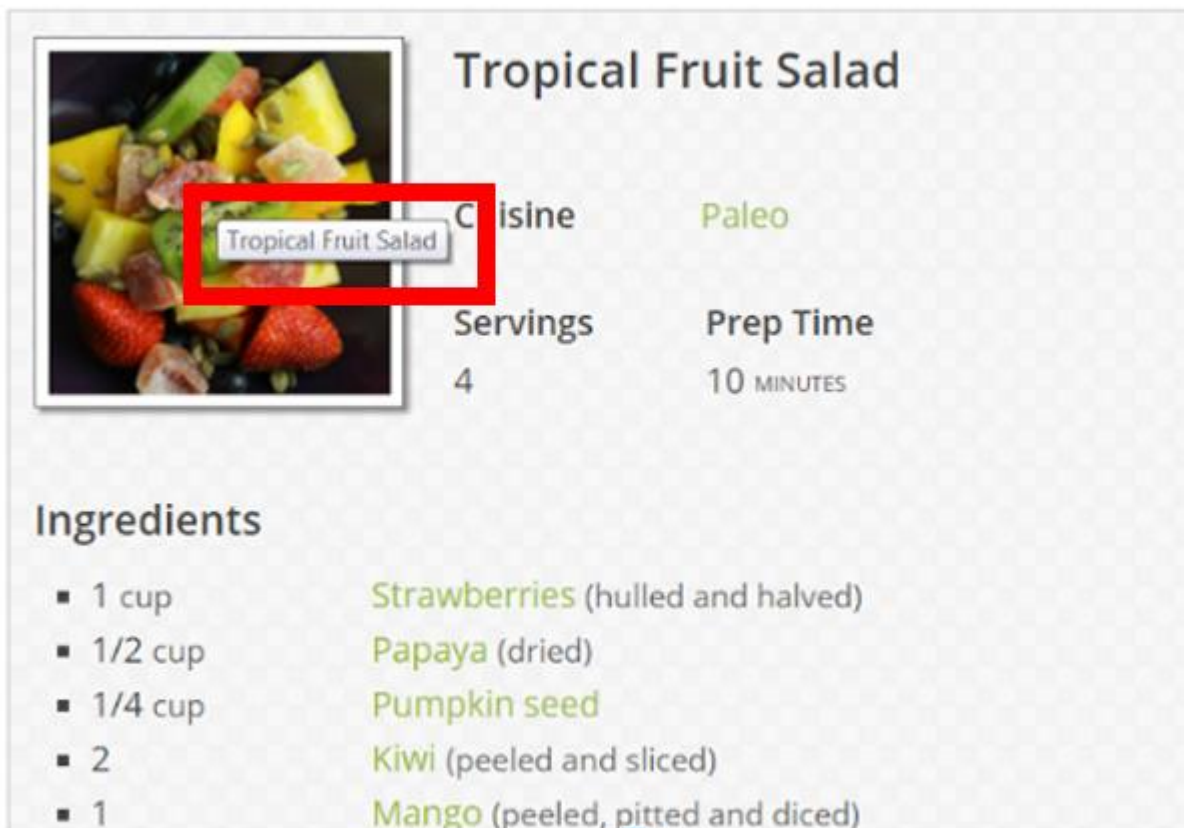
Google doesn't see images, it reads the tags that appear over the images.

Let's look at how the team at the [Ultimate Paleo Guide](#) do this.

They've chosen to share a recipe for a Tropical Fruit Salad, and they've made sure that when a user puts their cursor over the image, **it's tagged with their keyword** "tropical fruit salad."

If you're unsure how to do this ask your agency or whoever built your website and blogging platform.

★★★★★★
1.0/10 (0 votes cast)



Tropical Fruit Salad

Cuisine Paleo

Servings 4

Prep Time 10 MINUTES

Ingredients

- 1 cup Strawberries (hulled and halved)
- 1/2 cup Papaya (dried)
- 1/4 cup Pumpkin seed
- 2 Kiwi (peeled and sliced)
- 1 Mango (peeled, pitted and diced)

The image shows a recipe card for 'Tropical Fruit Salad'. It features a photo of the salad with a red box highlighting the text 'Tropical Fruit Salad' overlaid on the image. The card lists the cuisine as 'Paleo', servings as '4', and prep time as '10 MINUTES'. The ingredients list includes strawberries, papaya, pumpkin seed, kiwi, and mango.

Use variations of your keywords to tag your images. Other version of the keywords, tropical fruit salad could be:

Fresh fruit salad
Tropical salad
5 minute tropical salad

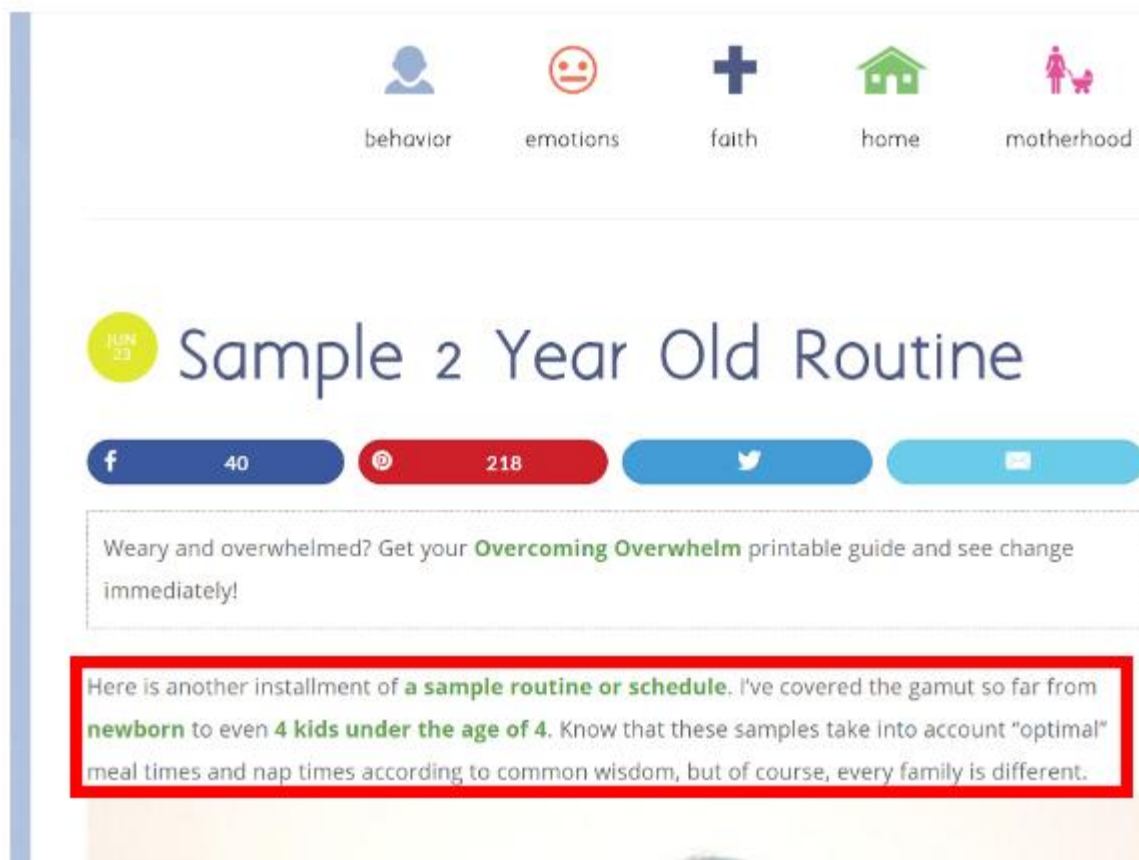
#7. Internal linking

Link blog posts to each other. Make sure you link new posts to older posts.

This is an easy thing to do and it's likely that your blog posts relate to previous blog posts that you've wrote.

With several parents to young children in the office, our team often visits [A Mother Far From Home](#) which is a blog all about how to handle the busy life of being a parent.

Interlinking is done extremely well on this website. Just look at this example here



You can see that within the first two sentences, the author has linked content to previous blog posts that she wrote.

#8. Keyword frequency – mention your keyword at least a few times throughout your blog post

Tread with caution here, though.

Too many people make their content spammy. In an instant you can go from having an effective SEO strategy to been like every other blog post that someone clicks off. Not to mention that Google will penalise you for this.

Here's our suggestion:

- Mention your keyword in your title
- In the opening paragraph
- A few times in your text

#9. Focus on user experience

Does a user want to read a block of text or are you more likely to read a post that has beautiful images and infographics and headers?

The answer is obvious.

Why put in this effort?

You want the user to stay on your page, Google notices the dwell time and responds to it. A nicely designed website is more likely to get the users to stay on your page.

Don't know how to design your blog post? Most people don't. But this is a major advantage you need to capitalise on.

Ask your agency if they design blog posts. If you don't work with an agency contact a freelancer using [UpWork](#) or by doing a [LinkedIn](#) search.

Let's look at someone who does this amazingly well. It's a blog post by [Michael Patterson](#) on [Peg Fitzpatrick's](#) website.

I mean just look at the visuals here:-

f 1.2K | In 1M | t 140 | 271 | 40 | < 4.8K

Have you ever wished you had a social media checklist? The amount of work that goes into growing and managing a social media presence is constant, and it can be hard to make sure you're staying on top of everything that needs to get done.

Today I love Michael Portner of *Spout Social* sharing a guest article and social media checklist. Drop!



**YOUR COMPLETE
SOCIAL MEDIA
CHECKLIST**



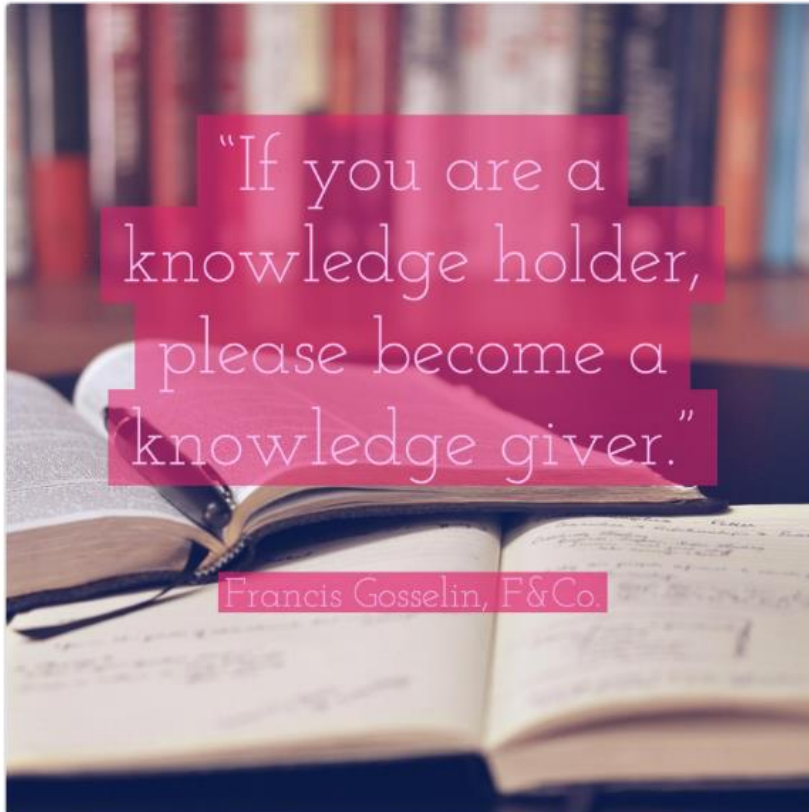
Peg Fitzpatrick ✨
@PegFitzpatrick



Following

“If you are a knowledge holder, please become a knowledge giver.” – Francis Gosselin, F&Co.

#Knowledge



RETWEETS 15 LIKES 24



You're glued to the website.

This is one that's been done exceptionally well and it needs to be that good.

#10. Ensure your website loads quickly

Speed — or lack of speed — is a killer. It's estimated that the majority of internet users expect websites to load in 2 seconds and if it doesn't, they go to a website that does.

Make sure you're using a solid hosting provider. It's as simple as that.

The following advice comes from [Minuca Elena](#) who is known for expert roundups.

"Having a site which loads quickly is very important as it affects two parameters, website visitors and Google.

If your website is slow, visitors will leave your site as it is a poor experience and if your site is slow, Google will rank your site lower than other sites in its search listing. One easy solution is to convert your pages to AMP pages which is really very fast and can give amazing results."

#11. Sprinkle your keywords in your heading and title tags not just your blog copy

Look at your on-page SEO. This comes from. [Erik Emanuelli](#) tells us:

"Basically, you want to optimize your content for specific keywords. This includes adding your keywords in the URL of your page, in the title, at beginning and within the content in a certain percentage, in the images, in the H2, H3, etc."

Remember to use variations of your keywords. Let's say that you're targeting "steel doors" You can use variations of this keywords such as:

strong steel doors
blue steel doors
Steel doors for small businesses

#12. Give away free things that your users find valuable

We're taking our own medicine here because you can **download this guide for free**.

Any company, and we mean ANY company can produce high quality content that their customers want to read.

The simplest way is creating an eBook and offering it to your users.

A security firm? Well how about **"20 ways to keep your office secure"**?

Do you sell curtains online? You could provide an eBook titled **"How to take care of your curtains with this 1 handy tip."**

Providing personalised printed t-shirts? How about **"The 60 most iconic printed t-shirts of 2015"**?


Let's take an example from: [WTF professor](#)

As soon as you land on his website you see:

What can I help with?

1

BOOST YOUR GPA




Learn how to learn with our 5-Day Study Tactics Crash Course

SEND ME DAY 1

2

FINALLY "GET" PHYSICS




Ace your next physics exam using our Problem-Solving Guide

DOWNLOAD THE GUIDE

3

CRUSH YOUR DEGREE



Get the Engineering Degree Cheat Sheet and graduate with honors

GET THE CHEAT SHEET

He gives you 3 different documents you can download that are completely FREE and super helpful to his target market.

Here's what the site owner Tom Miller says about his strategy:-

"Because my site is targeted at college students in math, science, and engineering, a big part of my strategy for converting visitors into new email subscribers has been to create short 1-page pdf's of the problem solutions and study strategies I write about on the blog."

At this point a lot of people tell us that they don't have time to do things like this. Producing high quality content does take a lot of time.

You want to produce something better than the competition and this takes hours of effort. But again you want to show you're better than your competition.

#13. Invest in good copywriting

At most offices, the blog writing is outsourced to the new intern. This is one of the worse mistakes.

You need to make your content worthwhile and something that you'd want to read.

Here are some fantastic resources to get your writing up to mark.

[10 Ways to Write Damn Good Copy](#)

[The 3 parts to a remarkable blog post](#)

[Ogilvy on Advertising](#)

If you don't have the time to learn reach out to a content marketing agency and ask them to write the copy for you.

A few pieces of high quality content that speaks to your audience is more important than hundreds of pieces of content that mean nothing.

#14. Set up your Social Media channels

If you still think Social Media isn't important you've probably already been left behind.



But don't just take it from us, [Sam Hurley](#) is ranked the #1 Digital Marketing Expert in the world and this is what he says about social media:

"It's all about relationships. Social Media is your gateway to building strong connections and *must* be a component of any digital marketing strategy today.

Connections lead to backlinks, mentions, interviews and guest posts which consequently aid SEO...which then in turn, provides clientele and/or sales! Do not underestimate the power of social as a key driver of business.

Check out the backlinks I've acquired to my completely unfinished, [one-page website](#). It's all been achieved through Social Media..."

The point is that companies shouldn't just focus on Google as their search engine forum they need to look at social media platforms too.

When someone searches for you on social media make sure it's super easy to identify who you are. It should be clear that you're page is the official page.

How?

At a minimum, do the following

- Have the same contact details across your website and all of your social media channels
- Make sure you have consistent brand images across Facebook, Google+, Instagram etc.
- Fill our the "About Us" section and include your keywords

#15. Put your keyword in the title & make it catchy

If your keywords are **make extra money**, put that into the title.

But make sure it's something exciting like **50 simple ways to make extra money**

There's no doubt that your title is the key piece of your blog. It's your first chance to grab your reader's attention.

Here's some examples of headlines we love:

37 Reasons You Should Never Visit Serbia

Serbia isn't exactly the place you have on the top of your holiday list. What is there even to do there? Is it like a real country? The authors of this post know you're thinking this and play into it. And then you click on it.

How to tour the U.S.A. for £35 a week

If we're going to reference amazing headlines how we can ignore the king that is Mr. David Ogilvy? When he wrote this title he knew that Europeans had an exaggerated outlook on how expensive it was to visit America.

This headline is ultra specific, it answers their pain point with a solution and the benefit is clear - Visit American on the cheap.

#16. Get rid of your broken links and 404 pages

No one wants to click on a link and find out that the page is dead.

Prune your website!

[Jeff Bullas](#) tells us

“Search engines consider a large number of broken links as a signal of an old, neglected site and this can impact your SEO ranking.”

Don't have time to go through every single page on your website to find broken links? Neither do we, here's a handy website that does it for you — [W3C Link Checker](#)

Get deleting.

#17. Make sure your website is mobile friendly



You only need to look around you to see how many people are on their smartphones. With this in mind, you should absolutely make sure that when you design your website it's mobile-friendly.

What does that mean?

It means that your website should load and display correctly on a mobile device so that visitors can have the best user experience. Unfortunately, too many websites look distorted when you view it between desktop computers, tablets and smartphones.

It's one investment you can't afford NOT to make.

#18. Include meta descriptions

Your meta description is the snippet of text that will appear beneath your title in search engine results.

Let's look at an example, if you search “**curing tennis elbow**” on Google, on the results that show you will see the keywords “**tennis elbow**” appear in the description.

Notice how Google puts the key word in bold text.

Therefore it makes sense to work your keywords into the meta description text.

About 603,000 results (0.60 seconds)

Tennis elbow symptoms, treatments and causes - Bupa

www.bupa.co.uk/health-information/directory/t/tennis-elbow ▼
Tennis elbow. Information from Bupa about the symptoms, treatment and causes of tennis elbow. Symptoms include pain in your forearm and elbow.

Exercises to manage tennis elbow | Arthritis Research UK

www.arthritisresearchuk.org/arthritis-information/.../elbow.../tennis-elbow-exercises.as... ▼
Simple exercises can help ease the symptoms of **tennis elbow** and reduce the chances of it developing again in the future. Find out more about exercises for ...

7 Solid Steps on How to Cure Tennis Elbow Fast Without the Expense ...

<https://www.tenniselbowsecretsrevealed.com/7-solid-steps-on-how-to-cure-tennis-elbo...> ▼
As far as **tennis elbow** injuries go, I am going to reveal to you 7 solid steps on how to **cure tennis elbow fast** without any associated costs or expenses. The most prevalent repetitive strain injury where the primary symptoms are tenderness and pain on the outer part of your **elbow** ...

How to Heal Tennis Elbow and Golfer's Elbow | Breaking Muscle

breakingmuscle.com/mobility-recovery/how-to-heal-tennis-elbow-and-golfers-elbow ▼
Healing tennis elbow, elbow injury, healing elbow injury, treating elbow pain Tendonitis is basically inflammation of the tendons as they insert on the related ...

#19. Have a Google Listing

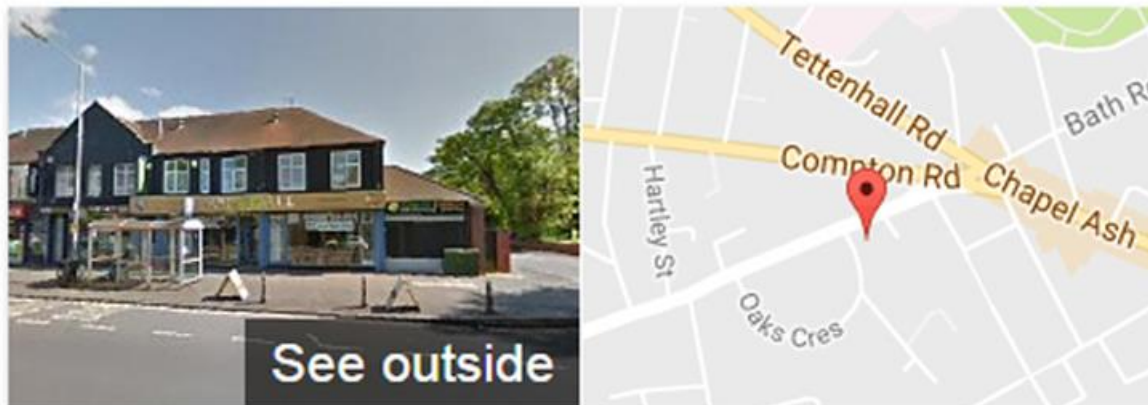
This allows customers to review your company directly on Google.

It also lets customers find out where you are, show your opening times, contact details, and it lets them know you're a real person

The point is, if Google knows you're real, people will know you're real.

Go to Google and type in "**google my business**" to get started.

Here's our Google listing:



Creative Ideaz UK Ltd ★

Website

Directions

Marketing Agency

Address: 1st Floor -23 9RX, 17 Merridale Rd, Wolverhampton WV3

Phone: 0845 094 2153

Hours: Open today · 9am–5pm ▼


[Suggest an edit](#)

Reviews

1 Google review

Write a review

Add a photo

 Send to your phone

Send

#20. Connect with influencers in your niche

Part of any good SEO strategy is promoting your posts. This doesn't happen by itself.

The aim is to have content that others want to promote and link to. You need to know who the key influencers in your niche are so you can build relationships with them and let them know when you're going to publish a new post.

How do you do that?

Let's say you own a driving school. A relevant blog post will likely be how to find the best car insurance.

Go to Google and search "**tips for finding cheap car insurance.**"

Here you'll have a list of the most popular articles on this topic. Add these websites and bloggers into an excel sheet and note their contact details so you can connect with them and let them know when you publish your post.

Conclusion

No matter what sector you're in and no matter the size of your business, you will benefit massively from an effective SEO strategy. SEO is a vital part of building your brand, attracting new leads and making more sales.

Many of the best SEO strategies are done by companies who want to provide the very best information to their audience, information that will genuinely help them. We urge you to take this approach, too.

Now it's your turn. What strategies are you going to implement?