

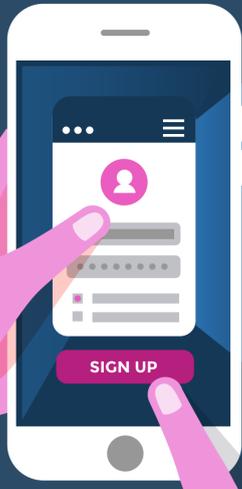
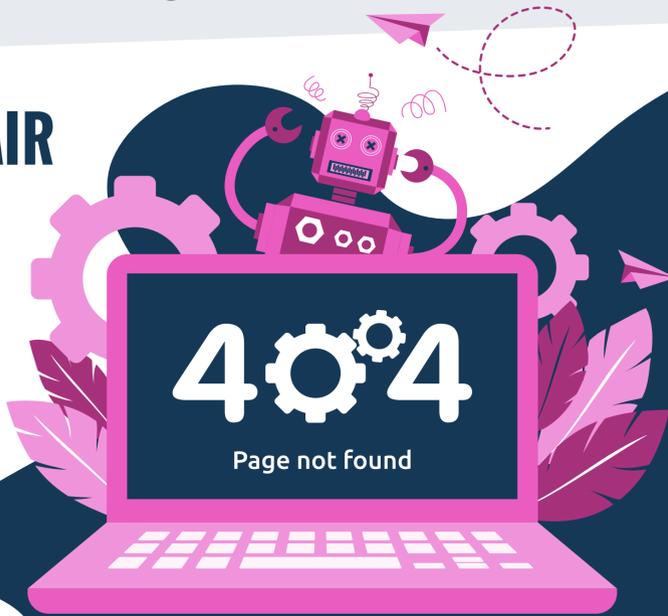
# 7 QUICK WAYS TO IMPROVE YOUR SEO

Implement the following seven low-effort steps to help increase your search engine rankings

## 1 FIND AND REPAIR BROKEN LINKS

Do you have broken links on your site? That doesn't make Google happy. It annoys your website visitors too.

Eliminate broken links by making sure each link on your site functions properly. Replace any broken links you find with new, relevant links.



## 2 USE DESCRIPTIVE ANCHOR LINK TEXT

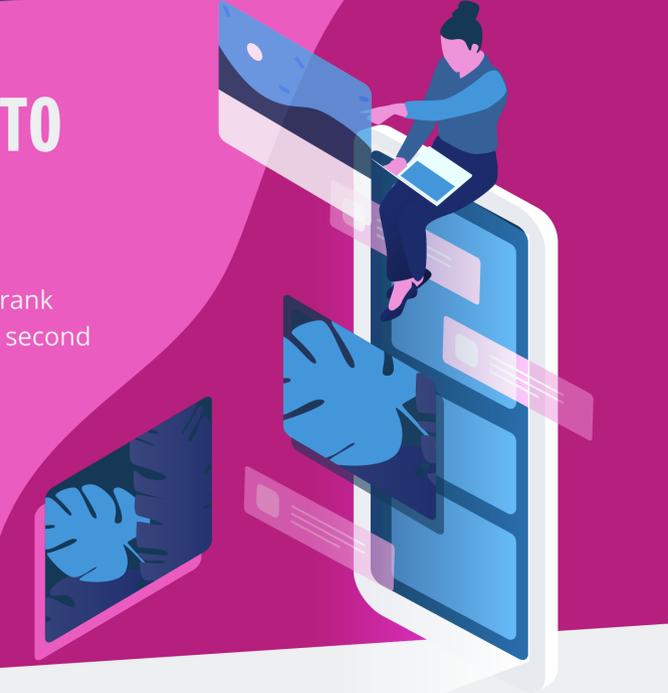
How many times does the phrase "click here" appear on your site? If that number is greater than zero, it's too many.

Anchor link text that is descriptive of the target page is helpful to both human visitors and search engine spiders.

## 3 ADD ALT TAGS TO YOUR IMAGES

Adding alt tags to your images helps you rank for searches done on Google Images, the second most highly used search platform behind Google.com (according to Moz).

To get a shot at that traffic, ditch the raw file name for an alt tag that describes each image and includes the keyword you'd like that page to rank for.



## 4 ADD OR UPDATE SUBHEADS (HEADER TAGS) TO USE KEYWORDS

Header tags make it easier for search engines to determine the topic of your content so go back through your content and make sure you're using H1s and H2s.

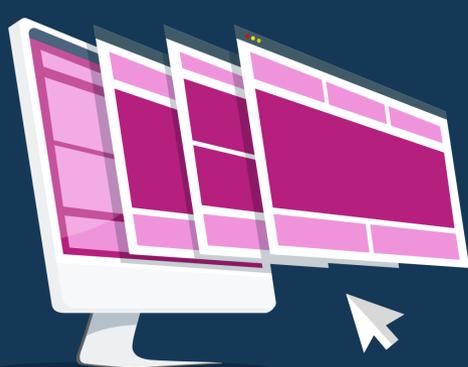
Just remember to utilize relevant keyword phrases that reflect the content and your SEO strategy.



## 5 MAKE PAGE TITLES RELEVANT, CONCISE, AND KEYWORD-RICH

Title tags provide both human visitors and web crawlers with a first-impression of what your page is about. They are also shown on search engine results pages.

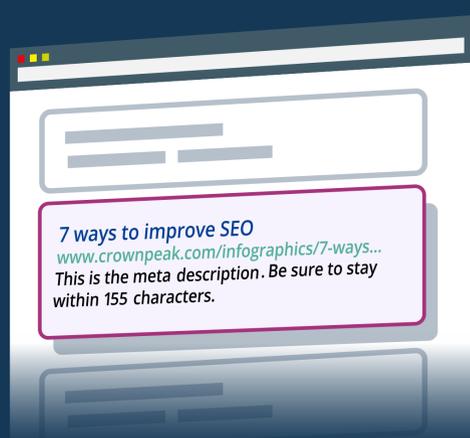
Place the most important keywords at the beginning of your title tags and make sure they are under 60 characters to ensure the complete title is shown on search engine results pages (and not truncated).



## 6 CREATE OR UPDATE META DESCRIPTIONS

Your page made it to the first page of Google search results? Great, but that success is wasted if the searcher doesn't click on your page instead of another.

Meta descriptions are often used below the title tag in search results and can influence whether someone clicks on your page, so make sure they are relevant, concise, and compelling.



## 7 REDUCE THE SIZE OF YOUR IMAGES

Google doesn't like slow-loading pages and the larger the images on your page, the slower your page will load. So, identify the largest images on your site and reduce the file size whenever possible without compromising their appearance.

