Improve SEO for Julia Website



How SEO works?

You might think of a search engine as a website you visit to type (or speak) a question into a box and Google, Yahoo!, Bing, or whatever search engine you're using magically replies with a long list of links to webpages that could potentially answer your question.

Here's how it works: Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

How to improve SEO ?

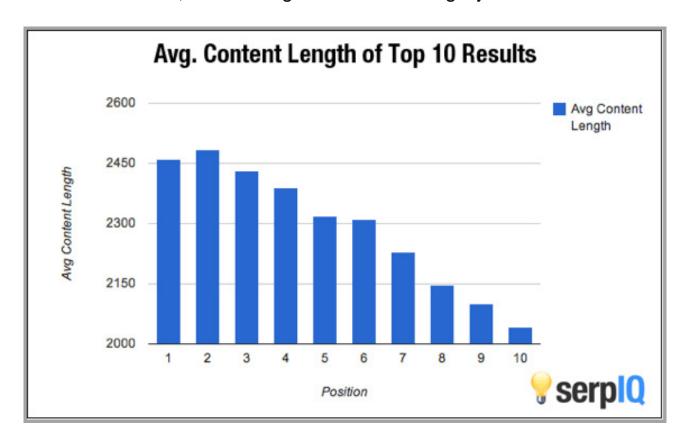
Here are a few ways through which you can improve SEO:

1. Useful, high quality, relevant content

'Dwell Time' is the amount of time visitors spend on your website and it can affect SEO ranking.

When you provide useful content, visitors tend to stay longer on your website to consume the information and therefore increase the dwell time. Based on the research, content between 2,000 – 2,500 words seems to rank the highest in search engine results. Although word count doesn't rule the SEO world – nobody will read your stuff if it's not helpful to them.

Content around 2,500 words gets the most Google juice.



2. Page load speed

Both Google and Bing take page-loading speed into account in their website ranking algorithm.

Users may leave your site if they have to wait even just an extra few seconds for each page to load. That would hurt your dwell time, increase your bounce rate and reduce the number of pages viewed – all of which could hurt your SEO ranking.

There are many ways to increase page load speed, some of which include using a caching plug-ins, making sure the code is clean and streamlined, reducing the number of plug-ins, and minimising redirects.

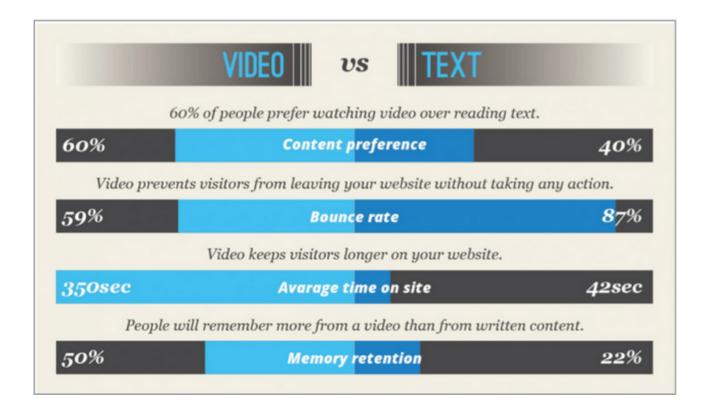
3. Different multimedia

Images, videos, slideshows and audio can help enrich the user experience and allow you to deliver information in a way that is most suited to your ideal site visitors.

They also act as a signal of quality content to search engines... after all, you have put in the work to make your content look good and interactive!

Video marketing has become an increasingly integral element in driving user engagement and conversion.

Videos get visitors to spend more time on a website and retain more information.



4. Broken links

Who wants to get a 404 page after clicking on a link? Broken links make for bad usability.

Not only that, search engines consider a large number of broken links as a signal of an old, neglected site and this can impact your SEO ranking. Thankfully, you don't have to go through every single page on your website and test the links manually.

5. Readability

Even if you have a well-educated audience, they probably don't want to be deciphering a PhD dissertation every time they visit your website and read your content.

You don't want them to give up reading your content and click away because it's too difficult to digest.

Making your content easy to read and understand helps make it useful to your readers. Some experts also believe that Google takes readability into account when ranking webpages.

6. Layout and formatting

Proper formatting and a user-friendly layout can help improve user experience and make your content easy to scan and digest, so your readers will stay on your site longer and consume your website's information.

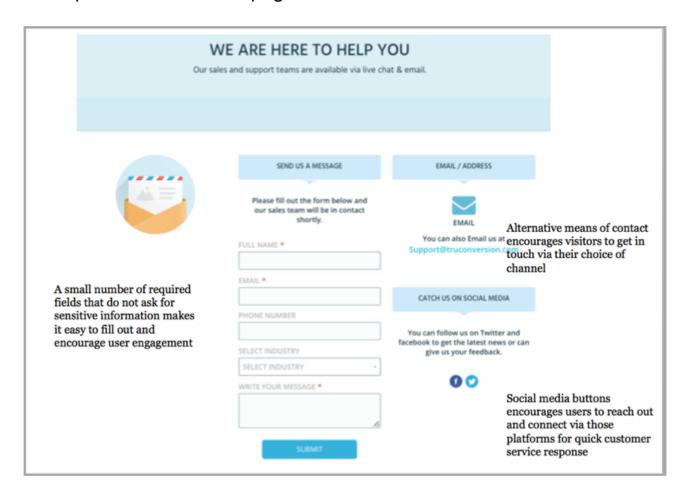
Formatting can help dramatically improve a webpage's usability by making the content easy to read:

- Use font size and typography that are easy to read.
- Use bold type and colors sparingly and strategically to call out important information and make the content easy to scan.
- Use short paragraphs and ample line spacing in between nobody likes a wall of text.
- Use bulleted or numbered lists for clarity.
- Use techniques such as sliders, tabs, progressive layouts, structured grids, modal windows, rollover elements, accordions and mega drop-down-menus to organize content and add interactivity.
- Break up content into sections with subheads. Proper use of header tags that include keywords also helps improve SEO ranking.

7. Contact us page

Websites that have sufficient contact information are considered to be more trust-worthy and therefore may rank higher by search engines. Including a Contact Us page on your website and putting the link in the navigation not only makes for good user experience (especially if you have an e-commerce site) but can also potentially earn you some Google juice.

It also helps generate new business opportunities, capture new leads, improve customer service, and more. Example of a Contact Us page.

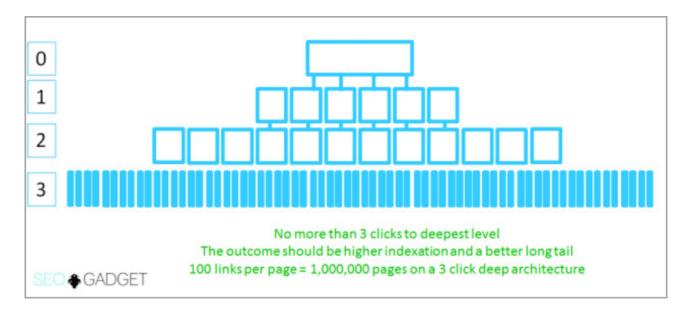


8. Site architecture and navigation

When visitors can't find what they need on a website right away, they most likely leave the site and this contributes to high bounce rate, low dwell time and low number of pages viewed.

A well-thought-out site architecture reflected in clear navigation is critical in helping visitors find what they want on your site, accomplish their goals and come back repeatedly (repeated visits can improve SEO ranking.)

A "flat" site architecture not only makes content easier to find, it can also help improve SEO ranking as it surfaces links of all critical pages making it easier for search engines to crawl the entire site.

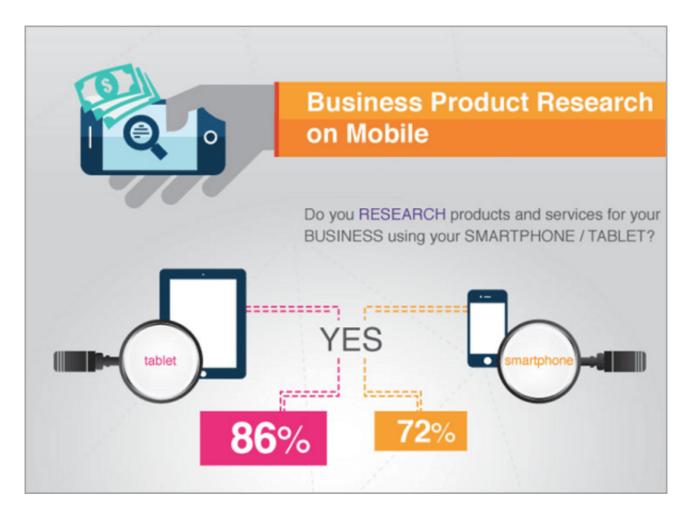


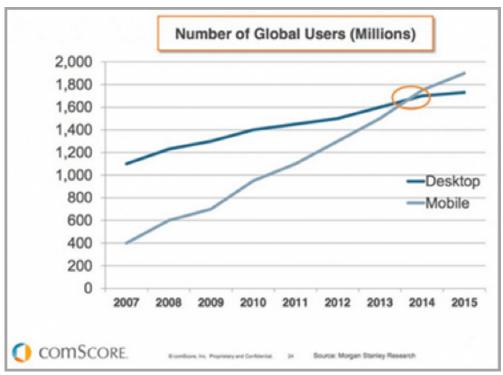
9. Mobile optimization

More and more users are consuming content on mobile devices, and not being mobile optimised is going to affect user experience and conversion.

It is particularly important for B2B marketers. Research has shown that 77 percent of executives use their smartphone to research a product or service for their business.

Business executives use mobile devices to research products and services for their businesses.





13. Social sharing

The number of Facebook shares, Tweets, Pinterest pins and other social media mentions can influence SEO rank.

Installing social sharing buttons on your website not only makes it easy for users to share your content, and thereby improve user experience, it can also help you rank higher on searches.

Nearly 4 in 10 Facebook users report they have gone from liking, sharing or commenting on an item to actually buying it, while 43% of social media users have purchased a product after sharing or liking it on Pinterest, Facebook or Twitter.

