SEO Guide

Annexure C

Optimise the Homepage -

If your goal is to drive traffic to your app, your website homepage will often be the first stop, so it needs to be optimised. Make sure your homepage includes these elements:

* **Clear Call to Action:** Ensure that your call to action’s primary purpose is to download the app. Keep this visible and add high-intent keywords to it. For example, switch the phrase “Get started” with “Download the app” and place it above the fold, so users won’t have to scroll down to see it.
* **App-website promotions and purchases:** Showcase your app’s best deals, such as discounts, events, new features, bonuses, etc.
  + **TIP:** After the user downloads the app.

QR Codes -

Add a QR code to download the app. Desktop users will be able to scan the code and easily get the app without having to go through the store. Once the code has been scanned, a clickable deep link will appear. You may also opt to send a link to their phone or email.

* **Use Visual Aids:** Make sure users know about your app’s new features and updates through visuals. For instance, use a video above the fold so that users won’t have to scroll down to watch it. Users rarely scroll all the way down a webpage, so ensuring that your video is at the top will increase the chances they’ll watch it.
  + **Tip:** Show an image of your app on a mobile device to demonstrate the app’s UI (a great way to introduce your app to the users before downloading it).
* Let them know what value the website still offers.

Optimise the “About Us” Page -

* It’s essential to have a clear and informative “about us” page. Since some users will want to learn more about the story behind the app before downloading, make sure to provide a clear overview of your brand.
* Include information about the company leaders (CEO, CTO, CMO, etc.) and link to their LinkedIn profiles to increase authority in the eyes of Google. In addition, you should keep the E-A-T signals in mind. E-A-T stands for expertise, authoritativeness, and trustworthiness, and it comes from Google’s Search Quality Rater guidelines which became well known after the infamous Medic Update in August 2018. Sending trust signals can help you gain better rankings.

Optimise Page Speed -

* **How important is page speed for SEO?** Well, very important. In fact, optimising page speed is one of the most powerful SEO ranking factors. According to Google, if you want to keep your website relevant and maintain a high rank, it’s crucial that pages load within two seconds or less.
* If they don’t, users might not visit anymore as there are many other choices for them. Plus, Google uses page speed as a ranking factor, meaning that websites that rank higher are usually those with faster pages and a better user experience (this is what Google is all about).
* Starting in February 2022, Google started taking the desktop page experience into consideration as part of the full **Core Web Vitals rollout**. This means you must focus on both mobile and desktop speed when improving SEO for apps. Ensure that you target all crawlability issues and error response codes within your website.
* You can use the Google **PageSpeed Insights tool** to find out how your site is doing.

Create Links From the Website to the App Login Page -

* Use your content to send users to your app’s page. Make sure to use different anchor text variations, not just “Download the app”. Try to use keywords that are relevant to your product and create a mix of anchor links. This way, you’re not only helping your site visitors reach your app, you’re also helping improve your ASO (App Store Optimisation) since more traffic comes to your app, which will increase app visibility overall!