



How to improve TOS (Time on Site) v1

Time on site plays an important role in your overall organic rankings. Below is a list of some of the top tactics to improve your overall time on site.

Macro Elements

Improve Design

Improve Readability

Look at Mobile

Enriched Content Elements

Add Quality Images

Position of Images

Optimize Images

Add Video

Encourage Exploration Elements

Internal Linking (open in new window)

External Linking (open in new window)

Related Articles

When needed be a little aggressive

Pop Up – slide in – roll in

3rd Party Technology

Heat mapping: CrazyEgg or HotJar