

9 ADVANCED SEO

Techniques to
INCREASE
organic traffic



DO YOU KNOW, ONLINE LEADS CONVERSION IS 14.7% COMPARED TO JUST 1.2% FROM PRINT AND OTHER ADS?

If you are reading this ebook, you are probably already aware of the pivotal role SEO plays in making your website rank higher on internet search queries. And the chances are that you might have already done a preliminary examination of your website's SEO. In this guide, we're going to lay out some advanced tricks that can help you take that next step after all!

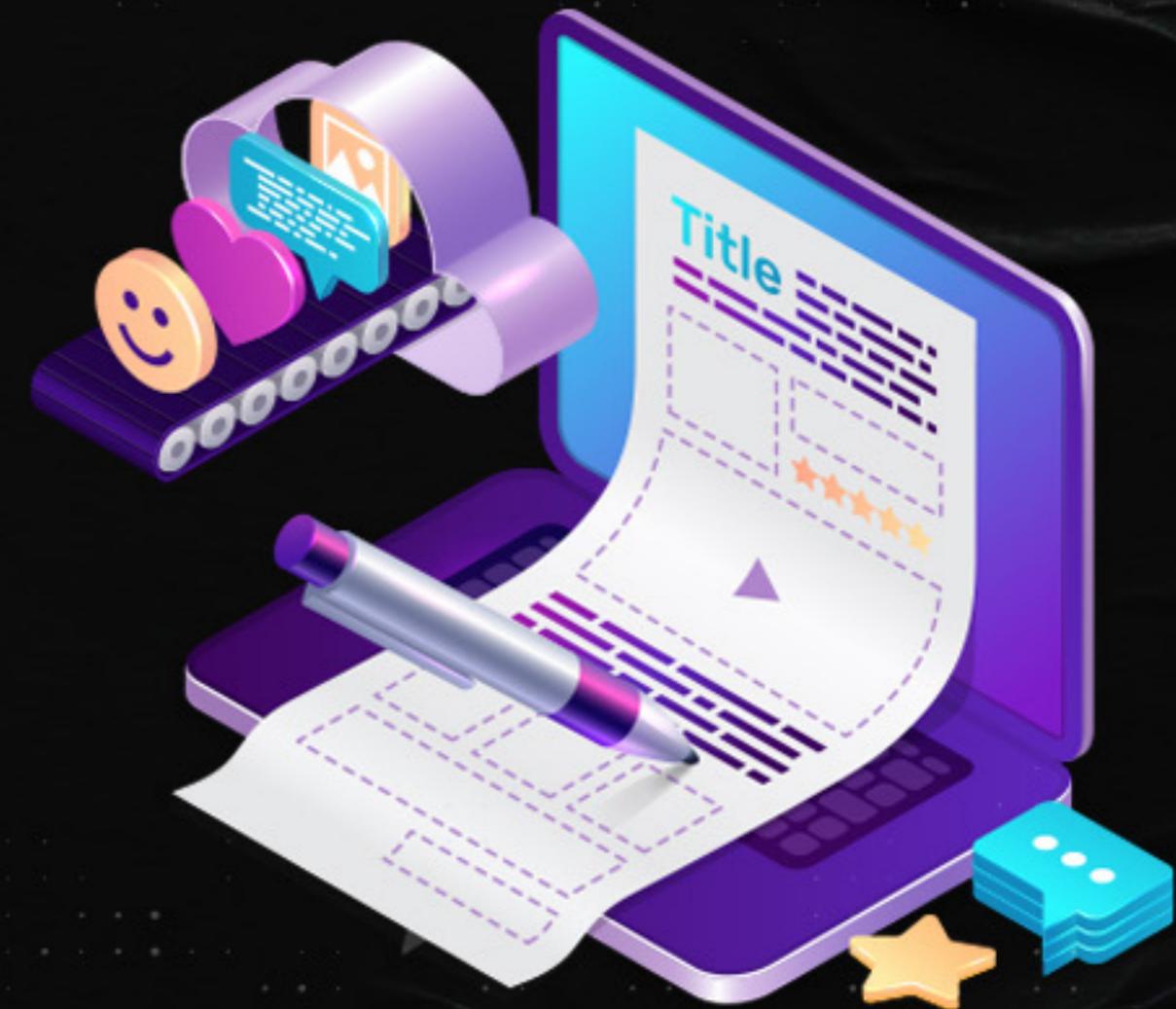
So, let us dive deeper into advanced SEO techniques to boost organic traffic:

GET YOUR BASICS RIGHT

If you have not yet done so, complete the preliminary study of SEO for your website/web content. You need to have the following things ready:

- Keyword list
- Meta tags optimization
- Website layout - robot.txt
- Sitemap to ensure that your entire website can be captured in the search result itself.

This should get you enough material to understand how to use SEO for your website. A well-designed keyword list will help you in ranking better.



AUDIT YOUR WEBSITE

An audit of your website can reveal surprising results. Even you already completed step1 given above. You will understand page load timing, user bounce rates, and many more “gotcha” moments!

You can do the auditing yourself, using some free or paid audit tools. You may also search for website audit tools and get a result or hire any third-party agency to do it for you. Such an audit will be the starting point of your advanced SEO optimization.



Audits reveal your next goals:
they give you questions, not answers.

For example, an audit may indicate that users are not clicking on your blogs; they visit the landing page of your website but do not click on blogs.

The question is, “**why are users not clicking on the blogs?**”; this is the starting point of your SEO journey now.



AUDITS CAN BE DIVIDED INTO 2 PARTS

A] Technical audits: A technical audit reveals critical technical points of improvement for SEO optimization.

1. **Accelerated Mobile Page** (AMP) - AMP pages load faster, and it is an open-source project backed by Google. Many of the news websites currently use AMP.
2. **Mobile-friendly page** - This is not the same as AMP, and you should use both AMP and a mobile-friendly page. So, create a mobile-friendly (responsive design) page that can work well without AMP also. Therefore, link the AMP page and mobile-friendly page and point them to each other.

Why point them to each other? There is a penalty if you create duplicate content. By giving AMP and responsive page links separately, you are signaling to search engines that these two pages serve different purposes, and the search engine will not punish you for duplicate content.

3. **HTTPS - it matters:** Google and other search engines now warn users about the insecure site which only uses HTTP. If your website does not use HTTPS, then search engines consider this a bad practice and lower your ranking on the search results.

MakesurethatyourentirewebsitecontentisavailablewhenpeopleuseHTTPSheaders. This will increase the trust people have in your website.

4. **Keep your URLs simple:** Simple URLs help search engines in determining keyword quality. A lengthy URL with a divided folder structure will confuse users and the search engine as well.

a. Example: A website with the following link
“www.website.com/advanced-seo-techniques-more-organice-traffic” is a lot better than
“www.website.com/2021/April/blogs/tips/SEO-tipshowtogenatemoreOrganicTraffic”

Avoid using capital letters and “_” underscores. Better to use hyphens “-” which are easy to read for search engines.

5. **Increase website speed:** It is something that you can work on only after there is a sufficient amount of traffic to analyze. Check if images are taking too much time, see which resources are taking time to load. Check if your loading time is within industry standards. You can use Google Analytics or other tools to see this information.

6. **Use structured data:** Voice search and structured data are closely related. Use Google structure data guide to see if you are using it already and if not, don't worry; Google also has plenty of material on how to get started.
7. **Redirect broken links:** Use dynamic links to avoid 404 pages. These pages are not helpful at all; instead, show some valuable content that can be a closer match to the user's original query that resulted in a broken link. And fix that broken link fast!

Grab the opportunity! Invest in a good tool that allows you to search for broken links. Do some competitive analysis and search for broken links on their website. Create links on your website which answer the content that the broken link on the competitor's website was supposed to answer. Traffic will start flowing towards your site! The search engine will promote your website better.

B] Content audits: A content audit reveals gaps that your content or page design has. Are your pages optimized for reading? Content hard to read will be ignored by users, creating higher bounce rates. And what is bad for users will be considered bad by the search engines. So, how do you create readable content? Follow these tips:

- **Divide and conquer! (Win hearts by making it easy to read)**

Do you know more than 40% of users prefer skimming the content? Create headings, sub-headings to help them identify essential sections to focus on. It will help users to stay on the site and improve your site's bounce rate.

Keep mixing sentence length. You can have short 5-word sentences and also longer but well-designed sentences. Keep your paragraphs short. Many users do not prefer a single enormous para. At the same time, ensure that you are organizing your paragraphs around ideas you want to convey.

- **Content cluster - not just keyword cluster:**

Create content cluster, not just keyword cluster. Create a pillar post /page which answers generic questions or leading questions. And create supporting pages for answering niche questions.

Example: Create a page to answer “How to write a quality blog post” and then create supporting pages like “how to write blogs for doctors,” “how to use fonts in blog posts,” etc.

It will transform your site into a valuable resource. The heart of any SEO is users coming back to your site again and again. With content-cluster, your chances of winning hearts increase dramatically.

- **Infographics:**

Infographics are snapshots that can help users understand the main content. Users will love that you are providing a visual aid to your content. This will also help in getting ranked higher as people will try to give a link to your site if you have some cool and helpful infographics for users.

- **Fonts and white space:**

It seems trivial, but fonts play a vital role in making your website readable. You need to check fonts for your goal - faster reading or aesthetics. You can try different fonts and check the results.

White space also plays an important role. Do not try to clutter the page with too much information. **Use the inverted pyramid principle - start with the most essential information for your readers**, and follow up with lesser important information and side articles. Why? Because most users don't read the entire article if they don't find it interesting. So, to keep their interest up, better to give them important information first.

- **Build links:**

Not just external links, build internal links too. Make sure that your pillar posts have links for supplementary posts. Ensure that you follow a logical path. Understand your potential customer's minds to see **why they are visiting your website**. If you asked the same questions, what would be some additional reading material you would like to see.

Also, visit the social platforms to understand what your potential user base is doing there. What are the pain points? How can you help to solve these points?

Links are still a very important part of SEO optimization. You need to put effort into having backlinks with quality content and partnership with smaller and larger websites. Search engines value older domains. So try to get a mention from a respectable older domain. Also, create unique content that is desirable as reference material - many websites will be happy to link back to you.

- **Optimize for voice search:**

Voice search is becoming common. With more and more users liking voice search, your website can get traction quickly. The critical difference in voice search is that users are not looking for a list of answers; they are looking for a single answer. So you will have to understand the most common question users may ask and use the content wisely. Follow the keyword searching tips while optimizing Voice Search.

- **Use keywords having a question.** When people do a voice search, then they mostly ask questions, “ How can I prepare for my chemistry exam?”, “ How can I bake vanilla cake?”. Choose the keywords which include Why, Where, What, How.
- **Include long-tail words.**
- Complete the keywords using the, on the, I, for, can. These are called **Filler words**

- **Long-tail-keywords:**

Mastering long-tail keywords is essential to SEO optimization. And it gives you better visibility. Your audience will be pleased to see that you took pains to understand their query. As a result, you will have their attention. Visit the discussion forum websites to get an idea of the trending long-tail keywords.

Tip: Long-tail keywords are very specific, and short-tail keywords are general. Do write short-tail keywords and keep an eye on long-tail because they have a higher conversion rate but less traffic.

- **Rejuvenate your older content:**

Many websites build great content but fail to re-visit their older content. Your older content can be re-used, and it can give your fantastic search results. As said earlier, search engine values older and respected domains. If you had significant content earlier and make it contemporary now, your website ranking may go up.

- **Don't be afraid to write long blog posts:**

This is perhaps a new piece of advice! Readers sometimes prefer short blogs (around 1000 words), but this is not a standard. Research shows that blogs with 1500 words generate significant interest in readers. So do not shy away from writing long posts.

However, do not try to stuff keywords. Make a sincere effort to have each blog create value so that 1500 words should not feel long. People would love to share your content.

- **Create a strategy/ outline to write a long blog.** If you are providing value to your readers in the blog, then they will read it.
- **Do proper research before writing the blog.** Long blogs with you answering the reader's question demonstrate that you are subject matter expert.
- **Use relevant keywords in your blog and share the blog on social media.** Long posts get a good rank in a short time.
- **Think before you write**—Word Count matters but not more than the quality of the blog. If your blog is not engaging, your background work will go to waste. Your reader must spend time reading, liking, and commenting on your blog.

So, we hope that we could give you practical tips and tricks to become an SEO pro for your web content!