HubSpot ◆ RYTE

How to Increase Your Traffic With SEO in 30 Days

Improve your SEO with this 30-Day planner

Contents

Introduction

Everyone wants better SEO performance for their website, but it can seem like a daunting task. Optimizing for search engines is a lot to keep on your radar, especially with the constant changes in search engine algorithms for ranking web pages. Not to mention game-changers like **2021's emergence of Google's Core Web Vitals as ranking signals**.

With that said, SEO is not a one-off fix that will boost site performance indefinitely. It's a constant process of learning, adjusting, and evaluating to keep up with the evolution of search engines.

But maintaining a high-ranking website doesn't have to be overwhelming.

That's why Ryte and HubSpot teamed up to bring you this perfect planner for boosting your SEO game – one day at a time. With a single tip for every day of the month, you will learn how to increase your organic traffic in just 30 days.

Refreshed with brand-new content based on the latest best practices, this SEO ebook is not just up to date, but fully *optimized* (see what we did there?). Start optimizing and climbing those search rankings by taking the first step right now.

Check your website's indexability

Your website must be indexable by Google to appear to users on Search Engine Results Pages (SERPs). Otherwise, you risk losing organic search traffic and lowering your conversion rates.

It's important to keep in mind that a *crawlable* site is not the samesite: Indexability means a website needs to allow (not accidentally prevent) adding a page to a search engine's index. There can be many reasons why your website or individual URLs are not being indexed, so make sure you're visible sooner than later.

✅ **Tips for checking your website's indexability:**

- Use **Ryte** to check, with a few clicks, which pages are indexable (report "What is indexable?").

- Check your pages for Noindex Tags, like the meta tag "noindex, follow" on subpages.

- Make sure your XML sitemap is complete, and without orphaned pages.

- Get rid of internal links with the rel="nofollow" attribute.

Tell search engines what to crawl

The robots.txt is a text file that tells search engine crawlers which directories to crawl (allow) and which not to crawl (disallow). Every bot must first access the robots.txt file before crawling the website.

Using the robots.txt file helps you ensure that search engines identify all the important content on your website. If an important website or JavaScript elements are excluded from the crawling, search engines will not be able to correctly index your website.

Below is the simplest form of robots.txt:

User-agent: *

In this case, the instructions apply to all bots (*). There are no crawling restrictions. After creating the robots. txt file, you should save it in the root directory of your website.

If you do not want a specific area of the website to be crawled, you should specify this using a "disallow" in the file.

User-agent: *
Disallow: /thisdirectory

✓ **Crawling tips:**

- Use a robots.txt file to give instructions to search engines.

- Make sure that important areas of your website are not excluded from crawling.

- Regularly check the robots.txt file and its accessibility.

Check if your website is mobile-friendly

Mobile optimization is more important than ever. More than half of **web traffic worldwide** comes from mobile, so search engines actively factor mobile site performance into searchranking.

The best way to start mobile optimization is a short analysis of your website using the **Google Mobile-Friendly Test** on your Search Console. It's a quick and basic check on how easily a visitor can use your website on a mobile device.

Run a Google Mobile-Friendly Test

To run the test, simply enter the relevant URL or source code of your page and click "Test." It should only take a few seconds to get your results. The results are straightforward, clearly spelling out whether your page is mobile-friendly or not, replete with a screenshot of your site's mobile display.

If your website does not pass the mobile-friendly test, don't fret. Google also suggests the next steps on how to resolve the errors it's found on your website.
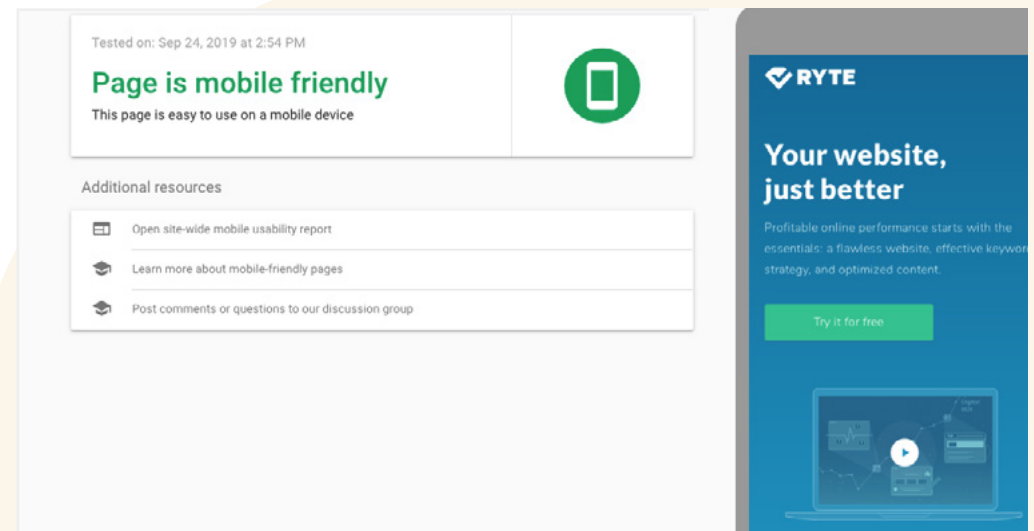
✓ **Tips for passing the Mobile-Friendly Test:**

- Deactivate incompatible plugins.

- Set viewport for "device-width."

- Avoid content running wider than the screen.

- Set text large enough to read on mobile.

- Allow for space between clickable elements.

Results page of Google's Mobile-Friendly Test

Audit your mobile user experience

Take a mobile-centric approach when it comes to test-driving the user experience of your website. Are errors "beneath the surface" of your mobile website jeopardizing your mobile user experience and search performance?

Get quick answers by running a mobile crawl with the **Ryte**. It includes a simulated mobile **viewport** based on the device Google uses in Lighthouse. To drill down on individual pages, test mobile performance with **Ryte Single Page Analysis**, and get a prioritized list of what needs fixing under the hood.

✅ **Tips after auditing your mobile user experience:**

- Make sure the robots.txt file allows crawling of JavaScript, CSS, and image files.

- Avoid unplayable content (license-constrained, Flash only).

- Use HTML5 standard tags for video and animations.

- Test mobile redirects and avoid dead links/404 error pages.

- Deactivate interstitials/pop-ins.

- Ensure fast mobile load times.
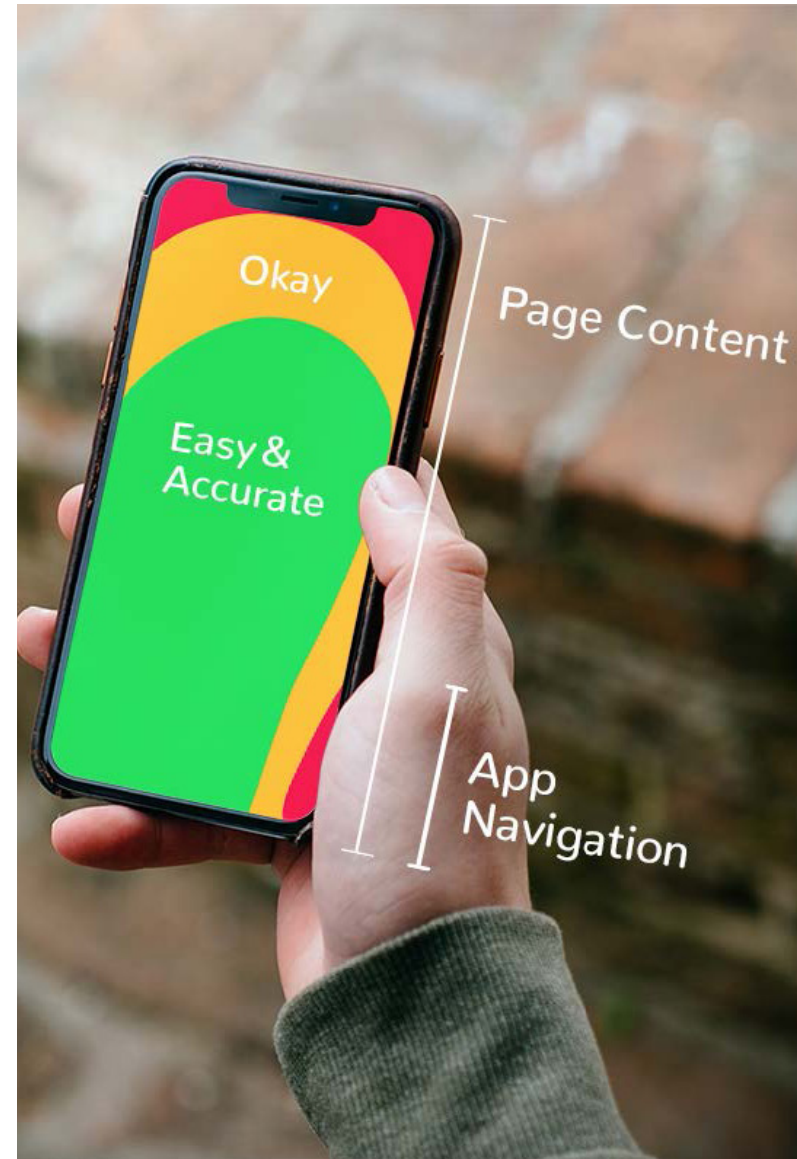
Bigger screens are great for viewing content, but can be difficult to use with one hand.

DAY 5

Check your Web Vitals

Google is doubling down on mobile user experience by introducing Core Web Vitals to measure the quality of mobile site performance. Introduced in May 2021, the following three metrics directly affect search performance as ranking signals:

1. Loading: Largest Contentful Paint (LCP)
Tracks how long it takes to fully load the first frame of the page that the user sees. Also known as above-the-fold content, these page elements are considered the most important to the user and should load within 2.5 seconds or faster.

2. Interactivity: First Input Delay (FID)
Quantifies a potential lag between a user trying to interact with a page, for instance by hitting a link or button, and the browser responding. Since long delays give the frustrating appearance of a 'frozen' site, Google wants to keep this metric super low, less than 100 milliseconds if possible.

3. Visual Stability: Cumulative Layout Shift (CLS)
Measures a websites' visual stability, lowered by the random appearance of buttons, videos, images, and pop-ins that break up paragraph flow. Overall visual stability needs to remain high with less than 0.1-point shift.

Because of these metrics, mobile page experience impacts search rank more than ever. So optimizing your website with these metrics will help you gain more traffic, happier users, and higher conversion rates.

Is your site ready? Get started by running a **Web Vitals report** to measure six essential metrics (including three Core Web Vitals) based on performance scores from Lighthouse.

✓ **Tips to optimize Core Web Vitals:**

- Avoid large image files and use lazy loading, image compression, and proper resizing.

- Limit JavaScript and third-party code impact.

- Clampdown on transform animations

Identify and rectify broken links

When users visit a URL that can't be found on a server, their browser shows them error code 404 (file not found). When this happens, it not only creates a negative user experience but also interrupts search engine crawling. If search engines find too many 404 errors on your website, they take it as a sign that your website is not properly maintained. But more often than not, 404 errors occur because of broken links.

In other words, you've inserted a link somewhere on your site that sends users to a page that no longer exists. This often occurs when the destination URLs have been changed or written incorrectly. Make sure to periodically check for any broken links on your website (especially after a relaunch or small URL changes).

✅ **Tips for fixing broken links:**

- Check your website for 404 errors with a crawling solution, like **Ryte**.

- Redirect the faulty URLs to the correct URLs using 301 redirects.

- Ask other webmasters to fix any incorrect links that point to your website.

- Check links in the navigation menu.
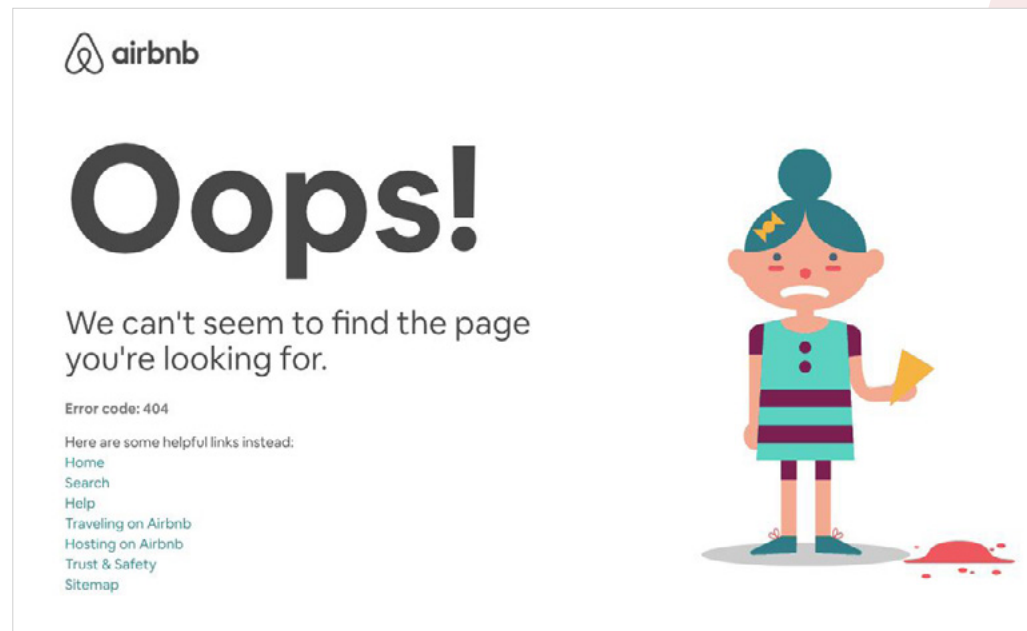
Users who click on a broken link on Airbnb's website will be directed to this 404 page.

DAY 7

Review your redirects

Server relocation can make it necessary to temporarily redirect certain URLs. These redirects (status code 302) ensure that Google retains the old URLs in the index, enabling users to access the older URLs even after server relocation. You should only use a 302 redirect for a limited time. For permanently redirecting a URL, use the status code 301, which permanently redirects the old URL to the new URL. Part of the link juice is also passed on in the process.

✅ **Tips for reviewing redirect:**

- Check the redirects on your website with a crawling solution, like **Ryte**.

- Check if existing 302 redirects are necessary or if you should replace them with 301 redirects.

DAY 8

Standardize your URL structure

The URLs on your website are like signposts to the content your users want to access. The more uniform the website structure is, the faster users can get to their destination. Creating a positive user experience helps reduce bounce rates and increases dwell time.

A uniform URL structure also helps search engines crawl your website faster. The faster bots can access all URLs, the more pages it can go through and index on its limited budget for crawling each website.

A uniform directory structure also means using descriptive URLs. These help users orient themselves within your website. Descriptive URLs are also suited for marketing actions or sharing content on social networks since the URLs already provide clues on the contents of the landing page.

Example of a descriptive URL:
www.mywebsite.com/directory /productname.html

✅ **Tips for standardizing your URL structure:**

- Check if you are using descriptive URLs.

- Check the click paths and reduce the URL structure to a maximum of four directory levels.

- Make sure that a directory logically points to all its parent folders e.g., www.mywebsite.com/main-folder/subfolder/product.html

- Use 301 redirects to redirect old URLs to the new URLs whenever you make changes.

Shorten your URLs

Google has no problem processing URLs that are up to 2,000 characters long. This means your URL length does not have a direct impact on your page's ranking. However, URL length does have an impact on user experience (which ultimately still affects your SEO). Shorter URLs are much easier to remember, easier to share on social media, and easier for advertising purposes.

Another positive effect: A short URL with no more than 74 characters can also be displayed completely in the Google SERP snippets.

✓ **Tips for shortening your URL length:**

- Avoid redundant stop words (the, a, an, etc.) or conjunctions (and, or) in the URL.

- Keep your URLs as close as possible to the root domain.

Displayed URL
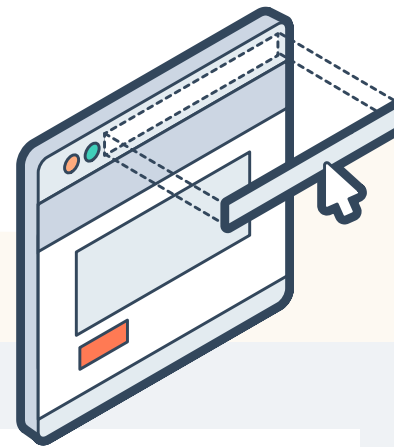
minimalistbaker.com › easy-vegan-ramen

Easy Vegan Ramen | Minimalist Baker Recipe

1 Tbsp grape seed or avocado oil. 5 cloves garlic, roughly chopped (5 cloves yield ~2 1/2 Tbsp or 18 g) 1 3-inch piece ginger (peeled and diced) 1 medium yellow onion (coarsely chopped) 6 cups vegetable stock (DIY or store-bought) 2 Tbsp tamari or soy **sauce** (plus more to taste) 0.5 ounces dehydrated shiitake mushrooms.

★★★★★ Rating: 4,9 · 141 votes · 3 hrs · 340 cal

User anchor texts

Anchor texts describe a link in detail and inform the user about what to expect from the link.

opening anchor tag | where it links to | anchor text | close the tag

Ideally, the corresponding keyword of the landing page should always be used in the anchor text of internal links. The more pages use the same keyword to point to a subpage, the more signals the search engine will receive indicating that this landing page must be very relevant for this keyword. This in turn means that the page will rank better for this and other similar keywords.

Tips for better anchor text:

- Try to use the same anchor text when you link to a landing page.

- Make sure the anchor text matches the content of the landing page.

- Avoid using non-descriptive anchor texts (e.g., "here", "more", etc.) in your internal links and focus more on keywords.
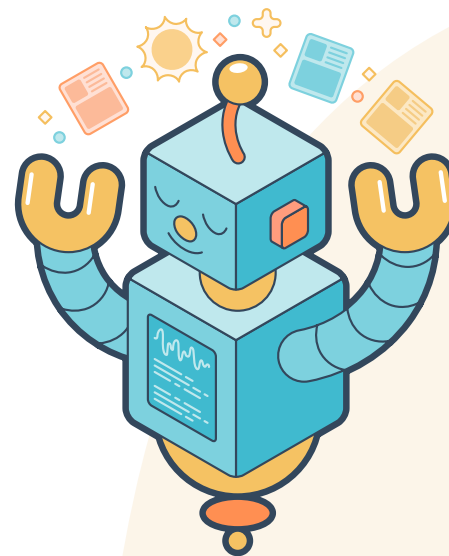
DAY 11

Keep click paths short

Website users want to get to their desired page as fast as possible. That means you should keep your click paths as short as possible.

The click path is the route a user takes to reach their desired page. Think of an online shopping experience. The user might start on the homepage and end at the shopping cart. Their click path is the ease and number of pages the users have to go through to reach their desired product and buy it. The length of the click path plays a key role in the navigation on your website.

Search engines also benefit from short click paths when crawling. If the Google bot goes through your website and manages to access all sub-pages within just a few clicks, it can use its limited crawl budget to scan and index more pages. Optimizing the click path pays off for both usability and search engine crawling.

✅ **Tips for keeping click paths short:**

- As a rule of thumb, every sub-page should be accessible with no more than three clicks.

- Add breadcrumb navigation to enable your users to orient themselves within the click path.

- Use a smart filter and search function on your website to avoid long click paths.

DAY 12

Link your pages internally

Your homepage is the most important and likely your strongest page. The link power (aka link juice) is distributed from the homepage to all other subpages. Ideally, you should distribute the link juice evenly to all other subpages through internal links and easy navigation menus.

The uniform internal linking also enables you to control the search engine bot. A logical link structure makes it possible for the bot to systematically crawl and index your website. Controlling link power also tells the bot which pages are most important.

Some of the pages on your website might not be linked to any other page. These are referred to as "orphaned pages," and if a bot finds such a page, it is forced to abort the crawl since bots can only move from link to link.

✅ **Tips for internal linking:**

- Remove links that point to faulty pages (status code 404) or pages that are no longer accessible (status code 500).

- Identify orphaned pages and link them to other thematically relevant subpages

Improve your sites' accessibility

Troubleshooting technical errors and ensuring that your website is always accessible is one of the biggest hurdles to manage when thinking about good SEO practices over time.

You can use a sitemap.xml file to inform search engines about all URLs on your website. This sitemap can be read by search engines and contains a list of all important URLs and meta data on the website. The Googlebot uses this list as a basis to analyze the website and review the corresponding URLs. The sitemap.xml le always has the same structure:

```xml
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.mywebsite.com/ rstpage.html</loc>
<priority>1.0</priority>
<changefreq>weekly</changefreq>
<lastmod>2016-12-24</lastmod>
</url>
</urlset>
```

Both the XML version and coding are special ed in the file. The URLs can be supplemented with additional metadata [e.g. the frequency with which the URL is changed (<changefreq>) or the last modification (<lastmod>).]

The sitemap.xml can be created using different content management systems There are also special sitemap generators available for the creation of the file.

After creating the file, you should upload it to the Google Search Console. Google then checks the sitemap-XML for accuracy. However, there is no guarantee that all webpages given in the sitemap will be crawled and indexed. This is up to the search engine.

✅ **Tips for improving your site's accessibility:**

- Regularly update your sitemap.xml and adjust your sitemap.xml whenever you change URLs or edit content.

- Check the status codes of the pages using the sitemap and fix any accessibility errors.

Do your keyword research

Keyword research helps you identify keywords that appeal to a target audience and expand the reach of your content.

When you use keyword research tools, it helps you identify what kinds of content users are looking for on any given topic. Always make sure to prioritize time for keyword research.

When selecting keywords, you should also keep the purpose of your website in mind. Opt for transactional keywords if the main intention is sales, or informational keywords if your website aims to provide readers with important information.

Below are some tools that can help with keyword research:

Google Keyword Planner: The Keyword Planner is part of the AdWords advertising program. You need a valid AdWords account to use this free tool. You can start searching for keywords and suitable ideas as soon as you register. You can also enter websites and view suitable keywords based on their content. The tool also shows you information about the monthly search volume. To the Keyword Planner.

Google Trends: This free tool shows you how often frequent search terms are used. The tool also shows you a preview of possible peak demands. Google Trends is well-suited for seasonal and event-related keywords.

Google Search: When you begin to type your search query into the Google Search bar, Google provides suggestions as you type based on the most heavily searched keywords that your current search is matching. This includes long-tailed keyword suggestions based on your short-tailed entry. On a tight budget or pressed for time? Take advantage of this easy solution for quick keyword inspiration.

Ryte Content Success: Content Success assists you at each stage of the content creation process. Get topic ideas, compare your content with the competition, and monitor its performance. Craft content both users and search engines will love because one thing is for sure: happy users drive business growth.

Optimize your title and meta description

The first thing a user sees when they search for a keyword is the snippet on the Google search results page. The snippet includes the page title, URL, and meta description.

The title should be short and concise. It impacts your ranking for keywords. Your meta description should accurately describe the content your page offers. While it doesn't directly impact your search ranking, it will impact your clickthrough rate.

Hands-on tips for title optimization

- Keep the title short. Google truncates anything past 70 characters.

- Use keywords you want to rank for in the page title.

- Add page titles to any pages currently missing one.

✔ **Tips for optimizing the meta description:**

- Limit your description to 175 characters. Otherwise, Google will cut off the rest.

- Try and integrate a call-to-action in your description that encourages users to click onyour page.

- What added value does the user get from visiting your website? Make it clear in the description.

- Use important keywords.

- Use the free **Ryte Snippet Optimizer** to check your snippet length on different devices

www.hubspot.com ⋮

HubSpot | Inbound Marketing, Sales, and Service Software ——————— **Title**

HubSpot offers a full platform of marketing, sales, customer service, and CRM software — plus ——— **Meta description**
the methodology, resources, and support — to help businesses ...

Create unique headlines

Headlines on your website usually have two functions. One is to give the content an organized structure, and the other is to encourage users to read on. Headlines are marked with h-tags in the HTML source code.

✅ **Tips for creating unique headlines:**

- Only use one h1 headline per page.

- Use the main keyword of the respective page in the h1 headline.

- Arrange subheadings in chronological order (h1, h2, h3, etc.).

- Do not use h-tags to format the font size. Instead, use CSS.

- When possible, use thematically complementary keywords in subheadings (h2, h3,etc.).

- Keep headlines as short as possible and delete all unnecessary words.

- Use elements like numbers, bullets, and images to attract attention and make your content easily skimmable.

DAY 17

Use TF*IDF to analyze content quality

Whether or not a website gets to top ranking positions depends on how unique its content is and how much added value it provides users.

Want a sure-fire way to check your content quality? It's **TF*IDF**.

TF*IDF, or term frequency-inverse document frequency, is an algorithm that measures the significance of a word within a piece of content.

You can use the TF*IDF algorithm to identify terms and keywords you should add or remove to improve the quality of your content and overall ranking chances.

✓ **Tips for TF*IDF analysis:**

- Try to meaningfully integrate the most important terms from the analysis in your text.

- Regularly analyze your text using a TF*IDF tool to keep up with changes in the SERPs and the changing interest of users.

DAY 18

Identify duplicate content

Duplicate content can appear on a website for different reasons. Sometimes the same content is accessible and indexed under different URLs. This makes it difficult for search engines to determine the best search result among the different URLs. The result is keyword cannibalization. The website cannot appear in the top rankings since Google is unable to choose the best version.

You should therefore identify sources of duplicate content on your website and rectify the errors as fast as possible.

✓ **Tips for identifying duplicate content:**

- Check if your website is accessible with or without www., HTTP, or HTTPS. If multiple versions are accessible, use 301 redirects to redirect them to the desired version.

- Check if the same content is indexed in different formats e.g., in print version or as PDF.

- Test if your website automatically creates lists or documents that generate duplicate content.

- Check if your website displays similar content with and without a "/" at the end of the URL.

Eliminate duplicate content

Online shops in particular often face the risk of generating duplicate content. For example, a product might be listed in several categories. If the URL is structured hierarchically, a product can be accessible under multiple URLs. One reliable way to solve this problem is by using a canonical tag. This shows Google which URL is the "original" one and which one is a copy. The Google bot then ignores the copies when crawling your website and only indexes the original URLs.

✅ **Tips for eliminating duplicate content:**

- Go to each page on your website and add a canonical tag.

- In case of duplicate content, the canonical tag should point to the original webpage.

- Also, add a canonical tag on the original webpage that points to itself.

- When adding canonical tags, make sure you write the URLs correctly.

- Do not use relative URLs for canonical tags.

EXAMPLE

Original URL: www.mywebsite.com/maincategory/page1.
Copy: www.mywebsite.com/othercategory/page1.

You should add the following canonical tag on the copy:
<link rel="canonical" href="http://www.mywebsite.com/maincategory/ page1"/>

DAY 20

Recycle your content

Content republishing offers webmasters and SEOs an opportunity to restructure and update content that already performs well for their audience. At HubSpot, we call this process **historical optimization**.

When you republish content, you can't just publish the same thing and make it look new. You need to update the content with fresh statistics, examples, up-to-date facts, or even fresh formats to make it more relevant for your audience.

Why is this so great for you? The content is already there, so it's much less effort for you than creating brand new content.

Search engines often reward you for updating old content. But remember, you only get a reward for actually making the content more relevant.

✅ **Tips on recycling your content:**

- Regularly check your website's KPIs e.g., dwell time, traffic, and scroll behavior.

- Look for your highest-ranking content and check to see if it's up-to-date.

- Make sure you also modify your meta elements e.g., title and description, when modifying your content.

- Examples of ways you can republish your content:

- Creating video tutorials from existing content.

- Updating old blog posts or turning them into gated offers.

- Creating listicles based on information on a blog post.

- Rephrase a press release with a blog post.

Improve your "almost" page 1 pages

At this point, you probably know which of your pages are the top performers and rank on Page 1 of Google's SERPs. But how about looking at pages that rank just below those top positions, in rank 11-20? They're already finished, no need to reinvent the wheel. Plus, they're already pretty relevant (otherwise they would rank lower), so why not give them a small boost to the front page?

Start by identifying these pages in Google Search Console: Go into the report "Performance" and set filters for keywords in the last 12 months between positions 10 and 20. Filter in descending order. Voila!

Now, look at these pages with user intent in mind: What keywords lead to these pages, and are these keywords contained in the URL? Then proceed to optimize the page content (and URL, if needed) to provide the optimal answer to user intent for that specific topic.

✅ **Hands-on tips for boosting pages to Page 1 of the SERPs:**

- Check for pages with URLs that are similar in theme and user intent.

- Merge page content and delete low-traffic pages.

- Optimize title and meta description.

- Create relevant headlines.

- Connect to similar pages via internal links.

- Check for oversized images, optimize load times.
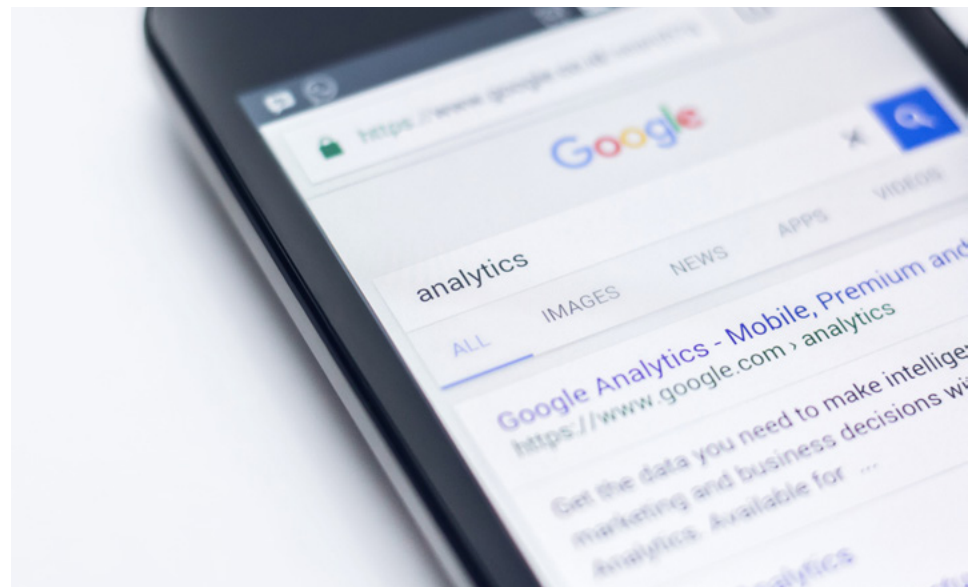
Use alt attributes to optimize images

Search engines aren't able to fully interpret the content of images without textual support. That's why using alt text to describe your images is so important: it allows search engines to understand the image content. And, if for some reason an image can't be loaded, the alt attribute (alternative description) displays the specified alternative text.

Alt text also allows visually impaired users who use text-to-speech software to access web content. You have to optimize for all audience members, after all!

The alt attribute is integrated within the image link in the HTML source code:
<img src="myimage.jpg" alt="a beautiful image with an Alt attribute">

✅ Tips for using alt attributes:

- Go through your website and check if you added all alt attributes to images already live.

- Add an alt attribute for every image on your website.

- Use important keywords for the alt texts.

- Use the alt text to describe what the corresponding images illustrate.
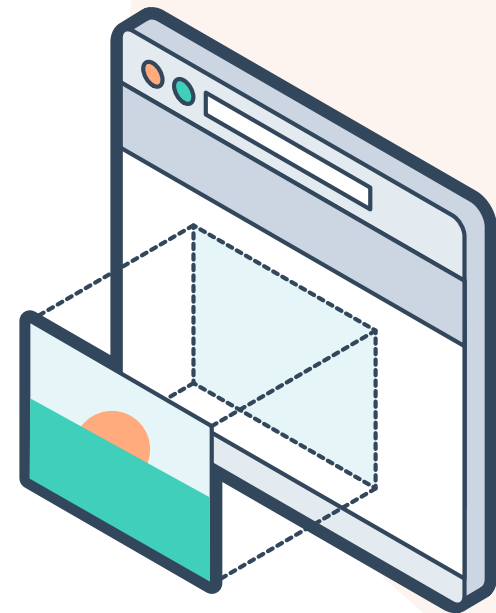
DAY 23

# Optimize your pictures for image search

In addition to alt tags, there are a number of different tactics you can employ to boost your content's visibility in Google Images, from lean-and-mean image file formats to specific sitemaps and compression tools.

The payoff is huge: Done right, website image SEO not only boosts Google image search ranking but also increases your site's entire web traffic. With the advent of Google's CoreWeb Vitals, ensuring quick load times of key visuals directly impacts overall search ranking.

Also remember that large images are the biggest culprits behind long (mobile) load times,and every extra millisecond means losing customers!

✅ **Tips for website image SEO:**

- Add alt text in sentence context, avoid 'keyword stuffing'

- Upload images in mobile-friendly formats like JPEG 2000, JPEG XR, and WebP

- Create a separate sitemap for all visual content with Yoast or **Google's Webmaster Tools**

- Add Schema Markup to display images on SERPs

- Use compression tools or resize images no bigger than 800px wide

- Get a **Ryte Free account** to optimize images for no charge
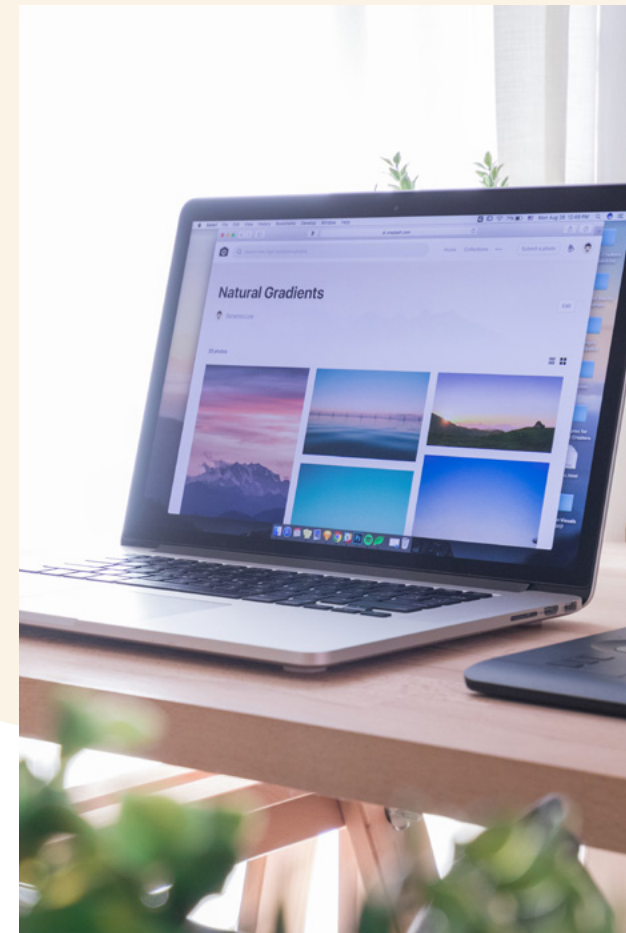
Enable rich snippets

Rich snippets (also known as rich results) are a special type of snippet that goes "beyond the standard blue link." They display additional information such as carousels, pictures, or star-ratings. From a user perspective, they are more eye-catching and provide more information about what to expect on your site, potentially increasing your CTR.

How are rich snippets created? Oftentimes, search engines, such as Google, use the meta description of the landing page as well as the meta title for the snippet. However, Google can build the snippet from any text on the page.

As the first order of business, check whether your page supports rich snippets with the **Google Rich Results Test**. If the answer is yes, great news! You can add all kinds of structured data markups that will enhance your site's appearance on SERPs and draw in more visitors.

Want an easy guide to creating rich snippets for your website? **Ryte's got you**.

✅ **Tips for rich snippets:**

- Experiment with different ways to implement rich snippets, e.g. microdata in HTML5.

- Frequently use **Google's Rich Results tool** for testing.

- Allow several weeks before rich snippets become visible in search results.

Rich snippet from BBC Good Food in the SERPs.

DAY 25

Add Structured Data to your pages

Now that you've mastered rich snippets, let's dive deeper. Rich snippets run on so-called Structured Data on your website. These HTML or JavaScript markups tell search engines which category your information belongs to or how it should be classified. For example "house number," "picture," or "author."

The standardized markup format makes it easy for search engines to display your site in Rich Results that stand out in SERPs and drive quality clicks. With the right Structured Data, your website content appears as video snippets, specific product information, or short company profiles with reviews – right on the results page.

Under the hood, websites deliver Structured Data via RDFa, Microdata, or JSON-LD. It may sound like a handful, but Ryte has you covered with the ultimate **Guide to Structured Data**.

✅ **Tips for implementing Structured Data:**

- Test for syntax errors and implementation mistakes.

- Mark headlines with h-tags.

- Create bullet-point lists for a summary of a product or article highlights.

- Make sure that crawling is not hindered by the robots.txt or a "noindex" tag.

- Easily validate your page's Schema markup with the free browser extension, the **Ryte Structured Data Helper**
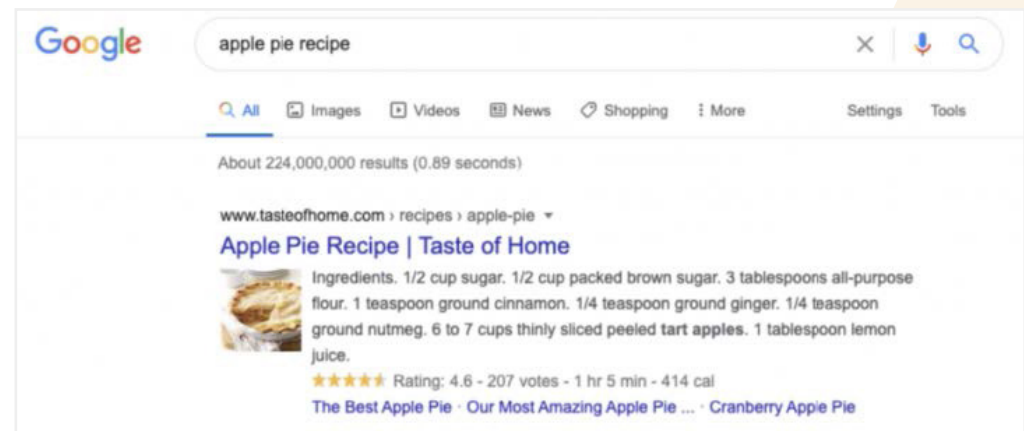
Example of a rich snippet based on structured data for recipes.
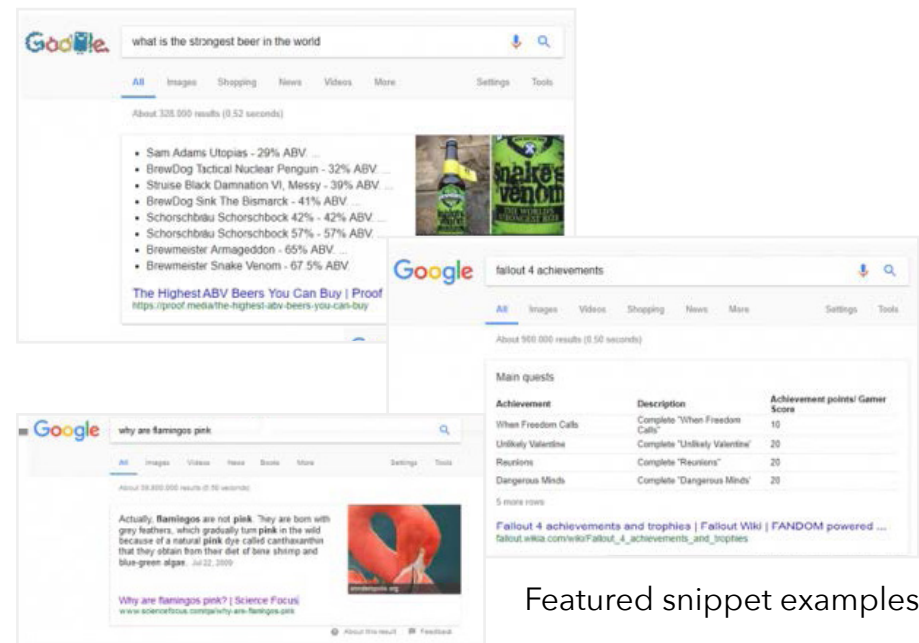
Win Featured Snippets

Featured Snippets appear right at the top of the Google Search Results Page. They're also nicknamed "Position 0," and in this case, zero is the hero: Prominent positioning boosts your CTR and traffic big-time and acts as a trust signal to the average user. And if Google chooses your site as the best answer to a question, you will be seen as a reputable, high-quality source, positively impacting your conversions in the future.

Mobile devices are the key stage for Featured Snippets, as they take up more room in the search results, meaning more attention for your content. They are displayed in the size of a Google Knowledge Card but have the added benefit of containing your website's URL.

It's also worth noting that Featured Snippets account for **40.7% of all voice search answers** on Google Home and other non-keyboard devices. So don't delay, join the conversation.

✓ **Tips for getting a featured snippet:**

- Most Featured Snippets are triggered by questions starting on "Why," "What," "Does," "Can," or "Is?" Make sure your site has concise answers.

- Use Structured Data to categorize your site's information.

- Structure answers as short paragraphs or bulleted lists.

- Keep in mind that Featured Snippets are still relatively rare and don't lose heart.


Featured snippet examples

DAY 27

Add an appealing favicon

Favicons are more than website cosmetics but branding opportunities and web traffic amplifiers. Why? Because in mobile search results, Google displays favicons on the SERPs. That's why having an attractive logo or icon goes a long way in affecting your clickthrough rates, just because users gravitate towards it.

Behind the scenes, Google also measures whether your favicon is high contrast, quality resolution, and easily visible. Getting it right will add a few percentage points to your search success, and not optimizing accordingly means leaving money on the table.

✅ **Tips for adding winning favicons:**

- Ensure that the favicon file and your website are crawlable.

- Maintain consistent favicons across your entire sites for a 'branded' look.

- Format favicons at multiples of 48px square size (e.g., 96x96px, 144x144px).

- Test visual impact at 16x16px (display size on mobile Google SERPs).

- Don't change your favicon URL.

- Study favicons from popular domains to see what works.
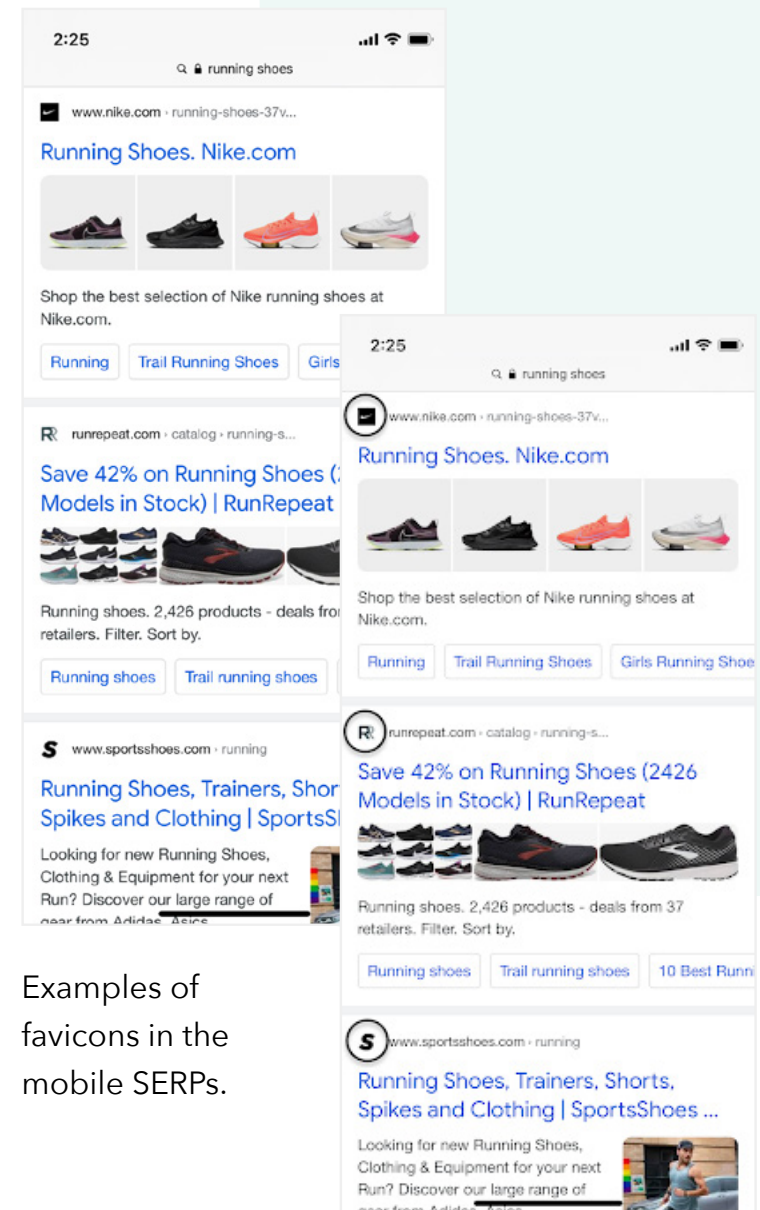
Examples of favicons in the mobile SERPs.

Optimize your breadcrumb navigation

Users can learn a lot from your website's "breadcrumbs" (or "breadcrumb trail"). Most of all their exact current location in your site's hierarchy. For instance, upon reading an article, the breadcrumbs show your domain name, followed by the 'Articles' category, then the specific article headline (Ryte > Articles > 30 Day SEO Guide).

If that's not the case, users also learn that you need to clean up your breadcrumbs…

Why it matters: Google shows breadcrumbs in both mobile and desktop search results, so the 'bones' of your site hierarchy are visible to everyone. They also help Google crawlers

categorize and navigate your site, so they are vital elements of SEO.

But there's a catch. Google draws breadcrumbs from different sources, including (but not limited to) your website URLs. It's best to take control by actively displaying breadcrumbs on your site and keeping them consistent with your URL structure. And do like the pros do and format breadcrumbs in Schema Markup.

Pro tip: Keep it at a maximum of three sub-directories on your website. Thereby, a user cango from any single page to any other page in a maximum of three clicks.

Tips for laying out breadcrumbs:

- Get a clear assessment by performing a breadcrumb optimization audit.

- Test-drive breadcrumb structure from a user's perspective.

- Use a breadcrumb plug-in to control format and structure.

- Keep font small but readable (if displaying breadcrumbs on-site).

- Refrain from just copying navigation bar structure as breadcrumbs.

NIKEiD Custom Shoes and Accessories. Nike.com
www.nike.com/us/en_us/c/nikeid ▾   without breadcrumb markup
Design your own **shoes** and accessories, including bags and backpacks, on NIKEiD. Browse by sport, style or color. Products ready in 4 weeks. Order online.

Women's Nike Shoes | Foot Locker
www.footlocker.com › Women's › Nike › Shoes ▾   with breadcrumb markup
Shop Women's **Nike Shoes** at Foot Locker. Popular models like the Air Max 2016, Air Max Thea, Huarache, and Roshe One come in several colors. FREE ...

DAY 29

Optimize your website for local search

According to **Forrester**, mobile devices will affect more than $1.4 trillion in local sales by 2021, meaning it's advantageous to optimize your website for the local search. The online visit is a basis for more customers and more sales.

✓ **Local search tips:**

- Make sure you optimize your website for mobile since users often search for local stores, restaurants, or service providers using smartphones.

- Always use the same business name, address, and telephone number (NAP) on your website. Use the same information for entries in business directories.

- Register your website on Google My Business. Make sure you also add images of both you and your business besides the NAP data.

- Make sure your content relates to your locality. Use the city or region in h1 headlines, titles, and meta descriptions.

- Use your service or business field as the main keyword and sensibly combine it with your region or city.

- Set the keyword focus (alt attributes or URL names) to the combination of city/region + your offer/service.

- Use markups to mark the NAP data in the source code.

- Add your business in business directories like Yelp.

- Encourage your users to review you online.

DAY 30

Internationalize your website

Is your website available in different languages or country versions? Don't forget to notify search engines. The search engines will then display the content of your website in the respective country and language versions for users. This improves usability since users are immediately redirected to the desired version in the SERPs.

You should use the hreflang-tag to mark the different language and country versions of multilingual websites. Implement this tag in the website's <head> section and make sure you add a new tag for every language version.

> **Structure:**
> **<link rel="alternate" hre ang="countrylabel" href="alternative URL" />**

✓ **International SEO tips:**

- Add a hreflang tag on every page if it has a copy in a different language.

- Link each page on your website to all available language versions.

- Add the hreflang in your XML sitemap.

- Add a hreflang-tag in the <head> section of HTML documents to also refer to other PDFs in other languages.

Conclusion

Over the past 30 days, we covered technical, on-page, content, and performance optimization tips to help you lay the foundation for more traffic. Now, you're now on your way to becoming an SEO pro! But remember: SEO is a continuous process and not a one-time thing. Keep up the good work and continue maintaining and optimizing your page. You'll see – the effort will pay off!

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