



**KINEX MEDIA**

YOUR BUSINESS GROWTH PARTNER



**THE GUIDE TO**

# **IMPROVE SEO RANKINGS**

**(Without Spending Hours Online)**



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Are you looking to build a bulletproof plan for 2020 SEO? But being comparatively new to the sphere of search engine marketing stopping you?

Don't sweat it! We present you the ultimate SEO Guide 2020. Based on core trends and tools for the year.

Now let's address the elephant in the room- what is SEO based content and why it is so vital?

"SEO" is a website optimization method that allows individuals to explore more pragmatically through search engines such as Google, Bing etc.

And our intend by "content" is any data that lives on the internet and can be eaten on the internet. So, putting these two concepts together: SEO content is any content created with the goal of attracting search engines. And in the 21st century, it is very substantial phenomena to thrive in the competition by ascertaining leading ranks and maximum ROI in business.

Everyone understands that ranking in Google is nice (even better to rank high) that's what we are trying to achieve, and these facts only forms a resolution clearer.

Let's hit the road!

# Keyword Research and Optimization

Doing hard work is not sufficient, you have to take into consideration how a search engine indexes your laborious efforts - Keyword is the operative word.

Keywords function is to guarantee that your website can be discovered in Google; making it utmost vital to thoroughly select them.

If you want to generate traffic through search, it's best to do research before you start writing. This way, you can focus on keywords for which a certain amount of search volume already exists – in other words, write toward topics (or find keyword niches!) that people are already searching for information about.

And for that, range of SEO tools are available. It facilitates in versatile scope including Keyword Optimization: Know where and how to use keywords in your content for maximum searchability.

It's very convenient, just type in the instrument your keyword thoughts and press Search, then select from the list the most appropriate alternatives. Aim for those with the most worldwide searches from Google.

It is generally preferred to use Short-tail keywords (consisting of one or two phrases) which are aggressive in competitive. However, to discover less competitive keywords, you can use them as a basis: mid-tail and long-tail.



**The next step is to begin placing them in your site once you have discovered enough keywords. These are the following places:**

- **Title Tag**  
You must include your target keywords (and loaded front) in the title tag. This is your website's most significant piece of material, both on and off-page.
- **Links**  
Optimization of keywords should be incorporated into your strategy to build links. Internal links, inbound links, breadcrumb links, navigational links are all supposed to have your keywords optimized. Tracking is also essential.
- **Content strategy**  
You need to use your target keywords in your content if you want to rank well and relate to searchers. Tools for SEO helps to combine research on keywords with content authoring.
- **Images**  
Don't forget to optimize your website's keywords in the images. In your picture alt attribute and file names, are a few, you should use target keywords on
- **Meta Description:**  
Whether or not to include target keywords in your text snippets enables rankings. But there is little doubt that having your keywords optimized here will produce more search clicks, which is ideal.
- **URL**  
Make sure that SEO keywords are included in file name slugs, as I did with the URL of this page. The section is about optimizing keywords.

## What are you not supposed to do with keywords?

### Don't practice over stuffing

When the keyword stands out in the content being unreasonable present and breaking the flow of info, then you can term the content overstuffed with keywords. The key is to remain authentic with the information and make everything sound like, it should be there.

### Don't cannibalize

For the same keywords optimizing various websites, that is what cannibalizing is. How would you like it if your website pages were not ranked properly by Google? This is what happens if you cannibalize

# Site Navigation

Now putting oneself in onlookers shoes, our aim as browsers for fulfilling experience rotates around the fact if browsing or navigating is possible easily. Not only that but the content has an excellent involvement when looking at a website. But sadly, not every site considers that.

In order to help them discover your content, it should be easy and intuitive. But how?

As successful aimer, your job is to guarantee that the customer understands where they are, where they have been and where they are going!

**Thus, concentrating on significant element of developing a website, that is without question- a strong navigation system through:**

### Efficient site structuring:

We are all used to browsing and using different pages on the Internet. It goes without stating that there must be connections between parts of the website (unless there is only one page), or else the use of the website becomes almost impossible. However, this is not the only motive to link websites: Google utilizes connections to crawl and index your site, which makes it crucial for elevated rankings

Else the use of the website becomes almost impossible. However, this is not the only motive to link websites: Google utilizes connections to crawl and index your site, which makes it crucial for elevated rankings.

But it's not sufficient simply to link your websites. They must be linked in a systematized manner also. Have a look below to know more. t

## Follow these Guidelines, they had stood the test of time for organizing websites:

- Home page, the primary page that connects to category pages and is connected to all other websites;
- Category pages that connect to individual pages and gather them in groups.
- Individual pages with the real content that you wish to display to users. Depending on how much content you have on your site and the complexity of its organization, there may be more subcategory pages or even no category pages at all.

This manner of structuring is one fell swoop. It provides users with an easy way to discover and comprehend content on your site, allowing the flow of power from the home page to your most significant websites, maximizing their rankings.

But even such a structure can be made less effective if you don't follow a few simple guidelines:

- Use anchor texts with keywords: Google crawls links regarding all the words in their anchor texts and relate them to the linked pages, treating them as keywords. Then those pages can rank for those keywords.
- Do not have orphaned web pages: if no other page links to your page, a website is called orphaned. the rankings may be insignificant because of that, or it may not be indexed at all.
- Do not have dead-end websites: a dead-end page does not have connections to other websites and does not give them any power to rank them.

### Navigation bar

This bar normally includes links to all important pages on your site, such as the home page, the "contact us" page, the "about us" page and others. Multipurpose stores often put in drop-down menus with categories and subcategories for their products; other websites with a lot of pages practice the same approach.

A navigation bar is usually put at the top or the left side of the page.

### Footer bar

Footer bars perform the same function as navigation bars, but they are at the bottom of the page and tend to have many more links. Why is that? This is done to keep the navigation bar compact and simple, or it would be too cluttered and bring down the user experience.

In other words, use the footer bar for the links you don't put in the navigation bar, but still deem important to have.

# Mobile Optimization

People spend prolongation of their time on mobile devices every year, instead of desktops. But many websites are still blind to the fact and are not designed to take into account different screen sizes and load times.

The necessity of Mobile optimization is to looks at site layout, site structure, page speed, and more as to ensure that you are not inadvertently turning mobile visitors away.

Your site is already well-optimized for search engines, then there are just a few more things to consider when optimizing mobile devices and moving Google to mobile-first indexing.

## Page speed:

For mobile users, page speed is even more essential than desktop users. You'll want to minify code, leverage browser caching, and decrease redirects in addition to optimizing pictures.

## Do not block CSS, JavaScript, or Pictures:

Some mobile devices were unable to support all of these components in the old days, so mobile webmasters blocked one or all three of them. But this is no longer true for the most part, and Googlebot's smartphone wants to be able to see and categorize the same content as users. Don't conceal it, therefore. These components are also essential to help Google know whether you have a responsive site or a different mobile solution.

## Site design for mobiles:

Mobile device simplifies and revolutionizes the design. In a globe where we scroll endlessly, "Above the fold" no longer has significance.

On that note the insights that should also be kept in mind are:

- Avoid using flash plugins that would not be compatible with phones
- Avoid using pop ups considering space issue
- And design keeping fat fingers in mind, so no accidental clicks could occur



# Local SEO

Local Search Engine Optimization or more frequently known as search engine marketing, is a terrific channel to commercialize your native business online as it aids business endorse their commodities and services to local clientele at the exact time, they are searching for it online.

This is attained over comprehensive approach, some of which are significantly different from what is practiced in standard SEO, and some of which are much easier to manage using local SEO tools and may require specific local SEO services only.

Let's look at the distinctions between the normal search for information and the so-called local search

## Targeting location-based keywords

Initially, you need to enhance your website for keywords based on location. As the name indicates, phrases like "where," "near me" and "in (town)" (for instance, "where to purchase a bike") are phrased with a location in mind.

Luckily, the anomalies end here; these keywords operate in every manner like any other

## Create listings on Google My Business and other directories

If you begin appearing in Google's three outcomes under Google Maps, you can find your local SEO a success. These are the outcomes that are most clicked on.

Naturally, before you can get one of those places, there are a few things to take care of. You'll need to generate a listing in Google My Business to be in the 3-pack as the foremost action. You will also be registered with GMB on Google Maps, another enormous plus and a must-do in local SEO.

Also, Name, address, phone consistency is something you can't miss — you have to make finding you simple for individuals and search engines. Set up your NAP for name, email and telephone numbers.

## Build backlinks from local sites

Business directories provide a decent backlink supply, but that is not the only ingredient for the good recipe, it also includes local websites where consumers are willing to click on your link. It enables you to ace it! after all, when somebody from the local society is vouching for you, it means something.

## Track your local rankings

When working with local SEO, you'll want to verify how well you rank but locally. Do not make a mistake and monitor the worldwide rankings of your site; you need local rankings. Fortunately, with the correct SEO instruments, this error can be easily avoided.

# Voice Search Optimization

Voice search is not a craze. It has comfortably crossed the threshold of early adopters. Infact the google CEO- Sundar Pichai himself stated the fact that one fifth of google queries are voice based.

## Major key points to look for:

- Optimize your page for keywords that begin with phrases like who, what, why, where, when and how. You can also use sentences with words near me and the name of the location for local SEO.
- Response towards the questions. Though it is noted the answers expected from voice search are very crisp and concise rather being lengthy.
- By constructing connections from reputable sources, increase your domain power. By scanning your site, avoid low-quality backlinks
- Optimize your content and fast responses to appear in featured snippets. Voice search results from the very top.

# Page Loading Speed

The delay in page loading is much bigger issue than you think it is. As per the stats:

## A one-second delay in page load time leads to:

- **11% fewer page views**
- **16% decrease in customer satisfaction**
- **7% loss in conversions**

It means the bottleneck competition is all about that 1 second. And one should make sure that their page should be most effective and efficient to survive in longer run.

**There are some core issues that one cannot avoid and make page loading speed the fastest.**

**1. Minimize HTTP requests:**

HTTP request takes longer for the page to render. And you want to know how much longer? 80% web page loading duration.

2. **Simplify page code:** It will take longer to load a poorly-coded page with excessive lines than a well-coded one.

**3. Host a quick server on your site:**

It may be costly, but the cost is worth it. Also, a nice choice is content delivery networks (CDNs).

**4. Minify and combine files:**

Now that you understand how many mandates your site makes; the sum can be restricted. Beginning with your HTML, CSS, and JavaScript files is the best location. These are highly significant files as they determine the appearance of your website.

**5. Regular analysis:**

The most important element is keeping a track of regular activities so as to ensure the required page loading speed is achieved.

# Search Intent-oriented Content

With the easy accessibility of digital services, one comes across various sorts of content during a browsing session. Sometimes credible and engaging but sometimes completely gibberish, which is unable to resonate with the audience it is targeted for.

So, what could be changed and how to improve the quality of the content that is being created?

**There are some very essential pointers one should never miss during content creation inclusive of:**

## **Keyword-based content development**

Every kind of content requires time to articulate, then why not put some serious effort and yield benefits out of it. In the billions of articles and blogs, nothing makes sense to google until there are keywords present in the content. If it is done optimally then google crawler will not only recognize but also rank you higher for search queries. Remember, keywords are the “key.”

## **Correct placement of keywords**

The correct placement of keywords is more vital than just dropping it in your phrases blindly. There is a strategy that successful SEO follows. They generally introduce keywords in title <H1>, <H2> tags or the first two paragraphs making easy the process of crawling for google.

## **Write relatable stuff**

Remember you are addressing rational human beings, not aliens or machines and then create your content. If it resonates with the reader, then 90% task is done. But if you are not relatable, you are going to lose not only potential lead but retained customers who will move out to unique content.

## **Go bigger**

We know less is more trend is at the peak. But it does not always work for content. Sure, you could engage readers with 100 words spoof, but then when they are completely engrossed, it ends. The informative and competitive content is average to be around 1500 words for better traffic and lower bounce rates.

## **Control your campaigns and do regular analytical check**

Without the proper feedbacks and alterations, the best SEO Campaigns would also collapse. therefore, it is of utmost important to use Google Analytics to understand and change the position you are at currently.

# Technical Audit

This is the most crucial step in SEO where one not only assures the effective working but the glitches causing hurdles in being effective.

Each page of your website that is available is screened to see if your website provides helpful and lawful content. While your site is being crawled, search engines are also checking how safe, quick, and user-friendly it is.

## One should assure 360-degree SEO Effectiveness:

- Findability
- Architecture
- URL Analysis
- "On Page" Checks
- SEO Equity
- GSC Audit
- Link Issues
- Social Analysis

# Schema Code

Schema.org (often called Schema) is a semantic tag vocabulary (or micro-data) that you can add to your HTML to enhance the reading and representation of your page in SERPs by search engines.

Schema.org is the outcome of Google, Bing, Yandex, and Yahoo! cooperation to assist you provide the data your search engines need to comprehend your content and provide the highest search outcomes at the moment. Adding schema markup to your HTML enhances the way your website shows in SERPs by improving the rich snippets under the page name.

Which automatically results in higher clicks through page.

According to a study, a rich snippet with Schema.org markup includes less than one-third of Google's search results. This presents the rest with a huge opportunity. Very few things can move the dial quickly in SEO today. This is one of them.

## Adding Schema to Your Web Pages:

Micro-data is a set of tags designed to make it much easier to annotate HTML elements with machine-readable tags. Micro-data is a great starting point for beginners as it is so easy to use.

The one downside of using micro-data, however, is that you need to mark every single item within your website's body. This can quickly become messy, as you can imagine.

You need to figure out the ' item type ' of the content on your web-page before you start adding schema to your web pages.

For example, is food the focus of your web content? Music? Tech?

Once the item type has been figured out, you can now determine how it can be tagged.

You'll want to find the portion of your website that talks about what your business has to offer once you dive into the code.

In this example, between the two < div > tags, data can be found.

You can now add in at the top: **< div itemscope >**

By adding this tag, we indicate that a specific item is identified by the HTML code contained between the < div > blocks.

Next, we need to identify what this item is by using the attribute ' itemtype ' to identify the type of item about which our website is about (tech).

**< div itemscope itemtype='http://schema.org/ tech ' >**

you want to tag the part of the webpage that contains the name of the business. You can do this between the <h1> tags.

Now, we'll be using the 'itemprop' tag, which labels the properties of an item:

```
<h1 itemprop="name">TechHaven</h1>
```

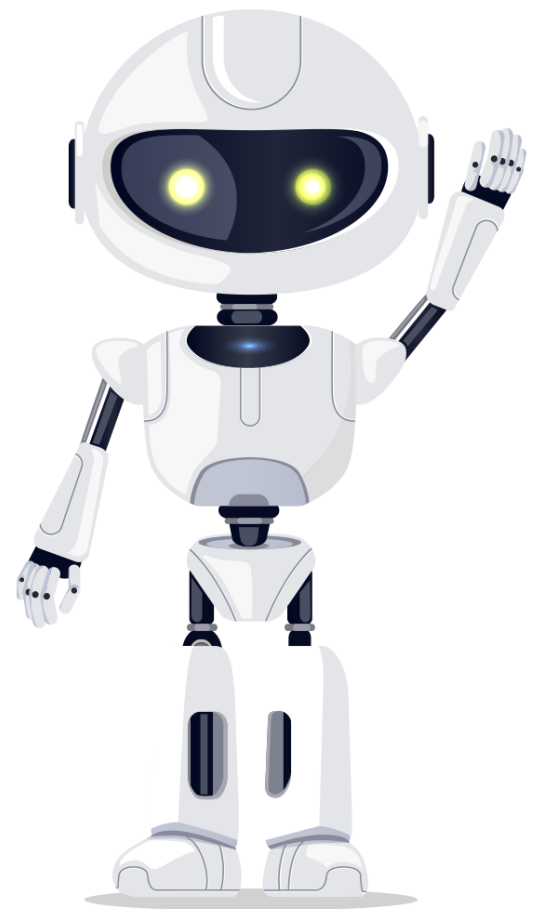
You can apply these tags to the rest of the page now. When using tags to identify an item properties, it's not necessary to tag the entire line, just the one portion of the property is making reference to.

If you're still feeling a little intimidated by the code, Google's Structured Data Markup Helper makes it super easy to tag your webpages.

To use this amazing tool, just select your item type, paste in the URL of the target page or the content you want to target, and then highlight the different elements so that you can tag them.

Schema is much easier to apply than it seems and it's a best practice that you need to incorporate into your webpages.

# WE CAN HELP YOU ACHIEVE GREAT RESULTS



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**VISIT OUR WEBSITE: [KINEXMEDIA.COM](http://KINEXMEDIA.COM)**





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