

3 Principles for Measuring SEO Impact

Like any good relationship your sites optimization for search engines (SEO) is not a one-night stand. The real results show when a roadmap of good practices are combined and applied continuously over time. We would like to present you with 3 hard and fast principles and tactics for technical SEO, sure to boost your search ranking and site traffic.

Let's get started.

SEO Strategy 1: How Do I Get Google to Notice Me?

Search engines give preferential treatment in search results to websites that display certain technical SEO characteristics. If incorporated into your overall SEO strategy these tactics will improve the technical health of your sites and offer them the best chance to rank and perform in Google.

SEO PRO TIP

Routine maintenance ensures your site will always be optimized for Google. These tactics are great first steps in boosting your content's ranking.

Tactic 1: [Fix Links to Broken Pages](#)

Tactic 2: [Clean Up Redirected Links](#)

Tactic 3: [Optimize Internal Linking](#)

Tactic 4: [Ensure JavaScript is Crawlable](#)

Tactic 5: [Block URLs You Don't Want Google to See](#)

Tactic 6: [Ensure Your Site Has Proper Sitemaps](#)

SEO as an industry has matured. There is an increased focus on results and ROI.

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SEO Strategy 2: Living Together

In order for Google to evaluate how well your site is designed and what your user experience will be like while browsing it, a meaningful SEO strategy is required to balance user experience strategy with technical SEO tactics, appealing to both human searchers and bots. Some of the visitors to search engines are humans looking for information. Other visitors may have other purposes for visiting search engines, and might not even be humans.

SEO PRO TIP

Here are some tactics to optimize for human searchers and bots.

Tactic 7: [Improve Page Speed](#)

Tactic 8: [Optimize for Mobile](#)

Tactic 9: [Secure Your Website](#)

More people are using multiple channels to research products and services and search engines are part of the mix.

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SEO Strategy 3: A Meaningful Relationship

The organization and streamlining of your content and code can help Google gain a better understanding of your site as user behavior changes with new trends, and algorithms are updated frequently.

SEO PRO TIP

These tactics will help streamline the structure of your content and code.

Tactic 10: [Optimize Your Metadata](#)

Tactic 11: [Incorporate TD-IDF](#)

And now, getting people to engage in behaviors they were already considering.

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Next Steps to Creating a Successful SEO Strategy

Now that you're committed to increasing your search ranking and site traffic, let's look at some successful SEO strategies and tactics to take you and your new partners into the golden years. Building relationships that last, start with a strong foundation. Feel free to download our Ultimate Guide to Technical SEO to see these principles in action or get in touch with us.

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