

How to Rank Higher in SEO

4 Tips from the Pros

What's your search engine ranking? Businesses from large corporations to small business owners want to rank higher on search engines. Most customers are using search engines to research and find brands. If you don't appear on the first page of results, you are missing out on lots of potential customers.

Not on the first page yet? There's no bulletproof formula, but with an effective strategy and hard work, you can rank higher in SEO!

Here are 4 simple strategies we recommend that all businesses do to achieve good SEO:

1. Search-Optimized Site

Is your website up-to-date with SEO best practices? We recommend running a free SEO Audit on your site, like [SEOPTIMER](#). SEOPTIMER creates a free report with tips on how to improve your SEO. You can send the report to your web developer or local digital agency and ask them to correct and explain any issues found with your site.

2. Device Visibility

How does your website look on different devices? In 2015, Google released an algorithm change which punished sites that aren't mobile friendly in mobile search. This is very important as the majority of searches are made on a mobile device! Google provides a [free tool](#) for you to check your device visibility and we highly recommend doing this check. If your site isn't mobile friendly, you can reach out to your web developer or a local digital agency for information on making your site mobile friendly.

3. Optimize Local Listings

Have you check your local listings on [Google Maps](#), [Yelp](#), [Yellow Pages](#), or [Apple Maps](#)? If not, try adding as much content about your business to these sites as possible because this content will help the listings to rank in search. It also helps consumers learn information about your business quickly so that they can call or visit immediately. So check these listings sites and see how you can improve your local listing presence.

4. Content is Still King

Do you have a content strategy in place? According to [Curata](#), 70% of marketers lack a consistent or integrated content strategy. A solid content strategy includes blogging, social media posts, videos, and images. Your website's content is what search engines sift through when deciding which websites to return in search. If you have multiple kinds of fresh, original content that is full of keywords that describe your business, you are much more likely to rank high in search engines. Great content takes time and dedication, but it is well worth the effort. Need help digging into content marketing? Check out the [Content Marketing Institute](#) to learn more.

These are 4 simple strategies to get started with. Start implementing these tips and in 3 months, you'll start to see a lift in your SEO ranking. The minute you stop, you will see your rank decrease. Similar to a starting a new diet and exercise, this will take work. However, stick with it and you'll see amazing results.