SEO News

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How to Use SEO Strategies for Voice Searches

Voice search is one of the fastest growing digital technologies in the coming years. So, you need to prepare SEO strategies for voice searches. Besides anything else, consider these Google ranking factors like site authority, number and quality of backlinks, social media engagement, secure site, site speed, Google My Business/online directories. And follow these SEO tips to rank in voice searches:

1. Use long tail keywords as people are using voice searches.

2. Include the words in the keywords like "how", "why", and "where".

3. Use trigger words.

4. Write pages with individual specific topics.

5. Think of questions people ask about your products or services and write content to answer them.

6. Write pages with 1,500-2,000+ words.

Use these free tools to find questions asked by people: Answer the Public, Question Samurai, Storybase, Google Trends, Google Suggest, io, org, com/bog-topic-generator.

Source: *Geo Marketing*

Links Placed in Source Code

If you use WordPress, you might have invisible links something like "This website is powered by…". Do such links cause SEO issues? According to Google's Mueller, you need to check such links in your WordPress Themes and plugins as there is always possibility Google might crack down on these links in the future. Such links should be nofollowed.

– Source: *SEM Post*

How to Do Mobile SEO in 2018

Are you ready for Google's mobile first indexing due in mid 2018? You will need 4 step strategies to rank higher in 2018 – Mobile Audit, UX, Content and Location:

Mobile Audit: If you have a mobile site, add and verify it in Google Search Console. Test it for mobile friendliness, in-depth mobile audit, keep all your resources crawlable and avoid flash.

UX: Make your mobile site user friendly. Check for responsive design, loadtime, etc.

Content: Create content that converts. You need in-depth keyword research, search snippet optimization, use of structured data, etc.

Location: Google prefers to provide personalized results on user interest. So, you need to claim your Google My Business listing, gain positive reviews, provide NAP consistency, add photos, use Schema Markup, optimize AdWords campains for the "Near Me" searches.

– Source: *Link Assistant*

Google now wants larger images for AMP articles

Google has updated its article schema document for AMP articles. Previously, the minimum requirement was 696 pixels wide and 300,000 pixels in total. Now, it needs 1,200 pixels wide and 800,000 pixels in total. If you are getting Google search traffic from the AMP based stories carousel, make sure your images meet the criteria.

– Source: *Search Engine Land*

Google's John Mueller Answers Common SEO Questions

Below are some answers given by John Mueller to common SEO questions:

1. *Is crawl-delay rule ignored by Googlebot?*

The crawl-delay directive can be added in a site's robots.txt file. John Mueller says that Google ignores the crawl-delay directive. Instead, Google decides how many pages it visits based on the server reaction. For slow server or errors, Google will check fewer pages.

2. *My site's template has multiple H1 tags. Is this a problem?*

It is good if a webpage has a clear focus and clear topic. John Mueller says it's not a problem to have more than one H1 tag on a webpage.

3. *Subdomain or subfolder, which is better for SEO?*

Which is better for a site's blog – blog.example.com or example.com/blog? John Mueller says both versions are fine.

4. *Do fixed penalties affect SEO?*

Google calls penalties "Manual Actions" as they are applied manually. If you face a manual action to your website, you should remove the spam elements and file a reconsideration request. Then, the website will get its natural position.

– Source: *Link Profiler*

How to Build .edu Backlinks for Free?

If you are serious to build high power backlinks, I am sure you would like to build links from .edu domains as they earn authority. Here are some steps to build backlinks from .edu domains:

1. **Identify relevant .edu sites**

Type 'site:.edu' in Google search to get a list of .edu sites. To filter your search further, you can include a place name i.e site:.edu ohio, texas.

2. **Offer new content to educate the community/students.**

Offer community specific scholarship. To target scholarship listing pages, type something like:

site:.edu "scholarship program"

site:.edu "scholarship lists"

site:.edu "list of scholarship +ohio, texas"

site:.edu "university scholarship"

From the results, find relevant ones to approach them with your scholarship idea. Find sites allowing blog commenting as below:

site:.edu inurl: blog "comment"

site:.edu inurl: blog

site:.edu inurl: blog "responses"

site:.edu inurl: blog "login/create account" etc.

3. Don't Miss Your Opportunities

Identify the area of your expertise, such as information technology. Type something like "information technology" inurl:.edu –.pdf. Find the most relevant site and use "Link Checker- W3C Validator free tool to analyse the number of broken links. Put your links to your valued pages.

– Source: *Search Engine People*

15 SEO Fixes for Better Rankings

1. **Your Sitemap:** Add a sitemap if your website doesn't have one. Submit it to Google Search Console or specify its location in your robots.txt file. Keep it up-to-date.

2. **Your robots.txt**: It is a very important file in your site as it controls search engines which URLs to index or not. Make it free from any unwanted errors.

3. **Audit Your Site**: Use a good tool to audit your site to fix any errors you see.

4. **Re-crawl Your Pages**: If you add a new page or update an existing page, make it re-crawl it through Google Search Console.

5. **Improve Your Site Speed**: Page speed is a Google ranking signal. Use a tool to test the page speed and fix those slow and heavily loading pages.

6. **Make Your Site Mobile-Friendly**: Mobile friendliness is what you should focus on as mobile users are increasing. Mobile friendly sites rank better in mobile search results.

7. **Visualize the Site Structure**: A good site structure and internal linking will boost your SERP rankings. Check for orphan pages, isolated pages, redirects, broken links and other problems.

8. **Check for Duplicate Content**: Duplicate content may result in penalty from Google. If you find duplicate page titles and descriptions, rewrite them. If you find duplicate content in the pages, use a 301 redirect or rel=canonical.

9. **Optimize Titles and Descriptions for Clicks**: Optimizing Google search snippets for your pages is utmost important to increase click-through rate. A highly relevant and attractive Google result will drive more clicks.

10. **Make Your Content Unique**: Look at the content your competitors got success and create a unique content for your site.

11. **Improve Semantic Relevance**: You don't need to use the keyword in your page over and over again. "You have to build a cloud of associations related to your main topic and deliberately use the words and concepts from this cloud all over your content".

12. **Know Your Rankings**: You should know the rankings of your important keywords. Find your competitors and improve your pages to raise your rankings.

13. **Find any Bad Backlinks**: Bad backlinks hurt your rankings. You need to remove them by disavowing.

14. **Check your Link Status**: As time goes, your link partners might change your link status as broken link, no-follow link, or wrong anchor texts. Try contacting them if you find such link status.

15. **Request for a Backlink**: Use a web monitoring tool Awario for trials and create an alert for your brand and keywords. You will see populating mentions for your brand and keywords. Find those that do not have a link back to your site and request them for backlinks.

Source: *Link Assistant*

6 Old SEO Tactics that Hurt Your Google Rankings

Old SEO tactics are no longer working. They will waste your valuable time as well as SERP rankings. Know the six old SEO techniques and what you can do instead of them:

Keyword Stuffing is a practice of unnaturally repeated uses of a target keyword or phrase to fool search engines for ranking high in SERPs. What you can do instead? Instead of using the keyword repeatedly, use LSI terms and phrases in your content to make Google more clear about your topic context.

Including all possible versions of a keyword in the title is wrong. Instead, write attractive, informational and clickable title. It should be short, relevant and call-to-action.

Avoid heavily using anchor text on internal links. Although internal links between your pages are good for SEO and users, don't do it too much with keyword anchor texts. It looks spammy and manipulative to Google. Try to keep all your pages 3 clicks away from the homepage.

Don't create pages for each keyword variation. Although doing so was a good SEO method in the past, note that Google wants to rank one with rich, useful

page targeting them all. Include the different keyword variations in the content in a natural way.

Avoid low quality link building tactics like forum signature hacking, spam blog commenting, spammy footer links and tags, private blog networks (PBNs), spammy link exchanges, link directories, paid links, article directories, low quality/irrelevant guest posting, etc. Remove all low quality backlinks to your site.

Avoid low quality content written for manipulating search engines. Create rich, engaging content for your audience.

Source: *Link-Assistant*

Private Blog Networks are the way to get your site penalized

A private blog network (PBN) is a network of websites used to build links to a central website for manipulating search engine rankings. Columnist Kevin Rowe says that this scheme is similar to a link pyramid. This type of link schemes was used by web masters years ago. But now it is a pure black hat SEO trick.

Source: *Search Engine Land*

Canonicals – Good, Bad or Ugly?

A canonical tag is used to prevent duplicate content and refer to a preferred landing page that you want to rank in search engine result pages. Canonical URLs can be put within the Head tag of a page or by rel="canonical".

Implementing "Canonical" is good as it signals to search engines which page to rank in SERPs and to prevent ranking fluctuations.

But canonicalization sometimes drops your current ranking. If you find it so, remove it from the page.

Google may not follow your "canonical" directive, sometimes. It will show the most relevant page instead in the SERPs.

Source: *Screaming Fog*

SEO Content Writing: Do's and Don'ts

Here are some do's and don'ts while you are writing a SEO content:

Include your keyword in an H1, H2 or H3 tag, use the keyword and LSI terms in the content, include the keyword in ALT tags, write a good Meta description to entice searchers, and use the keyword in the page URL.

But the best practice you should avoid is keyword stuffing. Don't overuse your keyword in the purpose of manipulating search engine rankings.

Source: *Conductor*

Structured Data Helps Google Rank Webpages Better

Garry Illyes from Google says schema is being used for indexing and ranking. He further says to add structured data to your pages, because during indexing, Google can understand better about your site. Illyes recommends to use any of the official schema.org schema. But use only schema types that fit the page or website. If not, the website may get a spammy structured data manual action.

Source: *SEM Post*

How to Optimize for Voice Search

Voice search is becoming a habit among us mostly on mobile devices. Mary Meeker predicts that, by 2020, 50% of searches will be voice search or visual based. So, we need to optimize our marketing tactics towards voice search. A few tips to mention from Bruceclay are using long tail keyword tools, designing your content for featured snippets, using schema markup, brand optimization etc.

Source: *Bruceclay*

Common SEO Mistakes by Beginners

Beginners are beginners. They make often mistakes with their websites. Let's see they do commonly and correct the mistakes:

1. Beginners want to build their domain authority. But their brand or domain can't make show up on top of Google search results. One solution is using Medium as a blogging platform. Host your blog on WordPress in a subdirectory (not on a subdomain). Use Medium's import function (your Profile picture>Stories>Import a Story). Then, you'll get a canonical tag to your original blog post. So, you leverage the Medium Community and get organic traffic from Google.

2. Most beginners don't leverage the opportunities to get backlinks. Create your profile on reputation sites like [Angelist](), [Producthunt](), [Hackernews](), [Crunchbase](), [Indiehackers]() etc. Set up your profile with your correct domain as https://www.domain.com or www.domain.com or domain.com which is the technically correct one.

3. Beginners don't educate audience. So, they get their goal hardly. Educate your audience, create interesting and useful content that should be useful to them, besides promoting their products or services.

4. They forgot to use redirects when they change the domain to a new one. If you change your domain, you lose all backlinks, bookmarks, RSS subscriptions etc. So, move your good pages to the new domain and use 301 redirects.

5. Beginners are not serving content for users' questions. If you don't answer their questions, you lose valuable traffic. Visit [Answer The Public]() and check the questions related to your brand and product. Then, open Google Keyword Planner to check the search volume of those questions. Create your content to address the questions.

Source: Kevin-Indig.com

4 Pillars of Effective SEO

SEO can be a complex and daunting task if you are new in this field. Columnist Marcus Miller has identified 4 pillars of effective SEO strategies to work with. They are: technical SEO, content, on-site SEO and off-site SEO. Under **technical SEO**, you should look in your site's crawling issues, indexing issues, mobile friendliness, loading speed, search engine friendliness of your site's CMS or technology and your site structure. For **on-site SEO**, you should consider for keyword research, friendly urls, page titles, meta descriptions, content optimization, user friendliness, strong call to action, and structured data markup. For **Content,** you should look in service content, credibility content and marketing content. And under **off-site SEO**, you should work in building links to develop strong organic rankings.

Source: *searchengineland*

SEO Recipe

Columnist Bobby Lyons finds his SEO recipe as follows:

For SEO, marketing books and guides, visit [www.nigcworld.com]()

Pursue position gains for head terms.
Maximize CTR (click-through rate).
Expand long-tail keyword inventory.
Maximize value from existing traffic.
Amplify external content marketing efforts.
Align SEO efforts more closely to the campaign calendars.

Sources: *searchengineland*

Google Adjusts Rankings of New Pages Over Time

When you submit or fetch a new page to Google, the page may rank very well first, but then Google may drop its ranking later. John Mueller of Google confirmed that this happens when Google indexes a page first. He said, "*Yes, it does adjust over time. So, especially when it comes to new pages, we don't have a lot of signals for these pages, so we start somewhere and then over time we figure out 'oh it actually fits in a bit here.*"

Source: *SEM Post*

Why is Your Local Listings Filtered Out?

Here are some points to remember for how you can show up your listings in Google's Local Search:

- Proximity matters. Google wants to show up the nearest one for the searcher.
- Select the most appropriate category for your business not to confuse Google.
- If Google trusts more to the competitor nearest to you, you have the chances of filtering out. Try to be different in the primary category of your competitor.
- Google wants to show the best business first.
- Try to have more 5 stars reviews.
- Try to engage more for potential customers.
- If you post to Facebook or Twitter, do it to Google+ too.
- Try to update or add new content.
- Try to interact with your customers to give Google an impact.
- List your site in more authority directories with your correct details.

Source: *Moz*

Why does Google display the sitelinks of some sites under its results?

When you search in Google, you sometimes see sitelinks below the results of some sites. If you ask why, Yoast answers as follows:

"*Well, it's very easy. Sitelinks are given to you. It's not something that you can put in somewhere. Google will give you site links if it thinks you are very 'authoritative' for that query, so if you're a very important result for that query. In that case, it will add site links from your site, based on how people browse your site and how they use your site.*"

Source*: Yoast*

How to Handle Expired Content on a Site?

Your site might have some expired content, the content no more useful, outdated to visitors. When this question came up, Google John Mueller said as follows. Here are some extracts:

- Removing content when it's no longer relevant is kind of the right approach here.
- If you have something that you are replacing, like you have an old listing you are replacing with a new listing, and it's really the same thing, then 301 redirecting is the right approach here, as you are replacing one thing with something that is essentially the same.
- If you don't have a real replacement for that, then doing something along the line of a 404 or a noindex is probably the right approach here.
- So one approach might be to say after this listing is expired, I will keep it online as a 200, a normal HTML page, together with the text that this listing is no longer valid. And after maybe a month, take that page down with a noindex or a 404 so it's completely removed.
- That way, kind of during that short time where people might be interested in that expired listing, and might want a little information on what they just missed, they'd be able to find that in search.
- So lots of variations there, I'd say there's no absolute answer to this, it really depends on your site, the kind of content you have on your site, how

relevant it is when it's expired or just shortly expired, and what you want to do with it in the long run.

Source: *SEM Post*

Why Google Shows Results Based on the User's Location?

It indicates that as a user you can not compare or check a website ranking in different domains of Google. It might be due to this that legal is the primary reason why Google is restricting the search results to the country domain of the user location.

Source: *Medium*