

As a ghost-writer for WooContent, I wrote the below article for Feefo. Published by SEOMadtech, as of Dec 2020. Below is my original article.

Title: 12 killer SEO tips to get your website ranking quickly

Anchor text: improve organic traffic

Linking to: <https://www.feefo.com/en/business/solutions/organic-traffic>

Published: <https://www.seomadtech.com/12-killer-seo-tips-to-get-your-website-ranking-quickly/>

12 Killer SEO Tips To Get Your Website Ranking Quickly

As a digital marketer today, you've got your work cut out when it comes to SEO. Just when you think you're nailing it, a new update to the search engine's algorithm means you've got to keep your strategy moving to keep up. An evolving SEO plan is key to keeping your rankings sustainable for the long-term.

These 12 tips will [improve organic traffic](#) to your website, help it rank higher on the Search Engine Results Page (SERP) and crack that SEO code the quick way.

1. Clean up your URLs

A URL is how a user and a search engine will find you, so you need to provide the clearest address possible. Your URL should be readable and add value by indicating exactly what the destination entails. A string of meaningless numbers, letters and characters look messy and does not indicate what the page is about. So keep them short and clear.

2. Optimise your images

Google has an [entire section](#) dedicated to searching by image. This should indicate just how important your site imagery is for ranking. Don't try to be clever and creative in the naming of your images. Stick to the obvious. Since search engines can't technically 'see' your image, it is imperative that you describe what your image is using the right keywords in its ALT text so Google can find it.

3. Make your website easy to crawl

Your website's architecture should be structured clearly so that it is easy for a search engine to navigate, get found and indexed by crawlers. A visitor to your site, including a search engine, should be able to find what they're looking for within 3 clicks. Too many redirects and an overcrowded site map will push down the rankings of a SERP.

4. Create high-quality content

Great content is and always will be your greatest asset in SEO. Create content that is relevant, shareworthy and engaging. Google likes to see a longer '[dwell time](#)' on your site. That is, how long people stay on your page. Use a mix of long-form content and blog posts that educate the reader, provide them with new information, discuss trending topics and nudge them to interact with it.

5. Make content easy to read

Search engines now provide the answer to people's questions right on the SERP. To ensure that your content gets featured, it needs to be to-the-point and digestible. Popular forms of content that search engines like include recipes, step by step how-tos, listicles (like this one!) and FAQs.

6. Use keywords in the right places

Use plenty of keywords, but use them well. You need to write for humans first, and then search engines. Google and other search engines today have much smarter algorithms that can detect spammy over-stuffed content that is packed with keywords and don't add value to the reader. Use a mix of [long-tail](#) and short keywords, alongside secondary keywords and synonyms. Spread them out in the URL, HTML tags, headers and sub-headings so they flow naturally.

7. Nail those HTML tags

These are the back-end codes across all web pages and extremely important for SEO. Your title tag is the clickable headline the user sees on the SERP and is the most important section of your page. The description tag appears just under it and gives more information about what the page is about. Stick to character limits and use a reasonable number of keywords without being too salesy.

8. Check the speed

A slow site is never going to rank well on a search engine. Look for ways to keep your website running fast, smoothly and efficiently. Get rid of any plug-ins, sidebars, heavy imagery and widgets that are slowing down your site and you'll quickly see results in your rank.

9. Add internal links

Efficient internal linking will help with the smooth and accurate navigation within your website. Always remember to internally link any new pages you add to your site. An engaging and better user experience will inform search engines that your website is valuable.

10. Improve your backlinks

All websites can benefit from healthy backlinks. This just means that authoritative sources across the web are linking to your page and showing a search engine that they value your content. Keep an eye on all your backlinks and remove any pages that no longer work or are not relevant to you.

11. Create a social media presence

Social media is a very popular and cost-effective method of improving your SEO ranking. You probably already have social media accounts for your business. Focus on engaging your audience there and use it to share links to your pages and interact with users.

12. Make sure your website is responsive

Millions of searches across the world are conducted on mobile devices, so multi-platform and device responsiveness are crucial to your website's ranking. Your pages need to be user-friendly, easy to navigate and visually appealing across all screen sizes and platforms.

Optimise for the long-term

Any SEO strategy should be undertaken with the future in mind. It takes months to see results and you need patience. But using a mix of these tips throughout the year will help boost your website higher on the ranks.