

# 5 Ways to Enhance Your SEO



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Did you know...

Google processes over 40,000 search queries every second on average which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide....

See it in action: <http://www.internetlivestats.com/one-second/#google-band>

# 1.. Help Google understand your content

Create unique, accurate page titles

Create good titles and snippets in search results

The page title should accurately describe your page content

Create unique titles for each page

Use the "description" meta tag

[Ice Fishing on Gull Lake | Brainerd MN | Nisswa | Quarterdeck Resort](https://quarterdeckresort.com/activities/winter/ice-fishing)

<https://quarterdeckresort.com/activities/winter/ice-fishing> ▼

Quarterdeck Resort on ~~Gull Lake~~ is sure to deliver the Minnesota ~~ice fishing~~ experience you're looking for! Heated ice houses are available or bring your ...

# 1... Help Google understand your content

- Think about how your reader might search for that specific page...
- Example: **Ice fishing on gull lake mn**

Ice Fishing on Gull Lake | Brainerd MN | Nisswa | Quarterdeck Resort

<https://quarterdeckresort.com/activities/winter/ice-fishing> ▼

Quarterdeck Resort on **Gull Lake** is sure to deliver the Minnesota **ice fishing** experience you're looking for! Heated ice houses are available or bring your ...

## 2...Publish High Quality/Relevant Content

### **How often do you update your website?**

- If you haven't touched it since the day you built it, you probably don't have a great SEO ranking right now.
- To drive more traffic to your website and increase its popularity, you need to give visitors a reason to keep coming back

## 2...Publish High Quality/Relevant Content

High-quality content is about creating pages that increase time on page, lower bounce rate, and provide helpful content for the user

Tips:

- Align content with searcher intent
- Identify your primary keywords and bucket them into topics suited for your searcher

## 2...Publish High Quality/Relevant Content

- Identify and target a **keyword phrase** for each page. Think about how your reader might search for that specific page, then, repeat this phrase several times throughout the page—once or twice in the opening and closing paragraphs, and two to four more times throughout the remaining content

### Ice Fishing

Enjoy the winter bite on Gull Lake.

With just under 10,000 acres of frozen lake surface, Gull Lake is sure to provide the premier ice fishing experience you seek. Drill some holes and set the tip-ups. Bring your portable fish house and we'll provide the plowed lake access.

Quarterdeck guests can arrange to rent a heated fish house upon request.

### Ice Fishing Extravaganza

If you find yourself here in January, make sure you take to the ice for a day of fun with family and friends at the world's largest ice fishing contest. Each year, thousands of eager anglers wrangle for the top spot at the Brainerd Ice Fishing Extravaganza. The event is held at the Hole In The Day Bay on Gull Lake, where 20,000 holes are pre-drilled for the 10,000+ contestants that participate each year. Coordinated by the Brainerd Jaycees, proceeds from Ice Fishing Extravaganza are donated to benefit more than 45 local charities. With \$150,000 in cash and prizes on the line, it's a winter tradition that's not to be missed!

## 2...Publish High Quality/Relevant Content

Another factor that impacts your SEO ranking is so-called dwell time.

- This relates to how much time people spend on your website per visit.
- If your site has fresh, exciting, or newsworthy information, it will keep visitors on your page longer and improve your dwell time.
- Websites that provide highly informative content typically have long dwell times



# 3...Use links wisely

## Write good link text

- Link text is the visible text inside a link
- This text tells users and Google something about the page you're linking to
- Avoid “Click Here”

### **Brainerd Jaycees 29th Annual Event!**

\$150,000 Ice Fishing Extravaganza

**January 26, 2019**

12:00 pm - 3:00 pm

On Gull Lake - Brainerd, Minnesota



**The largest charitable ice fishing contest in North America!**  
Ticket Info - 800-950-9461

Example:

Learn more about the [Brainerd Jaycees Ice Fishing Extravaganza](#)

# 3...Use links wisely

## Fix Broken Links

- Many website owners have a habit of ignoring broken links. This can create a less than ideal user experience.
- By running a crawl on your site with tools like [W3C Link Checker](#), you can easily spot the 404 errors and fix them.

# 4...Optimize Your Images

Pictures and other images are great for your website.

Factors to consider: file format and size

- Huge images can slow your page loading time which hurts your ranking
- Resize or compress your images to optimize them.

# 4...Optimize Your Images

## Use the "alt" attribute

Provide a descriptive filename and alt attribute description for images



## 4...Optimize your Images

Alt tags allow search engines to locate your page, which is crucial—especially for those who use text-only browsers or screen readers



# 5...Improve Your User Experience

**Did you know...** 38 percent of people will stop engaging with a website if the content and layout is un-attractive

Google is looking at the time on site to determine if the visitor intent was met when a user clicked through to a website.





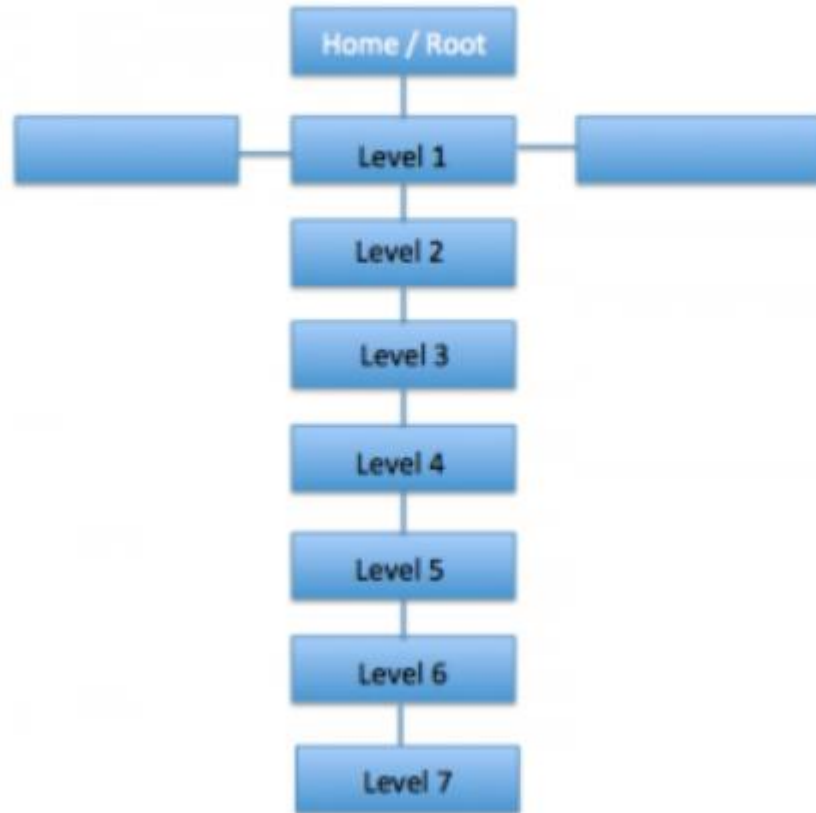
# 5...Improve Your User Experience

This is beyond website content, but good user experience is becoming more and more important in strong SEO rankings. During the last two years, Google has evolved to place much higher emphasis on sites that deliver quality user experiences across platforms and devices

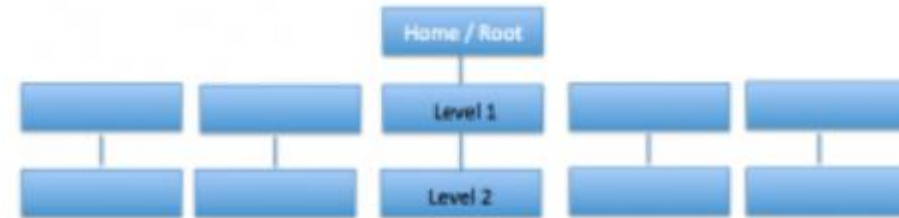


# 5...Improve Your User Experience

Poor Site Architecture



Good Site Architecture





# 5...Improve Your User Experience

Work with your web developers to be sure that your website is easy and intuitive to navigate and that each link works and takes your visitors to the next bit of information they're looking for.



# 5...Improve Your User Experience

## **Break up your content with header tags**

- Essentially, just by having a H1 tag on your pages, you're helping your website rank better
- It may not be the strongest thing you can do for search engine optimization, but H1 tags are still very important for SEO because they tell both search engines and website visitors what the content of pages will be about

# 5...Improve Your User Experience

## Break up your content with header tags

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# 5...Improve Your User Experience

## Go Mobile...

More Google searches happen on mobile devices than on desktop.... this trend is growing fast. According to Google, there are 27.8 billion **more** queries performed on mobile than desktop.

Given this, it's no wonder that Google is rewarding sites that are mobile-friendly with a chance of better rankings on mobile searches while those that aren't might have a harder time appearing

# 5...Improve Your User Experience

## Options for going mobile

- **Responsive Design:** Your website will respond to each individual user
- **Dynamic Serving:** When you serve content dynamically, all of your content is on the same URL. But you show each user different HTML/CSS depending on the device they're using
- **Separate URLs (this is also known as an "M." configuration):** With this setup, you have the "main" desktop version of your site. You also have a mobile version ("M.") version of your site.



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Find more answers:

[Search Engine Optimization \(SEO\) Starter Guide](#)

[Top 7 Ranking Signals: What REALLY Matters in 2018?](#)

**Questions?**