SEO quickfixes

SIMPLE WAYS TO IMPRESS GOOGLE

There are a few ways in which you can improve your SEO with very limited time and resources. Here are some shortcuts.

Meta titles and descriptions

The meta content is the title that shows up on Google. It's very important to load it up with keywords, so that the user is entised to click it.

The meta title should be short, sweet and as descriptive/honest of the page as possible. This will ensure that the bounce rate stays low, even with more visitors.

If you want to do this yourself, you can read more about it here. If you prefer to outsource it, you can do that here.

Alt-tags for your images

Using images in your articles and pages to increase interest is an amazing idea. However, you are currently not using them to thei full potential. In order to do that, you need to use alternative titles.

You can read more about what this means here. In short though, it involves naming the files you include properly. This will make it easier for Google to determine what is in the image.