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5 SEO Actions You Can Take Immediately for Better Ranking

1. Brand consistency across platforms:

- * **Action:** Ensure your brand is described in simple, consistent terms across all online properties (website, social media, YouTube, etc.). This consistency helps search engines understand and correctly attribute content and authority to your brand.
- * **Why it matters:** It prevents search engines from confusing multiple profiles or differing descriptions, which could dilute your SEO efforts.

2. Optimize the top section of your web pages:

- * **Action:** Focus on the top section of each webpage to ensure it clearly communicates the main message or value proposition. Include key takeaways or a table of contents for longer articles.
- * **Why it matters:** This captures visitor interest quickly and improves the likelihood they stay on the page, potentially reducing bounce rates and boosting page rankings.

3. Strategic internal linking:

- * **Action:** Create a systematic approach to internal linking to ensure content pages are interlinked where relevant. This can be through manual linking strategies or controlled use of plugins.
- * **Why it matters:** Effective internal linking distributes page authority throughout the site and improves the relevancy and ranking of individual pages.

4. Align content with search intent:

- * **Action:** Tailor the format and content of your pages to match the

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search intent of your target keywords. This might mean creating transactional pages for buying keywords and informational content for queries seeking guidance.

- * **Why it matters:** Aligning content with user intent ensures that your pages meet the expectations of both users and search engines, which can lead to higher rankings and better user engagement.

5. Utilize long-form content for organic market research:

- * **Action:** Develop long, comprehensive articles that cover broad topics within your industry. These articles can rank for a wide array of keywords and provide insights into what aspects of your content resonate with audiences.

- * **Why it matters:** Long-form content allows you to capture a wider range of search queries and understand your audience's interests better, which can inform more targeted content strategies.

These tactics can help enhance your website's SEO performance by improving visibility, engagement, and authority across search engines.

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