



## 7 SEO Testing Tips

- 1. Research and development is indispensable in SEO** - a lot of the best information comes from ongoing testing. If you plan to stay ahead, you need R&D.
- 2. Beware of one-size-fits-all solutions.** What works for a certain type of site in a specific industry may not work for you.
- 3. Contrariwise, look at what others in your industry are doing.** If something is working for someone in a similar sort of situation as your own, it may just be worth trying out.
- 4. Does your lead magnet resonate with your site visitors?** Sometimes small changes, like renaming your general opt-in, can elicit a better response.
- 5. Google reads the beginning of your article like the backside of a book** - is it worth the visitor's time to stay on your page?
- 6. Location can limit the reach of your product** - or it can unlock opportunity.
- 7. Reduce the risk of your testing.** Start with small sample sizes, wait for results, and recognize what's reversible.

Need SEO expertise? Look up Gert Mellak at [SEOLeverage.com](http://SEOLeverage.com)