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9 Tips for Effective SEO

- 1. Focus on the right things** - You can get loads of traffic and rank on page one for a specific keyword, but does it benefit your business? Approach SEO as a means to achieve your business goals, such as more clients, more conversions, better leads.
- 2. Track all conversions** - Track everything you want people to do on your site. This will be part of the basis for your strategy.
- 3. Create search-oriented content** - If people typically come to you for XYZ, this is very likely something they search for as well, and is a good focus point for future conversions.
- 4. Work backwards** - Say someone reaches out to buy from you - very likely, they responded to something on your site. And how did they find that something? Probably through a search. And why did they search? Because they have a special need. This need must be met in your content for them to take the next step, whether it be a lead magnet, a purchase or an opt-in.
- 5. Double down when things work** - When you're seeing results, that is precisely when you want to keep things going. You could only be scratching the surface. It's important you continue to discern what Google wants and act accordingly.
- 6. See through the client's eyes** - You really want to know how people actually find you, what they type in, what kind of keywords they use. And ask yourself - if a search landed them on a page of your site, what would they do next? Do not assume a conversion is the logical next step. Put yourself in their shoes.
- 7. Build an SEO-friendly site** - Consult a reliable SEO professional on the design or redesign of your site. This will ensure every SEO-related aspect is met.
- 8. Have a team that can execute** - Execution is more than 50 percent of SEO. You need a team that can keep up with the recommendations of your SEO consultant, whether in house or outsourced.
- 9. Get good professional help** - A good SEO service learns all they can about your business and goals before they strategize. They treat SEO as a part of everything on your site - design, copy, conversions. They are transparent - you don't have to wonder what's going on. They work well with you and your team, if you have one. And they have experience and a proven track record of getting results for their clients.

Want SEO that's both accessible and effective? Check out [SEOLeverage.com](https://www.seoleverage.com)