

FIVE SEO TIPS FOR 2020 TO KEEP YOU OFF THE SECOND PAGE OF GOOGLE

An SEO expert walks into a bar, bars, pub, public house, drinking house, grill, beer, wine, whiskey...

1

MAKE SEO A LONG-TERM STRATEGY

Results from SEO can take months to work at full capacity, so ensure you map out key dates in your business's sales calendar and plan accordingly. This will ensure that long before peak activity on your website arrives, all your SEO is prepared, tested and optimised to ensure you are getting the best results for your investment. Digital strategy should include quick wins such as paid media, but also long-term actions such as content marketing campaigns which consistently consolidate Search Engine Results Page (SERP) rankings.

2

ENSURE TAGS ARE CORRECTLY SET UP

Marketing tags allow businesses to collect information about website users, such as their demographic and behaviour - insights which can be used to inform digital and search strategy. Knowing where your traffic comes from allows you to tailor your content strategy to attract more visitors to site, while understanding how users behave once onsite can help you to identify the strengths and weaknesses of your site.

3

JOIN UP ONLINE AND OFFLINE DATA

Tying up your analytics and Customer Relationship Management (CRM) database gives a bigger picture of the whole customer journey, allowing you to create a search strategy which encompasses the entire sale funnel. Instead of looking at the funnel in a modular way, make it your goal in 2020 to marry online and offline data to give a more holistic overview of the customer journey. This allows you to make more accurate predictions about customer behaviour.

4

USE DATA TO INFORM YOUR STRATEGY

The insights provided from tying together online and offline data give a wider view of your customer and their buying journey, and these should be used to inform SEO strategy, improving customer experience and boosting results. First party data, often considered the most valuable and accurate data, is any data which a company has collated directly from its own audience

5

OPTIMISE FOR LOCAL SEARCHES

Neglecting your local search strategy as a small business could be detrimental to your ranking in 2020 as relevance, distance and prominence are significant factors in local search rankings, so work hard to improve your Google My Business listing(s) and be sure to get listed in the most important local directories. Local search visibility is particularly important in voice queries, where a potential customer might ask Google for the best type of company in a certain area. In such scenarios, Google will read out companies that have the best Google reviews so nurture your Google testimonials to top the SERPs locally.

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