

5 Tactics You Should Implement from the **2019 SEO Guide**



Search Engine Optimization encompasses many different tactics that can be difficult for non SEO companies to implement.

The 2019 SEO Guide is a good place for companies not in marketing to begin when trying to optimize their web presence for search engines. You likely are reading this list of SEO tactics because you didn't have time to read the full guide, so let's dive right in.



1. Make sure you do keyword research before starting your SEO plan.

You need to determine what phrase has the most potential for profit for your business. You don't want to optimize your website or page for a keyword that is only searched once per month.

We suggest using a keyword research tool such as [Spyfu](#) to really dig into how profitable your keywords can be. You will want to verify that there is a good search volume for your keyword, while keeping in mind that long-tail keywords have lower search volumes, but are easier to rank high for.

If you're new to SEO, choose a long-tail keyword and continue to optimize your content and SEO strategies. This will allow you to slowly begin ranking for more broad versions of your keyword.

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suggestion is to include your keyword in all aspects of your on-page SEO.

This includes elements such as the Title Tags, Meta Descriptions, H1 and Image Alt Text. Making sure your keyword appears in each of these places is a great way to tell search engines exactly what your content is about and it will drastically improve your chances of ranking highly for your keyword.

Also, you need to include your keyword in your content – not that that is a surprise. Keep in mind that you don't want to 'keyword stuff', we suggest about a 2.0% keyword density.

H1 & H2 Tags

`<h1>`Custom Digital Marketing Solutions`</h1>`

`<h2>`Innovative strategies, transparent reporting, prove results.`</h2>`

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3. Include links to other related and important information on your site.

Internal linking will help the reader better understand the information they are reading by adding context to the content. Additionally, it shows search engines that your content is relevant and supports itself with other articles and pages, ideally leading to those search engines determining you are an authority on the subject you write about.

Internal links will direct the reader to a similar page on your site with relevant content.

Google knows the power of [mobile-first](#). So it's no surprise you can use Google AdWords to create and bid on campaigns designed to drive engagement with your mobile app.

Mobile App Engagement

If you want to increase usage of your app or call users to action within your app, Mobile App Engagement Campaigns should be near the top of your AdWords to-do list.

To make building these campaigns easier, we recommend [linking to your Google Play Developer account](#).

It's a good idea to count app actions as conversions with respect to your campaign.

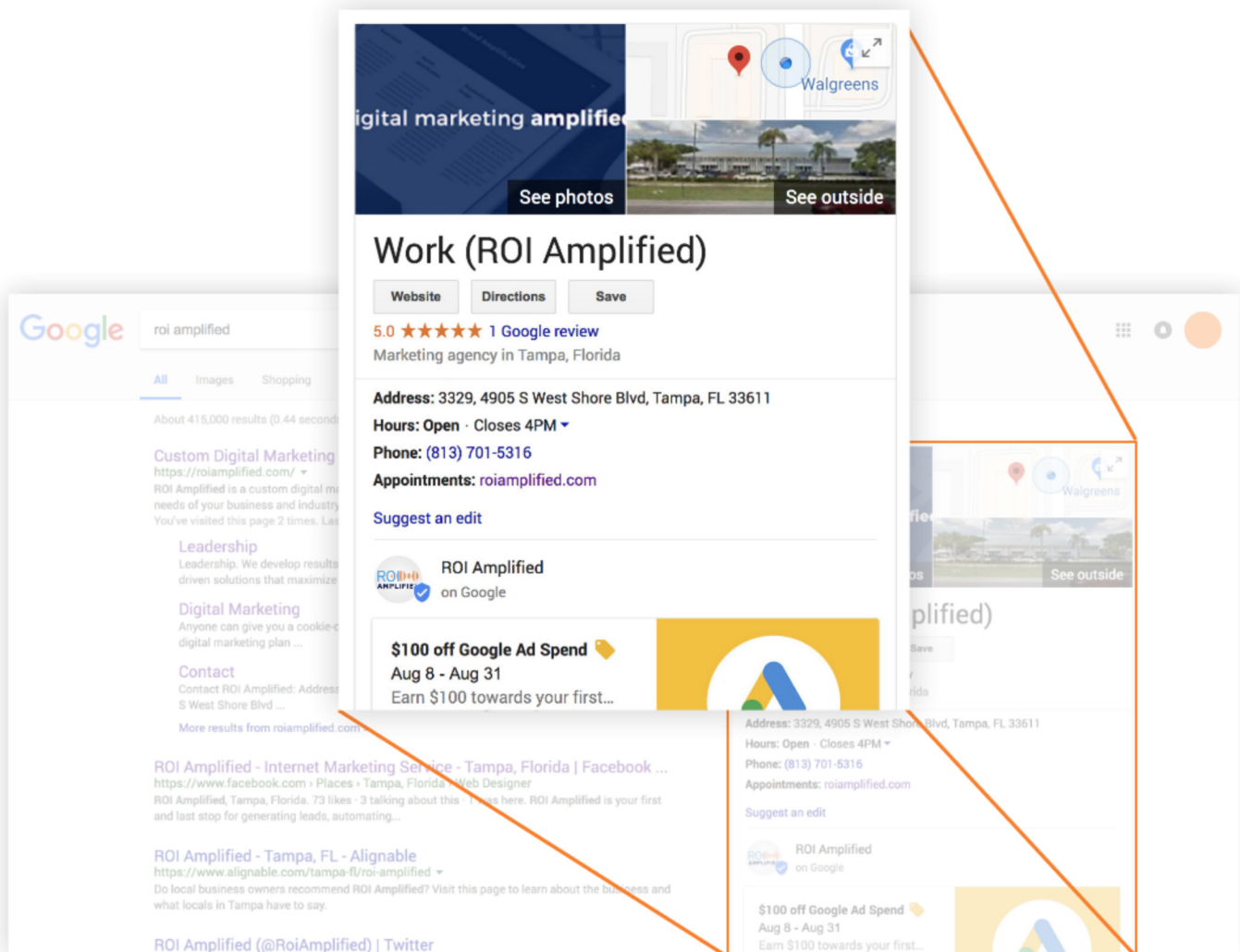
Examples of such conversion-actions your campaigns encourage could include:

- Repeat App Usage
- App Opens



4. Optimize your Google My Business page!

This is extremely important for all businesses and takes less than 10 minutes to get a decent start. Ensure things like your logo, address, phone number and URL are all accurate so people searching for your business can find you easily. Recently, Google has added features such as Promotions that makes [Google My Business](#) even more valuable!





5. Track your progress.

SEO is not a set it and forget it solution. You need to be constantly monitoring how your pages are performing. While a lot of user experience information is affected by design and conversion paths, sending the correct people to your content can help your important site metrics improve. Use [Google Analytics](#) and [Search Console](#) to track your website metrics.





There you have it; the 5 most important tactics from the 2019 SEO Guide.

Implementing these suggestions will get you on the right path to search engine optimization and help you get found more by consumers looking for products and services like yours. If you would like to get more in-depth SEO knowledge, go back to the 2019 SEO Guide.

If you have any questions or are looking for SEO consultation, feel free to reach out.

[Click Here to Contact Us >](#)

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