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Mark 10:27 Jesus looked at them and said, 'With man it is impossible, but not with God. For all things are possible with God.'



2021 SEO Trends

A strong SEO strategy will help generate qualified traffic to your website. We all know in the world of SEO that tactics for a successful strategy are ever evolving. What once was a great ranking factor can quickly change and become a bad practice which you should stay away from. That is why we have put together a quick list of 5 trends that we are seeing for a successful SEO strategy in 2021.

User Experience

Your sites user experience is a crucial element of the search engine results performance. Having an easy and intuitive experience will lead your users to have a more pleasurable interaction and tends to keep your visitors on your site longer which decreases your bounce rate. A positive user experience can also inspire recommendations to your site and bring back old visitors to become a buyer or even a repeat buyer. The three main characteristics for a positive user



experience are accessibility, clarity, and speed. Out of those three characteristics your site's speed has a significant impact on your SEO visibility.

Keyword Research



Take time to understand what your audience is searching for when looking for your product or service. It is crucial to get this right and not use too many keywords or too few keywords- it needs to be just right. Some tips for this are:

- Use synonyms for your keywords in your content, answer questions, and group your content around topics rather than individual terms.
- Look for the diamond in the rough, long-tail keywords your competitors haven't discovered yet.
- Do a quick search of your potential keywords in Google to see what comes up and whether your content is similar to other listed.

High-Quality Backlinks

It is important to build high-quality links that point to your site as not all backlinks are created equal. Backlinks that are pointing to your site are a voting mechanism to determine the significance of a website related to others with similar content. You can obtain these high-quality backlinks by:

- Creating high-quality content throughout your whole site
- Create visually driven content
- Tap into news and trending topics
- Reach out to sites that link to competitors



Feature Snippets

Featured snippets are the helpful boxes that pop up at the very top of the search results page. It is very popular to have featured snippets for "how to" questions- which I'm sure you have seen a time or two.



It is a great way to get your content boosted to a much wider audience when creating content for featured snippets. Tips for this:

- Use headings to highlight steps or points
- Provide straight answers that are highlighted on your page
- Avoid creating content that falls into one of these [prohibited categories](#)

Google's EAT

Google's EAT pneumonic stands for **Expertise, Authoritativeness, and Trust**. E-A-T is a part of Google's Quality Rater Guidelines, which is used by humans to assess the quality of search results. This is not a direct ranking factor. However, in the way that E-A-T is assessed by humans, it provides insight into what Google is looking for in content.



By following these quick 5 tips to improve your 2021 SEO strategy, you will be able to stay on track and keep an eye out for what is important for your SEO performance. Make sure you view your site on desktop, mobile, and tablet to monitor the performance of your site to ensure a great user experience. SEO is never a set it and forget it tactic!

Let's Get You Ranking Higher
Than Your Competitors!

LET'S CHAT!



How To Find New SEO Keywords

Keyword research & finding new SEO keywords is a fundamental part of various search marketing strategies. Whether you are primarily running pay-per-click (PPC) or paid search campaigns, or your goal is to improve your organic search optimization results- you will be using keyword research. Keyword research is the process of identifying and optimizing your site for specific words that people are typing into search engines. Since what people are searching for, and when they are searching directly relates to your product or service- keyword research is a crucial element of a successful search marketing campaign.

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3 Ways to Check Your Website's Mobile Responsiveness

XML Sitemaps are something that have rapidly gained the attention of marketers over the last few years, you have probably heard of them. Especially if you have your own website, it's likely that you have been advised to implement an XML Sitemap into your website's structure, but why? And what even is it? We want to answer all these questions and more in today's blog – we understand that the technical side of your website can be overwhelming, there are so many components and things that work together, it can be hard to keep track of them all.

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