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**Philippians 4:13** I can do all things through him who strengthens me.

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## SEO Best Practices- Are You Doing These?

The world of SEO is constantly changing and keeping everyone on their toes. It is crucial to stay up to date with the best SEO practices to help your business thrive online. Even when avoiding the obvious pitfalls, there is still room for mistakes that you would not even realize are affecting your optimization process. The answer for that is, Google. Google is known to make several major updates to its algorithms every year while tweaking things here and there. Again, keeping us on our toes!

**Good SEO practices** are also called 'white hat', and these tactics comply with industry standards that follow the SEO guidelines. These practices are followed by those who care about their long-term ranking strategies, which you should keep in mind can take up to six months to materialize but will generate more solid results down the road. This is great for building your business' online presence and sticking to it for the long term.

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### 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 to not over crowd with keywords but also not limiting yourself.

### ***Some tips for strong keyword research:***

- 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 others listed.



## **Put Your Users First**



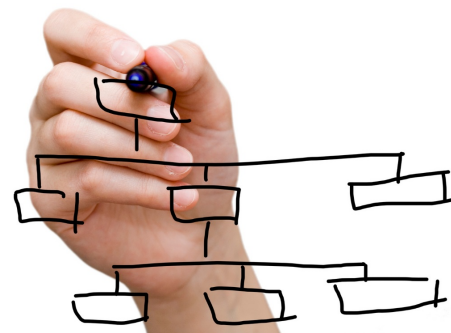
When you are engaging in good SEO, make sure that you are putting your users first. Good SEO tactics tend to create a better browsing experience for their users. They also develop more useful content that will bring users to their site without any 'tricks'.

If the strategy you are implementing does not help you do either of those two things from above, then side-eye it. Google's guiding star is user experience, and that must be your priority too!

## **Use Topic Clusters**

SEO is heading in the expertise direction about becoming less about the individual keywords or articles and more about your topic expertise and quality of information provided. You need to prove to Google, in your content, that you are an expert in specific topics.

Topic clusters involve the creation of something called 'pillar content'. These are long, authoritative, credible pieces to which smaller and more specific articles can link back to. These structures will help Google crawl through your site and get a sense of your expertise.



## **Update Your Old Content**

Your old content is not a set-it-and-





forget-it type of thing. Older content will become outdated, irrelevant, or factually untrue. When you let this happen, Google refers to it as “stale”. You can tell when a piece of content has gone stale when its organic traffic associated with it has slowed down. This is an indicator that the information is no longer valuable to readers, or the searchers intent of the keywords with which it was originally optimized for has changed.

It is a best practice to review your content at least once a year to check for stale pieces.

SEO continues to evolve. What once was a good SEO practice can become a bad SEO mistake easily, as Google refines its expectations frequently for content creators. By producing great content with a consistently exceptional user experience, you will continue to help Google fulfill its mission to provide useful, relevant, and quality content while also ranking your website pages higher and higher!

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Need SEO  
Assistance?

SCHEDULE A QUICK  
CALL

**In Case You Missed It!**

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## 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.

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## What is Local SEO?

Local SEO is the process of optimizing for a business, product, or service for search queries that are location- specific. Search engines use user's location based off IP address and geolocation to determine which search result to show the user based on their query. When someone performs a local search for bakery, fast food, or car wash, the search engine will provide local business results based on their location. A local search is combined with two main parts for local businesses:

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