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## 3 C's of Search Engine Optimization

Creating an SEO strategy can be a daunting task and often includes many different aspects to be aware of and keep in mind. There are many elements that will have to be continually monitored and optimized to ensure the continuous ranking of a website. The 3 C's of SEO aren't the only factors when it comes to SEO strategy, but they are some of the most important. Read on to learn more about how to have a strong search engine optimization strategy.

## 3 C's of Search Engine Optimization



### 1. Content

In 2022 Content became a crucial aspect of SEO due to Google's

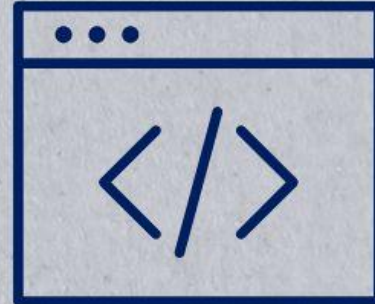




“helpful content” core update. Focus on incorporating relevant and valuable information into your site while strategically using keywords to support your content. Keywords play a significant role in SEO rankings, but avoid overusing them, as this could result in penalties of your site.

## 2. Code

Code focuses on the technical aspects of SEO and what goes on behind the scenes. A well-structured and properly coded site ensures that it can be effectively crawled and indexed by Google, allowing your content to be displayed to users. Implementing structured data further enhances your sites ability to be understood and crawled correctly, contributing to a positive SEO ranking.



## 3. Credibility

It is important to make sure that your site consistently builds credibility. Linking to high-quality, reputable websites can improve your chances of achieving a higher ranking. Additionally, creating valuable content that other sites want to link to further enhance your authority.





Since Search Engine Optimization can be such a large job, it's always helpful to use as many tools and available information as possible. Tools like Google Analytics and Google Search Console can help greatly.

If you are feeling overwhelmed or confused about where to start when it comes to SEO, we can help! Our marketing team is ready and waiting to assist with all of your marketing and SEO needs so you can focus on all the other important aspects of your business.

[Learn More about our Marketing Services](#)

**Have you been looking for a new update to your website so that it fits your business needs better? Check out our website design services to see what we can help you with!**

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## In Case You Missed It!



### **5 Components of SEO That Will Never Change**

SEO, also known as search engine optimization, simply enhances your online presence through search engines like Google, Bing, or Yahoo!. These are avenues where your audience search keywords that are related to business hoping to find someone to fix their problem.

[Read More](#)



### **How to Write Headlines for SEO**

Headlines are lifelines to your readers. They grab attention, build trust, and help time-pressed consumers focus on the stories they care most about.

Implementing SEO best practices are essential to growing your audience, driving traffic from search engines, and promoting your business or content.

[Read More](#)



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