SEO CONTENT MARKETING in 2025!

How to Create Content That Works

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When I started doing Internet marketing 30 years ago, the Internet wasn't even a household word! I remember when Yahoo and Google both were born as ways to index websites so people could easily find information. Incidentally, Yahoo came first in 1995 and Google came along 3 years later. I'm going to be doing a special 30-year history of digital marketing in the coming months. So stay tuned!

13 years ago, I started AZ Social Media Wiz when I saw a need to train and help business owners get started or improve their digital marketing efforts, and make them effective. Today, I'll be covering how to create quality content, and what you need to do get your content to rank on Google.

Google Owns Search

Google	bing	YANDEX	Yahoo!
89.74%	3.97%	2.56%	1.29%

Search Engine Market Share Worldwide - December 2024

Fresh... Helpful... Relevant... Quality... Content

Google still owns search — these the latest global stats as of last December. As you can see, Google still holds close to 90% of all search traffic. Google's goal is to give the searcher exactly what they're searching for; basically… Google wants fresh, helpful, relevant, quality content written for the human reader in natural language = Search Engine Optimization (SEO).

Source: https://gs.statcounter.com/search-engine-market-share/
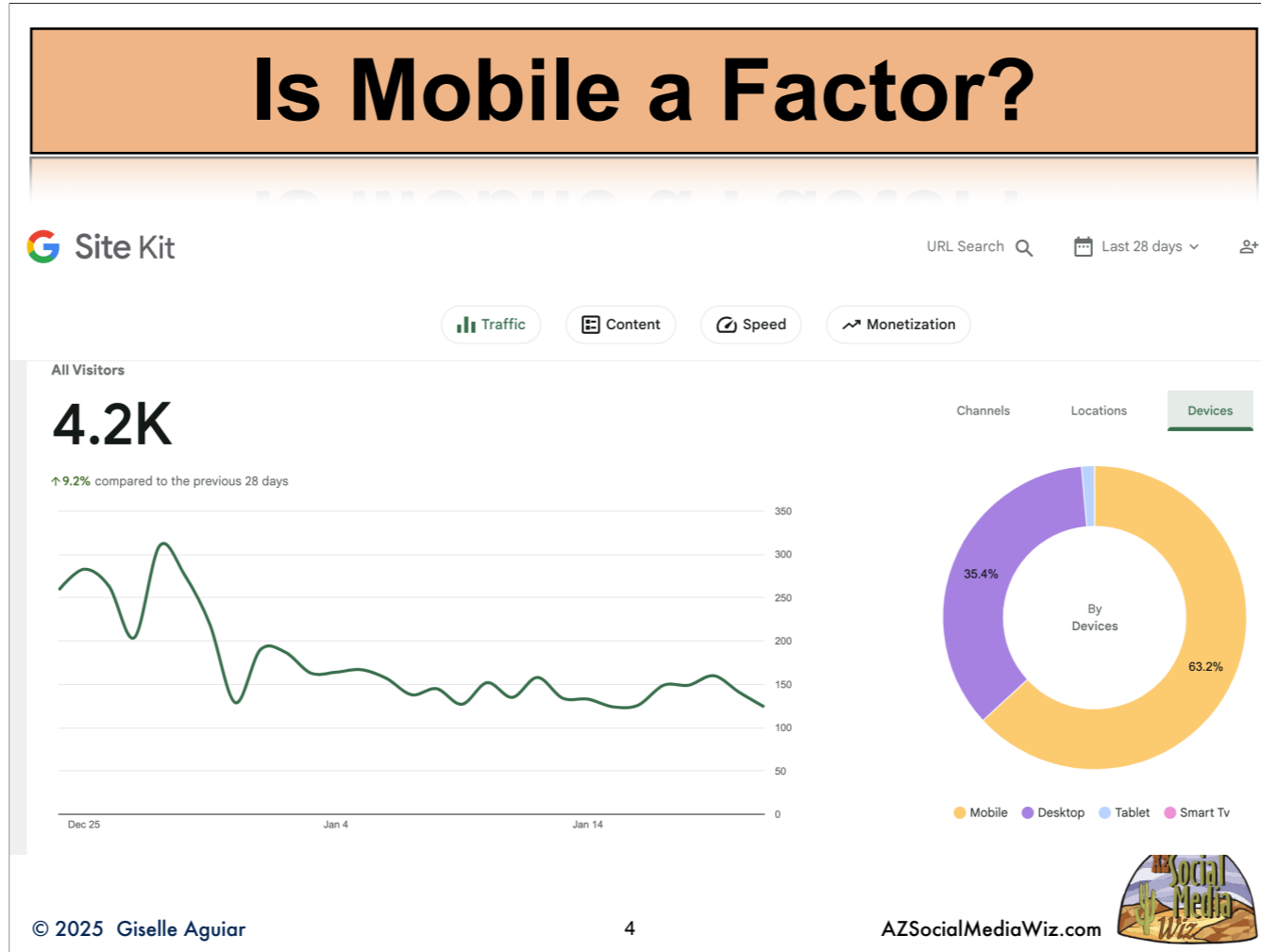
What's Important to Google?
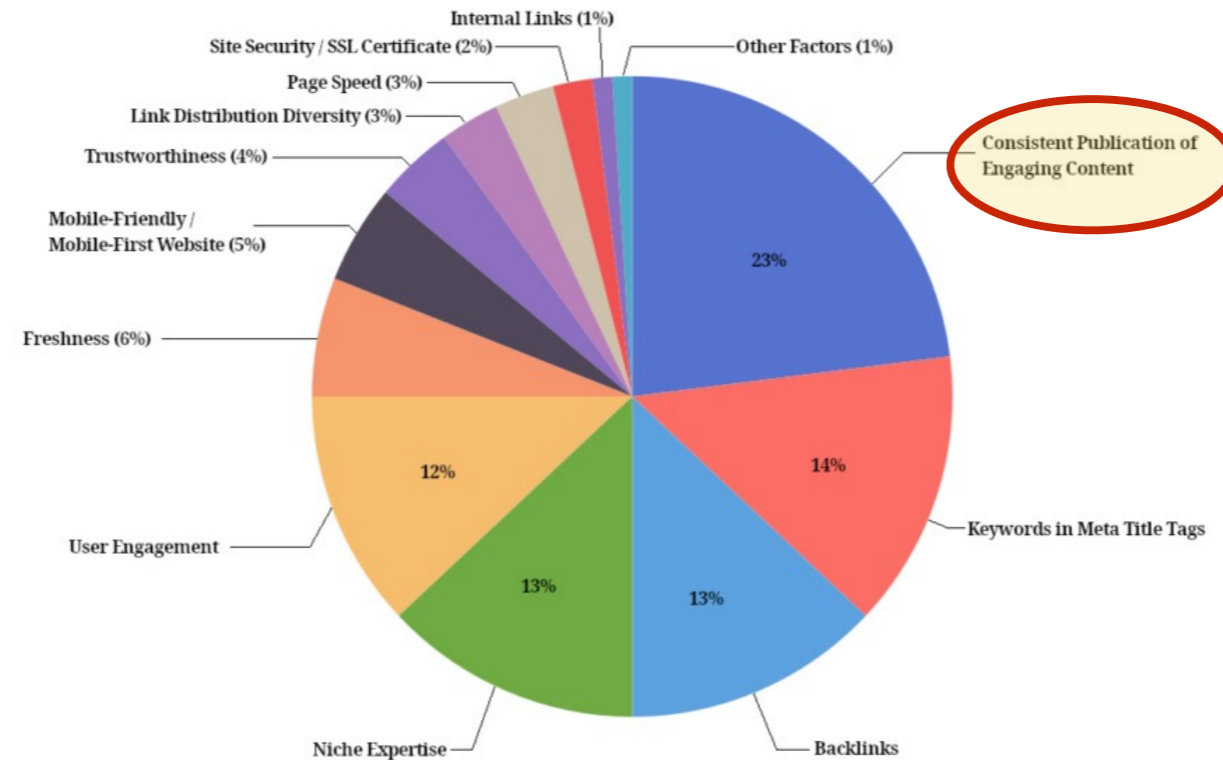
Let's start in the upper right with the largest piece of the pie and go clockwise… at 23%: Consistent publication of engaging content — yes, that's exactly what it is. If you stop creating content, Google's going to think you fell off the face of the earth. It'll think your website is stagnant and ignore it…

Next at 14%: keywords in meta title tags. 13% Backlinks. 13% Niche expertise. 12% User engagement — to have good User engagement, you need good User Experience and User Interface;

6% freshness; 5% mobile friendly website. I'll expand on that next. The last ones are: trustworthiness, link distribution diversity — which is the variety of places where your backlinks are found; page speed, Site security, and internal links. So, you see, everything works together. Google weighs some factors more than others, but they're still important. The idea is to implement all of these for optimum optimization.

Source: https://firstpagesage.com/seo-blog/the-google-algorithm-ranking-factors/

Is Mobile a Factor?

Site Kit

URL Search   Last 28 days

Traffic   Content   Speed   Monetization

All Visitors

4.2K

↑9.2% compared to the previous 28 days

Channels   Locations   **Devices**

35.4%

By Devices

63.2%

● Mobile ● Desktop ● Tablet ● Smart Tv

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Look at your Google Analytics. See what devices your website visitors use the most. On WordPress sites, there's a free plugin called Google Site Kit. Here's what mine looks like. As a B2B business, the majority of visitors are on desktop… Compared to a client of mine who has a B2C tourism business, the majority of her visitors come from mobile. That means it's critical that her website loads quickly on mobile devices. This is an important factor — especially for travel, tourism, and restaurants. However, Google, in general, prioritizes the mobile version of your website for indexing and ranking. Ensuring your site is mobile-friendly is no longer optional – it's essential for SEO success.

SERPs

- ✦ Search
- ✦ Engine
- ✦ Results
- ✦ Page
- ✦ AI Overview (AIOs)

Let's talk SERPs - What is a SERP? It's an acronym for…

Almost 50% of all SERPs are coming up with AI Overviews (AIOs).

They're not going away. They're evolving.

Here's a sample SERP for "best treatment for acne scars". It is generated by, you guessed it — artificial intelligence — AI. It attempts to answer the question or query.

Notice it gives you a lot of information. The problem with this is that it pushes down paid ads, and organic links. The searcher has to scroll down past the AI Overview to get both the paid and organic choices. Your organic traffic is directly tied to your search engine ranking positions (SERPs). If your keywords rank at or near the top of Google's search results, boundless traffic will follow. Conversely, a lack of visibility in the SERPs will leave your site struggling to attract organic traffic, regardless of its quality.

Source: https://www.searchenginejournal.com/improve-google-rankings/246483/

Let's take a look at that SERP again. Notice the links in these AI-generated boxes. Notice the logos — those are favicons which appear in your browser tabs. Notice the names. Where do you think Google gets their informative content? Look, it even tells you! "From sources across the web"! And there's more! So, what's the trick? How do you get your informative content to come up in these AI Overviews?

According to Search Engine Journal, 55% of links are sites that also appear in the top 10 organic (non-paid) listings.

Also, at this time, AIOs do not appear on Google Analytics or other SEO tools. Nevertheless, more than likely, they'll be counted as impressions. and click-throughs in the Google Search Console — which I'll get into later.

Think of it this way: A query is just a question and the answer is never a web page. The answer is generally a passage in a web page.

Content is Still King!

1. Drive more potential customers to your website.

2. Grow your following on social media.

3. Increase conversions (sales, generate leads).

4. Be known as an expert in your field or industry.

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Content is still King — and it still works! You need to create, original, fresh, content if you want to ….

Good, Quality, Helpful Content

- ✦ Written - blogs, articles, ebooks, whitepapers, etc.

- ✦ Visual - videos, graphics, slide shows, webinars, ads, etc.

- ✦ Audio - podcasts, interviews, etc.

…Video and audio podcasts can become blogs simply by embedding the video or audio podcast, then summarizing with bullet points. You can even take the transcript and that becomes your blog post. Google loves to index text.

Google

| What is E-E-A-T?

Google Search   I'm Feeling Lucky

1. Experience

2. Expertise

3. Authority

4. Trustworthiness

Google added a new "E" back in 2023, to their criteria for ranking high in search results to make it E-E-A-T. What do these stand for and why are they important?

Experience -- This is something Ai can't provide — YOUR personal experience on a subject. Do you, as the content creator have the necessary first-hand or life experience for the topic.

Expertise -- Does the material showcase your expertise? Does the author have a high level of knowledge or skill?

Authority -- Is this a topic that is often covered on this website? Are you the go-to person on this subject? Is this the original article or has it been published elsewhere?

Trustworthiness -- Is the information provided correct? Can you trust it? Are you legit or a fly-by-night operation? Is your page accurate, honest, safe, and reliable? Make sure your contact information is updated. Have you cited sources when needed? Is your website secure?

People buy from whom they know and trust.

E-E-A-T article: https://azsocialmediawiz.com/what-is-the-new-e-in-googles-e-e-a-t-that-will-help-you-rank/

Unique, Helpful Content

We Can Blog It!

✦ Your Expertise & Experience

✦ Trends/Industry News

✦ Interviews/Commentaries

✦ Testimonials

✦ Hypothetical Situations

✦ "Don't Let This Happen To You!"

✦ Reviews of products, books, etc.

✦ Benefits / Advice / Answers to Questions and problems.

✦ FAQs

✦ Tell Stories

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Good, quality content is unique and of interest to your target market…
AI can help you generate content ideas if you're stumped.

Crafting Your Message

1. Enticing Headline/Meta Title Tag

2. Grab & keep their attention - 1st paragraph & Meta Description

3. Deliver on the headline

4. Write for your audience

5. Share — don't sell!

6. Call-to-action (CTA) at the end

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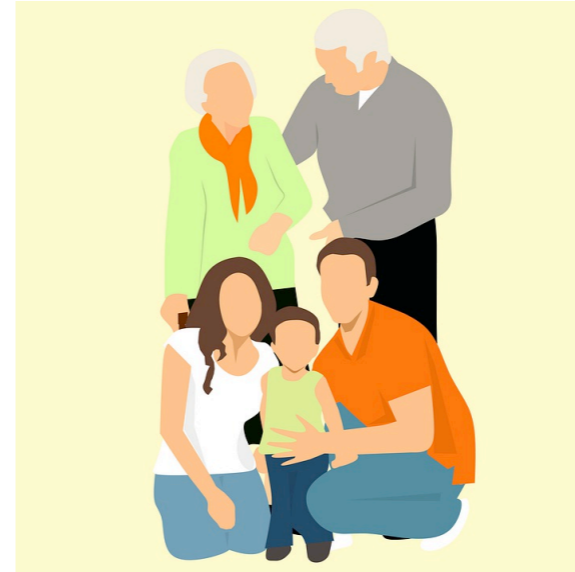
You know who you're trying to reach. Now you have craft your message. These tips will help no matter what type of content you're creating.

1. You want to catch your target's eye. Grab their attention with an intriguing headline. You're also going to take your list from the Keyword Research to get ideas for topics.

2. The first paragraph in a blog or the first 15 seconds of a video or podcast needs to keep the attention of the reader, viewer or listener. Outline the benefits, what are they going to learn or enjoy if they consume the whole piece? How are you going to solve their problem?

3. Nothing is worse than clickbait! You click on a headline and it's not what you expect. That hurts you in every way possible. They'll stop following you.

4. Talk to your target audience. Remember, you're the expert, your target probably isn't. (Unless you're in a tech industry). Provide the knowledge that your audience wants or needs.

5. Don't sound too salesy! You've got their attention, what do you want them to do next? Here's where the enticing offer comes in — the call to action.

6. Always put a call to action at the end of your blog, video or podcast.

Using AI

1. It saves a lot of time on research.

2. It will improve your writing efficiency.

3. Generate topic ideas, headlines, and more.

4. Cultural localization.

5. SEO optimization.
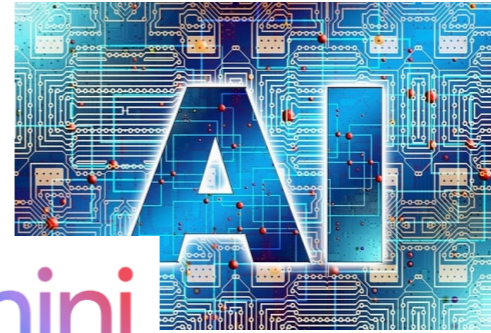
Gemini
Supercharge your creativity and productivity

Chat to start writing, planning, learning and more with Google AI

Chat with Gemini

Copilot
Your everyday AI companion

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Here are the pros and cons of using AI. Copilot is found on Bing and it's the ChatGPT pro-version which is more updated than the free ChatGPT. Gemini is Google's AI tool, but it's the newest and it's still evolving. And they are just that — tools. Some of you may remember when you were in school when you had to write a term paper, you were not supposed to copy references verbatim— word-for-word — from the Encyclopedia — for you youngsters, those were volumes of big books that we used before Wikipedia. Well, the same goes for AI.

First the Pros…

1. It saves a lot of time on research. One of my clients was adding a page to her health and wellness site on Massage Therapy. All she gave me was a long list of 30 benefits. That wouldn't do. So, I went to ChatGPT and entered, "What is massage therapy?". In a matter of seconds — less than a minute — I had a rather detailed description. Wow!

2. It will improve your writing efficiency. AI tools can help bloggers write faster and more efficiently by providing suggestions for content, grammar, and style. These tools can also automate tasks such as proofreading and editing, saving valuable time. Recently, I wanted to write a blog article for a client on the Navajo Code Talkers. I asked Copilot, "Please write a 300-500 word article on the history of the Navajo Code Talkers of WWII. In seconds, I had exactly that. Now, I had to go through and edit it a bit, but it was really nice. Now, I could have spent a couple of hours doing the research then sit and compose the article. With AI, I had it in less than a minute.

3. Generate topic ideas, headlines, and more. Sometimes you don't know what to write about. You have an idea, but you can't quite pinpoint the topic. Type in a few words, and the ideas come up.

4. Cultural localization. These tools can also help local businesses by adapting content to suit different cultural contexts.

5. SEO optimization. AI tools can analyze search trends and suggest relevant keywords to optimize blog posts for search engines. These tools can also provide insights into keyword competitiveness and search volume. Additionally, they can analyze websites and blog posts to provide recommendations to improve SEO, such as optimizing meta tags and headings.

The Cons of Using AI

1. It sounds like a computer talking.

2. No wisdom or common sense.

3. You may get duplicate content.

4. Is it legal?

5. Copyrighted content.

Gemini
Supercharge your creativity and productivity

Chat to start writing, planning, learning and more with Google AI

Chat with Gemini

Copilot
Your everyday AI companion

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1. Though AI is evolving, it still sounds like a computer talking. Yes, both articles were informative, but they sounded like a computer wrote them. AI has no emotion, compassion, or empathy. For instance, I was writing a post in the health and wellness topic. True, scientific and medical studies and facts are available, but it doesn't know the pain a patient feels and how massage therapy can alleviate it.

2. It has no wisdom or common sense. Besides sounding inhuman, AI also has no wisdom or common sense. No personal experience.

3. You may get duplicate content. Had I taken that article verbatim — as it gave it to me — I would have taken the risk that other websites out there have the exact, same AI-generated content. That would hurt your **SEO authority** as the Google search engine gives priority to the first website published with that content. Google also recognizes when an article is pure AI with no human input.

4. Is it legal? If you are in any type of regulated business — like a law firm, financial advisor, insurance, tax accountant, investment firm, etc., the computer may spit out outdated or wrong information. Obviously, you don't want to face violations.

5. Copyrighted content. AI searches and indexes content that's already on the Internet. More than likely, it's gathering copyrighted content, which if you use it verbatim, may lead to a lawsuit. You can ask the AI tool to site the sources, but check the links. I've had the experience of it giving me bad, outdated links to pages that no longer exist.

Should You Use It?

1. You are talking to humans.

2. Use your brand voice — E-E-A-T.

3. Use it for research.

4. Watch for outdated statistics.

5. Double check, triple check.

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Certainly, you should at least try it. Nevertheless, remember…

 1. You are talking to humans — your potential customers/clients — not robots. You need to tell personal stories with compassion and empathy. Especially if you're trying to solve a problem or relieve a pain point.
 2. Use your brand voice — you are the expert in your field. Though the computer may spew out data, you still have to help your potential customer analyze it and make sense of it. Only YOU have your own expertise and experience. That's where the E-E-A-T guidelines come in.
 3. Use it for research, but add your own opinions, stories, experience, expertise, etc.
4. Watch out for outdated statistics. Again, ask it to cite the source, then check it. You'll look stupid if you quote something that's years old and obsolete. Just to test them, I took the same prompt for a marketing plan on both of them. Gemini was stuck in 2023! It is too new and needs to evolve some more. It's like the free version of ChatGPT. Use CoPilot found on Bing.com.
 5. Double check, triple check — they are tools and they are NOT perfect.

On-Page Optimization

- ✦ Meta Title tag - under 60 characters - be location-specific and clear on what you do.
- ✦ Common sense Navigation - a good User Experience (UX) and User Interface (UI).
- ✦ H1 Heading - only in the title of the page - what it is that you do - NOT "Welcome"!
- ✦ H2, H3, H4 Sub-headings - hierarchy
  - ★ put your major keywords in headings
  - ★ put the question you are answering in an H2 tag
- ✦ Bullets - easy for the human to read
- ✦ Text content - written for the human reader but keyword-centric
  - ★ Guide the visitor to convert
  - ★ Match the title/headline - no click bait
- ✦ Meta Tag - 1-2 sentences describing the page - it's what comes up in search
- ✦ Graphics - with descriptions in the "alt text" box.
- ✦ Blog Categories - index topics - don't use "uncategorized" ever
- ✦ Blog Tags - relevant keywords or phrases

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The search engine indexes pages. That's why each static page and subsequent blog articles or posts, need to be optimized.

Part of the "searchability" or "discoverability" of a page, is the structure…..

The title is the first thing the search engine sees. It's what shows on the browser tab. and don't forget the favicon — your logo.

Common sense navigation. A good UX and UI.

The H1 heading is the second title tag. On blog articles, this also become the main title for the page.

The Meta description is crucial. This is what the human searcher sees on the SERP that needs to entice them to click. One thing is ranking high on the SERP, but if no one clicks on the link, what good is it? If you have a hosted WordPress website, the free plugin, SEO by Yoast - which is also available for Shopify ecommerce stores and helps you with optimizing not just your static pages, but your blog articles, too.

Internal & External Links

✦ Relevant links

  ★ internal

    ❖ links to related content within your site or blog

  ★ external

    ❖ links to other peoples' related or quoted content

    ❖ to your social media profiles

✦ Share blog posts on your social media

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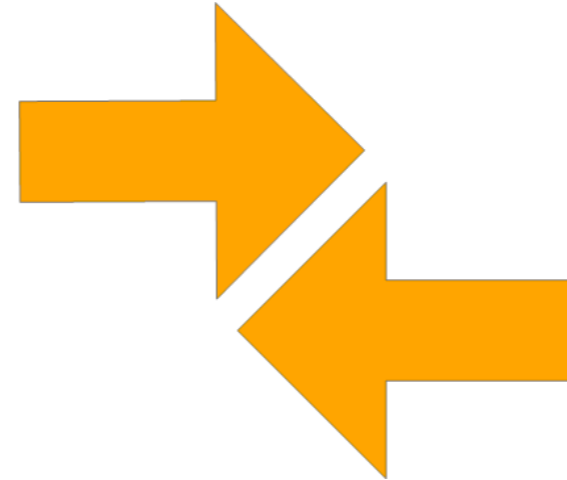
Relevant links
internal – links to related content within your site or blog. If you mention a term on which you've written about in the past, link that term to the article.
external– links to other peoples' related content & your social media. If you quote some one or a report. Cite, the source and link back to it. Make sure that the page opens in a new window, so the visitor doesn't lose your page.

You want to get links on other sites back to your site. Sharing on social media and blogging on LinkedIn and other people's blogs. Make sure they're relevant! Menu items linked from home page will have higher ranking

Off-Page SEO: Backlinks

✦ Show off your expertise

   ★ LinkedIn

   ★ Quora

   ★ Featured.com

✦ Guest posting on a related blog or site.

✦ Associations, memberships & community websites

✦ Social media profiles

✦ Reddit

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LinkedIn: Write an blog on your site, then republish it on LinkedIn a few days later.

Quora: https://www.quora.com/ — answer the question, then add a link to an article on your website for more information.

featured.com — for free you get to write 3 articles a month. They are short articles answering a question.

reddit

✦ **47%** Find traditional search results irrelevant during product research

✦ Consumers are increasingly abandoning traditional search engines for community-based product research.

✦ Reddit claims peer recommendations are gaining more trust than influencer marketing and paid advertising.

✦ Community discussions are becoming more influential in consumer purchase decisions.

✦ **42%** of social media users value Reddit recommendations over other sources, including influencer-sponsored posts, branded ads, and even some expert reviews.

✦ **6** Reddit posts are said to match the reach of an Instagram influencer with 100,000 followers.

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A consumer study came out with interesting findings…
Think of it this way, Reddit users are real people not paid influencers.
Reddit launched in June 2005. Personally, I never understood Reddit. In the 13 years I've been in business, only one person told me they found me on Reddit where someone recommended my services.
Here's the kicker, last year, Google started indexing Reddit posts. And they come up at the top of SERPs.

Source: https://www.searchenginejournal.com/study-47-find-search-terms-irrelevant-during-product-research/536922/

- ✦ Over 1 billion posts
- ✦ 16+ billion comments
- ✦ 76 million daily active users
- ✦ Average of 16 minutes on the site per day
- ✦ About 1 million posts are added to Reddit each day
- ✦ More than 100K active communities (i.e. subreddits)
- ✦ It's communities like Facebook and LinkedIn Groups

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With over one billion posts and 16+ billion comments, Reddit has 76 million daily active users, who spend an average of 16 minutes on the site per day. On average, about 1 million posts are added to Reddit each day. Reddit has a diverse user base across age groups, genders, and socio-economic backgrounds with more than 100K active communities (i.e. subreddits). Like other community based platforms, it takes time and effort to build a community. I don't have time to get into Reddit, but it's a platform you need to investigate. I hope to be doing a bootcamp session on Reddit soon.

✦ **Organic Impressions**: This tells you how often you came up in organic (non-paid) searches.

✦ **Organic Clicks:** This shows how many searchers clicked on the link to visit your website.

✦ **Click-Through Rate (CTR):** This is the number of clicks divided by the number of impressions, shown as a percentage.

✦ **Organic Average Position:** This shows where you came up in Google Search. The smaller the number, the higher your page ranked.

✦ **Top Performing Pages:** This gives you a list of your top-ranking pages and blog posts on your website.

Helpful Data From

Google Search Console
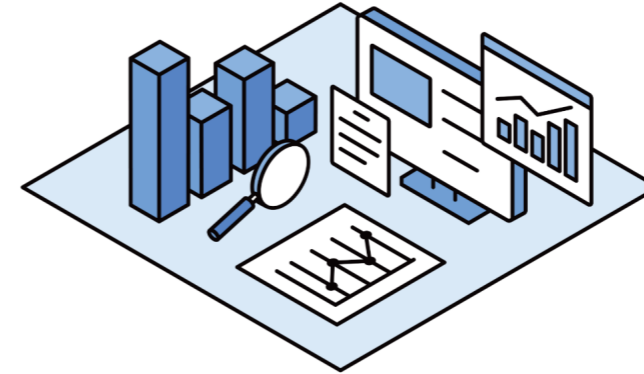
The Google Search Console, part of Google Analytics, gives you valuable data on your website's ranking in the (SERPs). Here's what you need to look for in the Google Search Console…

1	Organic Google Search query	Organic Impressions	Organic Clicks	Organic Click-through rate	Organic Google Search average position
2	davinci resolve training	1758	15	0.85%	5
3	davinci resolve course	1423	9	0.63%	8
4	final cut pro tutorial	1315	19	1.44%	7
5	final cut pro x	1073	0	0.00%	36
6	color balance	760	2	0.26%	9
7	ripple training	597	204	34.17%	1
8	3d effect	595	2	0.34%	15
9	final cut pro effects	559	0	0.00%	20
10	davinci resolve tutorials	540	3	0.56%	9
11	final cut pro course	527	20	3.80%	4
12	final cut pro bundle	511	0	0.00%	10
13	learn davinci resolve	436	6	1.38%	8
14	adjustment layer final cut pro	432	38	8.80%	3
15	davinci resolve 17	419	0	0.00%	17

This is a report I pulled for a client, Ripple Training. They offer tutorials for video editing software Final Cut Pro, Davinci Resolve, and Motion. Therefore, they want to rank for the software name and "tutorials", "course," or "training". I started in their Google Search Console, but I wanted to sort their results in Google Sheets to better analyze them.

What This Report Tells Me

Naturally, if someone knows the name of your company and Googles that, you should come up first and have a high click-through rate (as shown by the highlighted row). But look at the top one "Davinci Resolve training" — 1758 impressions and only 15 clicks! Wow! That means they lost 1743 potential customers! And their position was #5! Who doesn't want to be in the top 5?!

Their problem was in their Meta Descriptions. The page for "Davinci Resolve training" didn't have one. So, Google pulled the first paragraph on the page. It didn't say anything that would tell an interested searcher that they had "Davinci Resolve training". It's the same thing for some of the other search queries.

Given that, my job was to compose Meta Descriptions and page text to improve their click-through rates based on keyword research. Hopefully, with the improvements, their business will skyrocket.

Additionally, I took these top keywords and phrases and used them as a basis for keyword research. The Google Keyword Research Tool then gave me more relevant keywords. That list would give my client ideas on what to write about. Nothing like writing about what people are searching for

	Industry	Average CTR (Search)
1	**Industry**	**Average CTR (Search)**
2	Arts & Entertainment	11.43%
3	Travel	9.19%
4	Sports & Recreations	8.82%
5	Real Estate	8.55%
6	Restaurants & Food	7.60%
7	Education & Instruction	6.17%
8	Health & Fitness	6.15%
9	Career & Employment	5.93%
10	Beauty & Personal Care	5.92%
11	Finance & Insurance	5.70%
12	Automotive	5.65%
13	Industrial & Commercial	5.61%
14	E-commerce	5.50%
15	B2B	5.17%
16	Home & Home Improvement	4.62%
17	Attorneys & Legal Services	4.24%

What are the Average Organic Click-Through Rates for Industries?

This chart from CXL is a guide to what click-through rate you should strive for depending on your industry.

Evidently, my client — who falls under "Education and Instruction" line #7 — needs to shoot for a solid 6% click-through rate for educational sites. Note, too, that most of these industries are highly competitive, which means you need to research your competition and see who's ranking above you in the SERPs.

Using this data, you can improve not just your click-through rate, but ultimately, your conversion rate. You can't get people to convert if they don't first click through to your website! Remember, the role of the website then is to convert a visitor into a lead or a sale.
Source: https://cxl.com/guides/click-through-rate/benchmarks/

Fix: Optimized Meta Tag

1. SEO Title - under 60 characters

2. Eye-Catching Image

3. Description written for the human searcher

4. With the relevant keyword or phrase

5. 2-3 sentences — 150-160 characters.

Search appearance

Determine how your post should look in the search results.

Preview as:

◉ Mobile result   ○ Desktop result

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How to Grow Your Social Media Following and Reach!

Oct 29, 2024 — How to Grow Your Social Media Following and Reach! What you need to do to maximize your digital marketing! Get Social Savvy!

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Remember our pie chart on what Google takes into account for ranking. Titles were the 2nd highest item. This image is from my WordPress website and the Yoast SEO free plugin.

Why is the Meta Description so crucial?

It's the paragraph that comes up in SERPs that helps the searcher decide if your website has what they are looking for. Don't over-stuff with keywords!

Meta Tags: https://azsocialmediawiz.com/title-meta-tags-seo-clicks/

⬛ Key metrics   📊 Traffic   🗒 Content   ⏱ Speed

Title	Pageviews	Sessions	Engagement Rate	Session Duration
1. (not set) /	7,976	109	49.54%	1m 28s
2. 11 Ways to Grow Your X (Formerly Twitter) Followers & Get Noticed /11-easy-ways-grow-twitter-followers-get-noticed/	47	48	39.58%	2m 33s
3. How to take Advantage of what's Trending on X (formerly Twitter) /take-advantage-whats-trending-twitter/	35	38	34.21%	1m 14s
4. The Challenges of Marketing on Facebook & How to Overcome Them /challenges-marketing-facebook-overcome-them/	24	24	54.17%	2m 56s
5. Do I Have to Follow Back Everyone Who Follows Me on Social Media? /follow-back-everyone-social-media/	24	22	36.36%	1m 44s
6. Plan Ahead: What will be Trending in January on Social Media /trending-january-social-media/	24	24	62.5%	44s
7. 5 Types of Twitter Users (Now X) – Which are You? /5-types-twitter-users/	19	18	44.44%	47s

Then, I have the Most Popular Pages Report. Getting a quick view in the Google Site Plugin saves time. If I want to dig deeper, I can go to the Search Console itself. These are all blog articles. See, the blog posts attract visitors to your website. Interlinking helps them stay longer.

What this tells me is that I need to do a new video on how to market on X (formerly Twitter), as well as Facebook! Many things can affect your website's SERP performance. Thus, you need to check it monthly.

Competition

- ✦ What are they doing online?
- ✦ Where do they come up in Google compared to you
- ✦ Look at the 5th - 10th spots
- ✦ Are they active on social media?
- ✦ How many followers do they have?
- ✦ How often are they blogging & posting?
- ✦ You have to do more than what they're doing and better.

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Part of your research is checking out your competition!
What are your competitors doing online?
Where do they come up in Google search compared to you for major keywords and phrases?
Look at the 5th to 10th spots and see what you need to do to knock them down and put yourself above them.
Are they active on social media? How many followers do they have?
How often are they blogging and posting?

You have to do more than what they're doing and better.
Depending on your industry, you may have some formidable competitors. That will take a little extra strategizing.

Weigh Your Options

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You might want to outsource your content creation if you have the budget. How much is your time worth? Outsourcing: https://azsocialmediawiz.com/outsource-social-media-marketing/

Plan it Out

GOAL SETTING
S SPECIFIC
M MEASURABLE
A ATTAINABLE
R RELEVANT
T TIME-BOUND

TODAY...
1.
2.
3.
4.
5.
6.
7.

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Without a plan — written out, you will be overwhelmed!

Start with SMART goals on what you want to accomplish with your content marketing in the next 30 days. Do them month-to-month.

The strategic plan is how you're going to accomplish those goals. The tactical plan is detailing how you're going to implement the strategy. Basically, your to-do list.

What You Need to Rank

1. Have a great User Experience UX
    1. Streamline navigation
    2. Secure website
    3. Fast-loading
    4. Fix errors
2. Deliver fresh, helpful, relevant, E-E-A-T-oriented content at least weekly.
3. Optimize pages and blog posts for Google
    1. Meta Tags
    2. Internal linking - related links
    3. Focus on content structure and readability (headings, bullet points, short paragraphs, etc.)
4. Mobile-first indexing
5. Build high-quality backlinks in different places.
6. Check your analytics monthly

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In conclusion, if you implement all these tactics, your SEO ranking and SERP performance should improve. Some of this takes time, effort, and sweat equity. If you find that even with these improvements and implementations — give it 3 months — you're still not getting the results you want, you may need to delve into technical SEO — which is a whole other story!

Never Stop Learning
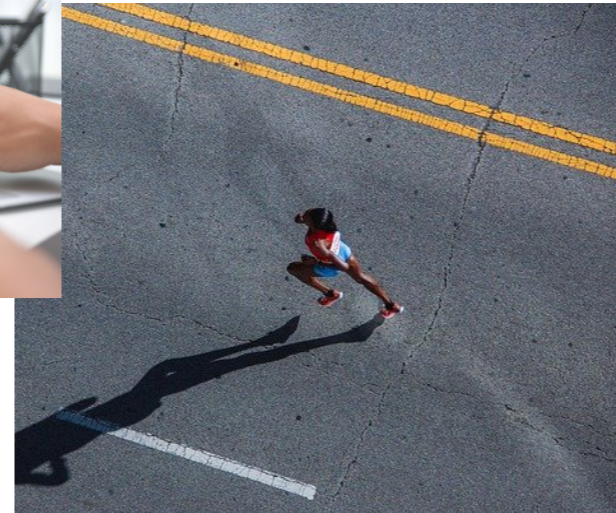
And please don't feel bad. The easy website builders make it sound easy to build a website, but don't tell you that it takes a lot more than, "If you build it, they will come." It's a marathon, not a sprint. And never stop learning. Just attending webinars like this and…

Questions?

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Define Your Target Market Workbook

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Ask questions. You also can follow me. I share up-to-date articles from several trusted sources daily.

Download my free Define Your Target Market workbook. I'll add you to my email list so you won't miss any of my informative blog posts. I have more in-depth webinars on my YouTube Channel. And articles on my website. On my website you can also book a free Zoom call and I can review your marketing efforts. In the PDF of the slides on the last page are links to some of the tools I use.

Tools

✦ Co-Schedule Headline Analyzer: https://headlines.coschedule.com/headlines/

✦ dlvr.it - automates content to your social media

✦ Sendible - schedule out social media posts

✦ Featured - https://featured.com/

✦ Google Analytics - https://analytics.google.com

✦ Google Search Console - https://search.google.com/search-console/about

✦ SEO by Yoast for WordPress & Shopify - plugin: https://yoast.com

✦ Google Keyword Planner: https://ads.google.com/home/tools/keyword-planner/

✦ Page Speed Test: https://pagespeed.web.dev/

✦ Bing Copilot: https://copilot.microsoft.com/

✦ Google Gemini: https://gemini.google.com/

✦ SEO Quake: Google Chrome Extension: https://chromewebstore.google.com/detail/seoquake/