SEO 5 Top Tips

How do you get your business to the top of page 1 on google? Here are our 'Top 5 Tips

1. You need to ensure you have a fast-loading website - If your website takes longer than 2 seconds to fully load this could increase your bounce rate up to 70%. A high bounce rate informs google your visitors are not getting a great experience and gives you a low SEO score.

2. Make sure your hosting package is secure and your website has a current SSL certificate - A website without adequate security can put your visitors and your data at risk; it will also lead to a lower SEO rating.

3. Your website needs to be well structured to allow the Google bots to trawl it easily - A well-structured website saves time and effort for google and improves your SEO score.

4. Ensure your information is succinct and aligned to the topic or product/service your website is based on - Any un-aligned information can

confuse the search bots and rank you down on SEO, in contrast to an aligned website which will tick all of the boxes.

5. Create great content like videos and interesting images or stories, this will keep visitors on your site for longer - Google is informed that visitors are receiving a great user experience so they will rank your website higher.

Thank you for taking the time to download and read this document you can find out more about how we can help you from our website https://www.edworthymedia.co.uk.

Thank you and have a great week!

FYI: Like anything that is built; a website relies on a good foundation, the tips above will give you that foundation and as long as your sector is not too competitive, these tips will enable you to get to the top of page 1 on google. If you have made these changes and after a couple months of trying you haven't got the results you are looking for get in touch and with us and we can advise on the best route to the top of page 1 on Google.