

5 Strategies Every Company Needs To Master

SEO Techniques To Master Today Though everyone has their own way of maximizing search engine results, there is common ground in the actual techniques that are being used.



Get Quality Links

- ☐ Create authoritative content people want to read & share
- ☐ Examine competitor backlinks
- ☐ Post as a guest on high-ranking sites
- ☐ Network in social media
- ☐ Reclaim your brand: Get linked where you're mentioned

Google Authorship

- ☐ Influences page rank
- ☐ Google+ profiles for all your authors
- ☐ Authors claim their authorship

Set a Canonical URL

- ☐ "Canonical" the one best URL
- ☐ Tells search engines which page is preferred (in case of duplicates)
- ☐ Consolidates the power of a page

- ☐ Permanently redirects (301) to canonical, full link value

Microdata & Schema

- ☐ HTML tags tell search engines what the page is about
- ☐ Richer search results
- ☐ Better search rankings

Responsive Design

- ☐ Web pages alter their appearance according to device
- ☐ Single HTML code for the page serves desktop & mobile
- ☐ Easier for users to interact with. share & link to

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