

The background is a blurred image of a computer monitor displaying a data analytics dashboard. At the top, a line graph with several data points is visible. Below it, a date selector shows '29 June'. Further down, the text 'Page views' is displayed above a large number '4 212'. At the bottom of the screen, another line graph is partially visible. The overall color scheme is blue and white, with a dark blue gradient on the left side where the text is placed.

# 7 Ways To Boost Your Website SEO To Get More Free Traffic

# WE LIVE IN AN ONLINE-FIRST WORLD.

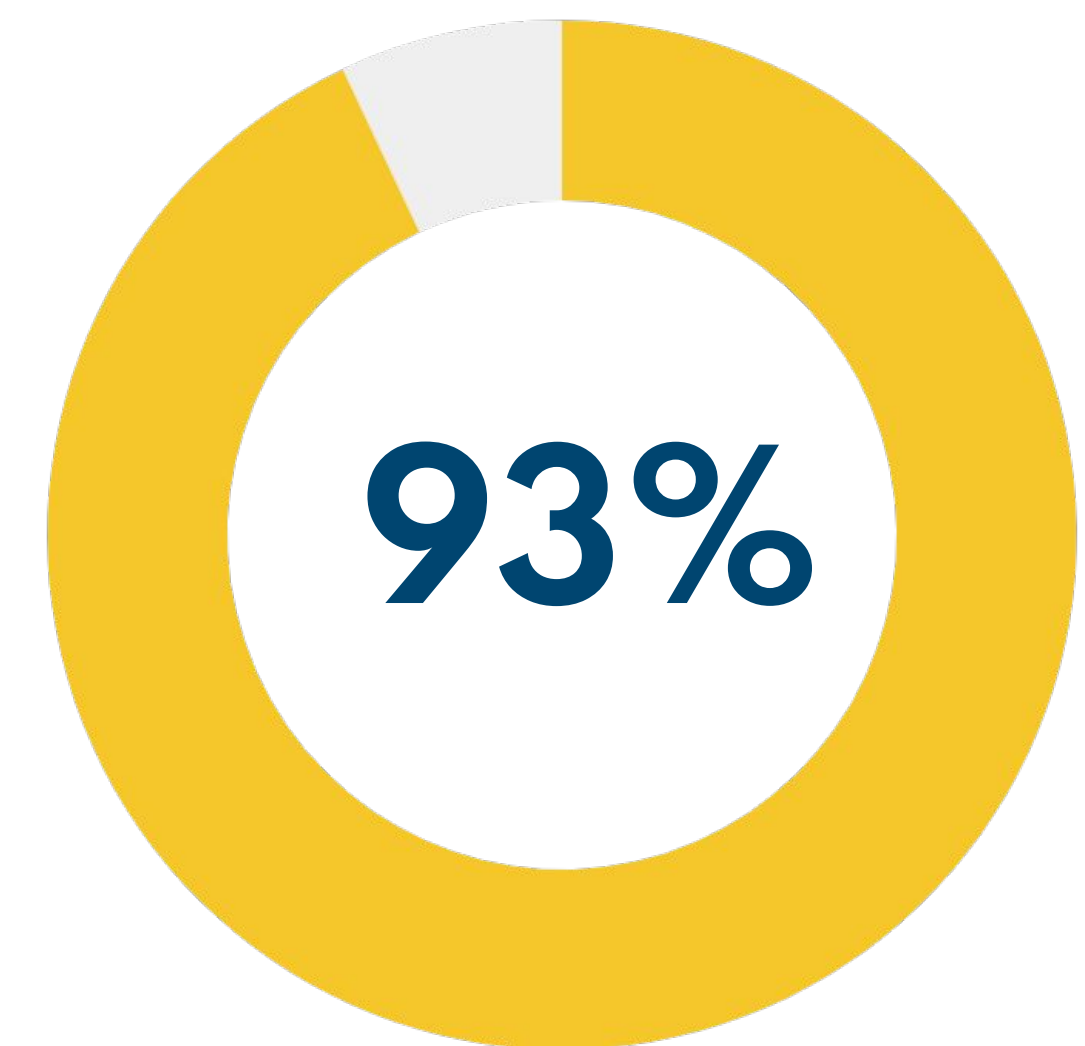
Having a solid online presence is essential for small businesses to succeed. Search engine optimization (SEO) is a key factor in achieving this. It helps businesses rank higher on search engine results pages (SERPs) and attract more potential customers to their websites.

However, many small businesses still do not prioritize SEO because they believe it is too complicated or because they do not see its immediate value. This can be costly, as businesses that neglect SEO miss out on significant online traffic and potential customers.

With a solid SEO strategy, small businesses can avoid being overshadowed by competitors who rank higher on SERPs, losing potential customers who cannot find them online, and ultimately missing out on growth opportunities. In today's increasingly competitive online landscape, investing in SEO has become a necessity for small businesses that want to succeed and grow.

## Did you know?

93% of all online experiences begin with a search engine.



[Source](#)

# 1 CONDUCT KEYWORD RESEARCH

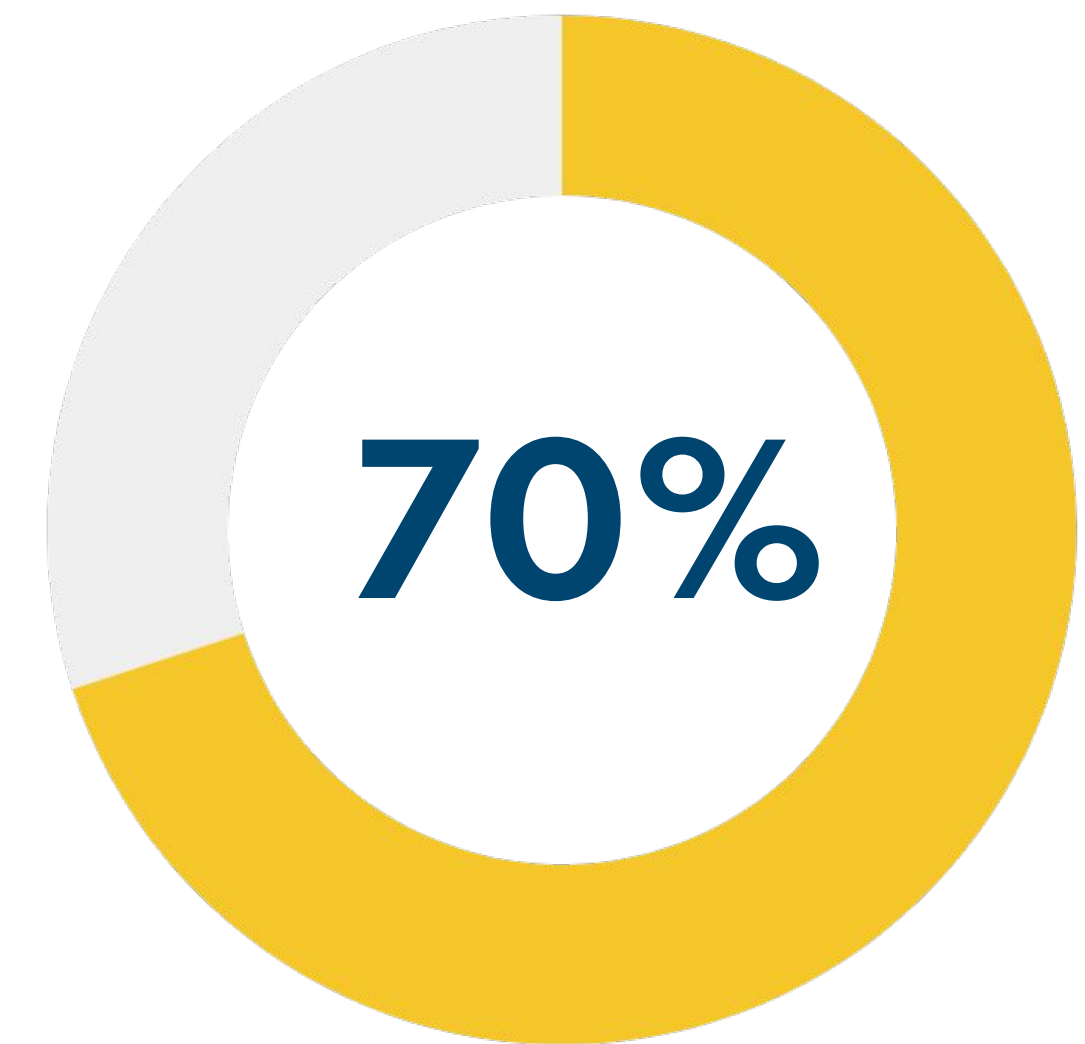
Keyword research is the foundation of effective SEO. By identifying high-potential keywords relevant to your business, you can optimize your website's content to align with the needs and interests of your target audience.

In addition, strategically placing these keywords throughout your website's content can improve your website's search engine rankings and drive more traffic.

- Identify high-potential keywords relevant to your business.
- Utilize keyword research tools such as [Google Keyword Planner](#) or [aHrefs](#) to analyze search volume, competition, and user intent.
- Strategically place keywords throughout your website's content.

## Did you know?

The top five search results on Google receive 70% of clicks.



Source

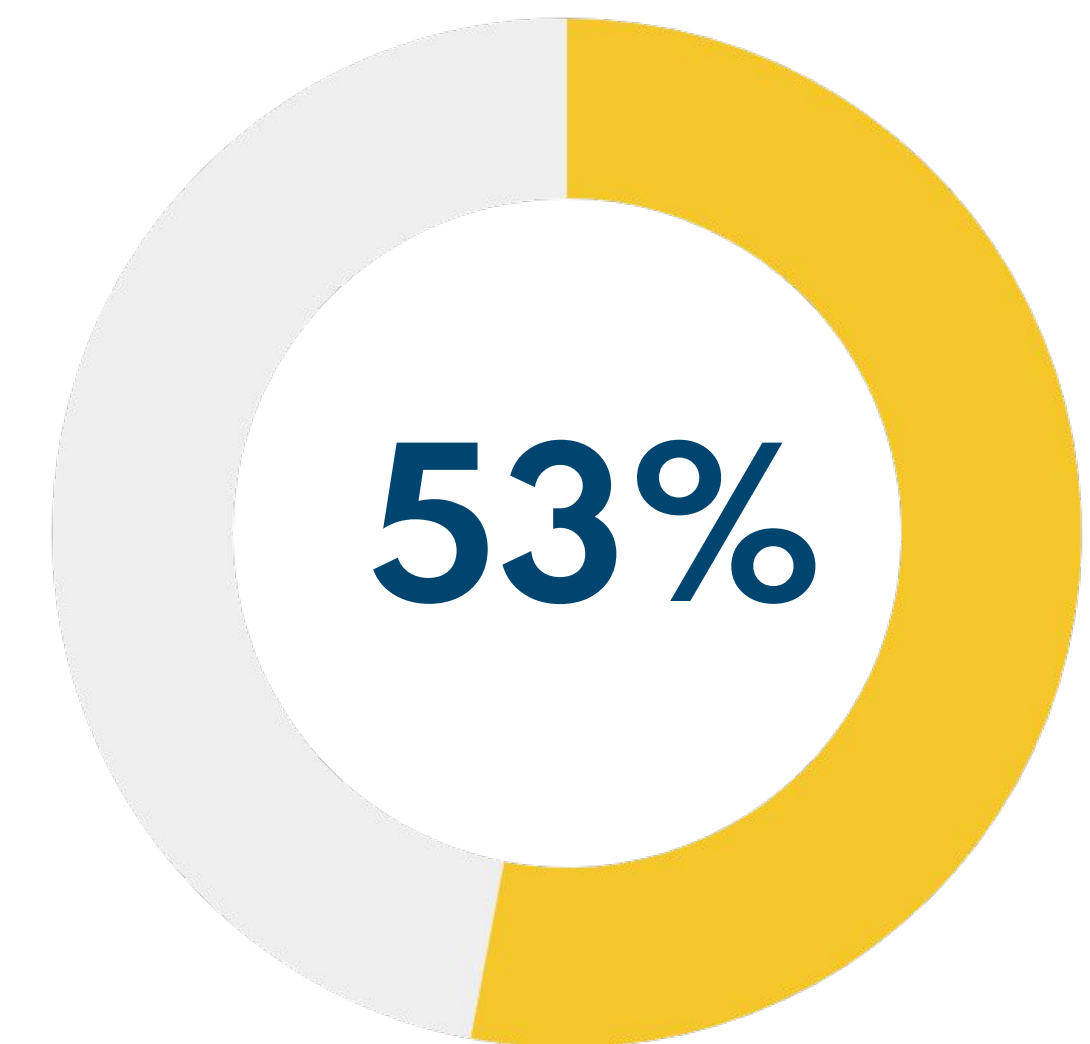
# 2 OPTIMIZE YOUR WEBSITE'S SPEED

A website's speed is a critical factor in SEO. Websites that load quickly are more likely to rank higher in search engine results, as fast-loading pages provide a better user experience. Improving your website's speed can also reduce bounce rates and increase conversions, improving search engine rankings.

- Ensure your website loads quickly by compressing images, minimizing code, and utilizing caching tools.
- Use a reliable hosting provider with sufficient resources such as [WP Engine](#) or [Cloudways](#).
- Consider implementing a Content Delivery Network (CDN) like [Cloudflare](#) to speed up global access.

## Did you know?

A survey by Search Engine Journal found that organic search is the top source of website traffic for small businesses, with 53% of traffic.



Source

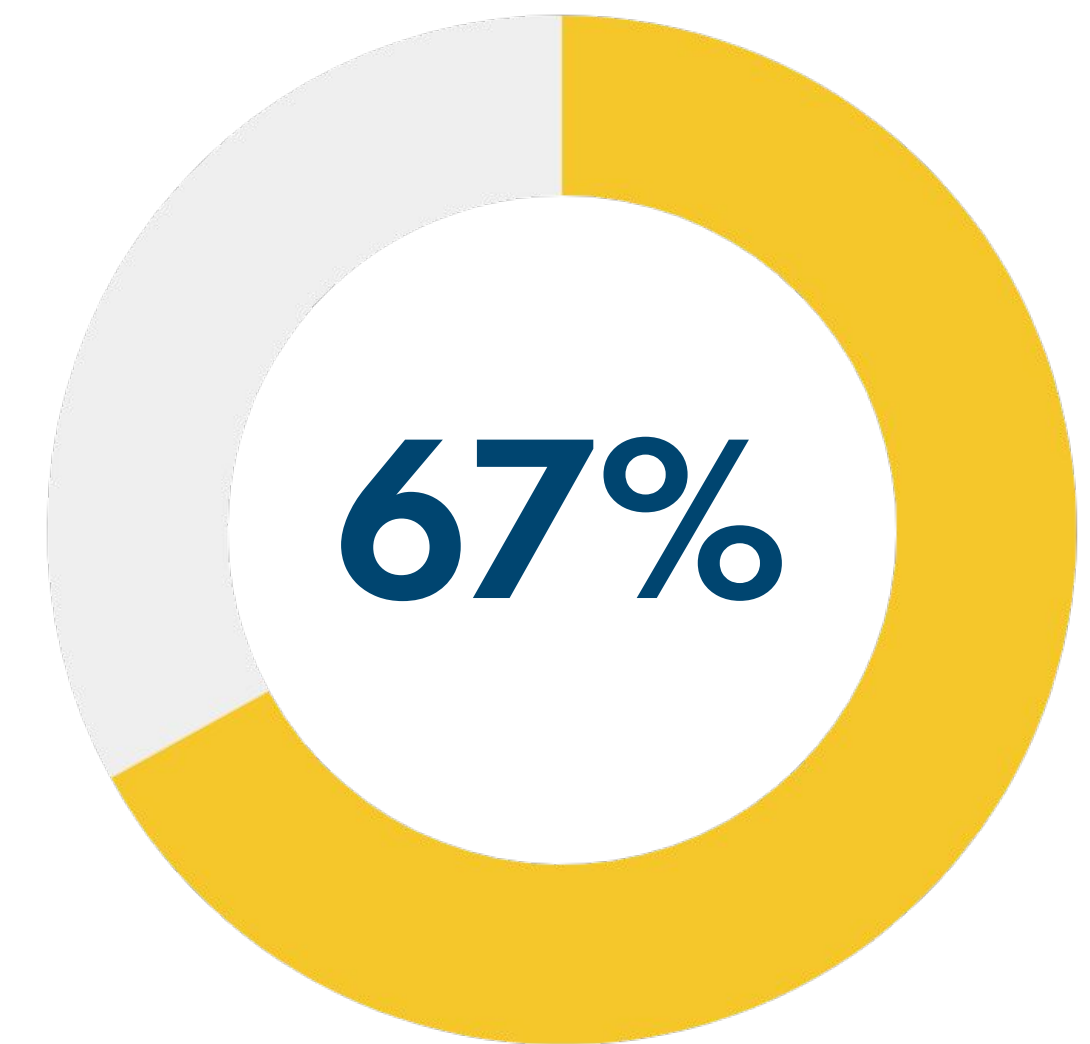
# 3 USE ENGAGING AND UNIQUE CONTENT

Content is king when it comes to SEO. Publishing engaging and original content can improve your website's search engine rankings, as search engines value sites that provide unique and relevant content to users. In addition, by using internal linking and encouraging user-generated content, you can improve user engagement and signal to search engines that your site is a valuable resource.

- Publish original and compelling content that resonates with your target audience.
- Use internal linking to build relationships between pages and improve user engagement.
- Encourage user-generated content through social media and other channels.

## Did you know?

Businesses that maintain an active blog generate 67% more monthly leads than those that do not.



[Source](#)

# 4

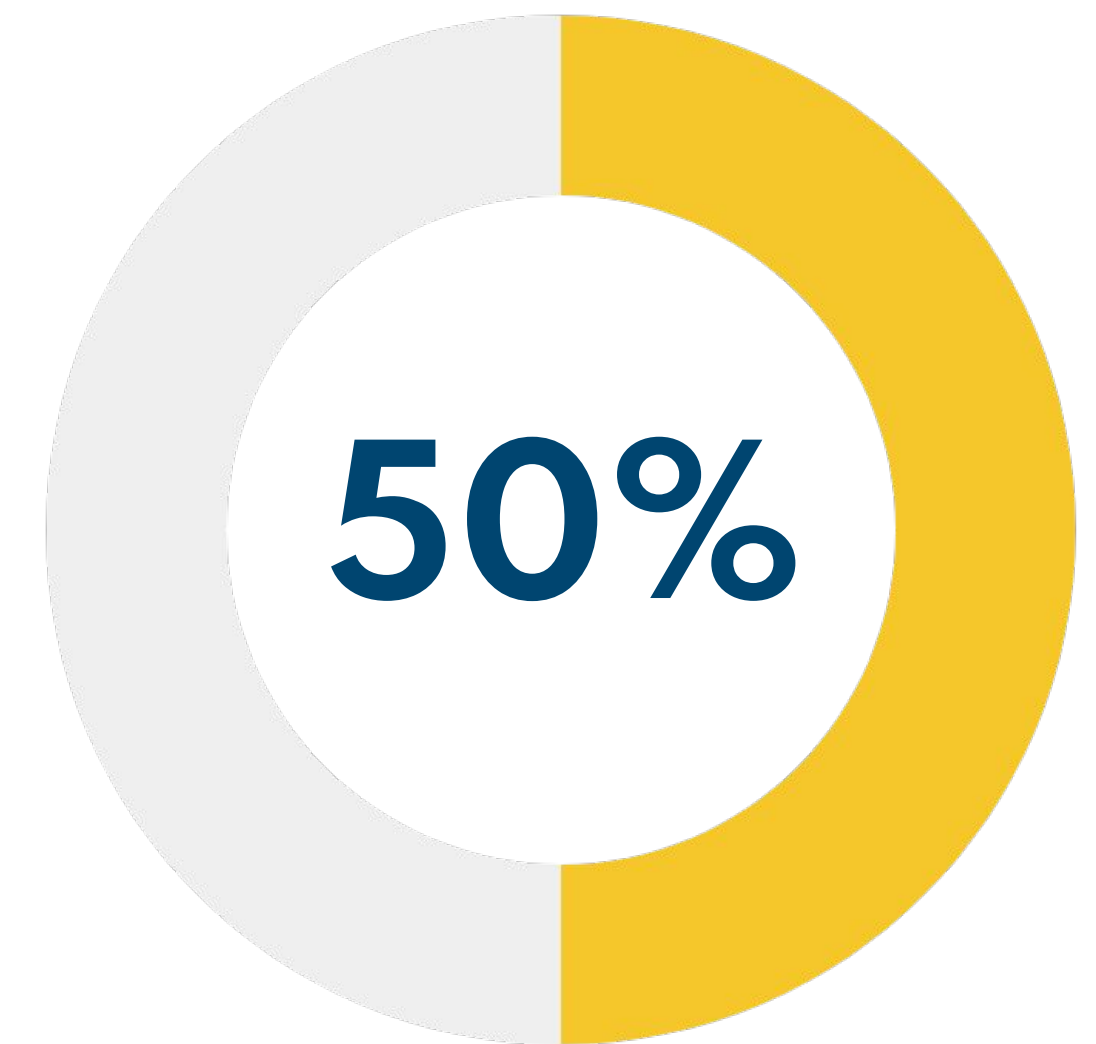
## UTILIZE TITLE TAGS AND META DESCRIPTIONS

Title tags and meta descriptions are vital on-page SEO elements that help search engines, and visitors understand the content on your website. Well-written and relevant title tags and meta descriptions can improve click-through rates and increase the chances of your website ranking higher in the search engines like Google.

- Use clear and concise title tags to represent your page's content accurately.
- Write compelling meta descriptions that entice users to click through to your website.
- Ensure all titles and descriptions are unique and relevant to the page's content.
- WordPress plugins such as [All-in-one SEO](#) and [Rankmath](#) are recommended.

### Did you know?

50% of consumers who conduct a local search on their smartphone visit a physical store within one day.



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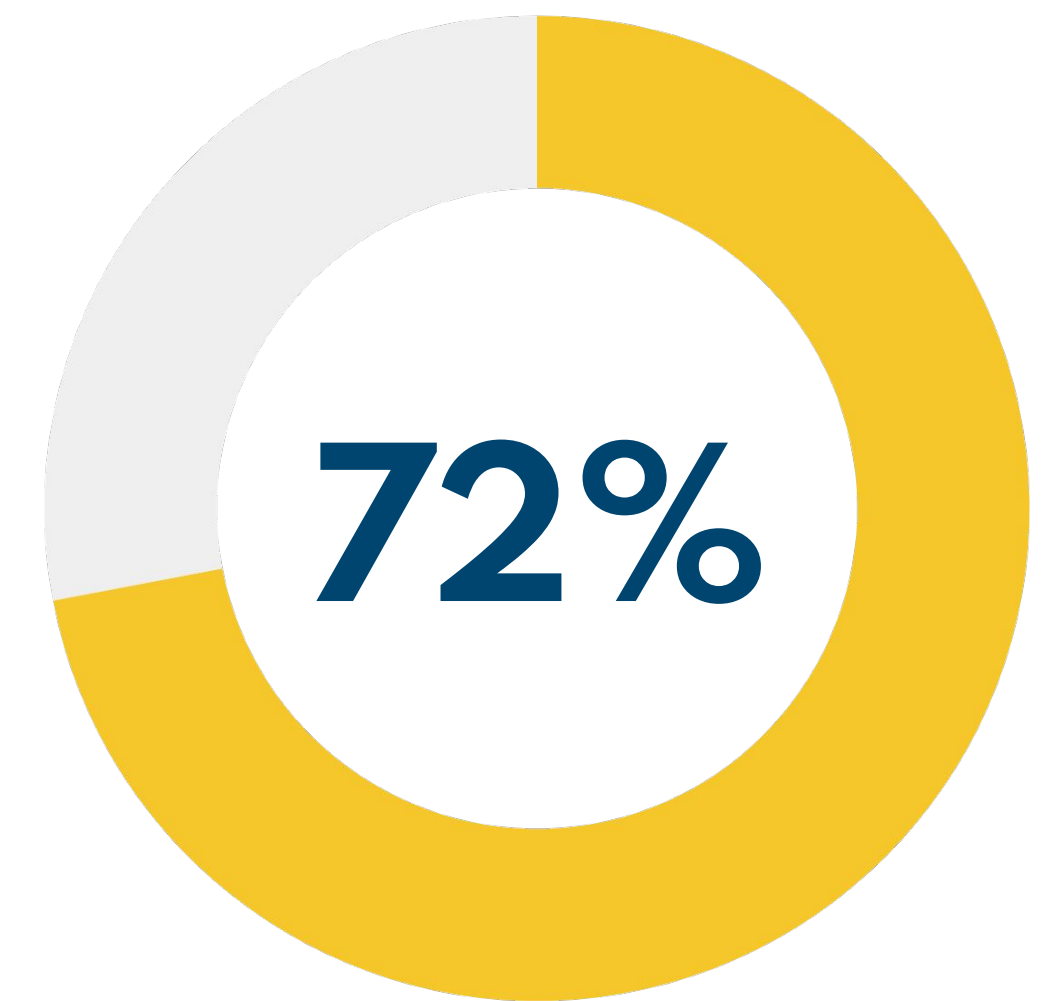
# 5 BUILD HIGH-QUALITY BACKLINKS

Backlinks are an essential off-page SEO factor that signals to search engines that other websites consider your site a valuable resource. Building high-quality backlinks from authoritative websites can improve your search engine rankings. Still, avoiding shady tactics such as link farms or paid links that could result in penalties is essential.

- Aim to build high-quality backlinks from authoritative websites.
- Use outreach and networking strategies to build relationships with other website owners.
- Avoid using shady tactics, such as link farms or paid links, which could result in penalties.

## Did you know?

72% of consumers who did a local search visited a store within five miles.



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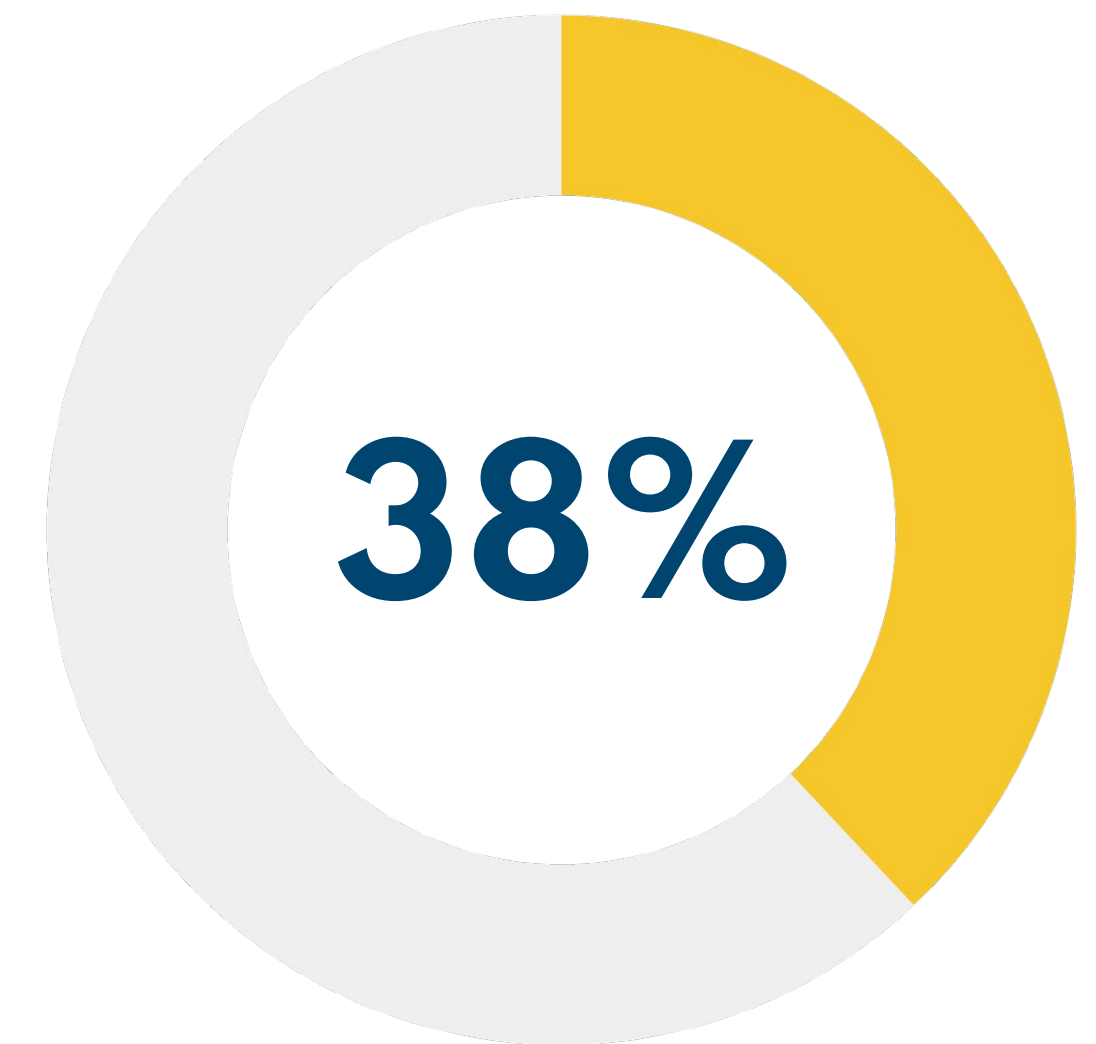
# 6 OPTIMIZE YOUR WEBSITE FOR MOBILE DEVICES

With more than half of all web traffic from mobile devices, mobile optimization has become a critical factor in SEO. Websites optimized for mobile devices load faster, provide a better user experience, and rank higher in search engine results.

- Ensure your website is mobile-friendly and responsive using [Google's Mobile-friendly test tool](#) to different screen sizes.
- Use a responsive design or mobile-specific theme to improve user experience.
- Test your website on various mobile devices to ensure compatibility and usability.
- Optimize website speed on mobile devices by reducing image and video sizes and minimizing code.

## Did you know?

Websites that load in 2 seconds or less have an average bounce rate of 9%, while those that take 5 seconds to load have a bounce rate of 38%.



Source



# 7

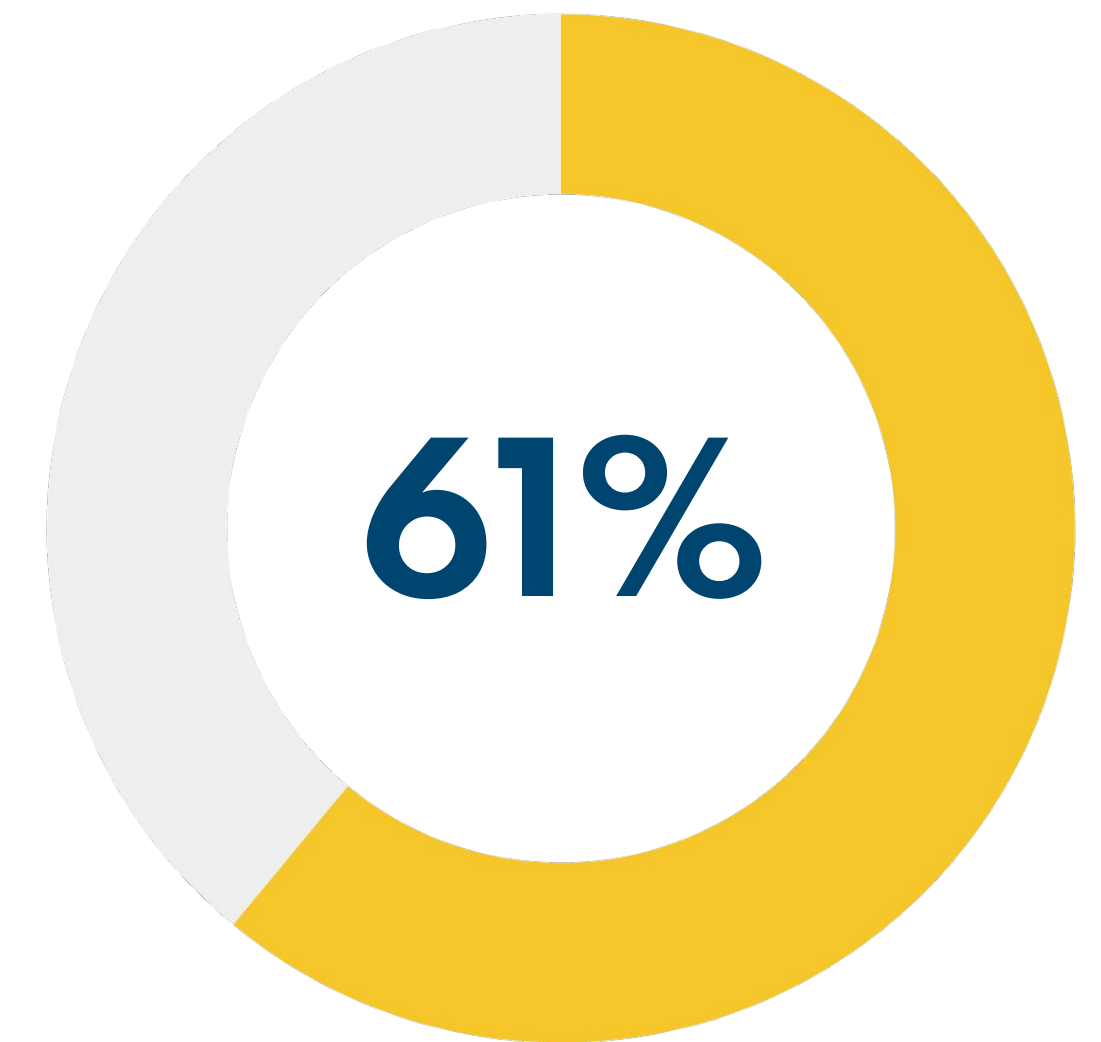
## MONITOR & ANALYZE YOUR WEBSITE'S PERFORMANCE

Regularly monitoring and analyzing your website's performance is essential for effective SEO. Utilizing analytics tools can help you track your website's traffic and rankings, identify areas for improvement, and optimize your website to meet the needs of your target audience better. Using data to inform your SEO strategy, you can continuously improve your website's search engine rankings and drive more traffic.

- Utilize analytics tools such as [Google Analytics](#) to track your website's performance and identify areas for improvement.
- Regularly monitor your website's rankings and traffic.
- Use data to inform your SEO strategy and continually optimize your website.

### Did you know?

61% of marketers say improving SEO and growing their organic presence is their top inbound marketing priority.



Source

Congratulations on implementing the first seven tips to improve your WordPress website's SEO and rankings! You've taken an essential step in building a strong online presence for your small business.

However, there is always more that can be done to continue improving your SEO and staying ahead of the competition, such as: schema markup, link-building and integrating social media into your SEO strategy.

Ready for Your Next Steps?

**SCHEDULE A CONSULTATION**  
**START RANKING HIGHER IN GOOGLE!**

Ashton and the *Websites In A Flash* team are here to help you get more online visibility and attract more customers.

**Schedule a Consultation**

