



BEST PRACTICES FOR GETTING HIGHER RANKING SEO

With the massive number of websites today, understanding search engine optimization (or SEO) is essential for any business owner. SEO is the virtual world equivalent of the old adage “location, location, location.” The aim of SEO is to improve your search ranking making it easier for potential clients to find you. So, what are the best SEO practices to follow today to rank higher?

Let’s first go over the definition of SEO.

WHAT IS SEO?

- SEO stands for Search Engine Optimization and it means aligning the rules of your website or web property to the rules and regulations of search engines, like Google and Bing.
- If done properly, your website will be ranked and displayed towards the top of the search engine page, giving you and your site more visibility. In layman’s terms, the higher your website is ranked/listed, the more people will see it.

Check out these resources for more information on what SEO is:

- [What is SEO? - Moz](#)
- [What is SEO? An Explanation for Beginners - Yoast](#)
- [What is SEO? The 2022 Guide to Search Engine Optimization – SEMrush](#)

WHAT ARE SOME OF THE FACTORS THAT AFFECT YOUR RANKING (ACCORDING TO SEMRUSH)?

- Time on site
- Pages per session
- Bounce rate
- Number of visits that your website gets

All these factors are user-based metrics. So, make sure you optimize your website with the user in mind.

You can achieve that by having:

- High quality content that is readable, organized, and fresh
- A mobile-friendly website
- Relevant keywords
- A fast-loading website
- Secure website (http vs https)

Check this resource for more information on ranking factors

- [15 Keys to Improve Your SEO Ranking](#)

Want to know how to measure your web pages' performance? Check out these links:

- [Core Web Vitals - Google](#)
- [GTmetrix](#)
- [Page Speed Insights - Google](#)
- [Pingdom](#)

ADDITIONAL RESOURCES:

- [Search Engine Journal](#)
- [Tarek Riman's Blog – Riman Agency](#)
- [Tarek Riman's Book – The SEO Way: Beginner's Guide to Search Engine Optimization](#)
- [Tarek Riman's The Digital Marketing Shortcast](#) – a podcast where Tarek updates you on everything Digital Marketing in 2 minutes

What SEO best practices are you planning to use in your strategy? Our business coaches can work with you on developing the elements of a solid SEO strategy for your business. Visit yesmontreal.ca/entrepreneurship to find out how to book your appointment and receive personalized guidance.

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