How To Rank Our Blog/Web Story On Google

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Content

- 10 Reasons Why Google Ad-sense Get Rejected.
- 10 reasons Why Website Is Not Ranking On Google
- The Major Issue Thin Content
- How To Recover From A Thin Content Problem
- How to Create Great Web Stories
- Tips To Rank Your Blog On Google
- References

10 Reasons Why Google Ad-Sense Get Rejected

- Your website is too new
- No content, poor-quality or inappropriate content
- Poor quality or non-organic traffic
- No privacy policy
- You encourage users to click on the ads
- Links are from or lead to harmful or inappropriate sites
- Server downtime
- You sell counterfeit goods
- You are under 18
- You've already been banned before

Your website is too new

- Younger Than 6 Months

No content, poor-quality or inappropriate content

- Create Best Content
- What Ad-Sense Want??

Poor quality or non-organic traffic

- Sneaky Tactics = High Bounce Rate

No privacy policy

- Mandatory to have Privacy Policy page on website.

You encourage users to click on the ads

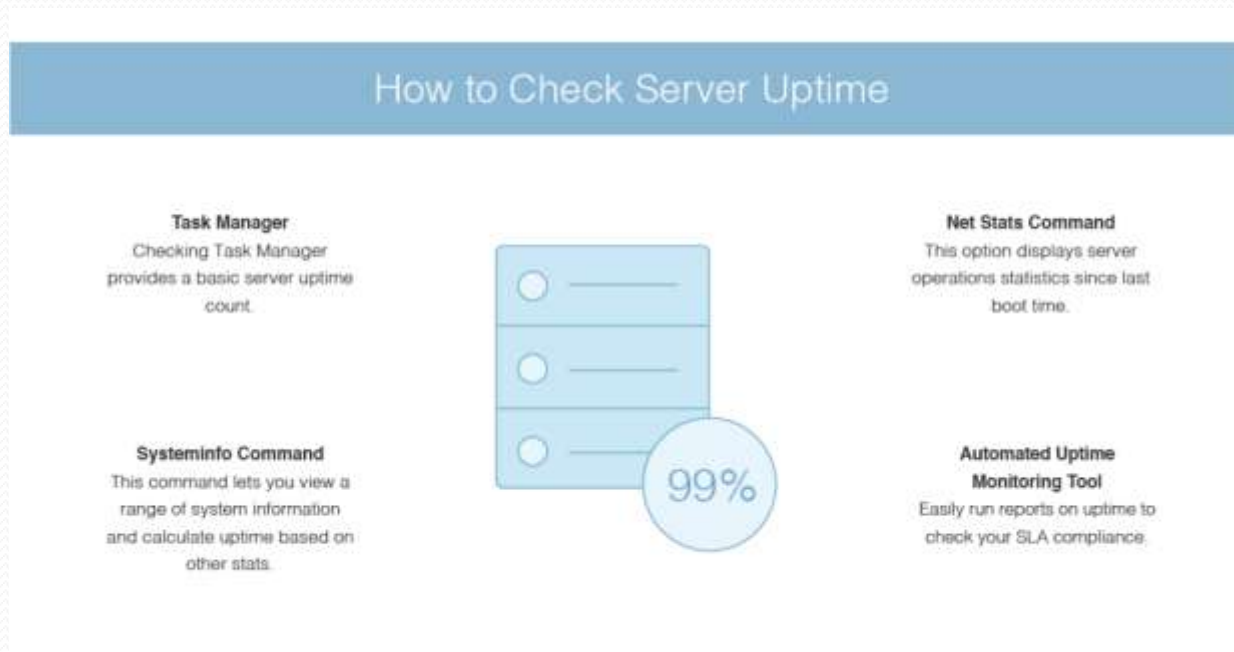- Display Ads Where Appropriate

Links are from or lead to harmful or inappropriate sites

- Double-Check Your Own Links

Server downtime

- Website Is Constantly Crashing
- Server uptime and downtime reporting tools
  SolarWinds Server & Application Monitor(SAM)

How to Check Server Uptime

Task Manager
Checking Task Manager provides a basic server uptime count.

Systeminfo Command
This command lets you view a range of system information and calculate uptime based on other stats.

99%

Net Stats Command
This option displays server operations statistics since last boot time.

Automated Uptime Monitoring Tool
Easily run reports on uptime to check your SLA compliance.

You sell counterfeit goods

- Do Completely Legal Things
- over 96% of company websites there is an almost identical copied version somewhere on the web, differing only in its domain extension.
- In addition to a similar domain, almost 76% wesites known as 'lookalikes', also feature an accurate copy of the graphic interface, with menus and functionalities closely resembling the original portal.
- good method of keeping users on their guard is to devote a section of the company portal to guidelines clarifying how company **support operations** are carried out, (for example: 'Our operators will never ask you for passwords'.

You are under 18

- If you are under 18, a good way to get the application accepted is to work with your parents or another trustworthy person who is older.

You've already been banned before

- It is quite evident that Google and AdSense want to work with serious people who will present their ads to thousands and possibly millions of visitors.

10 Reasons Why Website Is Not Ranking On Google

- Your site speed is too slow
- Your content isn't building trust
- Your content isn't targeting the right keywords
- You're not publishing regularly
- SEO best practices are not being implemented
- Your site has poor organization/navigation
- You're in a super competitive market
- You're not crediting a trustworthy author
- You have a "no-index" tag set on your pages
- You're not optimizing older posts

Your site speed is too slow

- Loading Time 5-6Sec On Mobile
- To Fix This Issue- Use Online Tools(Page Speed Insight From Google, Semrush Trial etc.)

  Reduce The Image Size

  Reduce The No. Of HTTP Request

  Min. The No. Of Videos

Your content isn't building trust

- Take An Honest Look Of Your Work
- Provide The Best , Helpful, & Trustworthy Information
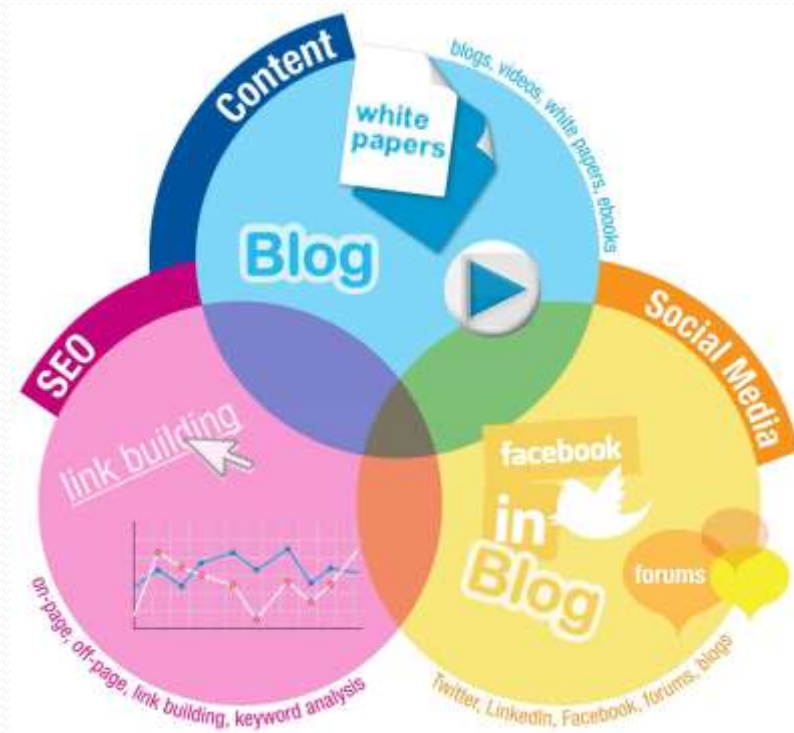
Your content isn't targeting the right keywords

- Keyword Research
- Long Tail Keywords
- Unique Keywords

You're not publishing regularly

- The more content you have on your site, the more opportunities that Google has to index your content for different keywords.
- How to fix this
- Create an editorial calendar and get writing!
- Make it a priority to publish new educational content on your site 2-3 times per week.
- But again, it's not just the volume or quantity that counts, but the quality of them.

SEO best practices are not being implemented

- Search engine optimization is all about how you can make your content stand out in Google's eyes as the best piece of content that it can display for users who are searching for keywords pertaining to your industry.

- From having an SSL certificate for your site to having appropriate headers, titles, meta descriptions, there are plenty of on-page SEO basics that should be implemented on every page of your site.

SEO best practices are not being implemented

- How to implement SEO best practices?
- the very condensed basics come down to optimized titles, keywords, headers, structure of articles, meta descriptions, and URLs.
- creating content that's more user-focused: whether it's the actual topic and ways of honestly answering your prospects' questions, or visually providing the best structural/formatting experience for users as they're reading through your site.

SEO best practices are not being implemented

- The same goes for publishing an article that follows the best practices for SEO.
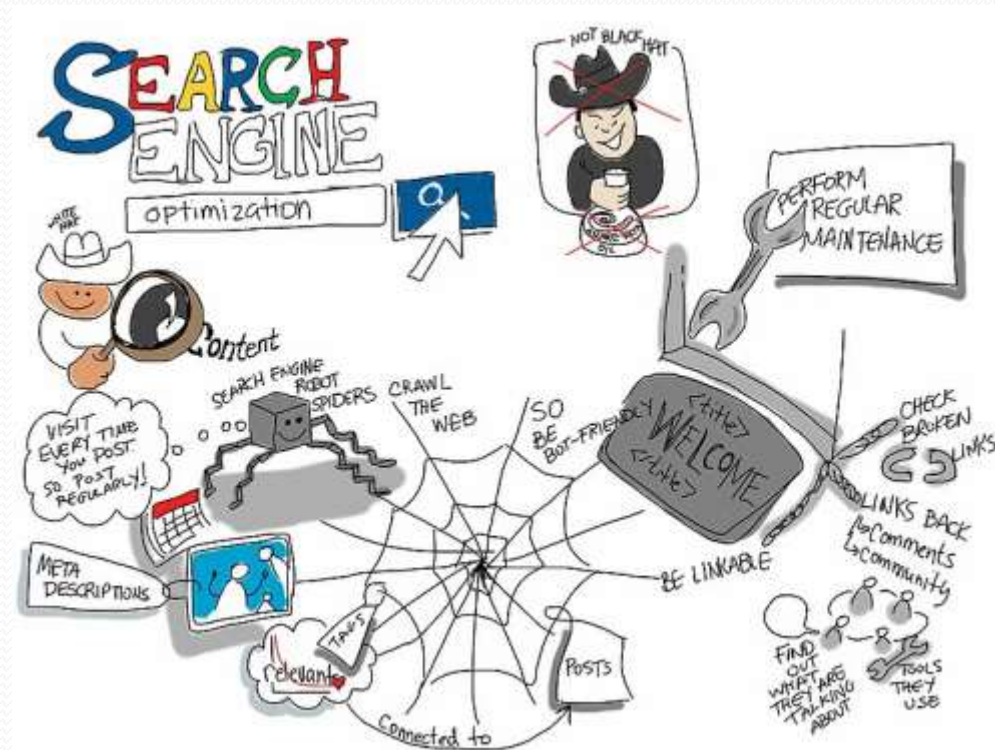
Your site has poor organization/navigation

- Site organization is an important factor in ranking.
- If The Structure Isn't Clear It Will Inc. The Bounce Rate.
- Solution: Give User A Clear Map

You're in a super competitive market

- If you're in one of those super-competitive spaces, it just means you have to be on your game even more.
- This might mean going the extra mile with your content: having video on each of your pages, infographics, and images professionally designed to accompany your content.
- If you're not a Featured Snippet yet, it might just take a little more time.
- It might also mean your content strategy needs to be even more thoughtful and bold.

You're in a super competitive market

- Creating content around those areas will be vital for success in a competitive market.

Competitive Market Meaning

- More Business Opportunities
- Competitive Market
- Better Quality of Products and Services

→ Market structure where no one has a monopoly over supply or demand

→ Establishes best circumstances where both the buyer and the supplier profit from the sale

WallStreetMojo

You're not crediting a trustworthy author

- In 2018, Google released an E.A.T. update which meant that the author listed for blogs on sites was going to start being taken into account for rankings.

- E.A.T. stands for Expertise, Authority, and Trustworthiness.

- Give authors a set bio page on the website and have it link back to their LinkedIn page to make it easier for the search engines to put the pieces together that this is an expert talking.
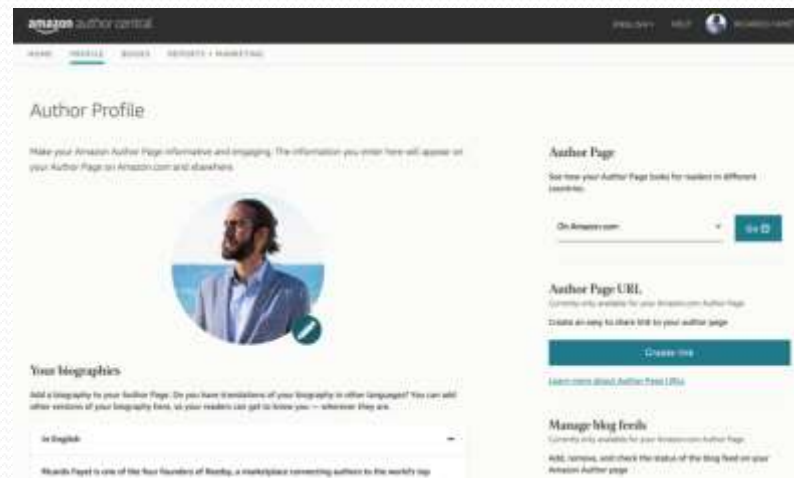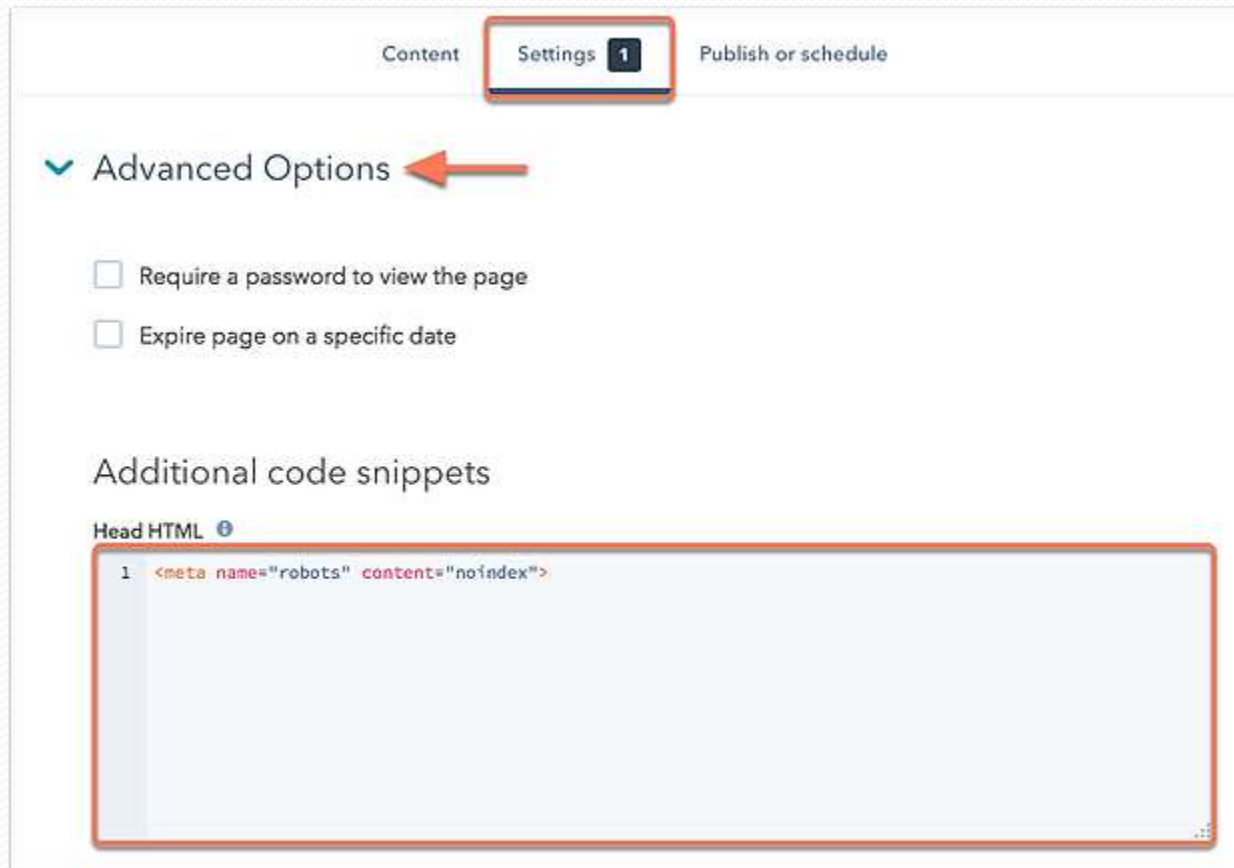
You have a "no-index" tag set on your pages

- A no-index meta tag is a set of coding that you can inject on your website pages to basically tell search engines not to crawl (and hence, rank) it.

- Many times if you've had a new site designed, developers may have had this tag originally added to your site pages while they were still being created and worked on and then may have forgotten to take it off once you published live for the world to see.

You have a "no-index" tag set on your pages

- What to do about it
- In general, no-index coding should only be on specifically chosen pages of your site.
- If it does have the tag, that could be why it's not showing up in Google. Go into the back end of your content management system and remove those tags for that page.
- To update the tag on a single website or landing page in HubSpot, for instance, just go to Settings and then remove the coding added for the no-index.

You have a "no-index" tag set on your pages

You're not optimizing older posts

- There are likely dozens of articles that are worth revisiting for an opportunity to improve your ranking.

The Major Issue Thin Content

- Thin content is broadly defined as website content that provides very little value to users.

- **Here are a few types of thin content pages:**

➢ Copy that lacks depth or usefulness

➢ Repetitive or duplicate content

➢ Scraped or syndicated content

➢ Sparse category, tag or author pages

➢ Doorway pages or affiliate pages

➢ Auto-generated (artificial) content

➢ Low-quality affiliate pages

➢ Too little content

Copy that lacks depth or usefulness

- Does most of your content target a keyword?
- Do those pages and posts satisfy the search intent of the term and cover the topic completely?
- While you don't need to write 4,000 word article about everything, make sure your readers don't need to return to the search engine results (SERP) for more info

Repetitive or duplicate content

- If your blog has dozens of posts that all target the same keyword, those pages are probably very similar.

- While they may not be carbon copies, search engines are smart enough to understand that they're essentially the same.

- Make sure each page targets unique keywords

Scraped or syndicated content

- If your pages have more ads and CTAs than helpful information then you may be at risk of triggering Google's thin content penalty.
- That's true if ads appear above the fold, cover content or require user actions to dismiss them.
- Make sure they're secondary to your content.
- Scraped content refers to content that was taken from other websites and (sometimes) slightly changed, usually automatically, by a software. In essence, this is plagiarism, and Google's algorithms can recognize this, and penalize the website as a result.

Sparse category, tag or author pages

- website have tons of author pages with only one article
- blog tags that you only used a few times
- your site has hundreds of empty ecommerce product pages
- urls have little to no quality content they definitely count as thin content.
- It's better to have a few high-level categories filled with content than hundreds of rarely used tags.
- If you can't remove old author pages, you should at least noindex them.

Doorway pages or affiliate pages

- Doorway pages are low-quality websites or pages specifically designed to rank for keywords.

- Why are they bad?

- Because they often redirect users to less useful content or affiliate sites.

- In some cases, several different web pages may actually redirect users to the same domain.

- This is done by admins or webmasters who want to funnel their traffic into a particular section of their website, rather than the one that was initially clicked.

- Google doesn't like it as it misleads their users and creates a poor user experience which is the opposite of what the company is trying to achieve.

Auto-generated (artificial) content

- As the name implies, auto-generated content was created through an automatized process by some program.

- This kind of text is unreadable, and its purpose is to use certain keywords to increase the ranking of a website.

- This content doesn't contain any fluid sentences, it is not edited by a real person, and does not offer a pinch of valuable information.

Low-quality affiliate pages

- Affiliate sites often utilize other sites' products, information, and content, which is classified as a violation by Google.

- If affiliate sites have their own, original content, product categories, listings, and so on, the search engine will see them as unique and valuable, and will not interfere in their operation.

Too little content

- Sometimes it's not about the quality of the content, but the lack of it.
- Another potential issue could be pages with a low word count, and Google sees them as problematic, so, if possible, it is advisable to enrich these pages with more words.

How Thin Content Hurts Your SEO

- When you understand what SEO is, and why Google prioritizes certain ranking factors, you'll know how detrimental thin content can be to your organic traffic aspirations.

- You won't get backlinks

- Keyword cannibalization

- Increased bounce rate

You won't get backlinks

- One of the top three ranking signals. And if you hope to earn them, you've got to give people a reason to link to you.

- Think about it: you wrote compelling meta tags, including a catchy title and enticing meta description. Someone sees it in the SERPs and thinks, "Wow, that's exactly what I need for my article!" So they click...and find nothing of value.

- That user may never return to your site, and they *definitely* won't link to it.

Keyword cannibalization

- There's a common SEO misconception that if you publish tons of content that all targets the same keyword you will rank higher in search result pages. In fact, the opposite is true.

Increased bounce rate

- Although a high bounce rate won't hurt your SEO, it's still worth mentioning because it will hurt conversions and cost you money. One way to decrease bounce rate is to create better content that provides real value.

Should We remove thin content?

- Google usually recommend to improve content rather than remove it.
- Even if your site wasn't hit with a Google thin content penalty, low-quality copy may affect your domain health as well as traffic and conversions.
- I'll be honest, it won't be easy to make these changes. But it is absolutely worth it.
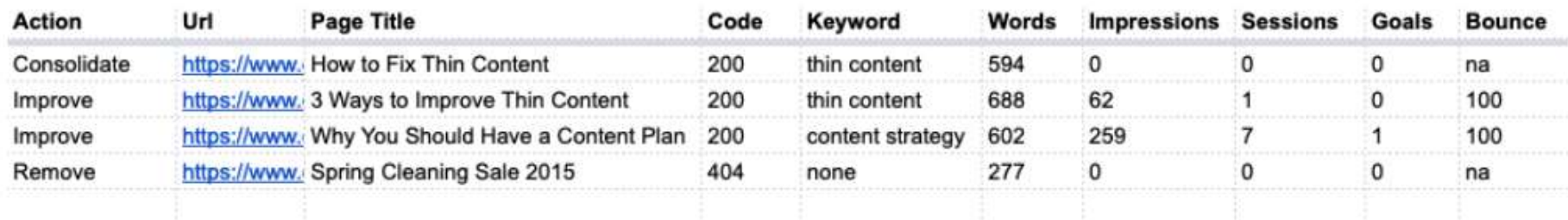
Example

- Take a look at this traffic chart. They removed 85% of the website's URLs and began to improve the rest.
- Organic sessions increased by 425% in just 8 months.
- No, it wasn't because they published a ton of new content. In fact, they only published 5 new posts during that period.
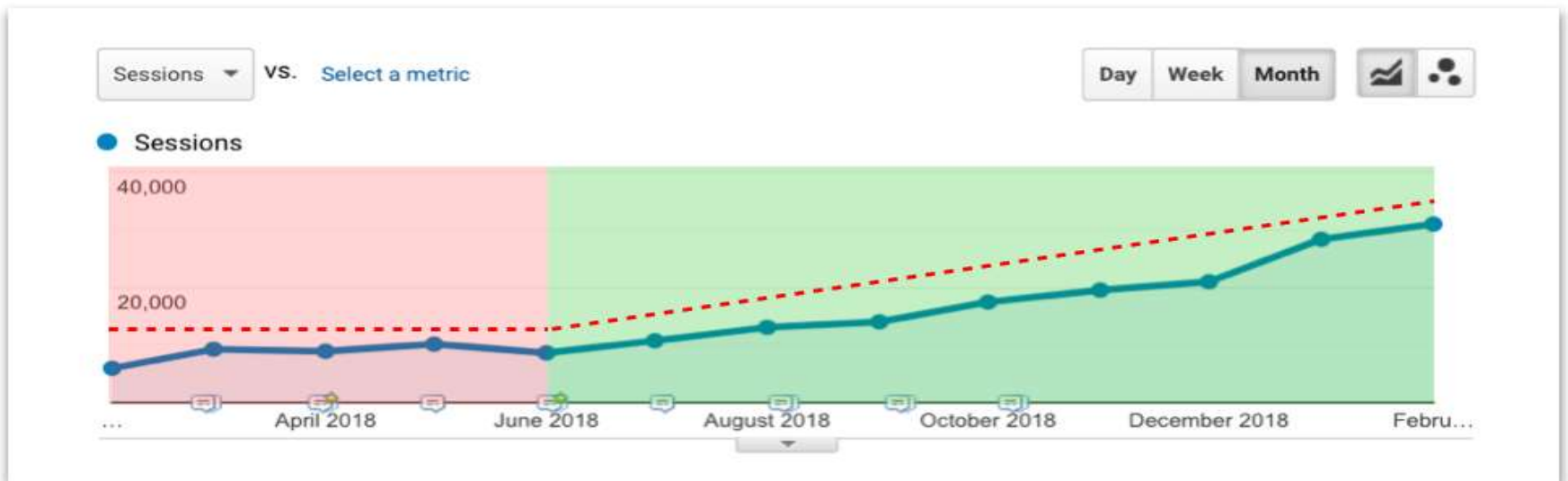
How To Identify And Fix Thin Content Problem

- create an action plan.
- label urls as: improve, consolidate, remove or leave.
- run a full site crawl using a tool such as DeepCrawl or Screaming Frog.
- Pull in relevant SEO metrics from Google Analytics and Google Search Console, including impressions, organic sessions, bounce rate, word count and conversions.
- Then import that data into Google Sheets, and add columns for "target keyword" as well as "action".

Action	Url	Page Title	Code	Keyword	Words	Impressions	Sessions	Goals	Bounce
Consolidate	https://www.	How to Fix Thin Content	200	thin content	594	0	0	0	na
Improve	https://www.	3 Ways to Improve Thin Content	200	thin content	688	62	1	0	100
Improve	https://www.	Why You Should Have a Content Plan	200	content strategy	602	259	7	1	100
Remove	https://www.	Spring Cleaning Sale 2015	404	none	277	0	0	0	na

Image: Thin Content Analysis Tool

Remove Content That You Can't Fix

- Posts that targeted off-brand or irrelevant keywords
- Content that had no target keyword and was not conversion-focused
- Outdated posts, such as trend stories and old company news
- Underused and off-topic categories, tags or author pages with only a few posts

Improve Content That Has Value

- Identify a relevant keyword to refocus the post
- Satisfy the search intent of that term
- Cover the topic as completely as necessary
- Add relevant stats or links to supporting content
- Remove unnecessary ads and CTAs
- Fix broken links
- Optimize the url, heading tags and page title for your keyword
- Add visual content such as video, images or interactive tools

How To Recover From A Thin Content Penalty

- Google's policy lists several manual penalties which a site can receive if they do something which is not in comp

- However, not all penalties offer such a clear indication of why they were imposed, with the **Thin Content** penalty being one of them. liance with the company's rules.

- In short, one can think of thin content as content with little or no added value, and it can often be found on websites which create content just for the sake of having it.

KNOWING IF YOU'VE BEEN PENALIZED

- One of the first reliable indicators of a thin content penalty is a decrease in a website's organic traffic or rankings.

- what to do next:

- Review Google's Search Console and look for signs of unusual activity.

- In the dashboard of the Search Console, under Search Traffic, you'll be able to see a list of actions against your website.

- There will be a mention of thin content penalty, but you won't be able to see any details.

FINDING THE PENALIZED PAGES

Try to determine where do you have thin content, then remove it or improve it.

This particular step might be very laborious and time-consuming, but it must not be skipped.

1. Read the content aloud and try to think about whether it makes sense to you.

2. Do you have any pages that might have been copied from somewhere else?

3. Does your website contain any potentially misleading pages?

4. If you suspect the issue may be too little words, then use an SEO crawler to find the shortest content on your website so that you can make it longer.

Perform these four steps and see if you can find something. Again, chances are that this will take a lot of time and effort so be patient.

HOW TO FIX THE PROBLEM

DELETE THE PENALIZED CONTENT

REWRITE

ADD MORE WRITTEN CONTENT

CONTACT GOOGLE

How To Create Great Web Story

Elements of a Web Story

To craft a story that will be worth placing in Google's top results or sharing, we've divided Web stories creation process into three major parts:

- **Media**
- **Narrative**
- **Design**

Media

Use high quality images
Pay attention to video resolution
Orientation

Narrative

- **Who is this story for?**
- **What information do you want to convey?**
- **Which emotion are you trying to invoke?**

"Try to avoid fast pacing topics. Google loves editorial content that lasts for longer period of time."

- **Web Stories perfect headline examples:**

How to create a quesadilla in 5 simple steps

10 ways to keep your skin hydrated

What to avoid while in public transport

Top 7 lakes near Munich

Design
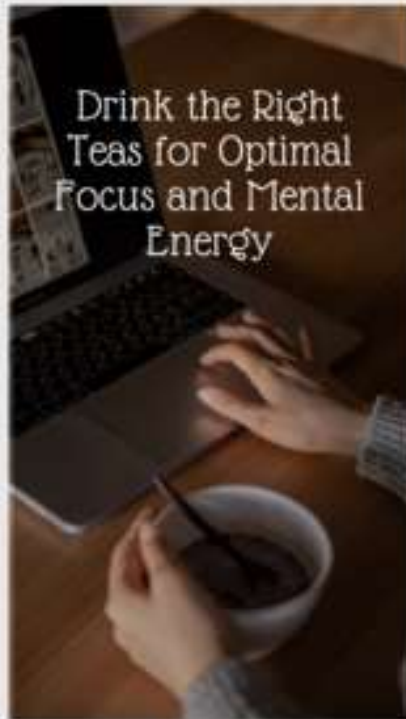
There Are Some Basic Rules When It Comes To Composition

- Keep web story 6-10 slides length
- Keep text on each slide under 200 characters
- Place the most important content in the center
- Headings should be bold
- Place images and videos in full screen as a background
- Avoid the same slide design twice in a row
- Place text as a separate element, not part of the image
- Avoid placing elements near the edges
- Add animation effects to make it more interesting
- Use quizzes and polls to enforce communication
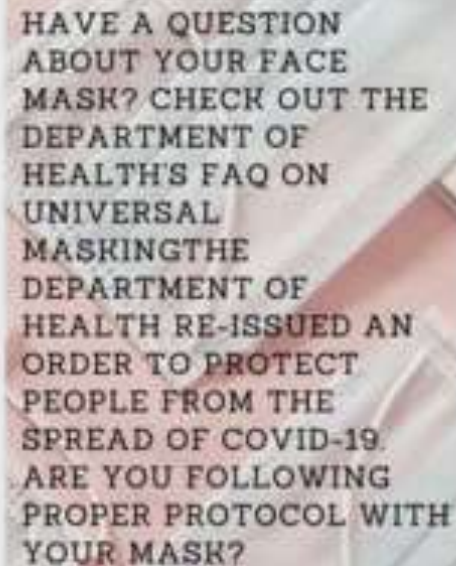
DO

Have a question about your face mask?

CHECK OUT THE DEPARTMENT OF HEALTH'S FAQ ON UNIVERSAL MASKING

DON'T

HAVE A QUESTION ABOUT YOUR FACE MASK? CHECK OUT THE DEPARTMENT OF HEALTH'S FAQ ON UNIVERSAL MASKINGTHE DEPARTMENT OF HEALTH RE-ISSUED AN ORDER TO PROTECT PEOPLE FROM THE SPREAD OF COVID-19. ARE YOU FOLLOWING PROPER PROTOCOL WITH YOUR MASK?

Trends In Web Stories

- Minimalist design
- Emotional design
- Gradients 2.0
- Interactivity

Tips To Rank Your Blog On Google

- Find niche topics (and relevant keywords)
- Utilize Keywords
- Create Buyer Personas
- Publish long content
- Increase page loading speed
- Optimize images
- Increase dwell time
- Reduce Bounce rate
- Increase CTR in SERPs
- Optimize URL
- Utilize "Skyscraper Technique"
- Outreach
- Utilize link reclamation
- Write guest blogs
- Actively share on social media
- Optimize for voice search
- Refresh your content

Find niche topics (and relevant keywords)

What kind of article would you be more interested to read:

Digital marketing tips

Or

How to use digital marketing to grow sales in B2B?

Most likely you would choose the second option.

That's why it's important to identify niche topics in your field and create content around it.

In this case, the niche topic would be how to grow sales with digital marketing.

Some ways to find niche topics are:

- Thematic forums, such as Quora
- Wikipedia's table of contents and "see also"
- Google's "searches related to"
- Google Ads' Keyword Planner
- Keyword suggestions in SEO software
- Ask your personnel

1.Thematic forums, such as Quora

- Let's say we want to create a content on hotels.
- A quick search on Quora with the keyword "hotels" reveals that people are keen on reading about the most expensive and fancy hotels.
- So Why not create a blog post about it?
-
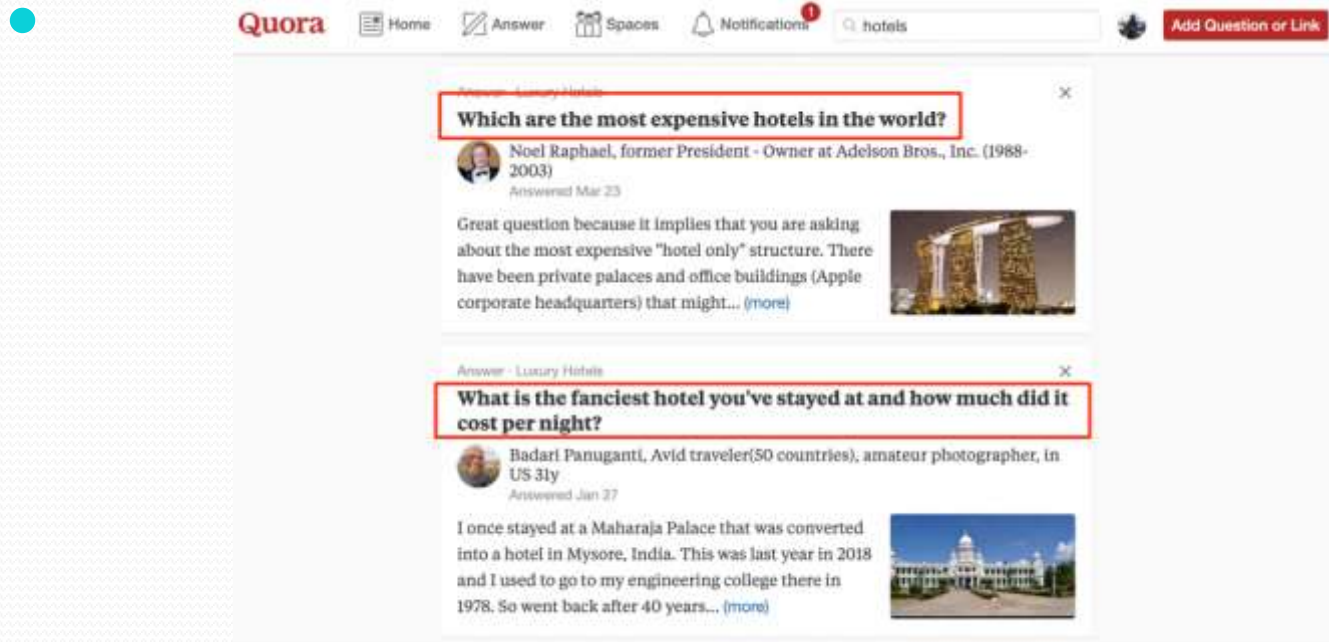
2.Wikipedia's table of contents and "see also"

- When researching what to write about marketing automation, we looked up the "see also" section on Wikipedia. It turns out that demand generation, lead scoring, and other topics are also something that people are curious about.

See also   [edit]

- Demand generation
- Inbound marketing automation
- Lead scoring
- Outbound marketing
- Online marketing platform
- Real-time marketing
- Predictive analytics
- Customer retention
- Data Integration
- Mobile marketing automation
- Email marketing

3.Google's "searches related to"

- So you are planning to create content about digital marketing. Google's suggestions at the bottom of the search results page can give you a hint on what to focus on.

Searches related to digital marketing

digital marketing **examples**

role of digital marketing

digital marketing **types**

what is digital marketing **strategy**

digital marketing **pdf**

digital marketing **course**

digital marketing **salary**

digital marketing **courses**

Gooooooooooogle ›

1 2 3 4 5 6 7 8 9 10   Next

4.Keyword suggestions in SEO software

- If you deploy any SEO software, you can also use them to find keyword suggestions.
- That's what MOZ suggests when researching the keyword "business marketing automation"

Keyword Suggestions

Keyword	Monthly Volume
marketing automation software for small business	11-50
free marketing automation tools	0-10
business case marketing automation	no data
small business marketing automation	0-10
best small business marketing automation	no data

See all suggestions

Google Ads' Keyword Planner & Ask your personnel

5.Google Ads' Keyword Planner

- Log in to your Google Ads account and then go to Tools and choose Keyword Planner. You'll find a bunch of keyword ideas and search volume trends.

6.Ask your personnel

- Ask your sales people, customer support, and other coworkers what requests are the most common from your clients. The customer-facing people of the company know firsthand what they are being asked and what is trending.

Utilize Keywords

- Found a set of relevant keywords?
- Now it's important to utilize them to their full potential.
- **Use long-tail keywords**
- **Place keywords in titles**
- **Use keywords in the first 100 words of a piece of content**

Use long-tail keywords

- Let's compare the following keywords:
- *Tomato soup:* **236 000 000 results**
  Creamy tomato soup recipe: **55 300 000 results**
- Clearly, the longer the keyword is, the fewer Google results it has and thus the less competitive it is. Thus, long-tails are easier to rank high for.

Place keywords in titles

- Putting relevant keywords to the titles of your blog posts will help Google to crawl your page faster. Thus, Google will decide how relevant your content is to a search query in mere seconds.
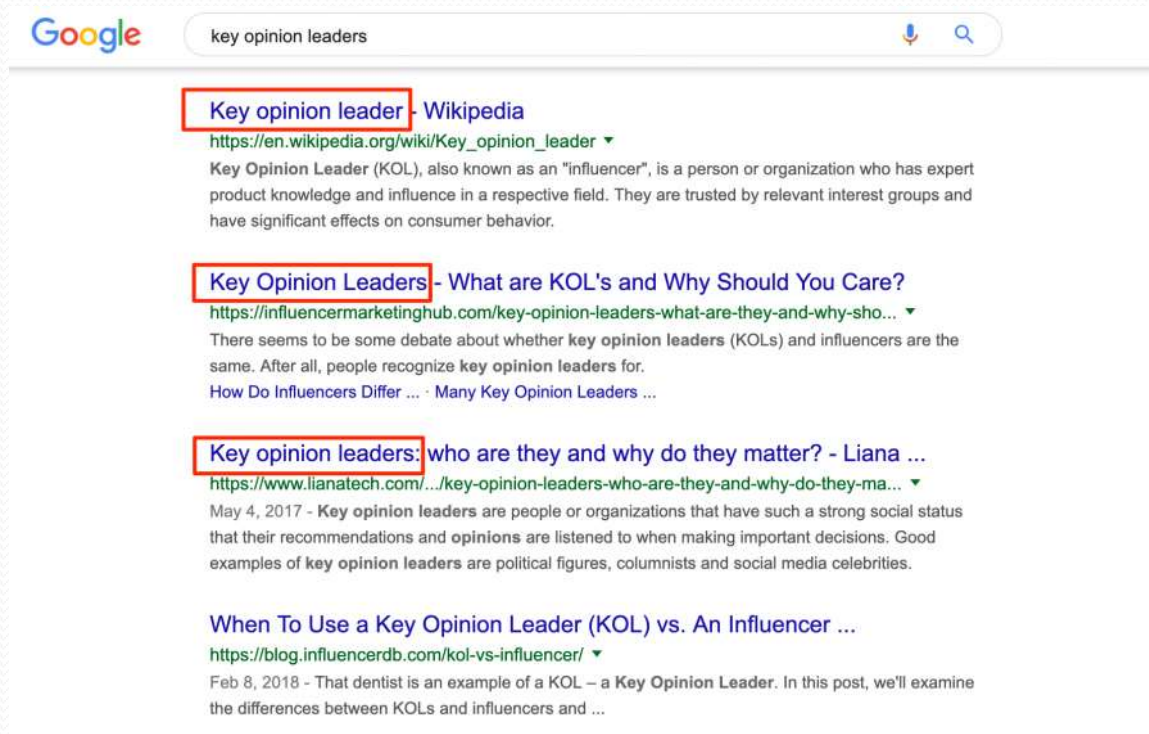
Use keywords in the first 100 words of a piece of content

- If relevant keywords appear in the first 100-150 words of your blog post, this will help Google understand what your page is about way faster.
- Ex. SEO tips for e-commerce

Create Buyer Personas

- The concept of a buyer persona=the needs of your audience and create more appealing content for them.

- Once your content resonates with your target audience, it increases shareability and improves search rankings.

Publish long content

- On average, long content is considered to start from the number of 1200 words.

- Publishing longer content is beneficial in terms of SEO. Firstly, long content usually gathers more backlinks. Secondly, long-form content outperforms short blog posts in terms of shareability.

- A ranking factors study by SEMrush confirmed that long content tends to rank higher:
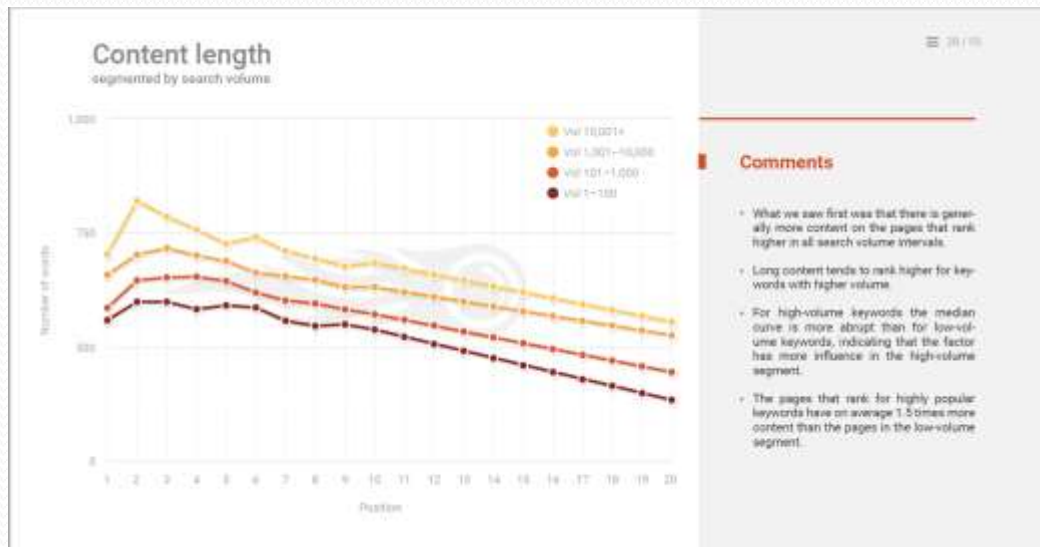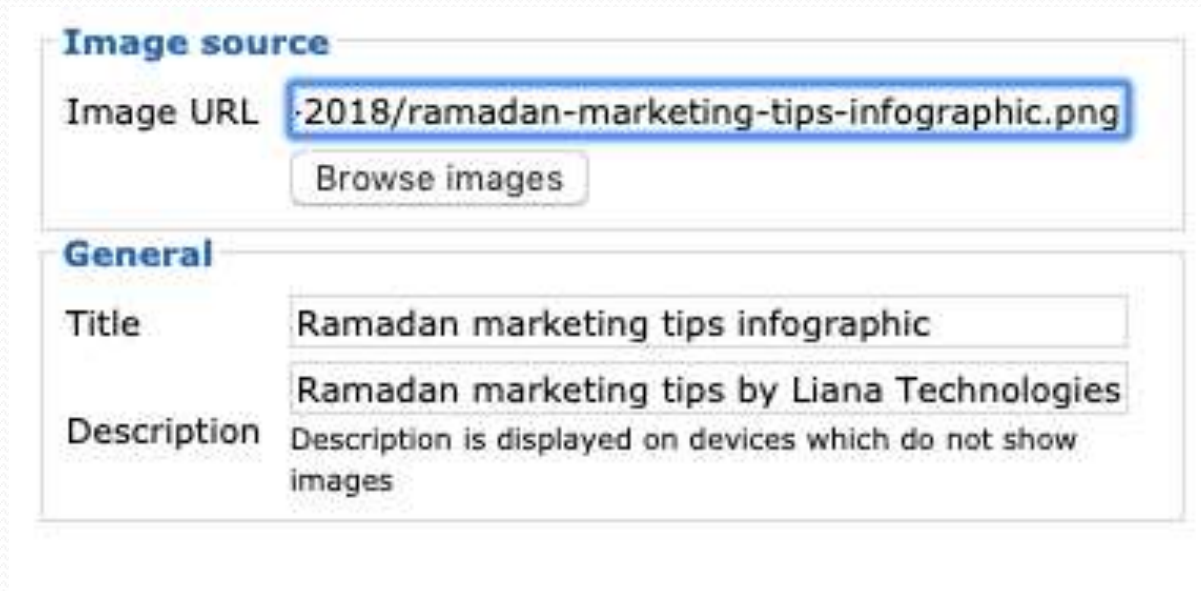
Increase page loading speed

- 53% of mobile website visitors will leave if a webpage doesn't load within three seconds.

- In addition, page loading speed is an important ranking factor for Google.

- All in all, you want to make sure your page loading speed is as high as possible.

- A good way to start is to analyze your page speed with Google's PageSpeed Insights.

Optimize images

- Google does not just look for images. It looks for images with alt text. That's why it's important to add relevant keywords to your image name and meta description.

Image source

Image URL `·2018/ramadan-marketing-tips-infographic.png`

Browse images

General

Title Ramadan marketing tips infographic
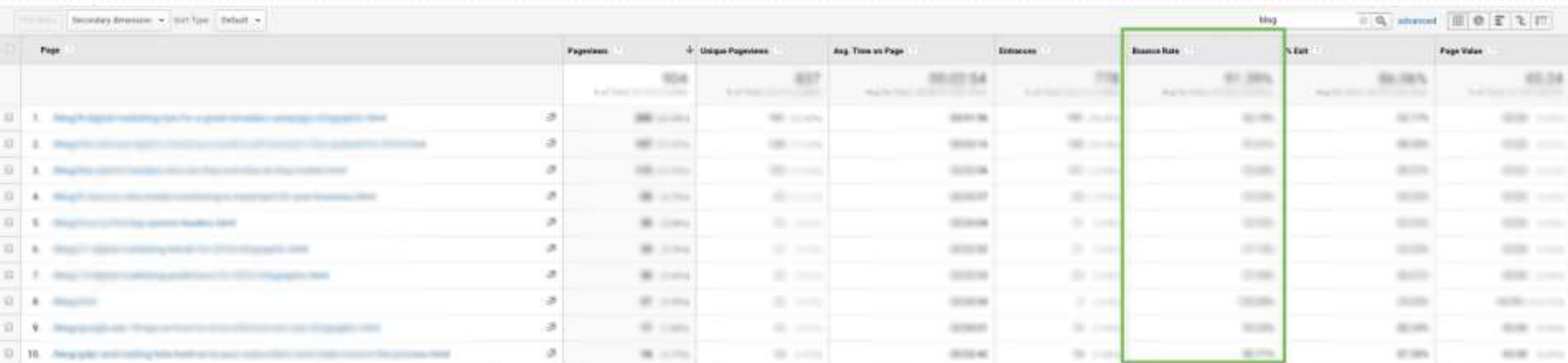
Description Ramadan marketing tips by Liana Technologies
Description is displayed on devices which do not show images

Increase dwell time

- Dwell time is the amount of time that passes between the moment you click a search result and return back to the S

- The time range should be as large as possible as Google considers dwell time an important ranking factor.ERPs (search engine results page).

- Some ways to achieve it:

- **Ensure rich multimedia experience**: try to use video files, audio, diagrams, charts, quizzes, games, and infographics.

- **Think of the first sentences**: make the intro to your blog posts as enticing as possible to make them want to read till the end. Leave a hook that makes it interesting to read until the end.

- **Include a lot of subheadings**: this improves readability and creates a more favorable user experience.

Reduce Bounce rate

- The bounce rate is the percentage of visitors who navigate away from the site after viewing only one page.
- You can check your bounce rate in Google Analytics reports.

The lower your bounce rate is, the higher Google ranks your page.
Lower bounce rates give Google a signal that users find your webpage interesting and, thus, it deserves a higher rank.
An average bounce rate for blogs is considered to be from 65 to 90%.
A good way to decrease the bounce rate is to display a pop-up with downloadable content when a user is about to leave your page.

BENCHMARK BOUNCE RATES BY WEBSITE TYPE

eCommerce and retail websites
20 - 45%

b2b websites
25 - 55%

lead generation websites
30 - 55%

non-eCommerce content websites
35 - 60%

landing pages
60 - 90%

dictionaries, blogs, portals
65 - 90%

Increase CTR in SERPs

- Google search results with higher CTRs are getting pushed higher up the SERPs.

- But how to make sure your blog post will get high CTR?

- **Try to create featured snippets**

- Featured snippets are selected search results that are featured on top of Google's organic results below the ads in a box.

- To aim for featured snippets, you can make compilations of all sorts, such as best tools, best hotels, or best restaurants to have a New Year party.

- **Come up with a catchy title**

- Spice up your titles with emotional adjectives. Also, numbers in headings drive a lot of attention.

Optimize URL

- A short and descriptive URL is beneficial for SEO.

- Compare these two URLs:

- https://www.mtu.edu/umc/services/digital/seo/

- https://www.wordstream.com/seo

- The second URL helps Google parse the page faster.

- As the second URL does not have any subfolders, it is clear that its content is about SEO.

- Thus, short and keyword-rich URLs can give you a lot of competitive advantage.

Utilize the "Skyscraper Technique"

- The good old Skyscraper Technique is a brilliant way to gather more links and boost the performance of your blog.

- In a nutshell, it means finding trending and well-performing articles, turning it into more detailed and appealing content, and reaching out to relevant people for outreach.

Outreach

- Publishing high-quality content is only half of your SEO journey. The next step is to reach out to relevant people to promote your articles and earn backlinks. The two most effective ways of outreach are:
- **To the companies mentioned in your content**
- **To blogs that publish similar content to yours**

To the companies mentioned in your content

- Referenced a blog post by another company? Give them a shout about it and ask them to share your piece with their audience.
- Here's what we usually do:

  Hi team Wyzowl :)

  I just published a comprehensive article on the top 21 digital marketing trends for 2018 and I mentioned you in it almost at the very beginning. Your stats on video content were super valuable for my piece! Thank you for creating such great research and content. Would love it if you could check it out and share it with your audience. https://www.lianatech.com/news/liana-technologies-news/article/21-digital-marketing-trends-for-2018-infographic.html

  P.S. in a matter of days, the article has been read by hundreds of people :)
- The result:

To blogs that publish similar content to yours

It was beneficial for both parties: we enriched our article with valuable and relevant content and they acquired a backlink.

In case we receive a request like the one above, you can always take advantage of it. Simply ask to share your article on social media given that you add their link. This is exactly what we asked.

Hi Elena,

Hope you're doing well!

I happened to come across your article '14 Digital Marketing Predictions for 2022 [+ Infographic]' and I found the predictions very interesting and agree with you that companies are using content marketing to improve their sales.

I noticed that you mentioned explainer videos in your article. We recently published two great articles on explainer videos-

i) A **MASSIVE** (4000 words!) guide on explainer videos
ii) A **HUGE** list (30+) of the best explainer videos you can't miss.

We feel these articles would benefit your audience and would love if you could check them out!

Hopefully, you'd consider one of them worth mentioning on your blog.

Either way would love to know your thoughts!

Utilize link reclamation

- Mentions of your content on other blogs can significantly improve your search engine rankings.

- However, sometimes companies mention your publications without linking back to you.

- If you spotted a case like this, you can always reach out to the company and kindly ask them to add a link to your site.

Write guest blogs

- If you have enough resources, you can search for online media that would be interested in publishing your guest post and link to your site.

- example of requesting a guest publication
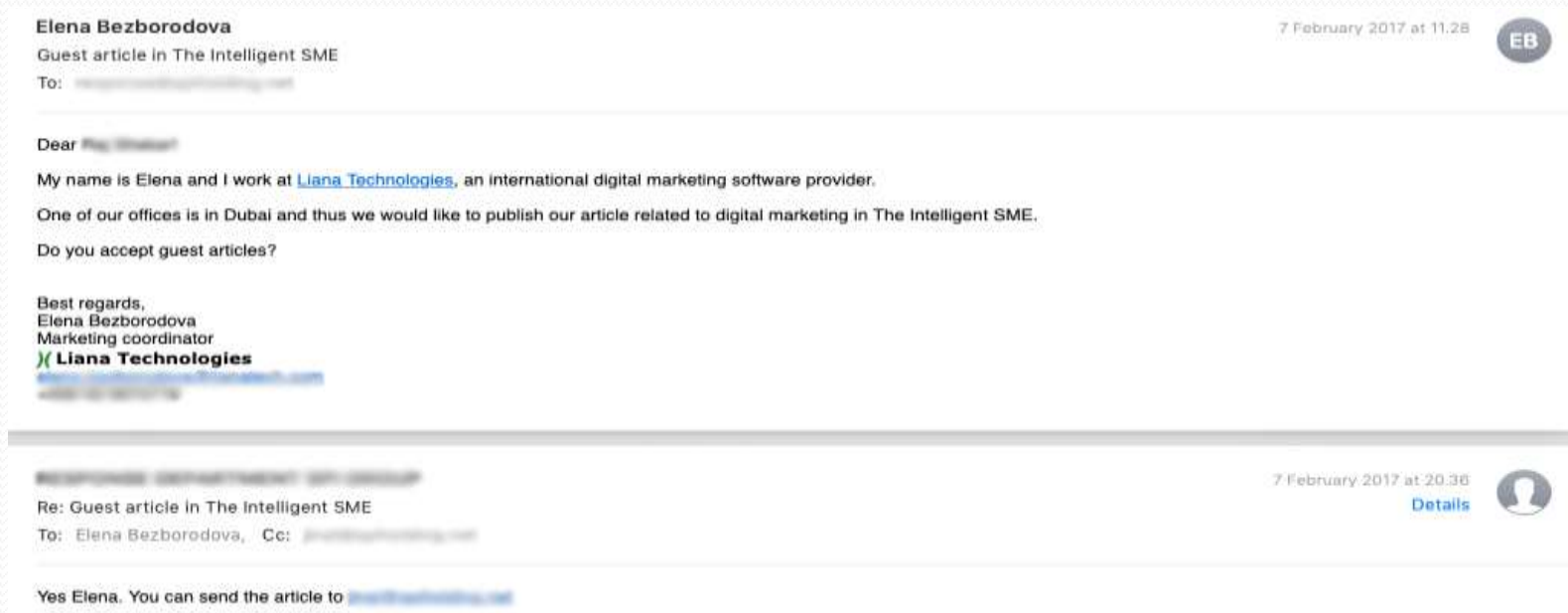
As a result, if you Google "marketing automation Middle East", you will find our article on the first organic results position.
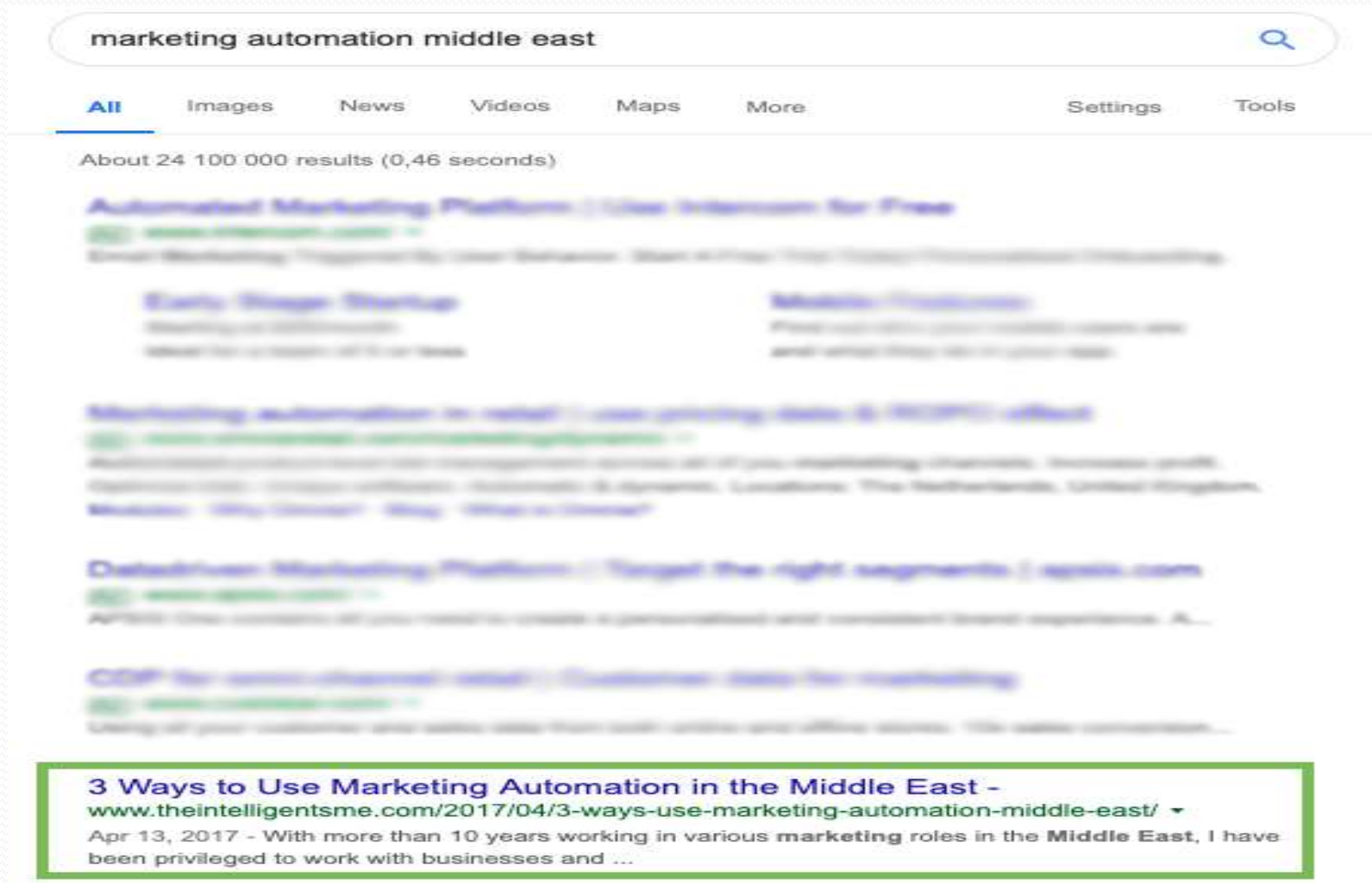
Actively share on social media

- It has been proved that Google allocates weight to social media signals in the ranking.
- Aside from using your social media channels, you might also benefit from sharing on other platforms:
- Share presentations on SlideShare
- Share documents on Scribd
- Share infographics on Pinterest
- Share on industry-relevant social media groups

Optimize for voice search

- Google claims that one-fifth of the queries on Google are voice searches. The future is SEO is voice search.

- Here are some ways to do it:

- Aim for question-based queries, especially "how-to" or "how many"

- Optimize local search results.

- Asking for directions or nearby locations on Google make up a good amount of search queries.

Refresh your content

- Updating your content and enriching it with up-to-date facts now and then is extremely beneficial SEO-wise.

- Add a note with the date of your update to let your readers know you provide the most up-to-date content and want to make it more valuable for them.

References

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- https://www.magnificent.com/
- https://www.storifyme.com/
- https://www.mediavine.com/
- https://terakeet.com/
- https://www.websitepolicies.com/
- https://www.impactplus.com/
- https://rankmath.com/

Thank You…

Any Queries??