

# THE ULTIMATE B2B SEO CHECKLIST

to Rank on Google's  
1st Page



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Now, I must pre-warn you. SEO is never an exact science (and it probably never will be), but these tried and tested tips below will more than likely rocket you onto the motherland of page 1 and soon enough, organic traffic will start flooding to your site.

Our team have years of experience in the online marketing space.

We've shed blood, sweat and (you guessed it) tears into pulling together the latest and greatest tips from our own personal client experiences across the globe and compiled it into one easily digestible ebook.

*How does SEO for B2C and B2B differ?*

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I'm glad you asked.

There's a LOT of similarity and overlap. Google doesn't discriminate between different service provisions, but your audience does.

The B2B buying process is a lot different to the B2C buying process.

Lead times are longer, more decision makers are common and business is done with who you know.

So, bring these elements online.

Ensure that you can be found when your prospects are looking for you and you can be seen as the go-to authority in your market.

### **1. Build Authority:**

A high volume of ~~good~~ MIND-BLOWING content that keeps visitors engaged with your pages.

### **2. Build Trust**

Reviews, endorsements and advocacy. It's hard to get anywhere without them. Backlinks are your key to building trust in the world of SEO.

### **3. Build Relevance**

Be the BEST in your niche and rank at the very top for your most profitable keywords.

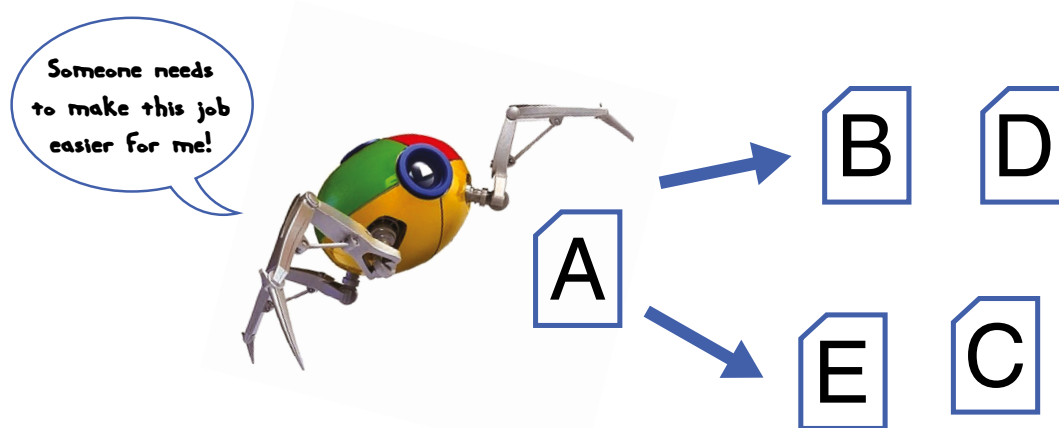
**Everything we do will aim to tick all 3 objectives so, without further delay, let's get started.**

### 1. Internal Linking Fundamentals (Part 1)

This is where you link to other pages on your site within your own content.

Why is it important?

- It allows Google to reach other urls within your website structure. If Google spiders can't reach the pages, then they can't be crawled and indexed effectively.



In this [example](#), Google has reached page A, and can see internal links to pages "B" and "E". Although, the spider can't reach pages "D" & "C", no matter how optimized these pages are.

- Internal linking allows Google to better optimize similar URLs for their target keywords.

#### ★ EXAMPLE

Your Pet Supplier business may offer *Dog Food* and *Dog Toys*. Both are in the same market, but offer different products. Internally linking between the two acknowledges to Google that these are similar, but separate products.

- This also allows pages to spread link equity and mutually enhance similar, relevant pages

It keeps readers on your site for longer – just think of that lovely ‘avg. session duration’ in your Analytics (bonus points in Google’s books!).

### What should I do?

- Internally link within your content to **relevant** pages elsewhere on your site.
- Use a sound site structure with good use of menu’s to link to different pages. Think [www.alibaba.com](http://www.alibaba.com) and common other ecommerce sites. Look at how they structure their product pages.
- Keep all pages (or at the very least, important pages) within three clicks of the home page if possible. The further a page is from the home page, the less important Google will perceive it.

**This is great, but you can boost your pages with external linking to:**

## 2. Use External Links on Your Website

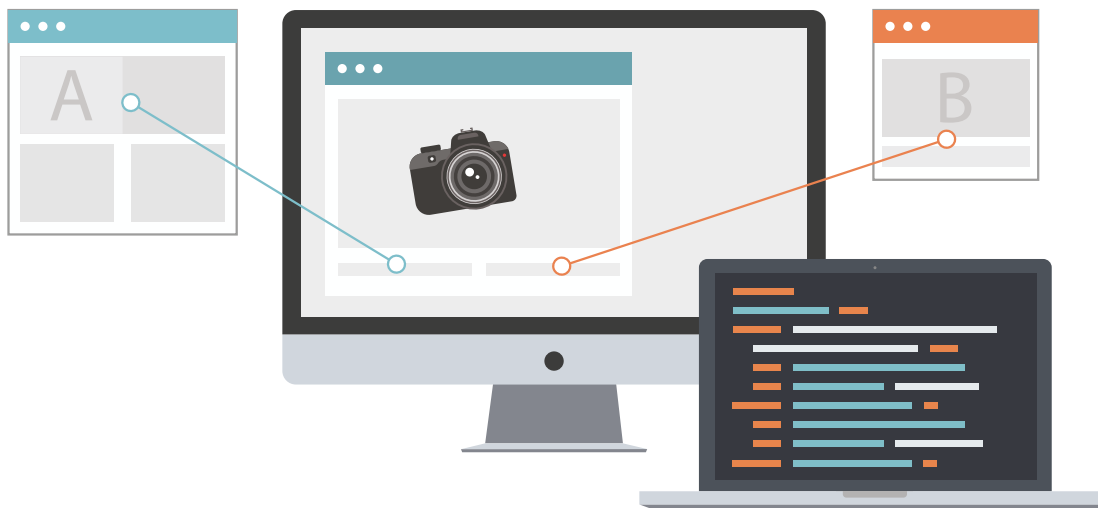
---

Unsurprisingly, this is when you externally link to other websites on your site. Sharing is caring after all!

In a post-[panda](#) world, external links have been given a lot more weight in ranking:

### Why is it important?

- [Moz](#) have shown that there is a correlation between positive external linking and SEO. It benefits you to link out.
- External links give Google more indication about the relevancy of the domain and the url your are linking out from.
- External linking out to authority sites may help encourage other websites to link back to you. Win win.



## What should I do?

- Avoid those spammy, low-quality links. If you're unsure about them, use [Moz's Domain Authority Checker](#) for added confidence.
- Link to fewer, higher quality articles
- Link to articles with a high number of social shares
- Ensure you **nofollow** those paid-for ad links.

### ⚡ KILLER TIP #1

Have your outbound links open in a new tab to preserve your engagement statistics.

## 3. Secure Your Site With HTTPS

Know the difference between HTTP & HTTPS? You need to.

According to [Google](#), *HTTPS (Hypertext Transfer Protocol Secure) is an internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site.*

In a nutshell? HTTP is outdated. HTTPS is a security certificate required across all websites.

Without HTTPS: Chrome will label your website as 'not secure'.

## HTTPS



### Does having HTTPS give a rankings boost?

- Google [announced](#) a while back that switching to HTTPS gives a very small rankings boost, although this would be lower than more common ranking signals

### What should I do?

- If you're still using HTTP then you'll need to add the SSL 2048-bit key certificate (HTTPS) to your site
- You'll then need to implement server a server side 301 redirect from HTTP to the new HTTPS site.

Here's how to upgrade from HTTP to HTTPS -> <https://www.keycdn.com/blog/http-to-https/>

**Moving to HTTPS is a pretty essential update, just as is becoming mobile optimized.**

## 4. Mobile Optimization

### INSANE INSIGHT #1

When visiting a mobile-friendly site, 74% of people say they're more likely to return to that site in the future

### INSANE INSIGHT #2

**67%** of mobile users say that when they visit a mobile-friendly site, they're more likely to buy their product or services

Check out these [eye-opening insights](#) from Google:

According to [Google](#), Mobile and tablet are now the kings for web browsing, reducing desktop share to 48.7%. This was a prediction Google made back in 2015 and looks fairly certain that browsing habits will continue in this fashion.

Google's roll out of a [mobile-first index](#) (a date is still not confirmed) and their admittance that [mobile friendliness is a ranking signal](#) should be all you need to convince you to build your site mobile-first.

### **It takes 8 Seconds to test the mobile friendliness of your site:**

You can check how mobile friendly your website is using Google's own [Mobile-Friendly Test](#)

### **"But what if my site isn't mobile optimised?"**

Feel free to play with fire, but you will be penalized:

- Ensure that your mobile [speed is sufficient](#)



## **You Must Mobile Optimize Your Site If You Wish To Continue**

Again, this is a section that could have its' own ebook – so I'll just give you the facts:

## [Google's recommendations for building mobile-first sites](#)

1. **Make it easy for the user:** Remember how influential engagement is? Ensure that you put the user first with everything you do. Think about what the goal of the page is and how easy it is for the user to achieve that goal.
2. **Choose a responsive design:** This means that just **one version** of the page is needed. This is **strongly recommended** by Google. **Avoid** using a subdomain, for example a **www.mywebsite.co.uk** AND **m.mywebsite.co.uk**.
3. **Keep a close eye on page load speed:** We touched on this above, but ensure that your site load speed is under 2 seconds across all devices where possible.
4. **Keep resources crawl friendly:** Ensure that your robots.txt doesn't block essential resources required to help render the page. Ensure that the CSS, Images & Javascript are **not disallowed** in your robots.txt file. This could otherwise block the mobile responsiveness feature of your website. A little unsure? Check with a developer!

## 5. Save Your Robots.txt To Your Root Domain

---

### What is it?

- Remember how we spoke about the Google Spider in point number 1? This file tells the spider what to crawl and what not to crawl

```
1 User-Agent *
2 Disallow: /harming/humans
3 Disallow: /ignoring/human/orders
4 Disallow: /harm/to/self
```

- Always save your robots.txt file at the root of your domain:  
**Example:** <https://www.my-awesome-website.co.uk/robots.txt>  
**This allows Google's Spider to easily find your robots.txt file.**

## 6. Tell Google where Your XML Sitemap Is

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- Generate an **XML** Sitemap for your website – a lot of sites allow you to do this for free. [Screaming Frog](#) is one I generally use.
- An XML sitemap makes it easier for those Google spiders to find your key landing pages.

It'll look something like this:

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0" encoding="UTF-8" standalone="yes" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <!--
    created with Free Online Sitemap Generator www.xml-sitemaps.com
  -->
  <url>
    <loc>http://www.fusionaccounts.com/</loc>
  </url>
  <url>
    <loc>http://www.fusionaccounts.com/Home.aspx</loc>
  </url>
  <url>
    <loc>http://www.fusionaccounts.com/Pricing.aspx</loc>
  </url>
  <url>
    <loc>http://www.fusionaccounts.com/Benefits.aspx</loc>
  </url>
</urlset>
```

Nice work, fusionaccounts.com 😊

Insert it in your robots.txt like this:

```
User-agent: *
Sitemap: https://www.my-awesome-website.co.uk/
sitemap.xml
```

## 7. Block Non Marketing Pages

- **When a prospect enters your target keyword into Google, which pages would you want them to see?**
- Each site is given a '[crawl budget](#)' by Google and you want to ensure that it is not spent crawling and indexing meaningless pages in Google

### What should I do?

For a site with ecommerce capability, a typical robots.txt file may disallow the following:

```
Disallow: /basket/
Disallow: /checkout/
Disallow: /account/
Disallow: /login/
Disallow: /search/
```

## 8. Ensure No Server Errors or Dead Pages

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Google is all about the user experience, so if a user clicks on a result and it hits a 404 page, it's safe to say that the user's experience is poor, especially in Google's eyes.

### What should I do?

- Ensure your 404 page is customised -> Do **everything** you can to keep them on the site and turn that negative experience into a positive one.

Check out these brilliant 404 pages for inspiration:

<http://bluegg.co.uk/404>

<https://www.airbnb.com/404>

<https://www.bluefountainmedia.com/404>

- Set up a server side **301 redirect** that kicks in when a page fails and takes the user to a previous url folder or to the home page (if not on a mass scale).
- Set up a CMS 301 redirect that replaces the dead 404 page with a live page. Ensure that the relevance between both pages is relatively high.

### For example:

If <https://www.my-awesome-website.co.uk/product/product-a> hits a 404, then redirect back to <https://www.my-awesome-website.co.uk/product/>

301 redirects carry **all link equity** from old page to new.

-> We discuss this further in point #29!

## 9. Only Use URL-Friendly Characters

I know this seems obvious enough but search engines don't like certain characters and will treat un-friendly characters differently.

- Stay on the safe side and include only [ASCII Characters](#):

Number	0-9	
Lower Case Alphabet	a-z	Google have said that using lower case urls is best practice for SEO – so stick with these!
Upper Case Alphabet	A-Z	Although encoded correctly, Google has difficult crawling these.
Symbols	"\$-_.+!*'(),"	Although encoded correctly, it is best practice to separate keywords with a hyphen (-).

### HELPFUL HINT #1

Google treats identical uppercase and lowercase url paths as separate pages which could cause duplication issues.

For Example: You may have a page that can be found at:

- [www.my-website.co.uk/super-cool-product](http://www.my-website.co.uk/super-cool-product) and
- [www.my-website.co.uk/Super-Cool-Product](http://www.my-website.co.uk/Super-Cool-Product)

Duplication issues: Both these URLs may point to the same page but Google will encode these differently, meaning Google will treat them as individual pages.

**The issues here are:**

- Two pages competing for the same traffic
- Google may not technically penalize you for this, but they may struggle to decide which URL to rank for
- Dilution of link equity as urls that backlink will be split between which one they link to.

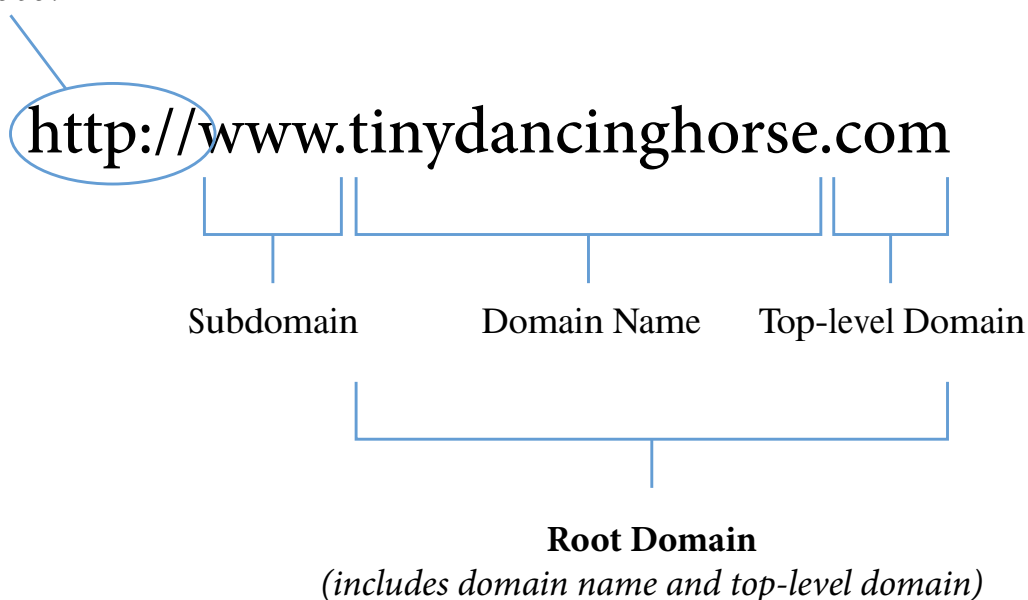
**How to fix this:**

- Keep all URLs at lower case and path's individually named
- If there are duplication risks, 301 redirect one url to the other.
- Canonicalize the target url. (See point 27 for more!).

**10. Subdomains – Avoid Them Where Possible**

A subdomain is the name that comes immediately after the protocol as per the image below:

*Protocol*



A subdomain of <https://www.my-website.com> would be <https://blog.my-website.com>

As a result, Google treats this as a new website and so all the link equity that sits on the **www.** won't be passed on to **blog.my-website.com**

This is why blogs that sit under [blogspot.com](https://www.blogspot.com) or [wordpress.com](https://www.wordpress.com) won't benefit from the link equity from either of these domains.

Sorry!

## 11. Use Keywords In Your URL

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- Google have recently made changes to their algorithm that places more emphasis on [brand](#). So, for your domain name, find that happy medium between brand and a target keyword of what your core business offers.

Naturally when you start building authority in Google in a target market and build relevant backlinks, this will help Google better understand your offering and the search demand you are trying to target.

### Structure

- Group similar product types together and **create folders of your target keywords**:
- `/mens-tshirts/ -> /mens-tshirts/slim/mens-tshirt-product-1/`
- `/mens-jeans/ -> /mens-jeans/skinny/mens-jeans-product-1/`

### ⚡ KILLER TIP #2

---

Keywords in the URL, near the Root Domain, carry a small ranking factor. A target keyword close to the Root Domain indicates importance – Do your keyword research and strategize which keywords to go after.

### ⚡ KILLER TIP #3

Keywords in the URL give the prospect confidence that they will get the information they are seeking when clicking on your link.

## 12. *Keep Your URL's Short*

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Let's dispel the myth - Search engines **do not** have a problem processing long URL's (as long as they're under 2,083 characters).

**BUT WE ARE MARKETERS AND THAT ISN'T GOOD ENOUGH, SO:**

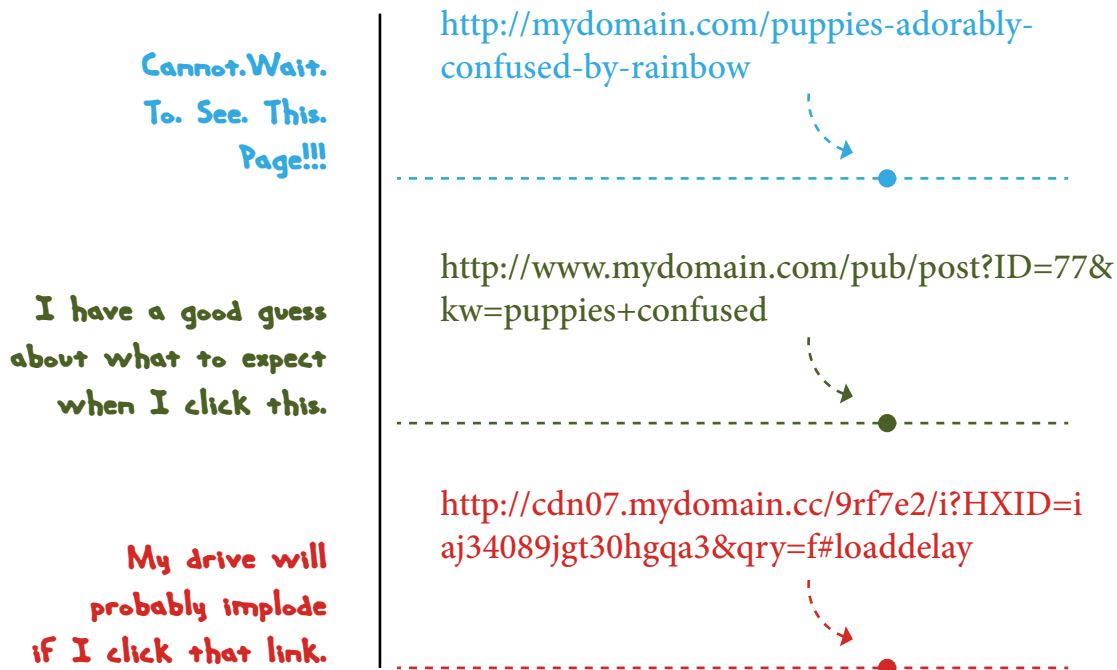
It is usually best to aim to keep your url length up to around **60 characters** and no more than **100 characters**

**But why?**

- **User Experience:** Consider an adwords campaign. It allows you to insert a vanity url on your ad with a limited number of characters. This is because research has shown that URL's that match the users search query gain an increased CTR.
- **Shorter URLs = Lower dilution of authority in keywords ->**  
The longer your URL, the more diluted the authority of each URL folder becomes. Google will only crawl the pages they think are important.
- Prospects also feel more confident of the information that clicking on that particular link will give them if they can see the whole url.
- **Shareability:** Naturally, shorter URL's are easier & quicker to copy, paste & share on social networks. They are also more likely to show up in the shared post if they are shorter.

## Consider this image when creating a new content page

### *The Scale of URL Readability*



## 13. Use A Title Tag For All Pages

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### Why do I need them for all landing pages?

- **A Major Ranking Factor:** Title Tags tell Google what your page is about. One of the most important on page SEO factors.
- **User Experience:** Reduce uncertainty and increase CTR by giving the title tag a name that matches a user search query.
- **Keywords:** Opportunity to target keywords you wish to rank for
- **Social Media:** It is usually the title tag that is automatically populated when a user goes to share your URL (unless overwritten in the [Open Graph](#)).

...Think, what Title Tag would make you click on a search result?

## 14. Place Target Keywords In Your Title Tag.

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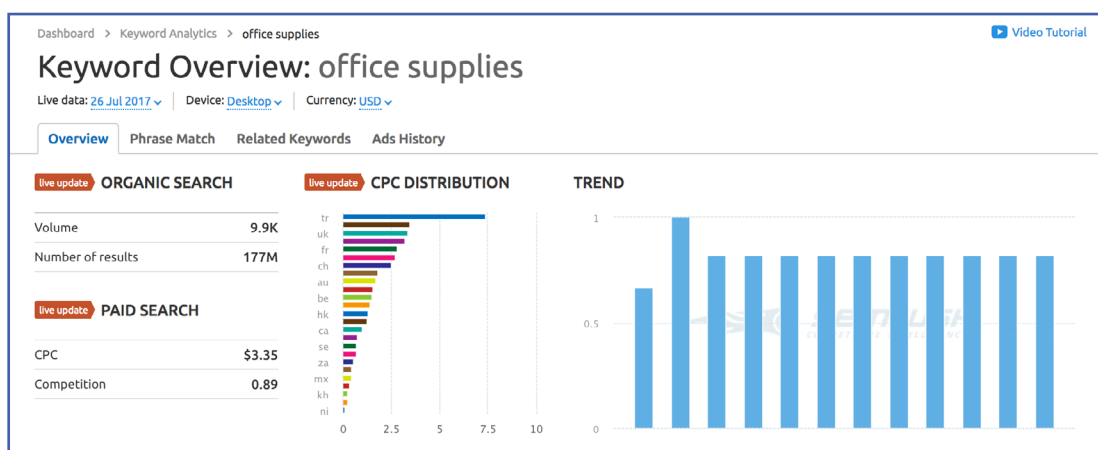
Google places huge weight on the keywords in your title tags. It makes sense, your title should summarise to the user what information is on the proceeding page.

### **KILLER TIP #4**

---

Place target keywords as close to the start of the title tag as you can. This sends a huge indication of the importance of that keyword to Google.

- Consider a search for '**office supplies**'. 9.9k monthly average searches is relatively substantial in that industry



- Now let's look at the top 4 organic listings

#### UK Office Direct: Unbeatable Prices on Office Supplies & Stationery

<https://www.ukofficedirect.co.uk/>

Buy value **office supplies** and stationery at low prices from UK Office Direct. We will match any price and beat it by 10%. Free delivery on orders over £40.

[Office Supplies](#) · [Contact Us](#) · [Suspension Files](#) · [Wall Planners](#)

#### Office Supplies, Stationery and Furniture from Viking

[www.viking-direct.co.uk/](http://www.viking-direct.co.uk/)

Viking is a leading supplier of **office supplies**, including everything from stationery and ink cartridges to office furniture. FREE DELIVERY AVAILABLE.

[Office Furniture](#) · [Special Offers](#) · [Copier & Printer Paper](#) · [Printer Paper](#)

#### Office Stationery the Cheap Office Supplies Company

<https://www.officestationery.co.uk/>

Cheap UK based **office supplies** business that can provide you all of your **office stationery** and **office furniture** needs. Secure shopping and FREE delivery.

#### Office Supplies, Furniture, Ink and Toner, Paper | Staples®

[www.staples.co.uk/](http://www.staples.co.uk/)

Staples.co.uk offers over 11000 products in office supplies, paper, ink and toner, furniture, coffee, soap, napkins, tissue and more. Order now for FAST, FREE ...

[Ink & Toner](#) · [PCs](#) · [Laptops](#) · [Tablets](#) · [Chairs](#) · [Printers](#)

- Notice how '**office supplies**' is in the title tag of the top 4 results.
- There's said to be over 200 Google ranking factors, but title tags remain an important one.
- Depending on the nature of your business, you could add in qualifiers "25% off" "Sale" "Free Delivery" in a bid to increase that CTR.

- **Note:** Qualifiers could be short-term and not evergreen. This would involve changing the tags and reindexing in Google. This will take time.

### ⚡ KILLER TIP #5

Want to get a little Advanced?

Give consideration to your brand. Each of the results shown above all have their brand name in the title tag.

This helps to build authority/association of that keyword with your brand and drive the number of searches for [product] + [your brand]. **Yes, this will also score you points with Google.**

**BUT** -> Always write for the user first. Avoid [keyword stuffing](#) or Google may rewrite your title tag (yep, seriously). Remember, CTR is also a ranking factor – you want users to click!

## 15. *Make Every Title Tag Unique*

---

Ensure that each of your title tags is **unique**.

This means that you don't use an exact match title tag more than once.

### **Why?**

- Google may struggle to know which URL to show to the user.
- The user may not know which result to click (if both are shown) and CTR will drop.

Specifically target individual keywords for each landing page of your website.

## HELPFUL HINT #2

If you're unsure if you have duplicate title tags across multiple URLs, then run a crawl in Screaming Frog.

## 16. *Optimize Your Title Length*

---

- Keep the length above 30 characters and below 65 characters. This way you'll have a higher chance of Google showing the entirety of it.
- The optimal length is usually between 50-60 characters.

Stay within this and you should ensure that the whole of your title tag is shown.

# 6

## Get Your Headings Optimized

### 17. *Ensure You Have A H1*

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**Firstly**, before we dive into H1's, it's essential to ensure that each one of your pages actually has one.

**Secondly**, ensure that you have **JUST ONE H1 ON EACH PAGE.**

You don't want to confuse the Googlebot who won't have a clue what your page is trying to rank for if you have more than one.

You can check both of these:

- Inspect the element on a webpage: Right click and select 'inspect'
- In the search bar, search 'H1'
- If there are multiples, change the one's below the one at the top of the page to H2's.

H1 is a ranking factor with Google.

**The most common mistake** is building the H1 into your header and then having a second header in the content of the page.

- I'd recommend tailoring each H1 to each individual webpage

### 18. *Make Your H1 99% Identical To Your Title Tag*

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- Your H1 is the first heading that appears in the content on your page.

You can approach your H1 in 2 ways:

- **Keep them identical to your title tag:** This means that your target keywords will be in a prominent position within your page content. The H1 is a ranking factor and therefore maximises the opportunity for the page to rank for that target keyword.
- **Make them very similar to your title tag:** Having a synonym of the keyword in the H1 helps give relevancy and context to Google. As Google moves towards [content-focused ranking factors](#), this will help boost your rankings for your target keyword.

### So which option to go for?

Test them. I've usually seen more success with an exact matching title tag and H1, but as Google evolves you may find more success making them similar instead of identical.

#### INSANE INSIGHT #3

According to [SearchMetrics](#), less than 40% of landing pages have a target keyword in their H1!

## 19. Keep Your H1 Under 70 Characters

Keep it concise and Google-friendly – if it matches your now optimised title tag, then you shouldn't have a problem 😊

Screaming Frog tests have shown that page titles over [512 pixels](#) begin to shown an elipses in the SERPs.

## 20. Make Use Of LSI Keywords In H2's (and H3's)

H2's & H3's are a weak ranking signal for Google – but they present a strong indication of the content of the page and how useful the information on that page could be for the prospect.

- H2's provide the opportunity to add in [LSI Keywords](#) which help communicate context and relevancy of a page to Google.
- LSI Keywords help to make your content more natural and also provide SEO benefits. As Google moves towards more content-based ranking, the importance of LSI's will only grow.

SEO Benefits according to [Blogger Tips Tricks](#)

- Prevents risk of keyword spamming and looking 'spammy'
- Reduce risk of ranking for the wrong term(s)
- Helps increase dwell time on your page by improving quality of natural content

All these help to improve engagement and boost ranking signals to Google.

## 21. Use Multiple H2's To Help Structure Your Page

---

You can breathe a little more with H2's, using more than one is fine.

H2's provide the opportunity to help give indication of page structure and content to Google.

Use your H2's to summarise the paragraphs that precede them as well as using them to support the overall target keyword with LSI's.

Don't forget this fantastic piece of advice from [John Mueller](#) (Webmaster Trends Analyst @ Google) and quoted on [Hobo-web](#):

*"The bottom line is using more relevant keyword **variations** = more traffic".*

Focus on natural, free-flowing content that puts the user first.

## 22. *Use A Keyword In Your Meta Description*

---

Your meta description is an easy one to overlook.

Yes, it's true that it isn't really a ranking factor for Google anymore.

But, an optimized meta description has proven to increase CTR which, inadvertently, will give you ranking points.

### **So why is the meta description so important?**

- Increase CTR
- Increase dwell time & reduce bounce rate

### **How to write a good meta description**

- The description tells a prospect what to expect on the content of your page. Inclusion of a keyword or close synonym of that keyword will also show up **bolded** in the SERPs, and more likely to give the user confidence to click.

Example: A search for: "Door Suppliers" also bolded "Manufacturers" in the SERPs.

**Todd Doors - UK's Largest Specialist Door Supplier**<https://www.todd-doors.co.uk/>

Todd **Doors** are the UK's leading **supplier** of quality replacement doors, with over 450 **door** designs to choose from. Click to buy your perfect **door** online now!

[Internal Doors](#) · [External Doors](#) · [Fire Doors](#) · [Contemporary Oak Internal ...](#)

**Window & Door Suppliers - Just Doors UK**[www.justdoorsuk.com/door-fitters/](http://www.justdoorsuk.com/door-fitters/)

Are you looking for a local window and **door supplier** in the UK?

**Door suppliers and installers in Haywards Heath**<https://www.we-do-doors.co.uk/611/0/We-Do-Doors-Haywards-Heath.html>

**Doors** supplied and fitted in Haywards Heath with no upfront payment necessary. Prices online now!

**Internal Doors -White, Oak & Fire Doors at Premdor**[www.premdor.co.uk/](http://www.premdor.co.uk/)

We are a leading UK **manufacturer** of timber interior & exterior **doors**, doorsets and washroom systems, providing unparalleled innovation for almost 90 years.

- Include that keyword as near to the front of the meta description as possible. This signals importance of that keyword.
- Telling a user exactly what to expect on your page reduces the risk of them bouncing immediately from it. Be clear and upfront about the page content.

**But Remember:**

Just like your meta title, ensure each meta description is **unique**.

## 23. Meta Description Optimal Length

There's never ever a guarantee Google will use your chosen meta description, but you'll give yourself a far better opportunity for it to be used if you keep them:

- Above 70 characters and;
- Below 156 characters

[Screaming Frog](#) research shows that meta descriptions can be measured on pixel width. They advise that to keep the width:

- Under 923 pixels.

## 24. Optimise Your Alt Text

Crawlers have come a long, long way in better understanding our pages, yet they still can't see images. This is where we need to ensure we give them a helping hand.

The alt text helps give the crawler more understanding of the page content **and** it remains a very small ranking signal to Google.

[How can I optimise my alt text for SEO?](#)

- **Keep Them Short But Descriptive:** Say exactly what is in the image, but keep it concise.
- **Target Keyword:** Include your target keyword in the alt text of one or two images to improve your chances of ranking for that keyword. Just the one, we don't want to start stuffing!
- **LSI Keywords:** Multiple images? Great. Use a range of LSI keywords to give the page context.

If your current image doesn't have an alt tag, then add it in so that the HTML reads as the below does:

```

```

Keep an eye on the page load speed as an alt tag could slow it down.

### 👍 HELPFUL HINT #3:

Remember, crawlers can't crawl words in images so ensure that alt text is used appropriately if this is the case.

## ⚡ KILLER TIP #6

Images tend to improve dwell time on the page as they are far more digestable than words and provide the opportunity to optimise the alt text. Use multiple images on each content piece.

## 25. *Keep Your Images Compressed*

At this point, I would usually apologise for the amount I've mentioned about Google's emphasise on content and user experience. Unfortunately, it's **fundamental** so I'm not going to.

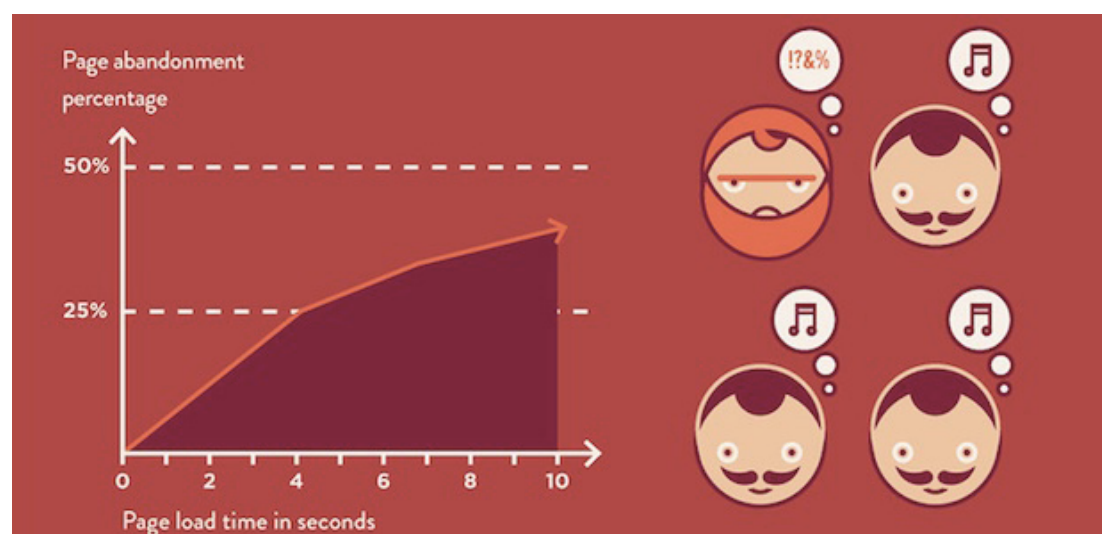
**Image size has a huge bearing on load speed and user experience.**

Amazon identified that if their page load speed dropped by a second, they'd lose \$1.6 Billion. **BILLION.**

## ⚡ KILLER TIP #7

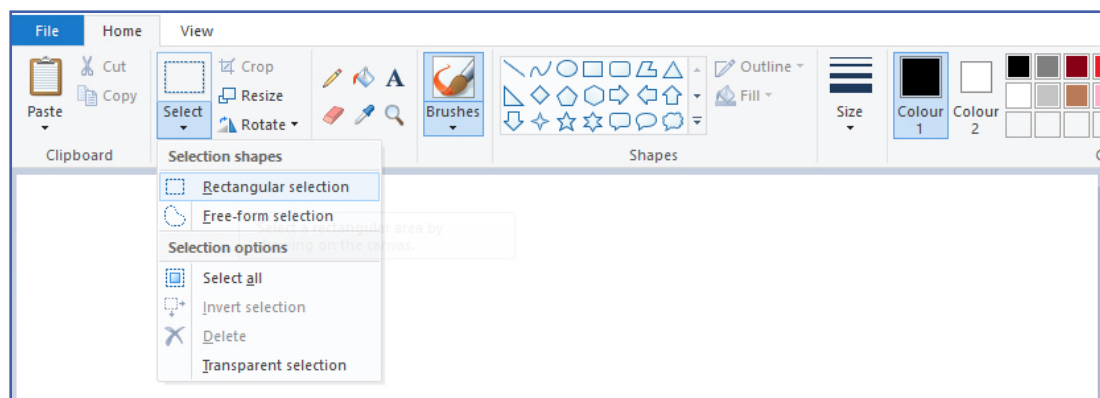
10-20% of users will leave a page if it doesn't load within 2-3 seconds on a desktop, and 25-30% if within 4-5 seconds on a mobile.

This data comes from <https://blog.littledata.io/2017/04/07/how-does-page-load-speed-affect-bounce-rate/> who put their findings into the infographic below instead.



## How Can I compress my images?

1. Physically adjust the image size in an image editor



2. Use an image compression tool such as [ImageOptim](#)

Test your load speed with this Page Load Speed [plugin](#)

## 26. Make Your Images Responsive

Now your images are compressed, we need to make sure that they are responsive.

If your image doesn't scale for mobile or tablet then this could lead to higher bounce rates.

Wordpress now add in the [RICG Responsive Images tag](#) automatically. If you're using a version older than 4.4, then you may want to install it.

### How Do I Make My Image Responsive Without Wordpress?

Using the below CSS will allow your image to be responsive:

```
<style>
img {
  width: 100%;
  height: auto;
}
</style>
```

Use [W3Schools](#) for practice if need be.

## 27. Canonical Tags – The Essentials

Canonicals could have their own ebook, so I'm going to *try* and keep this part to just giving you the essentials that you'll need to use them for.

### What are canonical tags?

- Tags that you use in the HTML to tell Google which of your pages are the pages that you want to rank in Google.

Seems obvious enough, but consider the below [example by Google](#):

The same product page has **dynamic URLs** as a result of user session and/or search preference.

```
https://www.example.com/
products?category=dresses&color=green

https://example.com/dresses/
cocktail?gclid=ABCD

https://www.example.com/dresses/
green/greendress.html
```

Your blog system automatically saves **multiple URLs** as you position the same post under multiple sections.

```
https://blog.example.com/dresses/
green-dresses-are-awesome/

https://blog.example.
com/green-things/
green-dresses-are-awesome/
```

Your pages could actually be accessed by users a number of different ways.

Google may consider this **duplicate content** and not necessarily know which page you want to drive all your link equity to and which page you wish to rank for your target keywords.

**Problem? Well, no longer.**

You can fix this issue through use of your robots.txt file and disallowing dynamic url's to be crawled, but this is the canonical section and so:

- Add in a <link rel="canonical"> element to the <head> section of your site:

```
<link rel="canonical" href="https://blog.example.com/dresses/green-dresses-are-awesome" />
```

- Add these into every single one of your target landing pages that you're intending to rank in Google.
- This will ensure that you won't have to be concerned with duplicate content and using up crawl budget on dynamically created url's.
- Ensure all these URL's are in your XML Sitemap

### ⚡ KILLER TIP #8

If you have multiple variations of your homepage:

<https://www.homepage.com>

<https://homepage.com>

<http://www.homepage.com> -> Then 301 redirect the 2 unpreferred URL's to your canonical destination.

## 28. Noindex/nofollow – Get It Right

### Let's get this clarified:

- **Noindex:** A tag added into your HTML that **suggests** to Google that the following page should not be indexed in the SERPs.
- **Nofollow:** A tag added into your HTML that **suggests** to Google to not pass any link equity on to the following webpage

- **Thank you pages:** You usually want these to be hidden until a user has initiated an action (a sign up, purchase etc). Having these pages indexed could skew your Goal reporting in Google Analytics, as well as deliver a poor user experience.
- **Registration pages:** Pages that you only want your members to see. If these are available to a universal audience, then you may see registration numbers drop.
- **Ecommerce pages:** Ensure that it is your marketing pages that are indexed and not the entire purchase journey. Each experience is unique to a user and landing on a booking page (and not a product/marketing page) may not be the page that convinces them to purchase.

### Example of nofollow pages:

- **Blog Comments:** The more links you link out to, the less equity that gets passed to each of those links. If a user comments on your blog post and links back to their url without agreeing to it, you could be inadvertently directing users to poor/spammy content (Google will take note of this), as well as taking link equity away from url's you do wish to link to.
- **Paid Links:** Sponsored/paid links are fine on your page (if managed properly), but Google will see it as blackhat practices if you don't "nofollow" the links. This is because it's not considered to be linking with the user in mind but purely for financial gain.
- **Low quality links:** Links that appear 'spammy'. This could be pages filled with ads or pages that in general provide a poor user experience.
- **Low relevance links:** If the link you are including has no relevance to the content around it then Google may take a suspicious view of this and could penalize you. **For example:** Your site promoting your building services linking out to a page about weight loss.

Although, what would be acceptable is linking to an article about weight loss for [builders](#). There's relevance.

## How do I nofollow a link?

[LDM](#) offer a nice example:

- [Noindex](#): Add `<meta name="robots" content="noindex" />` into the `<head>` of your webpage
- [Nofollow](#): Add `<a href="http://www.example.com/" rel="nofollow">External Link</a>`
- All links are set to "index" and "follow" if these directives are not put in place.

## Noindex vs. Robots.txt

Noindex and robots.txt can be used to do the same job. There are arguments that one does a job better than another.

- Disallowing in Robots.txt will 99% of the time ensure that your page is not indexed and won't be **crawled**.
- Noindex will 99% of the time ensure that your page isn't indexed, but Google will still **crawl it**. Google will still understand the relevancy of your page by crawling but will not index it.

## 29. Use Your XML Sitemap

---

We touched on ensuring that your robots.txt folder has the sitemap destination included, but how can an XML Sitemap actually help SEO?

- The XML Sitemap tells Google which URL's to crawl and also when those URL's were last updated.
- Google will crawl your XML Sitemap [more often than others](#).

## Error Checking: This is important

- **Multiple Response Code Errors (404's/400's/403's):**
- Google will encounter errors on your domain, it is the scale of these in which you need to be aware of.

- When Google encounters multiple errors, it slows down its' crawl. It does this because it thinks that it may be the crawler causing the errors by crawling too fast.
- Ensure that any error's identified in Google Search Console are fixed as this could have a big detriment on your website's ability to rank if Google believes that it is delivering multiple errors to users.
- Typical fixes are implementing 301 redirects on the 404 pages, but if these have occurred at mass, it's best to understand why these have happened.

### High Volume of 301 Redirects:

- Although Google does now carry 100% of all link equity in a redirect, implementing the redirect means Google naturally has to crawl 2 pages instead of 1 (the old page and the new page).
- This is **inefficient**. One or two pages won't harm you but thousands will.
- If redirects are a necessity, then keep an eye on them over time. Once Google has indexed the redirected page a number of times and is confident that this new page is permanently in the SERPs, then you can safely turn off the old redirect. Although, I'd recommend consulting a professional before actioning this.

## 30. *Win With Local SEO*

---

Local SEO has become a huge factor with the growth of location-specific mobile searches.

### Ensure that you are maximising your opportunity to rank for local searches:

1. **Online Directories:** List your business **Name, Address** and **Phone Number (NAP)** on local directories, chamber of commerce and local newspapers. This sends location-relevancy signals to Google about where you are based.

## ⚡ KILLER TIP #9

Searching [City] + [Chamber of Commerce/Directory] should show the obvious ones. Ensure they are credible. Aim to get a link from the local Chamber of Commerce website. This drives a high level of local SEO equity for your local town or city!

2. **Claim Your Business:** Visit <https://www.google.com/business/> and claim your business. Google will put you through a verification process. When going through this, ensure you:
  - a. **List opening hours**
  - b. **Give an accurate town or city**
  - c. **Give an accurate phone number**
  - d. **Give an updated address**
  - e. **Give an updated logo**

This will enable Google's infamous 3-pack to show, as per the below:

Google

tshirt supplier

B

All

Shopping

Maps

Images

News

More

Settings

Tools

About 3,310,000 results (0.76 seconds)

Showing results for **t shirt supplier**

Search instead for tshirt supplier

Fire Label: Wholesale, Customised & Printed Clothing

www.firelabel.co.uk/

We are one of the UK's leading suppliers of custom printed, plain and personalised t-shirts, hoodies, polo shirts, corporate wear, outdoor wear and much more.

Wholesale T-Shirts · Crew Neck T-Shirts · Wholesale Men's T-Shirts · Hoodies

Rating

Hours

Sort by

Links T-Shirts

4.6 ★★★★★ (21) · T-Shirt Printer

18.6 mi · Brighton · 01273 674994

Closed now

EmbroidMe, United Kingdom

5.0 ★★★★★ (11) · T-Shirt Printer

Embroidery & screen-printing specialist

19.5 mi · Chessington · 020 3538 9155

Closed now

My Tshirt Flashes

5.0 ★★★★★ (2) · Wholesaler

21.0 mi · Mitcham · 020 3005 2375

Open 24 hours

More places

Buytshirtsonline: Wholesale T-Shirts, Clothing & Printing

https://www.buyshirtsonline.co.uk/

Buytshirtsonline offer wholesale clothing and t-shirt printing from leading brands at great prices. Next day delivery on orders before 4pm!

T-Shirts · Fruit of the Loom · Gildan · T-Shirt Printing

Cottonprint: Wholesale Promotional Clothing, Printing and Embroidery

www.cottonprint.co.uk/

Our wholesale t-shirt printing and embroidery service offers a high quality, ... of the leading ethical manufacturers like Mantisworld - including their Humbugz ...

Bamboo Clothing Supplier Wholesale UK | T-Shirt Printing UK

https://ukshirtprinting.com/bamboo-clothing-supplier-wholesale-uk/

Bamboo t-shirts are incredibly soft, feel amazing to wear and really get people talking. We're an award-winning wholesale bamboo clothing supplier to some of ...

CONTINENTAL CLOTHING CO.

https://www.continentalclothing.com/

Categories. View all · T-shirts · Tanks & Vests · Polos · Sweatshirts · Hoodies · Jackets · Tote Bags · Fairtrade · Clearance · Made to order · Colours · Made to ...

Plain T-shirts

www.plain-t-shirts.co.uk/

Buy Plain T shirts £0.80p, Wholesale t shirts, Plain blank tee shirts, Top Quality cheap t shirts. UK's largest supplier of discount plain t shirt for next day delivery.

SHIRT SUPPLIER Blank T-Shirts, Blank Sweatshirts and Apparel

www.shirtsupplier.com/

Gildan Blank T-Shirts from \$1.59. Guaranteed Lowest Prices on Blank, Sweatshirts, Blank Long Sleeve Shirts, Polo Shirts, Jackets, Tank Tops, Bags and Caps.

[GREAT BRITAIN - UK] - Wholesale suppliers? - T-Shirt Forums

www.t-shirtforums.com > ... > Region Specific T-Shirt Information > United Kingdom

10 Jun 2011 · 8 posts

Hi Peeps, Can anyone point me in the direction of a few decent t shirt suppliers? Am just setting up business plans, and need some ...

[GREAT BRITAIN - UK] - Looking for a Uk supplier of ...

12 posts

2 Dec 2011

[GREAT BRITAIN - UK] - Tie Dye t-shirt supplier - T ...

4 posts

19 Nov 2010

T Shirt Supplier in South Florida - T-Shirt Forums

11 posts

14 Apr 2009

No Licensing Needed Wholesale T-Shirt Suppliers? - T ...

15 posts

23 Jan 2008

More results from www.t-shirtforums.com

Skybell t-shirt Supplier and Wholesaler Manila, Philippines - Home ...

https://en-gb.facebook.com/SkybellPH/

As we move forward serving more and more clients, we don't forget to give back. These kids wearing our shirts as their warmer before games and during ...

need a plain t shirt supplier | UK Business Forums

www.ukbusinessforums.co.uk > Forums > Running a business > International Business

24 Jun 2011 · 17 posts · 17 authors

some one please tell me where i can source plain t shirts for very cheap and if you are someone who can supply me with these i am interested ...

Searches related to t shirt supplier

unbranded t shirts wholesale

wholesale plain clothing uk

wholesale t shirts 50p

wholesale t shirts uk

buy t shirts in bulk cheap

unbranded clothing suppliers

unbranded clothing wholesale uk

quality unbranded clothing

Go

1 2 3 4 5 6 7 8 9 10

Next

Maldenborough, Crawley - Reported by this computer - Use precise location - Learn more

Help

Send feedback

Privacy

Terms

The 3-pack is where Google provides local business name, address and phone number in the results with a map above. It is the first organic results to be shown and, notably, is usually above the fold.

**Online Reviews:** The 3-pack above also gives away another line of information that is not in our control. [Online reviews.](#)

**84%** of people will trust online reviews

**70%** of people will leave a review if asked to

Encourage users to leave reviews on your **Google my Business** page.

Google have also said that high-quality, positive reviews will [increase your visibility](#) in Google. They also encourage you to respond to all reviews as a sign of good customer service.

### ⚡ KILLER TIP #10

Use [Structured Data](#) to help structure elements of your web-page that Google can crawl and show directly in the SERPs.

You can begin implementing this through Google's [Data Highlighter](#) and test it in their [Structured Data Testing Tool](#).

With your content, you want to communicate as much relevant value as you can.

Aim to increase dwell time, scroll depth and engagement on your page. You want to create shareable content that will drive an organic number of backlinks and authority in your niche.

These are all signals to Google of the value of the content to the target audience.

Create valuable, mind-blowing and shareable content with the following tips:

### 31. *Keyword Research is King*

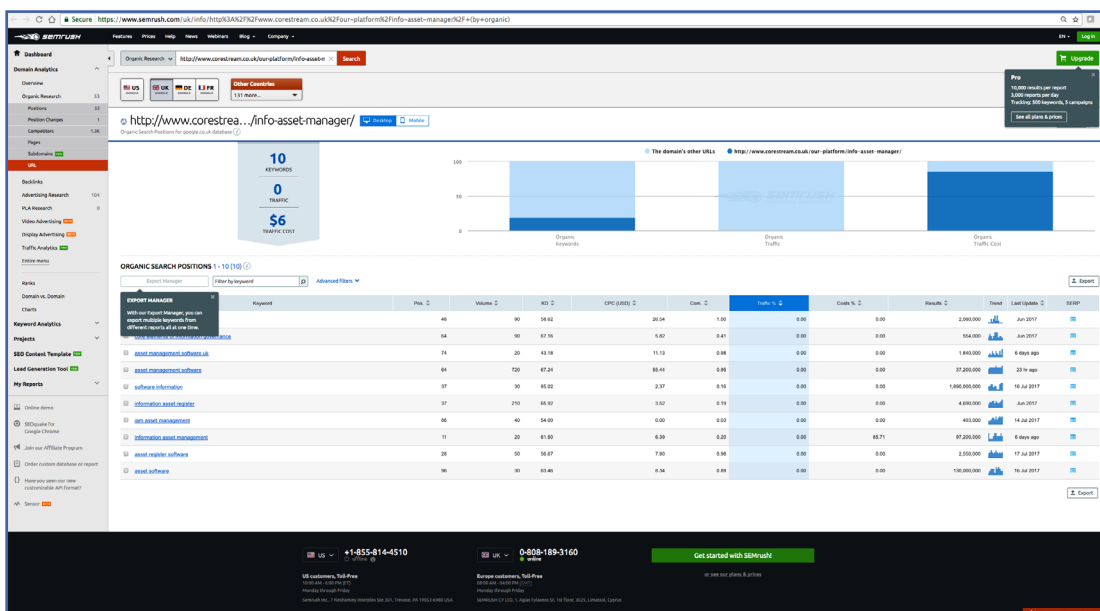
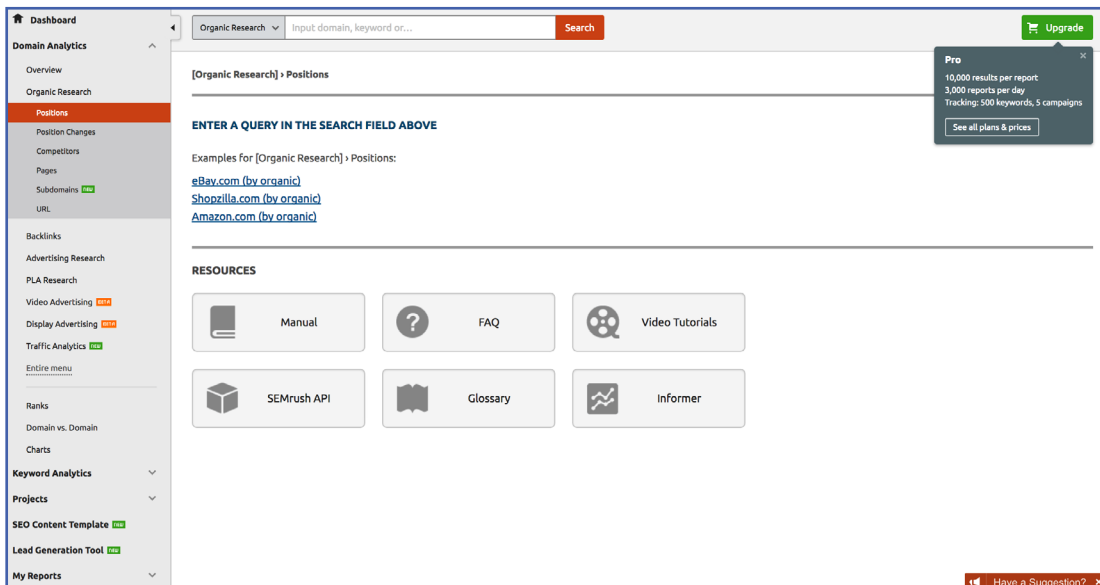
---

Doing keyword research can be a laborious task, but you don't have to start from absolute zero.

Use these tips to get the ball rolling with keyword research:

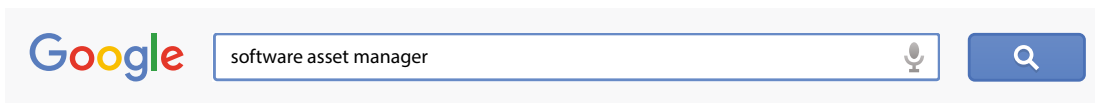
1. See what a competitor page already ranks for

- SEMrush is brilliant. Select 'Organic Research' and stick the URL of your competitors' page into the search function.
- SEMrush will then show you the current keywords that the URL currently ranks for as well as their volume and position for that keyword in the SERPs.



## 2. Use Google as a source of keywords

- Search a potential keyword and use related Google suggestions for further inspiration.

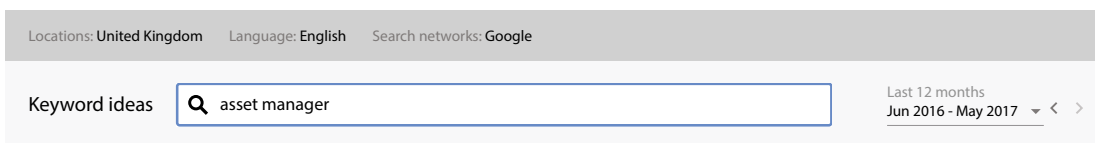


Searches related to software asset manager

Software asset **management microsoft**  
Software **management** software **free**  
Software asset **management best practices**  
Software asset **management roles and responsibilities**  
asset **management** software **open source**  
software asset **management jobs**  
software asset **management tools comparison**  
**itil** software asset **management**

## 3. Use Google's shiny new keyword planner

- Google's Keyword Planner now offers variations of your target keyword.
- This allows you to target similar keywords that may provide a larger search volume.



Filter <a href="#">Exclude adult ideas</a> <span>×</span>						
Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Organic impression share	Organic average position	Account Status
asset manager	880	Medium	—	—	—	
asset management	8,100	High	< 1%	—	—	
investment manage...	2,400	High	—	—	—	
asset management ...	880	High	11%	—	—	
asset management ...	320	High	10%	—	—	
global asset manag...	390	Medium	—	—	—	
wealth management...	720	High	—	—	—	
investment manage...	260	High	—	—	—	
fund management	720	High	—	—	—	

**SO, you've identified your target keyword but how do you optimise your page for it?**

We've already spoken about optimising your:

- Title tag -> #13
- H1 -> #17
- Meta Description -> #22
- Content with LSI Keywords -> #20
- Internal linking (part 1) -> #1
- External linking -> #2

But here are a few extra tips to creating that perfect page for page 1:

Do an incognito Google search of your target keyword and look at the top 5 organic listings in respect of:

Word Count	Keyword Density	Number of Images	Number of internal links	Number of external links	Domain Authority	Backlinks
------------	-----------------	------------------	--------------------------	--------------------------	------------------	-----------

## 32. Word Count: More Words Doesn't Mean Better Content

It's no secret that Google ~~likes~~ LOVES\* valuable content that puts the user experience first.

By that I mean, don't ever write content with the number one objective of page 1 rankings and traffic, write content that adds value to the user that is consumes it.

### How many words is the optimum number for a piece of content?

- **Fact:** There is no set rule saying you **must** write a minimum of x number of words to rank on page 1
- **Fact:** Writing more words has the potential to give the user more information, increase their on-page dwell time and add more value to their experience. BUT - only if what you write is good quality content.
- **Fact:** Word count is just another piece of the SEO puzzle that alone won't determine your success but without consideration will inhibit performance.

**Studies have shown Google tends to rank longer content higher, but always ensure the content adds value.**

### **⚡ KILLER TIP #11**

Count how many words the top 5 results have in their body content and aim to eclipse the maximum. I'd usually aim for a minimum of 1,000 words of quality content that clearly addresses, defines and solves a problem.

## **33. Keyword Density: Use With Caution**

Keyword density is the percentage of your content that uses your target keyword.

As Google have now added more importance to content-focused ranking signals, it's integral to ensure that you communicate exactly what your page is about and most importantly, what the key messages are within the page.

### **Work out the keyword density of competitor content**

- Simply take: the number of times the keyword is mentioned in the content ÷ total number of words in the body. Then x this by 100 to get a percentage.
- This should give an idea of the frequency that the target keyword needs to be written for optimal density.

### **⚡ KILLER TIP #12**

Don't use excessively! Using the target keyword too many times could be seen as 'keyword stuffing' and a sign of spam from Google. Aim to have a density that is no greater than 1-2%.

## 34. Keyword in First 150 Words

When a user lands on to your page, you want them to know what the content is about immediately; the same is said for Google.

- Include your target keyword in the first 150 words of your body content.

### Why?

User	Google
<ul style="list-style-type: none"><li>• It signals to the user that it's an important keyword for that page</li></ul>	<ul style="list-style-type: none"><li>• It signals to Google that it's an important keyword for that page.</li></ul>
<ul style="list-style-type: none"><li>• It helps the user better understand your page content</li></ul>	<ul style="list-style-type: none"><li>• It helps Google better understand your page content</li></ul>

Ensure that the first opening paragraph of your content is concise and details exactly what the page is about.

Leave the long, dreary intro's back where they belong in 2010.

## 35. Number of Images

We've spoken about optimising your alt text, but it's also worth utilising more images than competitor pages.

### Why?

- Imagery is a good way to increase on-page dwell time, bumping up those engagement statistics that Google loves
- Image alt tags can help give Google understanding of page content and structure
- A greater number of **quality** images increases the chance that one of those images will be shared by the reader.

## 36. Number of In-content Internal Links (Part 2)

Part 1 looked at internal linking with sound breadcrumbs and menu structure, here we look at **internal linking within body content**.

Why is it important?

- **Can help boost rankings for that page:** For example, if a page wanted to rank for “black t-shirts”, then linking to this page with the appropriate anchor text can help endorse that.
- **Acknowledge similar pages to Google:** If you have pages that are similar to Google, there could be duplicate content risks leading to

See this from SEO expert [Mags Sikora](#):

*“Large websites, like travel sites for example, produce a huge amount of content and the differences between landing pages sometimes are very subtle. For example, luxury hotels in New York vs. 5-star hotels in NY.*

*“Luxury” related terms would be used on both pages. Of course, 5-star hotels are luxury hotels, but not every luxury hotel gained 5-star ranking. Without correct interlinking, this could confuse Google, especially if there are no external links pointing to those pages.”*

- **Helps efficient indexing:** Google can reach and understand pages more efficiently.
- **Adds value:** They provide the reader with external, relevant reading material. This also has the bonus of increasing those lovely engagement figures!

### 37. Build Domain Authority

---

Imagine there was one number that could encompass a range of seo factors and give a prediction on how well a given domain can rank on the SERPs.

This is Domain Authority. You can download the [free Moz Toolbar](#) that gives you the Domain Authority of any given domain.

It is predominantly a link-based element, encompassing many of other Moz metrics including MozRank and MozTrust, and is best used as a comparative metric relative within your market.

As a rule of thumb, domains with a much higher domain authority score (based on a 100-point scale) will be harder to rank above and give an idea of the competitiveness of a given keyword.

Moz indicate that drops in domain authority can be based on the following:

Your link profile growth was too recent and hasn't yet been captured in the Mozscape web index.

The highest-authority sites experienced substantial link growth, skewing the scaling process.

You earned links from places that don't contribute to Google ranking.

We crawled (and included in our index) more or fewer of your linking domains than we had previously.

Your domain authority is on the lower end of the scoring spectrum and is thus more impacted by scaling fluctuation.

## How can I improve overall Domain Authority?

Although this is not something you can directly influence for on-page optimisation, it is largely affected by implementing sound SEO practices across your domain as well as [building up a strong portfolio of backlinks](#):

### 38. Build Up a Strong Portfolio Of Backlinks

---

Backlinks remain the number 1 ranking signal for Google, but the attention is now on the quality and relevancy of the link as opposed to generating a high volume of links.

#### What makes a quality backlink?

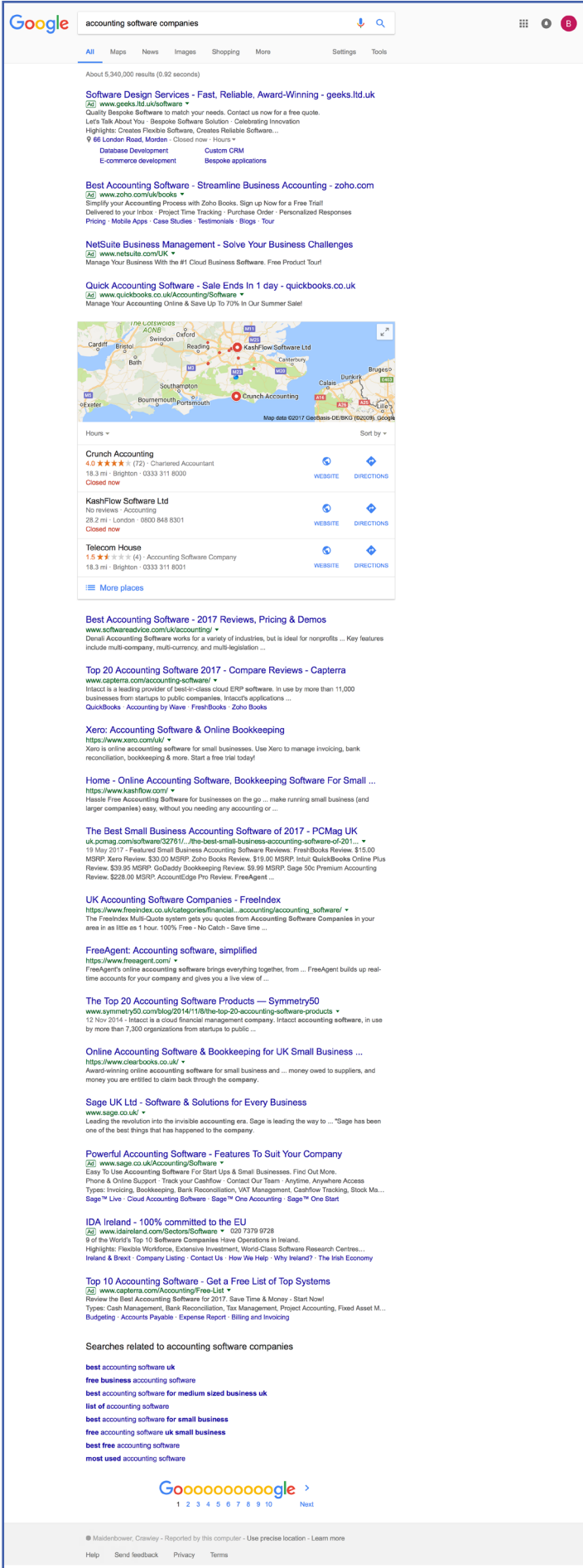
Unfortunately, there's no set guide. But [seomark](#) offer some great pointers:

- **A relevant source:** A link that is similar to your content (both in regards to the page and the domain).
- **From a trusted source:** ie, BBC, Wikipedia, a national newspaper.
- **Exact match/phrase match anchor text used:** Ensure that the anchor text uses a variety of LSI keywords to avoid spam. This will help you rank for your target keyword.
- **In-content:** Having the link high up the page and within the body content of the third-party page suggests important and communicates authority.
- **Next to other authority backlinks:** If your backlink is listed next to an authority site (BBC, Wikipedia), it suggests your backlink should be held in the same regard as those.
- **Varying domain referrals:** Aim to get backlinks from a variety of domains.
- **Non-reciprocal:** 'Link exchanges' dampen authority of the link given to you.

- **Fewer backlinks on the third-party page:** The more backlinks a web page has linking to third-party sites, the lower the link equity that is sent to each domain.

## How To Identify Target Links – 3 Steps

1. Identify the target keyword using the various methods in #31 and run a search of that target keyword you wish to rank for.



## Ignore the ads

## Take the top URLs

## Ignore the ads

2. Take the first page results and plug them into a backlink checker, such as SEMRush (below) or Ahrefs

Backlinks 1 - 100 (76,147) Export Download list

Search by anchors

All links Follow NoFollow By type All New Lost Advanced Filters

Pos	Ref	Page Title and URL (Target URL)	Anchor Text	Cal. Links	Vis. Links	Type	First Seen	Last Seen	Disavow
39	8	How to Start a Small Construction or General Contracting Business   The U.S. Small Business Administration Source: <a href="https://www.sba.gov/blog/how-start-small-construction-or-general-contracting-business">https://www.sba.gov/blog/how-start-small-construction-or-general-contracting-business</a> Target: <a href="http://www.softwareadvice.com/construction/">http://www.softwareadvice.com/construction/</a>	Compare Construction Business Software	38	261	T	05 May 2016	23 Jun 2017	+
31	29	Dashboard, Reporting and Analytics Software - Dundas BI - A Single Business Intelligence (BI) Platform... Source: <a href="http://www.dundas.com/">http://www.dundas.com/</a> Target: <a href="http://www.softwareadvice.com/tabid/40/dundas-bi-profile/">http://www.softwareadvice.com/tabid/40/dundas-bi-profile/</a>	dundas data visualization software advice reviews	6	87	T	02 Mar 2016	28 May 2017	+
31	29	BI Software   Dundas BI - Dundas Data Visualization Source: <a href="http://www.dundas.com/">http://www.dundas.com/</a> Target: <a href="http://www.softwareadvice.com/tabid/40/dundas-bi-profile/">http://www.softwareadvice.com/tabid/40/dundas-bi-profile/</a>	dundas data visualization software advice reviews	5	139	T	28 May 2017	17 Jun 2017	+
30	4	Crestron Associates - CRM Software Blog Source: <a href="http://www.crestronassociates.com/members/directory/crestronassociates/">http://www.crestronassociates.com/members/directory/crestronassociates/</a> Target: <a href="http://www.softwareadvice.com/crm/">http://www.softwareadvice.com/crm/</a>	SoftwareAdvice.com CRM Reviews	79	161	T	08 Aug 2016	27 Jun 2017	+
27	29	Real Cloud ERP & CRM Software Solution Provider - Epiphix Source: <a href="http://www.epiphix.com/">http://www.epiphix.com/</a> Target: <a href="http://www.softwareadvice.com/erp/epiphix-profile/">http://www.softwareadvice.com/erp/epiphix-profile/</a>		43	141	NA	17 Mar 2017	11 Jun 2017	+
25	27	Startups, Take Note: Candidate Experience Is a Key Factor in Sales Recruiting Source: <a href="https://resources.datapine.com/blog/candidate-experience-in-startup-sales-recruiting">https://resources.datapine.com/blog/candidate-experience-in-startup-sales-recruiting</a> Target: <a href="http://www.softwareadvice.com/hr/recruiting-software-comparison/">http://www.softwareadvice.com/hr/recruiting-software-comparison/</a>	consulting firm	21	98	T	17 Mar 2017	11 Jun 2017	+
25	27	Startups, Take Note: Candidate Experience Is a Key Factor in Sales Recruiting Source: <a href="https://resources.datapine.com/blog/candidate-experience-in-startup-sales-recruiting">https://resources.datapine.com/blog/candidate-experience-in-startup-sales-recruiting</a> Target: <a href="http://www.softwareadvice.com/resources/8-tips-to-improve-candidate-experience/">http://www.softwareadvice.com/resources/8-tips-to-improve-candidate-experience/</a>	Software advice	21	98	T	17 Mar 2017	11 Jun 2017	+
24	14	Talent Screening   Credit Reports   Background Checks   VeriQuest Source: <a href="https://www.veriquest.com/">https://www.veriquest.com/</a> Target: <a href="http://www.softwareadvice.com/property/veriquint-reviews/">http://www.softwareadvice.com/property/veriquint-reviews/</a>	Leave a Review	9	52	T	07 Jan 2016	18 Jun 2017	+
22	24	Home - INDESCOPE CUSA Source: <a href="http://www.indescope.com/">http://www.indescope.com/</a> Target: <a href="http://www.softwareadvice.com/recruiting-agency/true-profile/">http://www.softwareadvice.com/recruiting-agency/true-profile/</a>		25	22	NA	28 Jun 2016	28 Jun 2017	+
22	24	Cloud Enterprise Resource Planning (ERP) Software - Epiphix Source: <a href="http://www.epiphix.com/erp-software/">http://www.epiphix.com/erp-software/</a> Target: <a href="http://www.softwareadvice.com/erp/epiphix-profile/">http://www.softwareadvice.com/erp/epiphix-profile/</a>		43	141	NA	17 Mar 2017	25 May 2017	+
22	22	Home - INDESCOPE CUSA		175	322	T	21 May 2017	24 Jun 2017	

3. Export the list into Excel & identify the ‘quality’ links that are best suited for your piece of content.

⚡ KILLER TIP #13

Look out for broken & out-dated links. Not only will the editor feel as though you’ve helped them spot a link of poor value in their content, but it provides an opportunity for you to ask for them to link to your content instead.

Use [Broken Link Checker](#) Extension to find any broken links on a page

## How To Acquire Your Target Backlinks

I wish every single day that this was an exact science, unfortunately, it isn't.

The reality?

- Aim to acquire around 4-5% of the backlinks you reach out to – that's around 1 backlink out of every 20.

### 1. Once you've identified your target backlink, identify the author and email address of the editor.

Can't find the email? Give [Hunter.io](https://hunter.io) a try – this scrapes the web and gives you the exact email or best guess

**Opportunities are one email away.**

Find email addresses in seconds and connect with people that matter for your business.

Enter a domain name to launch the search.  
For example, try [hubspot.com](https://hubspot.com) or [techcrunch.com](https://techcrunch.com).

### Failing this, try:

- Find the email format of the website and replicate it.
- Find the editors' LinkedIn and see if they have contact information on there
- Physically calling up the company and asking (hey, it's worth a shot!).

### Last resort:

- Fill in that contact form

## 2. Split-test your email outreach with multiple scripts.

This is an indefinite learning process. Draft out at least two personalised email scripts to reach out to your target email list.

Invest the time in making each email as personable as possible, it'll be well worth those added hours.

[Brian Dean's](#) Example:

Hi [First Name],

I was looking for content on [Topic] today, when I stumbled on your article: [Article Title].

Good stuff! I especially enjoyed [Something specific from their article].

Also, I just published a new guide on [Your Topic]: [URL].

As someone that writes about [Topic], I thought you'd enjoy it.

My guide may also make a nice addition to your page. Either way, keep up the awesome work with [Website]!

Talk Soon,

[Your Name]

- This approach doesn't directly ask for a link but suggests as much.

Personally, this didn't work too well for me in one particular niche (travel) and I found a more direct ask worked better.

## 3. No response? Send a prompt.

- Don't forget, this is a soft sales pitch and how rarely do you get the deal on the first ask?
- Exactly. If you don't hear a response within a week, send a chaser email and give them a gentle nudge.
- **Note:** You may be tempted to link-trade. I.e, offering a link on your site in exchange for a link on a third-party. Although this won't lead to a penalty and isn't black-hat, the amount of link equity passed will be diluted.

Although this won't lead to a penalty and isn't black-hat, the amount of link equity passed will be diluted.

## ⚡ KILLER TIP #14

Use your social team to share your content, encourage engagement and build backlinks in the purest form.

**Bonus Points** – Let's call these "nice-to-have's"

### 39. *Make Use Of Video Content*

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You know Google own Youtube right? Yep, that's why you've started to see Youtube listings appear in your search results.

Video is great. Not only does it provide content in a more digestible form, it also encourages users to dwell on pages longer.

**Dwell time on pages = Increased average session durations = Google happy**

Aim to include relevant videos in your content where it's appropriate.

**BUT**

Ensure you link from Youtube. Don't slow down your load speed by uploading video's directly to your page.

### 40. *Produce Content For Social Media*

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Last certainly doesn't mean least, especially when it comes to social media. The role of social media in the SEO landscape is ever-growing and, as Google moves into humanising more of its' ranking signals, its' influence will only ever continue to grow.

**So can Facebook, Twitter and Instagram directly impact where I rank on Google?**

No, well not really. But that doesn't tell the whole story.

Google has begun using brand equity in a keyword as an indication of where to rank that brand for that keyword.

For example, if a growing number of users search “Sky Broadband” into Google above competing brands, Google will begin to see ‘Sky’ as the authority in the Broadband market.

Therefore, our goal here is to drive as many [brand] + [keyword] searches into Google as possible.

### **So where does Social Media play that role?**

Social Media is not only great for driving traffic, it’s fantastic for brand awareness.

**1.** More content is posted about “your brand” and “your target keyword” =

More of your target market builds association with you and that keyword =

More users search for your brand and your target keyword =

Google considers your brand an authority with that target keyword.

**2.** Backlinks – Yep, we’re not quite done with them yet. We mentioned above that posting more good **valuable** and **relevant** content on social media encourages more of your target market to share it.

The snowball effect of this is that you’re more likely to drive natural links the bigger the audience you reach from editors working in the same marketplace.

**Bottom line:** Invest in a sound social strategy

So there you have it.

A complete checklist of what you need to do to give yourself the best opportunity of ranking on page 1.

These are steps that should be considered for every existing and new page on your website.

Engrave it into your digital culture and invest the time into creating mind-blowing content.

Build an empire of authority, trust and relevance in your market and start winning on Google.

### THE ULTIMATE TIP FOR ON-PAGE CONTENT SUCCESS?

This needs to be done over and over and over again, for every piece of content to build trust, authority and value with Google! Assess your rankings after 3,6,9,12 months!

### 10 Free Awesome SEO Tools You Must Have

<a href="#">Page Load Time</a>	Chrome extension - This extension measures page load time and displays it in the toolbar.
<a href="#">Redirect Path</a>	Chrome extension - Redirect Path flags up 301, 302, 404 and 500 HTTP Status Codes as well as client side redirects like Meta and Javascript redirects.
<a href="#">Moz Toolbar</a>	All-singing SEO toolbar: Authority scores, technical metrics, SERP analysis exports and more.

<a href="#">SEMrush</a>	Complete SEO competitor analysis & keyword research tool
<a href="#">SEOquake</a>	Chrome extension - Key on-page SEO metrics
<a href="#">Broken Link Checker</a>	Chrome extension - Find all broken links (404 pages) on a particular URL
<a href="#">Google Keyword Planner</a>	Keyword research tool
<a href="#">Keywordtool.io</a>	Keyword research tool - provides long-tail keyword opportunities.
<a href="#">SimilarWeb</a>	Competitor analysis tool
<a href="#">SERPs Rank Checker</a>	Analyse where a domain ranks for a target keyword.

*The Ultimate B2B SEO Checklist - Print off and tick each tip as you complete it.*

1	Internal Linking Fundamentals (Pt. 1)	
2	Using External Links On Your Website	
3	Secure Your Site With HTTPS	
4	Mobile Optimization	
5	Save Your Robots.txt To Your Root Domain	
6	Tell Google Where Your XML Sitemap Is	
7	Block Non Marketing Pages	
8	Ensure No Server Errors or Dead Pages	
9	Only Use URL Friendly Characters	
10	Subdomains - Avoid Them Where Possible	
11	Use Keywords In Your URL	
12	Keep Your URL's Short	
13	Ensure You Have A Title Tag For All Pages	

14	Place Target Keywords In Your Title Tag	
15	Make Every Title Unique	
16	Optimize Your Title Length	
17	Ensure You Have a H1	
18	Make Your H1 99% Identical To Your Title Tag	
19	Keep Your H1 Under 70 Characters	
20	Make Use Of LSI Keywords in H2's & H3's	
21	Use Multiple H2's To Help Structure Your Page	
22	Use A Keyword In Your Meta Description	
23	Meta Description Optimal Length	
24	Optimize Your Alt Text	
25	Keep Your Images Compressed	
26	Make Your Images Responsive	
27	Canonicals - The Essentials	
28	Noindex/Nofollow	
29	Use Your XML Sitemap	
30	Win With Local SEO	
31	Keyword Research is King	
32	Word Count	
33	Keyword Density	
34	Keyword in First 150 Words	
35	Number of Images	
36	Number of In-content Internal Links (Pt. 2)	
37	Build Domain Authority	
38	Build Up a Strong Portfolio of Backlinks	
39	Make Use Of Video Content	
40	Produce Content For Social Media	