Key SEO tips to boost SERP results

Increasing SERP results is a very effective way to attract visitors to your site. This boost in traffic directly results in the increased visibility associated with increased placement on SERPs.

Well, there are many ways to boost your search results and increase the number of visitors to your site, but most require a lot of time and research. The following tips will help you improve your visibility on SERPs:

1. Use Original Images

When it comes to SEO, the original image is always good. There are two reasons for this:

Firstly, the image you used should be content-related. If they are not, search engines will pay less attention to your site and be beneficial.

Secondly, try to use keywords in the names of your images. Search engines will consider these, and you'll get a higher rank if they match with popular SERP queries.

You will need to have source tags on the images linked to your site. The best way of doing this is by inserting alt tags and placing a keyword there so Google can easily see what's on the image.

2. Use Long Tail Keywords

Long-tail keywords are a great way to up your search results. They are particular and relevant phrases that describe what you're trying to target. Here's an example:

Suppose you are selling the new iPhone 12, and we want to improve our visibility on Google. One of our keywords is "iPhone 12 Price". This keyword seems simple enough, but we know that we're not getting the results we need with this long-tail keyword. Our competition for this keyword receives more traffic than us, and it doesn't make sense considering how easy it is to target keywords like this.

Instead of using "iPhone 12 Price," we change the keyword to "Cheapest iPhone 12 Deals Online." Now, our competition is still getting traffic for this keyword, but according to Google Trends, "Cheapest iPhone 12 Deals Online" has a more extensive search volume than the first keyword.

That means we're more likely to get results with this new long-tail keyword. We're ranking higher on SERPs because our competition isn't getting as much traffic for this keyword, and we're able to capture all of it!

3. Quality Content

Quality content has always been important for SEO. If you want to be found in Google's EDU SERPs, you need to improve your content by providing unique information with excellent references.

It is imperative to put relevant content for Google to rank you high! Therefore, always mix long-tail keywords and your primary keyword throughout the content when writing blog posts or articles. This way, Google will see that your post is relevant to what you are trying to rank for.

For example, when writing an article about making a social media calendar, keywords like "social media content calendar" and phrases like "how to create a social media calendar" would be ideal.

4. Get Social

The final step is to share your articles on social media to increase engagement. First, make a Twitter page for your business and use a tool like Hootsuite to pre-schedule social media posts so you don't have to spend all day tweeting. Take full advantage of social advantage as it is all about sharing. Tweet out your blog posts and share your content on Facebook too.

Following the steps above, you will see an improvement in Google's rankings. But don't forget, it's a long and complex process, and working with a consistent strategy that is flexible to the changing algorithms within Google is your best bet to see desired results, increased visibility, and improved conversions!