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SEO TASKS

you can implement today



OPTIMIZE IMAGE ALT TEXT

Yes, Google is using machine learning to view images. However, it is still learning and SERPs are reading your image alt-text and this is a great area to “play it safe” and make sure they are readable.



CREATE LONGER CONTENT

No, this does not mean write words just for the sake of words. Long content is only as valuable as the information you are providing. Long-form content gets linked to and shared more than short content, therefore increasing your credibility and your SERP rankings.



AMP UP YOUR PAGES

Implementing Accelerated Mobile Pages is crucial since SEO is moving away from desktop and towards mobile screens. Your site will load faster which will improve your authority and therefore your SEO results.



HTTPS

Even though this does not technically affect your ranking, this doesn't mean you don't need it. Google is very vocal about not secure sites and you don't want to lose visitors because they are scared of a non-secure site.



PRIORITIZE AUTHORITY OF CONTENT

Expertise, Authority and Trustworthiness are the baselines of how Google ranks content - make your content easy to consume, reference credible sources and provide clear takeaways and recommendations.



Questions? Need help?
Call us today.

CAN YOU AFFORD NOT TO BE FOUND?

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