

Francesco Mercuri

TOP 50 SEO TIPS

Marketing Predictor

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THE AUTHOR

My name is Francesco Mercuri, the blogger behind Marketing Predictor with a passion for content writing. Well, I am the Marketing Predictor guy! I've been working as a marketing and social media executive in Malta. I worked in the USA as a marketing coordinator from November 2015 until May 2017. And now I am over here, on this online spot, to share my experience with you. Currently, I work full-time as an SEO manager at a digital marketing and communications agency!

Inbound marketing is what I love! And you? What do you love? Aside from work and blogging, I enjoy spending time doing sports, eating, and reading comic books. I love experimenting with new hacks to make my life easier and meeting new people with my same passions.

"Let's dive into your business to boost it together!"

Why You Should Trust the Marketing Predictor Guy"

Reading my articles on marketingpredictor.com you will be able to make in place a strategy based on one and unique purpose: lead generation coming from organic strategies, without spending any money.

Of course, I have a good team to work with. My inbound marketing and growth hacking skills have been an asset for Marketing Predictor blog.

“I am innovative and not scared of change at all. That’s why I had my first experience abroad when I did not find any opportunity in my country!

Where I Started Growing!”

After I gained a master in marketing and communication for renewable energies, I’ve worked as a trainer in Malta in 2015: after 3 months traineeship, everything changed. I was working on strategic and operational marketing, looking for a different point of view, experiencing an island life. What about my background? I am a graduate who received a certification in computer science, as a full-stack developer, at Miami Dade College (USA) in 2017, a master’s degree in marketing and communication for renewable energy at the Polytechnic of Turin (Italy) in 2012. A bachelor’s degree in 2007 and a master’s degree at the University of Turin (Italy) in 2010.

What is bringing me to write articles on marketingpredictor.com? Deeply curious about my job and how to become world-class in marketing. That's my aim. Writing is my way to improve and to get inspired keeping myself informed about marketing, growth hacking, and coding.

Don't forget to contact me if you need any help. At Marketing Predictor, we are familiar with growth hacking and optimization tools: we are a data cruncher. Ideally able to code (JavaScript, PHP). I have developed good copywriting skills during the last 10 years. My team and I decided to make a blog and the Book "*Top 50 SEO tips*" for everyone, easy to read: simplicity! It's the Marketing Predictor concept!

Francesco Mercuri



THE BOOK

You are making a new project represented by a blog/website. Being online can be a challenge and means having the right SEO plan! Starting a new blog? Already launched a new blog? Are you looking to rank in *Google* in a few weeks with some On-Site SEO technics?

“Work on your content considering the last Florida 2 Google update: you found the right On-Site SEO Book!”

Working online, in digital marketing, includes spending time on SEO optimizations and you need to have answers to important questions without wasting time. You need this SEO Book to boost your SEO plan and your business online as soon as possible, beating your competitions!

Get yourself prepared on SEO reading the “Top 50 SEO Tips” by Marketing Predictor. What are you going to have? Your website will start to rank in *Google* with your main niche keywords. Get results in a few weeks and be excited about it! This Book is a step by step guide on 50 On-Site SEO specific marketing tips. Those tips will help you to improve your domain authority in your market/niche, giving visibility to your product/website. Be ready to review 50 unveiled SEO tips to react to *Florida 2 Google Update*.

You will be able to develop a website/blog from scratch, since the first step, deciding the Top Level Domain and optimizing the accessibility updating the robot.txt and sitemap.xml.

What is On-Site SEO? On-Site SEO is a strategy that includes some implementations to make straight on your website, in order to rank in *Google* with a website/blog technically perfect from a SEO approach. On-Site SEO can be implemented with Off-Site SEO, comprised of SEO practices to make using external marketing sources, not on your site! Having an On-Site and Off-Site plan with around 100 SEO Tips book available online, would be an asset for your new blog.

“You need some On-Site SEO tips to rank your content based on keywords now! I am going to tell you how!”

What SEO Benefits? Following the 50 SEO tips included in the Book you will get where *Google* wants, respecting your audience/target needs. Start improving your page rank now and get yourself informed on:

- Free and paid SEO tools list
- Boost of impressions in a few weeks

- Conversion Rate Growth
- User Experience improvement according to RankBrain algorithm

Review 50 easy steps sorted by bullet points: from the 1st to the 50th! Your website/blog will easily rank on the first *Google* page. Did you make a stunning website? Yes, you did! And now? How can you get indexed and get visitors? Monetize your niche/keywords, selecting the right topic for your content: you are going to *“break the bank”* with our Book.

“No secret! At Marketing Predictor, we don’t overcomplicate SEO!”

The SEO Book is comprised of 2 approaches: marketing/technical and *“Google update”* side concept! If you landed on this product, probably you already know that SEO is part of Inbound Marketing.

Everything is organic growth in SEO! Be sure to focus on a plan including the marketing and consumer behavior approaches. Implement this strategy with the technical SEO approach included in this Book SEO.

Be 50 steps ahead of your competition: rank in *Google*! You paid \$0.07 per tip to accomplish your business goal! This Book is for everyone: for beginners and experts that want to launch or optimize a website! Do you have

any questions? You will never be alone during your SEO journey! Don't you like the Book? 100% money back! We already helped several marketers and webmasters to index in search engines: it's your turn now! Don't miss a chance to receive SEO assistance from experts!

INTRODUCTION

Make a complete keyword research for your niche and bring your focus keywords to be indexed in *Google* through your URLs!

Experience the best marketing and SEO approach developing a complete inbound marketing plan. You need an SEO plan following our 50 unveiled SEO technical tips: fast organic traffic growth can positively affect leads number.

- One of the best On-Site SEO Books
- 55 Pages of Tips
- Top 50 On-Site SEO Tips Explained
- Step by Step On-Page Strategies
- Marketing and Technical Point of View
- SEO Tools Already Tested
- Rank in a Few Weeks in *Google*

Accomplish your first short-term SEO goals, taking advantage by reading the TOP 50 SEO Tips Book. Beginners or managers? That's not important, it will be great for you in any case and in all business types.

Google updates are changing the SEO game, mostly after *Florida 2*: the Marketing Predictor SEO Book is the solution. Starting from the decision of the domain name, optimizing your marketing funnel is what to need to start. What's next? There is our Book!

"Implementing an SEO process for developing a website will be your 2019 asset: grow organically from now!"

ON-SITE PLAN

1) Pick Unique Domain Name

Choose a Unique Domain Name for your new website/blog, without picking anything complicated: the human mind is simple. The Unique Domain Name needs to be easy to remember and not difficult to pronounce: be memorable for your target. How can someone type a domain complicated in the browser tab? Your domain name needs to be a brand as well. That is an important marketing concept, not related to an SEO approach only.

Don't go for an Exact Match Domain (EMD) like "*rentacar*" for example: it is an old SEO strategy that is not working anymore. It would be difficult to advertise when it comes to working on some Off-Site SEO strategies and, eventually, it will be identified as a spam website by *Google*.

A Partial Match Domain (PMD) would be ideal. What is the best idea? Include a keyword in your PMD, related to your website/blog niche, and a catchy word that matches with the keyword. Using a PMD concept your website will rank for the keyword that you have included, and you will follow a marketing approach based on a word that is catchy and attractive for your audience: use always a simple way to communicate, also when it

comes to deciding the domain name. It's a decision that can affect your website/blog destiny.

2) Choose Country TLD Extension

Where is your audience located? Supposedly in the USA. If you write content using the American English language and your expectation is to rank higher in the USA, go for a country code top-level domain *.com* (it can be *.in*, *.ca*, *.de*, *.it*, it depends on your market). Americans use to search for websites with the *.com* country code. Writing in English means that your target can be also located in the UK, not only in the USA: choosing *.com* will allow your website/blog to be found by English native audiences. It depends also on your niche: if it is marketing, it is possible that your audience will be searching for English content, even if potential visitors are located in a not English native country.

Using the Country Code Top-Level Domain *.com*, will get your website/blog into an international online brand identity. If your target is in Germany for example, ranking in the USA would be not ideal. Go for the Country Code Top-Level Domain *.de*, in order to exclusively rank in Germany with content written using the German language.

3) Hosting Server Location and CDN

You decided the name of your website through the TLD, in order to reflect your brand identity. What's next? Deciding the hosting provider, also called host service, is an important decision that can affect different factors: ranking and speed performance. Why? Hosting server is the physical place where your website is stored/hosted. When some users want to visit your webpages, they make a request to the server, located in the place where you have decided to buy the host service. Server location might influence your ranking in different geographical areas, especially for geo-specific searches. A good Hosting Server is *SiteGround*, at the moment the best available with *GoDaddy*.

For example, if your audience is in the UK, you should go for a hosting provider located in the UK. In the same situation, if you are going to choose a service in Australia, your UK visitors can experience some speed issue, related to the distance between user and server: website load time will be more than 2 seconds according to the server distance, affecting the Bounce Rate. Choosing a server in the country where you are going to focus your business makes a real difference. Just in case you have different audiences located in different areas, a Content Delivery Network (CDN) can help. A CDN is a system of distributed servers, around the world, that

deliver webpages to users. Based on the user geographic location and the origin of the webpage, coming from the hosting service provider, a CDN can literally improve the performance when the host service is active far away from the user that makes the request. A great CDN service can be *Cloudflare*.

4) Switch to HTTPS and SSL Certificate

Accessibility and security are top priorities for *Google*. Switching from HTTP to HTTPS is a mandatory SEO "to do" in 2019. *Google* has made HTTPS a ranking factor! Make sure your blog/website has an SSL certificate. Why do you need that? When visitors access to you your website there is a device and server communication between your content and users. Nowadays, on every website, there are information exchanges. They can be related to credit card numbers, usernames and passwords, and other sensitive information. If informations are not encrypted with an SSL certificate having an HTTPS website, the communication between device and server can be risky. When an SSL certificate is used, the information shared becomes unreadable to everyone except for the server that users are sending the information to. Be trustable on the market and online for your visi-

tors using an SSL certificate! Normally you can activate HTTPS through your hosting service panel control. How is going to be?

Your host provider will create an automatic redirection 301 in order to send users that type:

1. *http://www.domainname.com*
2. to a safe *https://www.domainname.com*

After that, you will be able to activate an SSL certificate. How? Access *WordPress*, if you are using it as a CMS, and install a plugin like *Really Simple SSL* to activate an SSL certificate. Your website will have a lock icon now, positioned before "*https://www...*" a clear sign of safety and reliability for your audience and Google. Another small SEO step that will make a huge difference.

5) Include Focus Keyword in Title Tag and in SEO Title

Don't get confused between Title Tag and SEO Title. Title Tag is the title of your article/page, included in the Tag `<h1>` that you set in the head of your website, or in the title tab of *WordPress* when you make a new article/page. SEO Title is the one that appears in the *Google* SERP as a result of

a searcher query, that you set using *WordPress* plugin like *Yoast*. Those are the most important elements of a webpage for SEO purposes, after the content: *Google* crawls your webpages checking for Title Tags, in order to give a value and a categorization to your content compared to Title Tag.

SEO Title, comprised of 58/60 characters, tells search engines what the page is about. Title Tag is displayed to the visitors that land on your content. They can be different: SEO title needs to be catchy, in order to bring users to click on it, Meta Tag needs to be a recap of your content included in a sentence. You should always use the focus keyword in Title Tag and in SEO Title. At the beginning should be ideal. Be sure to include a Call To Action (CTA) in SEO Title, or words like "*checklist*", "*best*": they are able to stimulate readers' curiosity. Your content doesn't match with Title Tag and SEO Title: are you in this situation? Users will bounce your content, going back to *Google Search*, reviewing another website. The Bounce Rate (BR) is a ranking factor: be sure to handle it properly.

6) Include Keyword at the Beginning of Title Tag H1

The same concept of SEO Title. Users click on SEO Title and the first thing they will see is Title Tag on your website! You can add some variations of the main keyword, using synonymous of the focus keyword. Be sure to include the keyword in Title Tag h1 and to be closer as a marketing concept to the SEO Title. The h1 Tag should be one and unique for each webpage: you can use the tool *Screaming Frog* SEO spider tool to check it, it's free. Title Tag plays an important and mandatory role in sending relevancy signals to search engines.

7) SEO Title with Keyword at the Beginning

As we said, we strongly recommend considering the focus keyword in SEO Title. Where? Be sure to include the post/page focus keyword at the beginning of SEO title: it is a strategy that will improve your ranking. According to statistics released by *Moz*, *SEMrush*, and *Aherfs* (the most popular SEO audit tools) webpages having an SEO Title starting with the focus keyword performs better than those ones with the focus keyword included at the middle or at the end of SEO Title. Why? Because it is the first word that every searcher sees, eye-catching, in the *Google Search* results. The keyword

that you add at the beginning is what the searchers type in the *Google Search* tab to make their query: *Google* will reward your link with a better position. It will affect positively the Click-Through Rate (CTR).

Be sure that the keyword you pick is included in the content of your post/page as well. You are giving a clear marketing message including the focus keyword at the beginning of your titles: *"It's the exact match of what you were looking for. In this article, we talk about it, considering your needs"*. Keyword first means considering the topic of the article/page mainly based on the keyword: that is bringing clicks, that is what a client wants from you.

Google crawls your new articles/pages checking for the h1 Tag. According to a marketing study, using a keyword in the h1 Tag offers some SEO benefit because *Google* identifies the content of the paragraph of your article/page strictly related to the Title Tag. Never forget to use the focus keyword in the h1 Tag: that is the main concept. It would be ideal to make a Title Tag different from SEO Title, but not completely different as I already mentioned. In SEO Title, for length restriction and SEO reasons, is better to avoid stop words, like *"a"* or *"with"*. In Title Tag, you can use complete sentences that are also focused on the general content of the arti-

cle/page. An example of SEO Title compared to the Title Tag is the following:

- SEO Title: *Wedding Checklist - Here the Top 5 to Do*
- Title Tag: *A Complete Wedding Checklist with the Top 5 Things to Do*

8) Add Keywords in Meta Description

Adding the focus keyword and the secondary keyword of your content in the Meta Description is not a ranking factor, it is still important though.

Why? Because users that see keywords in the Meta Description, not only in SEO Title, are willing to click more than those users that see a Meta Description without keywords related to what they are searching for. A/B testing is bringing this data, that is important to consider. You can test on your own different types of Meta Descriptions. Make sure to use important keywords in Meta Descriptions.

You will help *Google* and your potential visitors to know what the posts/pages are about, avoiding a bounce action. Add a Call To Action (CTA) to the Meta Description: keywords and CTA, together, are the perfect mix to improve the Click-Through Rate (CTR). What are you going to

have? More clicks compared to the impressions (the number of searchers that see your SEO Title and Meta Description).

9) Keyword Density

Be sure to include several times the main keywords in your article/page body. Including the focus keyword at the beginning of your first paragraph, basically in the first 100 words, would be the best practice to give your URL a better ranking. Did you know about Above the Fold? It's a concept coming from newspapers. People use to see the content "*Above the Fold*" first of anything else. It's a position eye-catching according to statistics. Include your focus keyword there, Above the Fold. How many times? There is no perfect number for *Google*.

One thing is pretty sure: keywords density still matters in 2019. Be sure to use the focus keyword more than 2/3 times, not less. Of course, it depends on the length of your content: be natural, without adding keywords randomly in the content. Include the focus keyword in the h2 Tag as well. If you keep every sentence with the keyword profitable for your visitor, you are following the best SEO practice. In other hands, focus keyword stuffing