

- 1 "Near me" searches are rising in 2020. Optimize your local listings and onsite location page content to include directions, surrounding neighborhood and street information.
- 2 Technical SEO is the silent growth mechanism your site is missing. Most sites we come across have Google crawl errors and basic tagging errors they didn't know about. Simple fixes can lead to big growth!
- 3 Search rankings are not one size fits all. Make sure you are using a ranking tool that shows per geo, per device ranking data for search keywords. A Google search on your device will render different results than the next guy, so a tool is the most accurate way to get keyword rankings.
- 4 Fun fact: UX impacts SEO! Make sure your UX designers are thinking "mobile first" for SEO optimizations and UX accessibility.
- 5 First impressions matter! Test your meta titles to see what works best for SEO and user CTR from search results. It could make all the difference!
- 6 Country and language tags aren't just for international sites - all sites should include these HTML tags as they are also used for voice search technologies!
- 7 Never leave a soldier behind! Make sure all of your pages have relevant internal link paths to them throughout your site.
- 8 BERT and NLP make bots work smarter not harder to understand user searches to pick up on context and nuances. Optimize your content using contextual language in addition to your target search keywords.
- 9 Be cool man! Your SEO content should sound natural and on-brand. Avoid keyword stuffing or sounding robotic.
- 10 Pro tip: Enhance visibility into your GMB conversions by tracking with UTM parameters and CallRail local phone numbers.



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