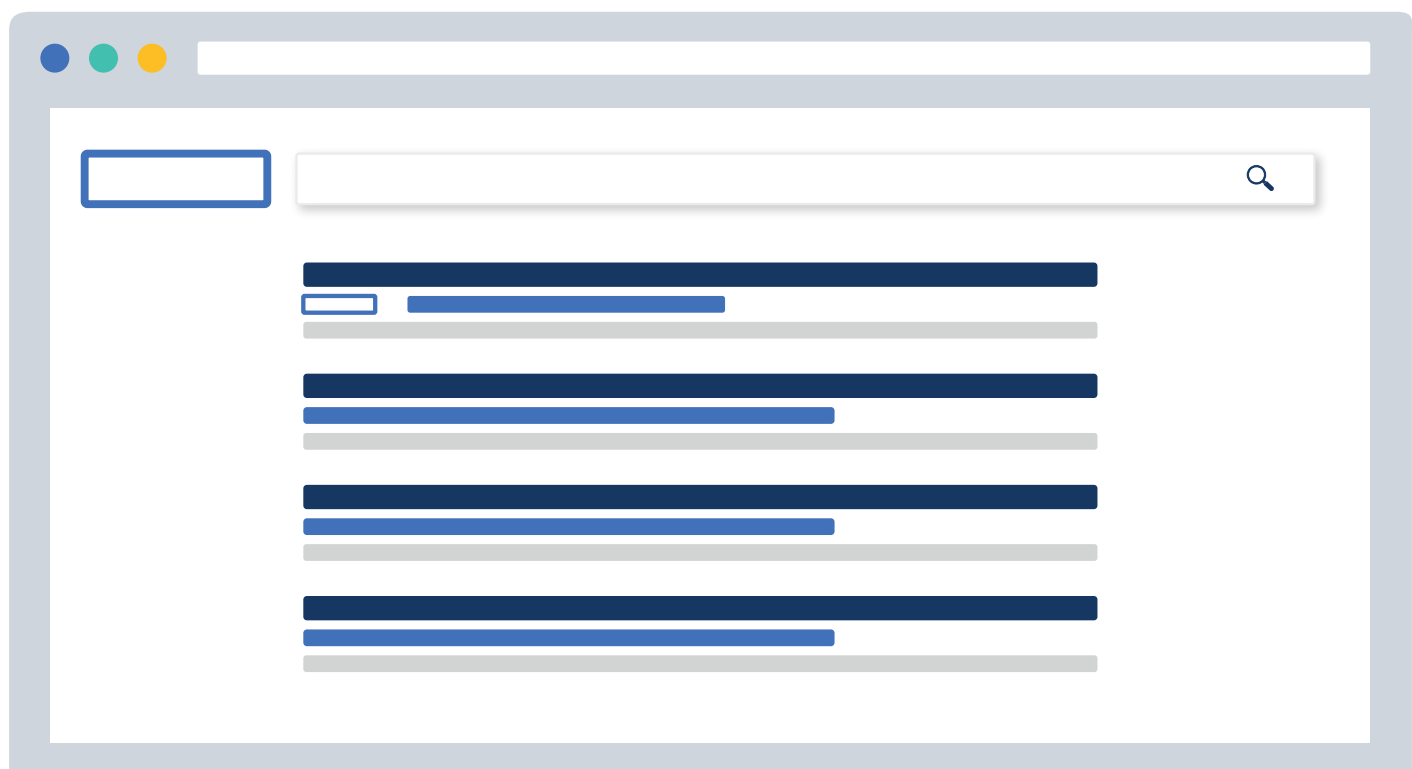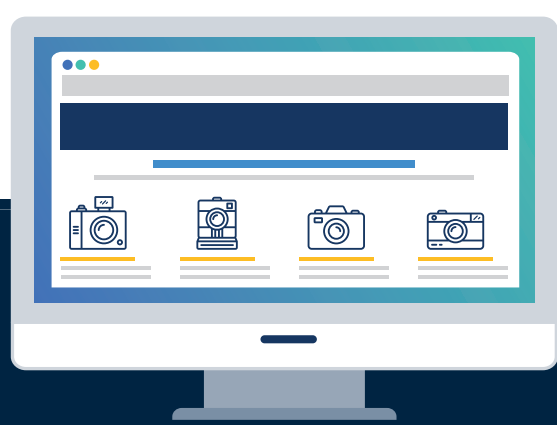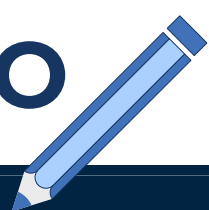# KEY FACTORS FOR SEO SUCCESS

Search Engine Optimization (SEO) helps websites increase their traffic from search engines. Sites with strong SEO appear higher up on the search results page where searchers find them faster. The most important areas of SEO are on-page site content, technical site structure, and off-site links.

ON-PAGE SEO

On-page SEO is about optimizing the content on your website so that it's aligned with your customers' needs and provides them real value.

KEYWORD RELEVANCE
Including keywords throughout your site is one of the most important ways to improve SEO. Areas to include keywords are page titles, meta descriptions, H1's, and more.

CONTENT QUALITY
Having unique and substantial text on your website will prevent the dreaded 'thin content' issue we run into often. Too-little content can hurt a page's ranking and even prevent it from being indexed.
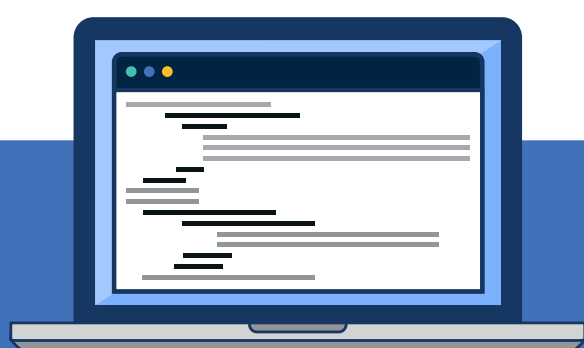
DUPLICATE CONTENT
Avoiding duplicate content that appears on multiple pages is an SEO best practice. Search engines can interpret duplicate content as spam and ignore your website as a result.

ON-SITE BLOG
A regularly updated blog is a great way to improve SEO by collecting backlinks and generating more targeted traffic.

TECHNICAL SEO

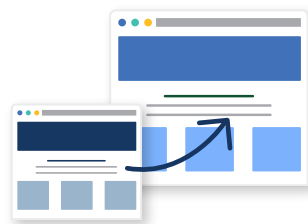Technical SEO addresses back-end issues on your site that negatively impact rankings.

404 ERRORS
Broken internal and external links result in 404 Error pages that limit usability and hurt SEO. We recommend redirecting broken links to the most relevant pages on your site.

CANONICALS
Canonicals help tell search engines there's a master version of a specific page. By using canonicals, you avoid duplicate content issues across multiple URLs.
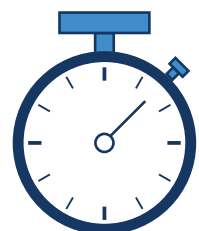
REDIRECTS
Redirects take users from one URL to another. They can be used to point old pages to new pages, but if used incorrectly, they can hurt SEO.

SITE SECURITY
A secure website will help you achieve greater SEO results as Google tends to favor secure sites in the rankings.

PAGE SPEED
A site optimized for page speed tends to improve SEO rankings, site traffic, and user experience.
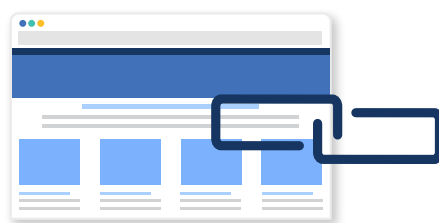
OFF-SITE SEO

There are many factors outside your website itself that play into SEO rankings.

BACKLINKS
Backlinks are links from other websites that point to your website. Fixing broken backlinks that result in 404 pages is a good way to improve your site's Domain Authority, a key SEO factor.

REFERRING DOMAINS
These domains are other websites that contain backlinks to your site. We look through the list of domains to find questionable links that may be the result of bad SEO Techniques.

Not sure if your website is SEO successful? Our Hourly SEO Consulting service includes a technical audit of all the above factors and some additional ones as well.

LOGICAL POSITION

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