

5 Reasons Why Your SEO Strategy Is Failing

And How To Fix it



GoSEO

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Your online business is like your grades in school. If you don't do well, no one will come to see you. And when it comes to SEO, if your SEO strategy fails, you will know it because online traffic will plummet.

There are several reasons why your SEO strategy is failing. Some of them are caused by you, and others by the actions of Google. But the first step is to find out what is wrong.



You don't have enough quality content on the website.

Thin content is like a slap in the face to Google. Google wants to find what you're offering, not just skimming the surface and hoping for a quick sale.

You need high-quality content on your website. It's not about how many pages or how often you update the blog content; it's about making the highest quality possible, with keywords added in to match the needs of the search engine that bring you traffic.

PRO TIP:

- ⊕ Never create a low-quality blog for the sake of keywords.
- ⊕ Always produce blogs and articles based on expertise, trustworthy and authoritative sources.
- ⊕ Avoid creating unnecessary articles. Try not to be the "latest and greatest" on the internet.
- ⊕ Make sure that you will address topics most people search for.

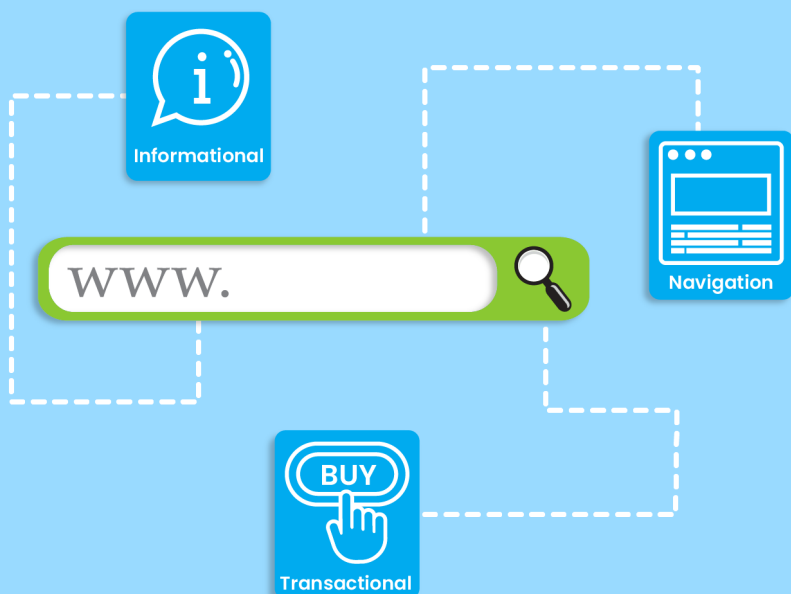


2 You are not using user search intent.

There are three types of search intent: informational, navigational, and transactional. Each type of search intent has a different purpose or point.

- 1 Informational search intent** is done when you need to get information not provided by other sources. This can be information about services, products or general knowledge.
- 2 Navigation search intent** is somewhat similar to informational, but it's more specific to your needs, and you are more interested in the location of a service.
- 3 Transactional search intent** is often the most important because it is how people make purchases. People searching for this type of information are looking for product descriptions, prices and other purchasing information.

To create a workable SEO strategy and relevant content, you need to know what your audience is looking for. If you don't pay attention to different types of search intent, you could be losing out on a big market.



PRO TIP:

- 🎯 Use a search query analysis tool to determine what your audience is looking for.
- 🎯 Try to think about the type of search intent your target audience is searching for before you click the publish button.

3 The Technical SEO is poor.

In technical SEO, SEO is about getting your website indexed by search engines. Here are some technical issues that can lead to a failed SEO strategy:

⊕ The canonical URL of your site is not correct.

It's not always easy, but all you have to do is take care of misspelling, remove duplicate content and get your site structured properly using tools like Yoast SEO for WordPress.

⊕ The site speed is poor.

User experience is a major factor in SEO. Visitors are more likely to stay on a site that loads quickly. If you have a poor site speed, Google will not rank your website high regardless of how compelling it is to visitors.

⊕ Mobile pages are unresponsive.

Over half of web users access the internet through mobile devices. Therefore, optimizing your site and its pages for mobile users is essential.

These technical issues can affect your SEO strategy, so you need to know them. If you have questions about how to optimize your SEO strategy, we'd be happy to help!

PRO TIP:

Regularly audit your website for technical issues.





Your website cannot keep up with the algorithm update.

Another pitfall to avoid is getting too comfortable. Now and again, Google will change the algorithm to give you a boost in rankings. But don't think for a minute that your position will remain the same.

Your ranking does not remain static, and as a result, it'll drop as much as it may rise. Recently, Google updated BERT to MUM (Multitask Unified Model). This update is to remove geographical and language barriers from the search engine.

As a result, one of the biggest changes is in how the algorithm ranks local content. Hence, if you have a physical location and want to rank in Google Maps, it will be more complex than ever before. So, work hard early and always keep an eye on Google's updates to stay up-to-date with their changes!

Google MUM Update



Multitask Unified Model

PRO TIP:

Make sure that you adhere to Google's guidelines for your website, including which pages to rank for.



5 Link building strategy is ineffective.

The word "link" can have many meanings. The most important is pointing to a specific page, which will automatically boost your site's ranking in Google.

Link building is the process of getting quality links to individual pages on your website that fall under topical areas. It's not about buying a link or using spammy techniques to get them. Instead, most marketers will use link building to increase their site's credibility in Google's eyes.

Avoid common missteps such as getting links from the wrong sources or too many links from a single source. These actions will get your site penalized. Instead, the best way to get those quality links is by creating popular content on social media and directing people there for further reading.

PRO TIP:

- ⊕ Do not focus only on quantity but also the quality of your links.
- ⊕ Look for links from official news sites and high page rank websites.
- ⊕ Get more links to increase the overall authority of your website.
- ⊕ Stay away from getting links from low-quality websites.



Get An SEO Expert to Counteract Your Mistakes!

As most marketing gurus say, there is no golden pathway to SEO. The way you handle the situation and get results will depend on your business and how much experience you have in online marketing. If you are just starting with digital marketing, you should seek help from an experienced senior or vice president.

Before hiring a professional agent, it is advisable to analyze your business needs through their website thoroughly. This move will help them uncover your weaknesses and show you the best ways to boost your sales with SEO. Need help? Take advantage of our free 30-minute consultation.



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