

22 THINGS YOU CAN DO TO IMPROVE YOUR GOOGLE WEBSITE RANKING

- Create new blog content
- Update old blog content
- Get backlinks from influencers and bloggers
- Improve your internal linking
- Write sponsored content for relevant sites with high domain authority
- Change the architecture of your website
- Create content hub
- Get more online reviews
- Improve your website's speed
- Add alt tags to all images
- Make sure every page and post has metadata
- Convert pages into posts and vice versa
- Make sure that all link text is descriptive
- Improve the structure of all URLs
- Add more images to all posts and pages
- Add structured data to posts and pages
- Answer relevant HARO queries
- Update your citations
- Guest blog for sites with higher domain authority than yours
- Directly pitch reporters and outlets
- Pitch podcasts as a guest
- Organically optimize keywords that do well with paid search