The 6 Basic Components Of A Strong SEO Strategy For Online Retailers.

Successful young founders share first hand business advice and insight.

One of the main marketing strategies that can help online retailers build a successful Internet business is search engine optimization (SEO), the process of tailoring your website to the algorithms that search engines use to rank websites based on "signals" that the site emits.

However, search engine algorithms continue to change with time as the Web evolves, so online retailers need to evolve with the engines. We must make sure we keep up-to-date with best practices to claim the best possible rankings for relevant keywords.

If you want your website to rank well in 2012, here are 6 components of SEO that online retailers should know about when optimizing their e-commerce website to rank well in top search engines:

1. **Keywords.** Keyword research is the first step to a successful SEO strategy. Those successful with SEO understand what people are searching for when discovering their business in a search engine. These are the keywords they use to drive targeted traffic to their products. Start brainstorming potential keywords, and see how the competition looks by using Google AdWords Keyword Tool. If you notice that some keywords are too competitive in your niche, go with long-tail keywords (between two and five words) which will be easier for you to rank. The longer the keyword, the less competition you will have for that phrase in the engines.

2. **Meta tags.** Meta tags still play a vital role in SEO. If you type any keyword into a search engine, you'll see how that keyword is reflected in the title for that page. Google GOOG +1.37% looks at your page title as a signal of relevance for that keyword. The same holds true for the description of that page. (Don't worry about the keyword title tag — Google has publicly said that it doesn't pay attention to that tag, since it has been abused by webmasters and all those trying to rank for certain keywords.)

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3. **Content.** It's true, content is king. Search engines have stated that creating quality content is the best way to not only rank for keywords, but also create positive user experiences. It will also go a long way with making sure you're educating your consumer, and being an authority in your niche will leads to boosts in sales.

4. **Backlinks.** If content is king, then backlinks are queen. Remember, it's not about which site has the most links, but who has the most quality links pointing back to their website. Build backlinks by submitting monthly or bi-monthly press releases on any exciting company, and contacting popular blogs in your niche to see how you can work together to get a backlink from their website. Create the best possible product site you can, so people talking about the products you sell will link back. Try creating graphics or newsworthy content that will influence bloggers and news websites to link that content.

5. **Social media.** The algorithms have truly changed since social media first emerged. Many content websites are community-oriented — Digg began allowing users to vote which stories make the front page, and YouTube factors views and user ratings into their front page rankings. Therefore, e-commerce stores must establish a strong social

media presence on sites like [Facebook](#) [FB +0.54%](#), Pinterest, Twitter, etc. These social media sites send search engines signals of influence and authority.

6. **Product images.** If you think images don't play a role, think again. When many consumers search for products in the search engines, not only are they looking at the "Web" results, but they're also looking at the "images" results. If you have quality images of that product on your site — and the files' names contain relevant keywords — these images will rank well in search engines. This avenue will drive a lot of traffic to your site, as potential customers will click on that image to find your store.

In addition to optimizing these six areas of your site, analyze your competitors and see what they are doing in terms of on-page optimization, off-page optimization (competitive link analysis) and social media. While you may be doing a lot of the same things they are, it's incredibly important to think outside the box to get a leg up over the competition.

The 3 Essential Components of a Good SEO Strategy

SEO is often thought of as magical, behind-the-scenes trickery or manipulation of algorithms. However, if you break SEO down into its main components, it looks a lot less intimidating. The following 3 factors are all you really need for a good SEO strategy, and they don't involve trickery or manipulation.

In theory, search engine optimization (SEO) sounds amazing. With one strategy, you can get your site to the top of Google's organic search rankings, raking in relevant visitors and sales. Unfortunately, SEO scares a lot of people away because of its volatile nature and intimidating degree of complexity.

However, if you break SEO down into its main components, it looks a lot less intimidating-- and for many, it's definitely something [worth learning](#). To illustrate this, I've broken down SEO into the three main components that must be present to comprise a successful long-term search strategy:

1. On-site Optimization. On-site optimization is all about the content, structure, and layout of your site. Google and other search engines crawl your site to get an understanding of what it's about (and how authoritative it is), so the information it finds on your website can have a big impact in how it ranks pages on your site for relevant search queries.

It would be inappropriate to list every single on-site optimization factor here, as the real intention of this article is to give a broad overview of how SEO can be broken down, but here are some of the [most important considerations](#) for the on-site SEO of your domain:

- **The title tag (per page).** Google uses these to learn the main topic and purpose of a page. They should be written accurately, concisely, and without any unnatural language (like keyword stuffing).

- **The meta description (per page).** Similar to title tags, meta descriptions are more extended and--you guessed it--descriptive.

- **Site navigation.** Your site navigation should be easy to follow, and broken down into categories and sub-categories.

- **Internal linking.** The fewer clicks it takes to get from one page to any other page on your site, the better. Internal links also help Google understand how pages on your site are related, what their hierarchy is in terms of importance on your site, and their relevance for given search queries.

- **The URL (per page).** Don't use a string of numbers or symbols in your URL--instead, write concise descriptions of each page (often, the title of the page is preferred).

- **Relevant, unique content (per page).** This is a big one. The content on each of your pages should be full, complete, informative, and free from error. Google uses this content to "understand" the purpose of each page and evaluate its usefulness.

- **Site speed and performance.** Though not as important as some of the other features listed here, the time it takes your site to load and the availability of your content is a significant factor.

- **Site security.** This is especially important if you have an e-commerce site or one that processes transactions--use modern security protocols to keep your customer data safe.

2. Ongoing Quality Content. Let's say you've successfully optimized your site--you've hammered out all the sitewide performance issues you can, and you've gone over each page with a fine-toothed comb to improve its relevance, significance, and uniqueness in your competitive landscape. Aside from making updates and adjustments as you add or subtract pages, you might think you're done with on-site optimization--but this isn't exactly true.

The biggest component of your on-site strategy is the ongoing component--the content you continue to produce for the life of your brand, which forms your content strategy. Usually relegated to a blog or newsfeed, this serves a [variety of functions for your brand](#)--not just an SEO benefit. Your content shows off your expertise, [helping users trust you](#), and gives you a platform for conversion by including calls to action at the end of your pieces. It can also serve as fuel for your social media or email marketing campaigns.

For SEO, content similarly serves a variety of roles. First, and perhaps most importantly, it increases the number of pages of your site that can be indexed in Google. Every new blog post you publish is more content for Google to index on your site, and another potential search listing leading people to your domain--as long as your content's quality is high enough. Having a regular flow of content also looks good to Google, giving you a boost in the search rankings. Finally, if your articles are frequently linked to and shared, they'll be displayed higher in search engine rankings--but I'll touch on that in my final point.

The caveat to all of this is that your content has to be good. What do I mean by "good"? I mean useful, original, well-researched, insightful, properly formatted, appropriately written, free from error, relevant for your audience, and fun or engaging to read. The content market is intimidating for newcomers, but to see the true benefits of content marketing, you'll have to rise above the fold. For help understanding how to do that, see *[What We Learned From the Official 160-page Google Search Guideline Document](#)* and *[The 12 Essential Elements of High-Quality Content](#)*.

3. Off-site Authority Building. Everything else in your SEO campaign should be focused on off-site authority building, meaning building a presence and relationships on external sites and platforms. The biggest tools Google uses to evaluate this "authoritativeness" are inbound links from such external sources. The more inbound links you have pointing to your site from high-authority sources, the better your perceived authority, and the higher your website will rank in search engines. However, any links deemed irrelevant, spammy, or unnatural could earn you a penalty rather than a boost--so be careful how and where you acquire your inbound links.

Your best bet for link building is to stay away from "manual" link building altogether, and instead focus on earning links that you naturally attract through your content strategy. People

want to share and link to great content, so if you publish truly great content, it'll attract inbound links.

[Guest posting](#), [social media syndication](#), and [influencer marketing](#) are all tactics you can use to get your content in front of more people and widen your authoritative reach--but remember, it all starts with good content.

Conclusion

Chances are, as you've read this article, you've noticed a theme. In on-site optimization, ongoing content, and even off-site authority building, there's one quality that permeates and underlines the success of an SEO campaign at every turn: [great content](#). Once all your technical on-site factors are taken care of, the biggest indicator of your campaign's success will be the quality and reach of your content. Prioritize these three "theaters" of search engine optimization, with content quality always at the top of your priority list, and you should have no trouble building your company's visibility in search engines.

Five Essential Parts of SEO

What is SEO?

SEO (Search Engine Optimization) is a magical art, created in the center of an active volcano

SEO (Search Engine Optimization) is a magical art, created in the center of an active volcano by a colony of friendly yet mischievous gnomes.

SEO can't be seen, it's hard to quantify, it's not altogether tangible, and it's constantly shifting and moving around like the smoky essence of the universal ether.

SEO has had a tainted history. In the past few years, snake oil salespeople have been pulling their wagons into town and offloading their wares on the unassuming villagers. SEO was packaged and sold as the way to get to number one on Google. In the past, there were some questionable ways of making this happen. Evil SEOs of old employed backlinking magic, keyword stuffing, and various other wayward tactics to fool the poor Google. And it worked. But then the Google woke up, and it was angry.

With the release of several [major upgrades to its algorithm](#), Google changed the rules for SEOs everywhere. Instead of ranking well for using dark tactics, sites were penalized. Some companies woke up one morning to find their websites had completely fallen off the radar. Since these major shifts in the industry, the world of SEO has become a completely different place.

The Google Effect

You may be aware of the fact that Google changes its algorithm over 500 times a year. Let me put that in perspective. Think of doing something 499 times this year. Google changes its algorithm more than that. That's more often than some people shower. Every time this happens, the SEO industry feels it. Sometimes the changes are subtle. Sometimes they are major. Either way, a big part of SEO is ensuring your website makes the grade—that is, stays in line with Google's ranking criteria. There are forums on the Internet where SEO engineers do nothing but debate what Google is going to do next, and what it means. Deciphering Google is a full time job.

60%
Google gets over 60% of search engine traffic

Also, let me clarify. I use the term "Google", but what I really mean is "search engine". Everyone knows there are other search engines out there. I think. There's also Bing, and there's... Bing. Fact:

- See more at: https://www.treefrog.ca/five-essential-parts-of-seo#sthash.sjydEO6d.dpuf

so for the purpose of expedience, I'll probably just keep saying Google when referring to search engines.

As for the explanation of SEO, I have come to think of it in five distinct sections.

Technical

Technical SEO deals with applying attributes to web pages which happen on the back end, where most mild-mannered content creators choose not to venture. Technical SEO changes can include improving page load times, applying microformatting, validating the W3C markup, and various other techniques.

Search engines acknowledge the effectiveness of a website from a technical perspective, so it's an important aspect to improved SEO. But once those technical changes are applied, they don't keep awarding your site points with Google. Even though these updates are important, the SEO work is really only just beginning.

Content/Creative

This is the most important part of SEO. Content should be at the core of your SEO strategy. Whether it's articles, images, videos, infographs or a collection of all of these, the more relevant and helpful your content is, the better your chances of it being found on the web.

Tactical

Tactical SEO refers to optimizing websites on a page-by-page basis, in order to ensure they make the grade for popular search engines.

Tactical SEO involves the effective insertion of keywords into on-page content throughout a website. This may sound simple enough, but keywords are different for every industry, every company, and every individual.

The wrong keywords will draw the wrong kind of traffic to a website. If the keyword is too broad, you'll get tire-kickers. If it's too specific and exclusionary, you may be cutting out part of your audience. Keyword use a balance, and it's ongoing. Basically, tactical SEO involves strategic content insertion on a continual basis.

Social

Social is a great way to pull traffic to your website organically. It stems from having great content and staying engaged with your audience. Ideally your audience will share your content, comment about it, and give you feedback. All of this activity drives traffic and calls attention to your web presence.

Reporting

This is the science of SEO. Through custom reporting, SEO managers can determine whether a strategy is working. Because one client's goals are different from the next, SEO strategies should be tailored to fit specific needs. It isn't all about getting to number one on Google (something we'll cover more in depth soon), it's about identifying a client's key performance indicators and doing everything you can to meet expectations.

As SEO Manager at Treefrog, this will not be the only article I write about SEO. It's such an involved topic, there are hundreds of angles to cover. In fact, many of the topics brought in this article are grounds for more explanation, which I plan to provide as we go forward. In the meantime, please feel free to email your questions or flag me down on Facebook/Twitter/LinkedIn and I'll be happy to help however I can.

I hope that you will enjoy following along this incredible journey as we learn and experience together. In the meantime, I'll be hangin' with the gnomes.

- See more at: https://www.treefrog.ca/five-essential-parts-of-seo#sthash.sjydEO6d.dpuf

7 SEO strategies to implement in 2015

Search Engine Optimization (SEO) sounds a bit like rocket science. With the right combo of this widget and that module, add in time, subtract theory and maybe the equation will produce a solution better than the last.

Like most technology, what was applied last year in online marketing efforts may already be outdated. Those tactics are dying a slow half-life while the competition is jumping to the top of search. With every new year, you must reevaluate your strategies without having to dedicate a good chunk of the marketing department's change.

When much of the bottom-line depends on the ability to reach more potential customers, readers and service users, it only makes sense to do everything in your power to enhance that reach.

To do so, enlist the company of tried and true third party tools as well as free resources from the search engine rulers themselves, Google and Bing. Here are seven effective tactics you should explore in 2015.

1. Optimize for mobile search

In a recent study, GlobalWebIndex took a sampling of 170,000 adults in 32 markets around the globe. The results show that 80 percent of adults now have a smartphone; the average time spent on a mobile device was 1.85 hours a day (over a half hour increase from 2012).

As mentioned in SEO PowerSuite's recent guide to mobile-friendly sites, for Google, nearly 50 percent of all traffic is mobile. Your mobile site, now more than ever, needs to be equal in presence, content and searchability as your desktop site. Plus, having a mobile-friendly site boosts your ranking slightly from the get-go before diving deep into updates.

Recall the frustrations when you get to the webpage you were looking for, click on content and nothing comes up? Save your users the trouble by unblocking traditionally troublesome Web elements like images and JavaScript. No one likes barrier to entry, especially not search engines that may place lower rankings on your mobile (and potentially desktop) sites.

Double-check your mobile updates by testing through Google Webmaster Tools with Fetch as Google.

Indicate to the search engine that some of the URLs on your site can be served up on the mobile. This requires a special string of syntax and staying on top of the Mobile Sitemap protocol paired with specified tagging and further namespace requirements. Following the Sitemap updates, send this to Google.

Better yet, adopt a responsive Web design to compress the time and effort spent on optimizing variations on the same information. However, if you do not have the time or

money for a complete web redesign from the way your site was set up, it may be best to to build a separate mobile webpage and implement a strong SEO strategy from the beginning.

2. Focus on a variety of keywords

SEO has evolved over the years to consider more than just singular keywords. Take the yesteryear approach to applicable words and add in the users' intent behind the search. Ranking the appropriate keywords can be the dealbreaker for top of search placement.

So, how do you know what verbiage will actually work? You likely have your mainstays but there may be powerful keyword phrases you are missing out on. Knowing the actual prospective data can help position keywords from the beginning while removing much of the guesswork.

Cue up a tool such as Rank Tracker and the feature "Suggest Keywords" to can cut down on hours of work by easily aggregating information from 17 keyword suggestion platforms. Because each keyword you choose requires a significant amount of effort – page updates, content creation, text anchoring – invest time and money in what matters.

Review the keyword difficulty scores within Rank Tracker to prioritize your strategy based on difficulty. Begin with keywords that are low on the difficulty scale and invest in them to draw in a level quick earnings.

You can also use this tool to run de-personalized, objective results cutting out the complications of IP address location when reviewing SEO analytics on other platforms.

Your mobile audience may be looking for different content that the general desktop audience. Plan your keyword strategy for both with precedent-set statistics and a gaze into the future of how certain phrases may perform. Use Google's Keyword Planner to help plan out an accurate budget by reviewing bids for your driving force keywords.

3. Don't ignore social media

Search your company on a variety of browsers in a variety of locations. Note if your active social media pages – Facebook, Pinterest, Twitter – come up. Maintaining and growing a social media presence can envelope the main page nicely in rank.

Optimally, your webpage would pull up first, but following should be social media channels emblazoned with up-to-date content and an engaged community. Then, if the user does not click to your webpage first, at least they are greeted with the essence of your brand; it is here they are invited into your brand which is a invaluable positioning technique.

Analytics not looking so great lately? Thankfully, from an SEO perspective, having a dynamic, robust presence is valued – not the engagement (likes, shares, retweets) of the content.

If you have inactive pages or duplicate accounts both attributed to your brand, kill off the ones you are not using. You want to filter the user into the content you want them to see without the opportunity for disillusionment and confusion of inactivity and old content.

Left that Google+ page to die in the desert of inactive social media accounts to focus on the others? Consider part of the daily posting mix. Because it is Google's social network child, it will have preferential treatment regardless in search.

4. Ditch complicated UX and URL

A website audit can take days of scrolling, notating and using different tools. Even if you consider your website clean and streamlined, it does not hurt to run a program like WebSite Auditor. The program is free unless there is a need for upgraded versions with features such as published, deliverable client reports.

You can run through a list of on-site and on-page checks and balances focusing on categories like redirect issues, meta tags, homepage content and encoding issues. Cutting down on these performance-inhibiting problems within individual pages in one swoop is an invaluable asset to higher SEO for the entire site.

WebSite Auditor also checks the integrity of the site's URLs and links, such as data-based dynamic URLs that are too long and lacking in SEO-supporting keywords. 404 errors and broken links can damage search rankings, so identify these and fix as soon as possible.

Word to the wise: before making any changes compile your suggestions and send them to your webmaster to avoid adding complications and issues by changing URLs.
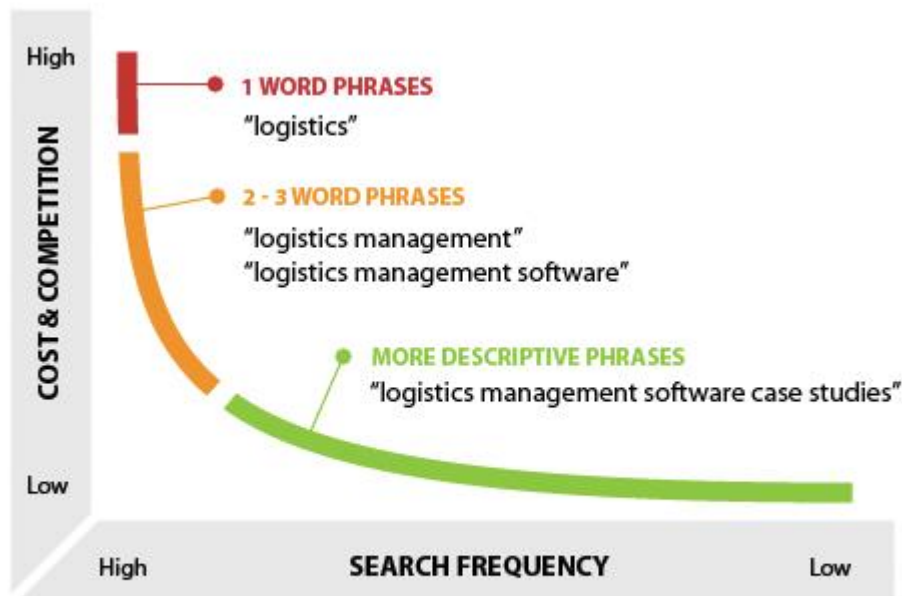
5. Don't sweat the small stuff

SEO will assist in the bigger marketing picture. It can be easy when diving into data and analytics to nitpick individual page issues, each blog post and every page subhead for perfection.

Take a step back. It's impossible to monitor these details for every post you create and track daily performances.

Instead, think about what SEO optimization tools and fixes will assist you. Narrow down three SEO goals you can tackle and make changes thereafter as necessary, then move on to the next goal.

6. Long tail SEO still matters

High

COST & COMPETITION

1 WORD PHRASES
"logistics"

2 - 3 WORD PHRASES
"logistics management"
"logistics management software"

MORE DESCRIPTIVE PHRASES
"logistics management software case studies"

Low

High   **SEARCH FREQUENCY**   Low

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Consider why people search for anything online. Who are your customers and what do they want with your product?

Say you are in the organic juice business. Searches for "weeklong organic green juice cleanse" may be a term lesser in overall search volume but greater in sales for your product if you can rank high through strategic SEO with this phrasing. At that point the client knows what they want (and are likely willing to pay for it).

You'll still want to strive for the short golden keywords, such as "green juice," but knowing how your customers interact with the product can increase sales volume with proper targeting.

Unique "long tail" searches comprise the majority of the world's searches, so pay attention to what you can optimize on this end.

7. Pair up with PR

One tactic that has not shifted in the wide world of SEO is inbound links back to your site. This aids in creating the golden twins of referral traffic and increase SEO.

To acquire these priceless links from top quality sources you need to be bold. Actively pitch your products and services to journalists who write about your industry. Keep it simple and explain the value of why people need to know about your brand.

Run searches with adverbs such as "best of" and "top 10" to see if your competitors are listed. If you believe your business can offer true value to these journalists or their readers, then formulate a pitch to try to get traffic back to your site.

Don't just ask for links, earn them. Produce valuable content related to your industry with keywords used appropriately and tagged efficiently on your webpage to establish the brand as an expert in the field.

If you have other SEO strategies you've found to be effective, we'd love to hear it in the comments below!

aving the right **search engine optimization (SEO) strategy** for your website can make all of the difference in how search engines crawl and rank your site and, in turn, how visible your site is to users and potential clients.

When it comes to SEO, however, knowing what is "right" can be tricky – and diving in without a plan can lead to ineffective strategies, a waste of business resources and, possibly worst of all, problems with or penalties from Google.

To help you start to pinpoint what would be the best SEO strategy for your business and goals, below are the fundamental SEO features to understand and use as the basis for developing your strategy.

Fundamental Features to Focus on for Effective Optimization

Fundamental components of effective SEO strategies

Effective SEO strategies should invoke a combination of on-page and off-page elements, including:

1. **Content** – While your content can give your business a voice and help foster connections with users, it will also be one of the key elements of your website that search engines crawl and rank. So, develop your content thoughtfully, taking the time to plan and carefully write your pages. Content that will be more highly regarded will be pages that are well written, free of typos and grammar errors, as well as those that offer some interesting perspective or unique insight into a topic.

2. **Meta data** – This includes the title tags and descriptions for each content page. This data will not only help search engines identify the type of content on a page, but it will also be what users see on search engine results pages (SERPs).

3. **Navigation** – Another fundamental component to SEO will be the navigation for a site, with more logical, clearer navigation structures typically being preferable (for users and search engines).

4. **Internal linking** – This refers to the links between pages or content on your site. Thoughtfully adding internal links, based on related topics, can improve the user experience, as well as a site's optimization.

5. **Page loading times** – Keep an attentive eye on this factor, as longer load times take away from the user experience and, consequently, tend to lead to poorer rankings in search

engines. In general, you will want your page loading times to be within three to four seconds.

6. **Schema** – This refers to a specific lexicon of tags added to the HTML to enhance how pieces of information from content pages will be featured in SERPs. Again, while this can improve the user experience, it can also positively stand out to search engines, leading to better rankings.

7. **External linking** – Referring to the links outside of a website, external linking can involve its own complex strategies, as we have noted in a previous blog. Essentially, though, external link building should be focused on gaining quality links (rather than going for quantity alone).

8. **Content distribution** – This involves strategies to share content in forums outside of SERPs, such as in different social media platforms, via newsletters, etc.

Keep in mind that these fundamentals should just be a *starting point* for your SEO strategy. To take a basic SEO strategy to the next level and realize the best results from your website, contact the professionals at Epic Web Results.

Contact Epic Web Results for Effective Internet Marketing Solutions

When you are ready to develop the best SEO strategy for your website and business, contact the professionals at **Epic Web Results** by calling **(800) 501-9724** or by emailing us using the contact form on this page.

6 Essential SEO Strategies to Incorporate in 2016

If you do great work with your search engine optimization (SEO), it could mean a significant amount of revenue for your business. At the same time, however, it is also an ongoing initiative. Once you generate a steady stream of traffic from SEO, you need to constantly be maintaining and improving your SEO in order to keep those rankings you worked so hard for.

Generally, the two most important items needed to rank well in search engines are links to your website and content -- the hard part is creating great content and generating those links. It is also important to note that Google, the largest search engine, has hundreds of ranking factors with some factors having more weight than others.

Related: 17 Ways To Immediately Improve Your Website Traffic

Here are six important SEO strategies outside of the basics, that are critical to getting to -- or staying at -- the top of the search engines in 2016.

1. Create an influencer who is a subject-matter expert.

An influencer is someone who people listen to online. When it comes to search engine optimization, having an influencer in your corner will mean more people link to your website, share your blog posts and trust your content. If possible, have an influencer who is a subject-matter expert head up the content creation on your website. This person can be you, someone from your company or someone you align with.

2. Develop a content-marketing strategy.

Every website should have a content strategy focused around your top keywords. When you create content such as blog posts, videos, whitepapers, research reports and webinars, it gives people something to link to. In addition, the content you create can rank by itself in the search engines. For example, if you write a blog post on "How to Pick an SEO Company," there is a possibility it will rank for some of the keywords you use in the title and in the body post,

especially if the post gets linked to from other websites or shared a lot on social media. It also helps if your website as a whole already has significant high-quality links.

This results in high domain authority, which translates into better rankings for all of your content. In addition, regular content creation shows Google that your website is alive and active. By sending this fresh content signal to Google on a continual basis, it will result in better rankings for your website as a whole.

3. Generate powerful backlinks to your site and pages.

Having an influencer and content marketing strategy will help you develop backlinks to your website, but it is also important to actively be seeking ways to get people to link to you. Some of the best ways to do this are to write for a large publication, do industry interviews and recommend your powerful content to people who matter. You can also hire a public relations (PR) company or an SEO company that has a strong digital PR division to help you with this initiative.

In addition, you can also use tools like Majestic SEO to see who is linking to your competitors. Once you identify the links to your competitor's sites, you can analyze these links, learn how they got them and implement a similar strategy for your website. For example, did they donate to a charity causing the charity to link to their site? You can do the same thing.

Related: How to Identify the Best SEO Strategy for Your Company

4. Get your website mobile-ready.

In 2015, there was a major Google update known as Mobilegeddon. This meant that if you did not have a mobile version of your website by April 21, 2015, you lost a significant amount of your rankings in the mobile version of the Google search listings.

Moving into 2016, your website needs to be mobile-ready. There are three types of accepted options for a mobile site in Google's eyes: responsive design, being set up on a mobile subdomain or use dynamic serving. Google also now ranks websites higher that apply SEO for their apps. So if you have an app, make sure you are taking the time to implement application SEO.

5. Move your website to HTTPS, a secure site.

Google's Gary IIIyes sent this tweet on August 18, 2015, saying that, "If you're an SEO and you're recommending against going HTTPS, you're wrong, and you should feel bad." The "S" in HTTPS stands for security, and if your URL leads with HTTPS (https://example.com) instead of HTTP (http://example.com), then your website is secure. Google wants you to move your site to HTTPS so badly that they are now giving a ranking boost to websites that are secure. As we move into 2016, we will be seeing many new websites transferring to HTTPS.

6. Add schema.org markup to your website.

Schema.org is a type of markup that you can put in the code of your website. Using schema.org, you can tell Google which picture on your site is your logo, where your reviews are, where your videos are, what type of company you are, where you are located and much more. Google has hinted over the last year that schema.org will help your website rank better in Google search. Recently, Google's John Mueller, said in a Google Hangout on Sept. 11 (at

the [21:40 minute mark](#)) that "over time, I think it [structured markup] is something that might go into the rankings as well."

When it comes to SEO in 2016, these are some of the most important items you can focus on. Make sure you are adding fresh, high-quality content and generating backlinks. Also, make sure you website is mobile ready and fully secure. Outside of this, it is also important to follow [normal SEO best practices](#).