

Learn the latest SEO tactics for 2013

When it comes to SEO, it's best to start at the beginning: To put it simply, SEO is the process of improving a website's visibility in search engine listings. The means of obtaining this prominence frequently change, but two common SEO tactics include 1) receiving backlinks from relevant, reputable websites and 2) strategically inserting common search terms into a site's content.



2013 continues to dispense significant change in the SEO industry, earning it the nickname "the year of the consumer" by some in the media. When creating and implementing your SEO strategies, be sure to consider the following SEO trends, which you'll note, emphasize the importance of user experience.

Increase Credibility

Establish online ethos by enrolling in various authorship programs. Google+ authorship is leading the charge, but Bing and Yahoo are taking its lead. Authorship essentially means that the venue hosting the article isn't itself as important as whoever wrote the article, granting individuals more authority and making blogging feel much more personal. This is, perhaps, the most fundamental and significant trend of 2013.

Another way search engines are emphasizing credibility is their encouragement of outbound linking. Major search engines are now rewarding sites who link to high authority sites like Wikipedia or Reuters, whereas site masters used to avoid linking to other pages (lest their audience navigate away from their site). Whenever it's relevant and helpful to readers, include an outbound link or two to credible sources. While not every post or page needs to contain a link, err on the side of linking.

Improve Quality

If you or your company maintains a blog, be sure the content you publish is well written, valuable information which serves as an educational tool for your audience. Not only will this raise the likelihood that other individuals and domains reference and link to your material, but it will also establish your credibility to search engines and boost your rankings. If you're not already blogging, it's probably time to take the leap.

By the same token, ensure the content on all pages of your site are well written and not overly optimized. Don't stuff keywords where they don't fit relatively naturally, and avoid repeating the same tags on multiple pages.

For more information on online marketing, call Prisma today at 602-243-5777.