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This involves ample methodologies of strategy, techniques and techniques one can use to increase the amount of visitors to a website so, it obtains a high ranking place on the search result of prominent search engines. Google, Bing and Yahoo along mounts up to 98% of all the indexed content on the visible web. So if you can analyze and strategize your website according to indexers of these giants, you can assure a shower of organic natural traffic on your content page.



## WAYS TO IMPROVE

While an organized and optimized page can put your content to a grave, luckily you can revamp things in time with few strategies of digital marketing. If you are someone with a not much digital knack, consider hiring an expert or a digital strategist for your website in the long run.

**Few things that can help you improvise your S.E.O of the website are listed below:**



**Content- Quality & Relevance:** Long story short, Content is the king and majorly key driving factor in the digital arena. Relevant and quality content is the major driver factor on any platform, so if you want to rank better, make your content better and relevant to the keyword or audience you are targeting, High quality and relevant content is assured a raise in the ranking system.

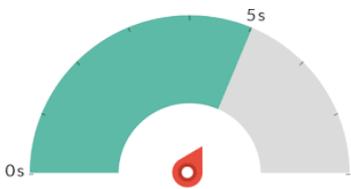
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# KEYWORDS

**Keywords:** You need to include words and phrases that people will search to be directed to your content. Hence, Keywords play a major role in this formula. However, saturating your website with only keywords has an adverse effect on the content quality and ranking. Aim for the sweet spot in between.



**Device Optimization:** It's no hidden fact that the the world has gone mobile, with the advent of new and better gizmos every often. Hence optimizing your page as per new devices is an essential strategy to have under serious consideration

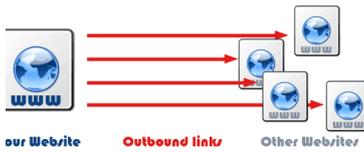


**Page Load Speed:** Google's ranking algorithm seriously considers your page load speed when indexing and ranking your page. Since user are expected to leave your page if your website takes too long to load up. Few ways to improve this is by using caching plugins, optimizing image-size and minimizing redirects.

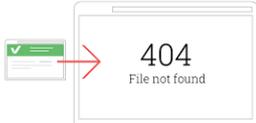
**Header Tags:** Appropriate formatting of your content helps to improve the experience of the website tremendously. Header tags, in turn, help you to divide contents into sections that are easier to read and the process is relatively easy. You can boost your SEO by including keywords in the header tags.



**Digital Media Optimization:** No one wants to get lost in the word maze on screen. Imagine reading a website with no image, video or any other media format. One needs to make use of video and images to make an impact, also with this comes the responsibility to optimize your media content so it doesn't hamper the page load time.



**Outbound Links:** Help your readers to improve; Readers will always want to visit websites that can help them refer to better and in-depth knowledge resources. Make use of linking out to authority websites to improve your test signals.



**Broken Links:** No one wants to be hit with a 404 page after clicking on a link, this hampers the site usability, However without much hassle and use of simple tools like Google Webmaster Tool, one can fix broken links.

**User Experience:** A better readable site is well ought than one loaded with content, but maintained keeping the user in mind. Hence one needs to keep site readability, layout and formats in check.



**Social Sharing:** This one is really a no-brainer, since we actively live on social media our entire life nowadays, from viral videos to images, social media has impacted our lives in every possible way for that matter. Hence a social media presence is a great way to promote your website and improvise SEO.

Apart from the things discussed, one needs to maintain and manage a sufficient Contact Us page, since it improvises site worth and can help a website rank better in the search results.

We at [P3 Multisolutions](#), cater to the needs of the fellow entrepreneurs and businesses. With digital media experts under our hand that has been in the industry for a decade and worked on a major marketing campaign, we can assure you the best possible service. If you are someone who needs your website optimized for business, [Be in Touch](#).