SEO TOP TIPS FOR 2020

TIP 1:
CONTENT IS (STILL) KING

Don't just focus on 'long' and 'short-form' copy. It may sound simple, but you need to ensure your content will be of interest to your reader, and write naturally. And if it's over or around 1,200, then great!

TIP 2:
THE KEY TO KEYWORDS

It's time to analyse your competitors and see what they're writing about!
Use a keyword tool to delve into words you may not have associated with your business, which will give you some inspiration for content creation for 2020.

CONTENT IDEAS?

TIP 3:
FIND YOUR VOICE

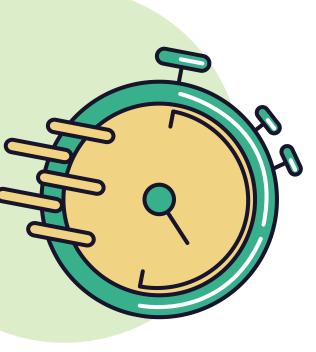Optimising your content for voice search is vital for 2020.
Making sure that your search terms are written colloquially, as opposed to written search is key. For example; 'What's the weather going to be like today?' is voice search optimised against 'weather today'.

"HEY, GOOGLE"

TIP 4:
GOT THE 'UX' FACTOR?

Would a site visitor describe your website as 'clean, quick and easy to use?'. If not, this needs to change.
A negative user experience can lead to bad SEO, so it may be time to speak with an experienced web developer if your site needs a refresh.

TIP 5:
FASTER THAN THE SPEED OF SEO

A key factor for SEO in 2020 is page speed. No visitor wants to get to your site and wait for a page to load, otherwise they'll be gone! Use Google's 'PageSpeed Insights' to check the speed of your webpages, and speak with an experienced digital marketing agency if you'd like to speed up your site.