

SEO

WHAT YOU NEED TO KNOW

Importance of effective SEO

First impressions last and your website's speed is a potential customer's first impression of your business, so for it to be responsive and loading speeds to be at a minimum is so vital. If your website takes longer than 3 seconds to load, approximately 40% of your visitors will abandon your site, and about 70% of the users who find your website slow will never return to your site again. With this, almost 45% of these users will share their poor experience with the page speed and website loading with others. The thing that all these stats have in common and are focused around is the user, which with good loading speed, your website can turn users into customers.

Google Metrics

Google's long-anticipated page experience algorithm landed in May 2021, with a more a structured, data-collecting and "user centric" approach.

Page experience impacts rankings, how users interact with your website, and their overall experience of it. It includes Google Search signals such as mobile friendliness, safe-browsing, HTTPS and intrusive interstitial guidelines. This update will summarise metrics in Google's Web Vitals, like sites' loading speeds, interactivity and visual stability. The aim is to optimise the "quality of user experience," by helping you, as a "business owner, marketer or developer to quantify the experience of your site and identify opportunities to improve."

If your metrics are unsuccessful, then your website will decline in Google search rankings. The vitals are easily monitored, and more comparable website is created, while pushing businesses to focus on the most important thing – their users.

It will give you, as business owners, and us, as developers the opportunity to receive, reflect on, and rectify user experience, and your website's Search Engine Optimisation. And with the right website experience, users will become consumers.



FREE AND EFFECTIVE WAYS OF IMPROVING YOUR SEO



Know where you stand with Google

A quick search on Google will show you where (if at all) you are on the search list, and how many searches and results your website has had



Create an effective blog



Advertise something at the bottom of each page of your website

whether it's your contact information, Trustpilot or socials, you should make sure you are utilising your traffic to the fullest



Incorporate infographics on your website and blog



Know where you stand compared to your competitors



Set up each page as a landing page

optimized to capture their email address and convert your visitors from casual reader into subscriber.

Where do you go from here?

These free SEO strategies are such a good starting point but there's room to take it even further, and that's where Dexterous come in.

- We offer a free SEO scan, to help you determine where your Google rankings are
- We can help you create a plan of action to make sure you are utilising your SEO strategies to the full
- We help with identifying your keywords, knowing Google's criteria for rankings, and most importantly how to effectively apply and measure all of this
- Experts in pay-per-click (PPC) - we constantly review campaign metrics like, campaign quality score, audience lists, keywords, audience location, ad copy and device conversion
- Additional Services: we provide on-site review and optimisation - on a monthly basis, you will receive a metric-based report to show you the monthly results, a personalised list of reflections and recommendations for the month ahead
- Our team, with your input, will always be looking for the next paid media innovation to keep you ahead of the competition and drive forward with the best possible results and value for investment





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