SEO

TOOLS TO MEASURE SEO

There are many different tools and strategies to measure, understand and apply your SEO – here is a just few that you can navigate yourself or get expert help on to optimise it fully!

Google Metrics

Google's long-anticipated page experience algorithm landed earlier this year, 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, so it makes an insightful tool to measure you SEO. It includes Google Search signals such as mobile friendliness, safe-browsing, HTTPS and intrusive interstitial guidelines. It summarises 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.

Wordpress/Yoast

Yoast SEO, which used to be called WordPress SEO by Yoast – is an extremely comprehensive WordPress plugin that exists to enable WordPress website administrators to set focus keywords, edit the snippet, and get real-time feedback and page analysis on how the SEO is doing. The SEO Yoast tool itself is fantastic and can provide some really good quick-wins for SEO and put some ticks in many of the SEO boxes! It is still one of those things that requires setting up and detailed configuration, if you are to achieve the best results. It helps optimise page content for a specific keyword (or multiple keywords in the Premium edition) and see where opportunities lie with alt-tag population, titles and metadata. Yoast SEO has many features which is why we favour it here at Dexterous Designs. Once we have established what the focus of the website pages needs to be, we can set the focus keyword and use the content analysis to analyse titles, meta descriptions, readability, check canonical data, breadcrumbs, permalinks, XML sitemaps and much more.

Local SEO

People always want to make sure that their business website ranks well for their local community, if they are hoping to be found locally and deliver their services close to home. You can also improve the usability of your website by adding opening hours and your location which can show up on Google search engine results.
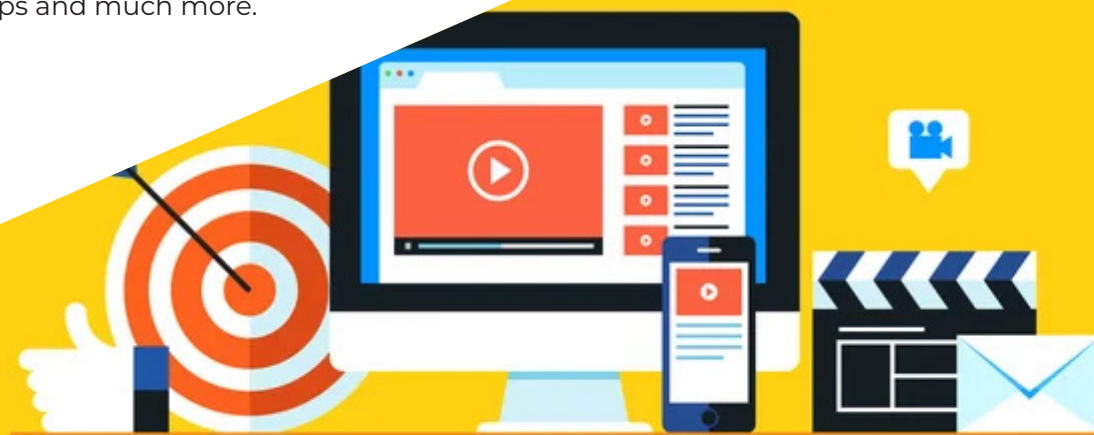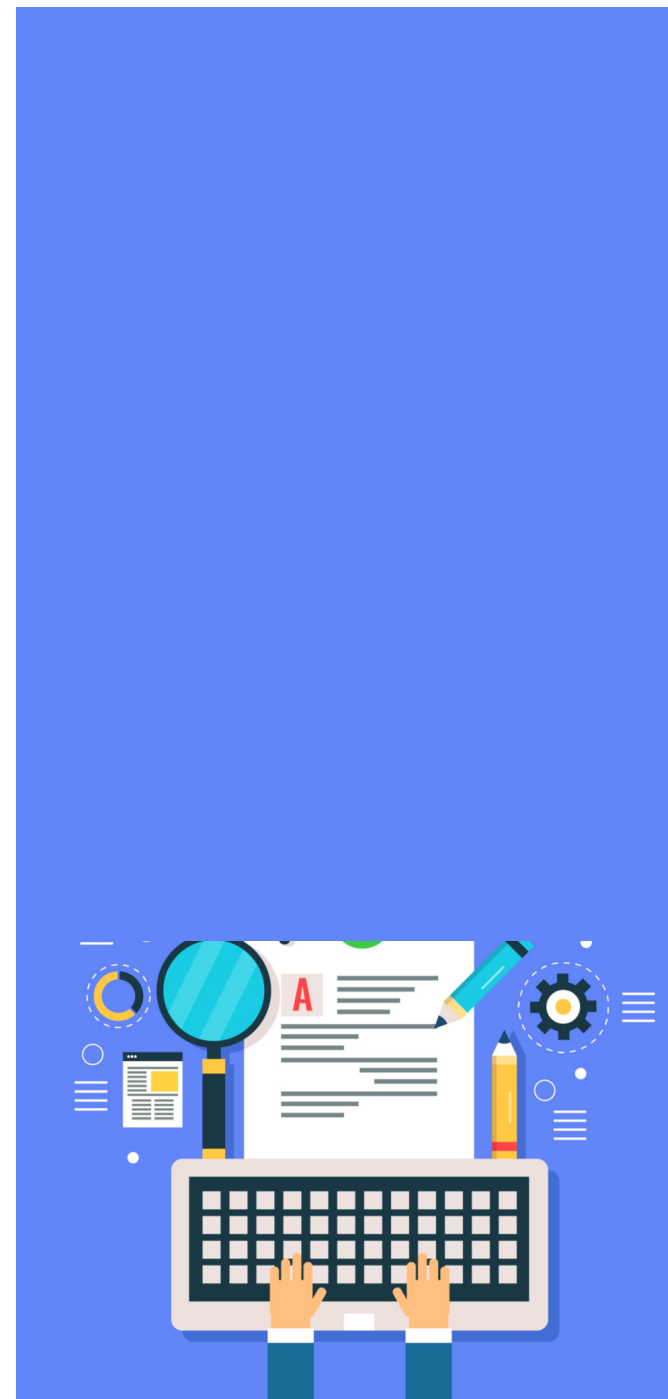
Free and Effective ways to improve your SEO

There are several effective ways you can improve your SEO at no cost:

- Know where you stand with Google - a quick search on Google will a) show you where (if at all) you are on the search list, and b) how many searches and results your website has had

- Know where you stand compared to your competitors.

- Create an effective blog

- Incorporate infographics onto your website and blog posts

- 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

- 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 tools and 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

- Most importantly, we are experts in all the above tools so if want any more information or guidance, we're here to help!

DEXTEROUS
DESIGNS LTD