

# 28 WAYS

## to Improve Your SEO Ranking on Google

### ON-PAGE CONTENT OPTIMIZATION

- Check SERP features
- Optimize title tags
- Optimize meta description
- Include alt text
- Identify H1
- Optimize URL structure
- Include Semantic keywords

### TECHNICAL OPTIMIZATION

- Optimize Robots.txt
- Include all site content in XML sitemap
- Include canonical tags
- Include hreflang tags
- Include no-index/no-follow tags
- Certify HTTPS/SSL certificate
- Optimize internal linking structure
- Include 2-3 high-quality external links
- Avoid too much Javascript
- Add structured data markup to page

### USER EXPERIENCE

- Increased page speed
- Make general UX improvements

### BACKLINKS

- Create great, consistent content
- Manually acquire backlinks
- Claim local listings
- Reclaim broken backlinks
- Reclaim broken competitor backlinks

### BONUS

- Start a blog
- Include quotes from experts on content
- Clean up third-party plugins

