

TOP 10 SEO TIPS 2019

1

Mobile



ROCKET SPEED FOR BEST SEO



GOOGLE LOOK AT YOUR MOBILE SITE FIRST FOR SEO



2

Featured snippets



ZERO POSITION GOAL?



3

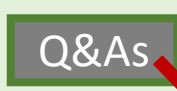
Videos and Webinars



70% increase in searches year on year



+41%



4

Branding and Direct searching



Don't forget Google **HIGHLY** rates direct traffic to websites

5

All you can EAT and lots of love



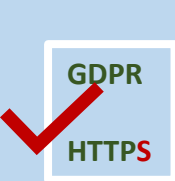
To get the biggest slice of the SEO cake your text must have:

- EXPERTISE
- AUTHORITATIVENESS
- TRUSTWORTHINESS



6

Security and GDPR



Email

-%



Ecommerce Data

+++%



Mass attacks

-%

7

Design, dwell time and looking good



Google RankBrain AI



How long on the site - Good design helps



CTR CLICKS



8

Communicating with better words!

Words that have a number of meanings (Homonyms)



LSI (Latent Semantic Indexing)
Dog Bark or tree Bark?



KEY



(BETTER) WORDS



BETTER SEO

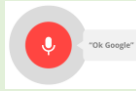
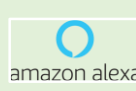
9

Listening and using voice activation



30%

of all searches will be by voice by 2020



10

Its a big wild World and there's lots to do

LOOK BEYOND SEO- Google is just a business



DISRUPTION in 2019



BLOCKCHAIN

ebay

facebook

Available at amazon

Google

<https://www.greenfield.co.uk/blog/top-ten-seo-tips-for-2019>

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