

web ceo
Move your site to the top!



YOUR
SUCCESSFUL SEO
MARKETING
STRATEGY FOR
2015



Next year you should put most of your efforts into landing page optimization and their transformation into powerful selling tools. In the course of time, SEOs have learned how to rank for targeted keywords. In 2015 you should learn how to get results from those rankings.

We have analyzed changes in the SEO world in 2014, examined some of the future predictions for [Digital Marketing for 2015](#), and created a recommended SEO strategy for 2015 that you can capitalize on. In the coming digital marketing year you should lean on 4 key pillars:

Turn your website visitors into customers. Loyal customers

Get rid of all **technical defects** on your site. Your site structure and links should meet all the technical requirements needed for successful crawling and indexation by search engines. The technical quality of your website is now one of the big factors in Google's ranking algorithm. If you don't want to kill your rankings, you should test your website on any issues related to broken links, images, server and page access issues, missing anchors and slow response time pages.

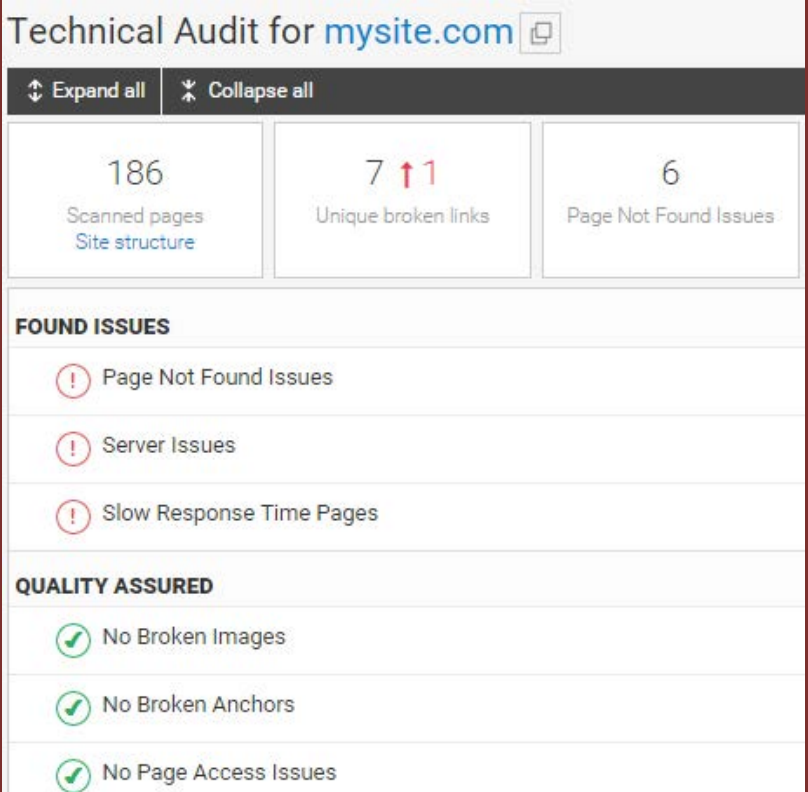
Check your website for any spam and keyword stuffing in order to avoid any penalties from Google. Run an **SEO analysis** to safeguard your landing pages from Panda violations such as duplicate titles and descriptions, an excessive number of H1 headings etc.

Think about your visitors' behavior on your site. Your goal is to predict the search intent of those who land on your pages and optimize them for relevant search queries and attractive call-to-actions, such as sign-up, add-to-cart, subscribe-to-newsletter and other call-to-action buttons. Recent studies proved that only 20% of words on a page are read by users. Make sure you have optimized your selling pages for **high-converting keywords** highlighted in the forms of bullets, bold text, anchors and eye-catching call-to-actions.

How Web CEO can help you earn customer's love:

- The [Technical Audit tool](#) will help with testing and detecting technical issues on your site. In the report you will find two sections: Found Issues and Quality Assured (a checklist of things that you did or not, which would assure site quality).

Be sure to fix all the found issues in order to make it easy for searchers and search engines to access your site.



The screenshot shows a technical audit report for 'mysite.com'. At the top, there are two buttons: 'Expand all' and 'Collapse all'. Below these are three summary boxes: '186 Scanned pages Site structure', '7 ↑ 1 Unique broken links', and '6 Page Not Found Issues'. The report is divided into two main sections: 'FOUND ISSUES' and 'QUALITY ASSURED'. Under 'FOUND ISSUES', there are three items: 'Page Not Found Issues', 'Server Issues', and 'Slow Response Time Pages'. Under 'QUALITY ASSURED', there are three items: 'No Broken Images', 'No Broken Anchors', and 'No Page Access Issues'.

- The [SEO Analysis tool](#) will guide you through an SEO analysis of your landing page issues. All the found issues are divided into “Critical” and “Consider Fixing” and supported by Google-proof SEO advice on how to fix them.

Landing Page SEO for [mysite.com](#)

email-sorting-software.html

↕ Expand all
* Collapse all

| | | |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <p style="font-size: 24px; margin: 0;">46%</p> <p style="margin: 0;">Page optimization</p> | <p style="font-size: 24px; margin: 0;">2</p> <p style="margin: 0;">Critical issues</p> | <p style="font-size: 24px; margin: 0;">9</p> <p style="margin: 0;">Consider fixing</p> |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|

CRITICAL ISSUES

- ! Use at least one keyword in the Title tag
- ! Use keywords in internal link texts

CONSIDER FIXING

- ! Use your keywords in important SEO areas of the page
- ! Use at least one of your keywords in the H1 heading
- ! Use keywords in the H2-H4 headings
- ! Use at least one of your keywords in the image ALT tags

- The [Keyword Suggestion tool](#) and Keyword Research Roadmap will help you with your website semantic field research and analysis. Fill your keyword basket with the most relevant terms based on long-tail search engine suggestions, keywords from Google Webmaster tools and competitor keyword lists and use this selected keyword basket in various other Web CEO tools like SEO Analysis and Rank Tracker.
- The [Internal Links Optimization tool](#) will guide you through an analysis of your incoming and outgoing internal links structure and the linking text (anchors) of your most authoritative landing pages in order to improve your website's theme and increase your landing page rankings and conversion rate.




Live in your potential client's pocket

Go mobile or die. In 2014, optimization for desktop browsers started to take a backseat to mobile optimization. According to research from one of the more popular mobile commerce platforms, the e-Commerce [mobile conversion rate](#) varies by industry and device. That is to say, people are more likely to use mobile devices for small-size purchases. The conversion rate for combined and tablet mobile devices is higher than the conversion rate for smartphones. The reason for low mobile conversion rates, probably lies in the current bad **content and interface optimization for mobile search**; your site doesn't fit mobile device screen sizes, has a slow mobile device load time, buttons and links are displayed too close to each other on a small screen, etc.

Lately, Google has added mobile-friendly labels to mobile search results and included mobile-friendly criteria as a ranking factor to the algorithm. This means you should optimize your content for a better mobile search experience or lose a huge slice of the traffic pie. Optimize your site for mobile search and be sure to test it according to the [Google mobile-friendly guideline](#).

How Web CEO can help you with mobile optimization analysis:

- The [Web CEO Mobile Optimization](#) report will provide you with SEO reports on your site optimization for mobile devices with page speed analysis. We can help you to see whether your customers are now getting a mobile friendly user experience.





Mobile Optimization for [mysite.com](#) 

email-sorting-software.html




↕ Expand all
✖ Collapse all

72 / 100
PAGE SPEED SCORE

SHOULD FIX

-  Use legible font sizes
-  Eliminate render-blocking JavaScript and CSS in above-the-fold conten
-  Size tap targets appropriately
-  Configure the viewport

CONSIDER FIXING

-  Enable compression
-  Leverage browser caching
-  Optimize images

Reside at your customer’s whereabouts

Make sure your website is optimized for **local search engines**. Don’t underestimate search engines other than Google. In late 2014, the number 1 web browser Mozilla Firefox named Yahoo as the default search provider for US desktop and mobile internet users. That means Google rankings within the U.S. search results may lose their former value in favor of Yahoo positions, so be sure to do local SEO for Yahoo search.

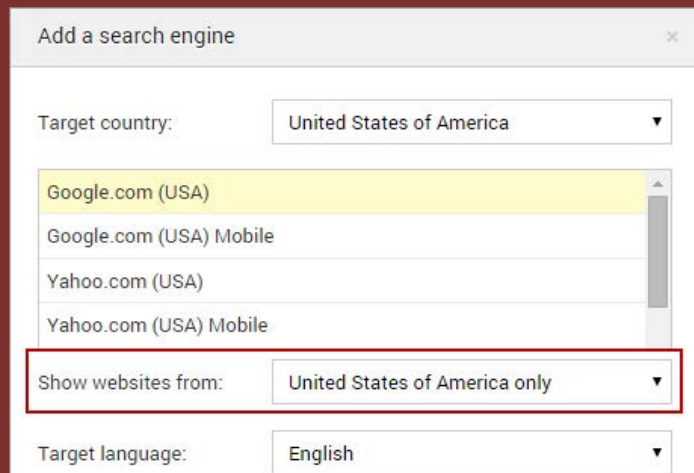
Another strong factor that can positively impact your local SEO is [structured data markup optimization](#). The better you organize your website meta data, such as personal info, review details, product specs, working hours etc., the better your results will be shown on Google and the higher will be your CTR. You should be very familiar with Schema markup.

If you have not yet created your Google+ Local Business Page and your listing on Google Places, this should be the number one thing in your off-page local optimization strategy.

How Web CEO can help you with local search optimization:

- Check your local rankings with the accurate [Web CEO rank tracking tool](#). Choose local search engines from the list to display ranking results for a specific country and town (e.g. Google.ca, Ottawa, Canada). With the increase of search queries coming from mobile devices, Web CEO added mobile ranking results for Google, Bing and Yahoo to help you know how your pages rank on mobile device browsers.

You can filter the results for your specific country if your prospects tend to do the same (in Belgium, for instance, searchers automatically filter out many France-based websites)



The screenshot shows a dialog box titled "Add a search engine" with the following fields and options:

- Target country:** United States of America
- Search engines list:**
 - Google.com (USA)
 - Google.com (USA) Mobile
 - Yahoo.com (USA)
 - Yahoo.com (USA) Mobile
- Show websites from:** United States of America only
- Target language:** English

Implement Google-proof link earning instead of second-rate link build-up

Implied links building is the best tactic for your website branding. Google considers brand mentions to be equal to links to your website and they take this into account as a ranking factor. Implied links perfectly suit for guest posting.

Co-citation is related to building backlinks on industry-established websites where your competitors are mentioned or reviewed. It is one of the powerful tactics that you can use to succeed with your targeted audience outreach. Where else you can establish your name and stand against your competition by putting an emphasis on unique features and services that are different from those of your competitors'.

Social media link building is a must if you want to build long-lasting relationships with your targeted audience and get them to talk about you on a daily basis. Social citations are considered to be a strong ranking factor, so take on [social media marketing](#) in 2015 as the part of your SEO strategy.

How Web CEO can help you with Google-proof link building strategy:

- The [Competitor Backlink Spy tool](#) will help you with co-citation. After configuring a comparison with 4 of your competitors, you will be provided with a detailed analysis of sites linking to them. Pick the most authoritative sources and try to succeed with publishing your content on their websites. With the competitor backlink list you will see additional opportunities to obtain link juice for your site and the chance to be listed in line with your rivals.
- [Social Engagement tool](#) will notify you about social mentions (likes, shares) of your content on Facebook, Twitter and Google+ and will provide you with the social citations trend of your site pages' popularity change over time.

Social Citations for [WebCEO Blog](#)

| Site page (110) | Citation Changes | Facebook | |
|-------------------------------------------------------------------------------------|------------------|-------------------|--------------------|
| | | Likes | Shares |
| ☆ / | 16 ↑ | 744 | 721 ↑ ² |
| ☆ /blog/how-making-your-site-theme-clear-can-bring-you-more-search-engine-exposure/ | 4 ↑ | 30 ↑ ² | 4 ↑ ¹ |
| ☆ /blog/how-to-avoid-the-google-panda-penalty-with-the-web-ceo-tools/ | 2 ↑ | 16 ↑ ¹ | 4 ↑ ¹ |
| ☆ /blog/how-to-perform-seo-site-audits-with-web-ceo/ | 1 ↑ | 38 ↑ ¹ | 2 |

- Strengthen your backlink profile with a toxic links cleanup using the [Penguin-proof backlink analyzer](#) from Web CEO.

Make your website visible to search engines with Web CEO!

→ Sign Up for a Free plan today

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