

# SEO Tips & Methods To Rank Your Website Pages Higher In Google In 2017

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### Studying Search Engine Optimization research and wondering what really works to rank high in Google?

I've come up with some **Google SEO tips** to make your Google SEO ranking higher as well as adhere to Google's algorithm's current and 2017 trends.

#### The important rules of Google SEO In 2017

I urge everyone to read everything they can about Google's algorithms whether it is Google's patents, updates on a blog, a slideshow, videos, updates on algorithm change (Panda 4.2, Penguin, Pigeon, Real-Time, RankBrain) or an infographic. I love the stuff from MOZ, Search Engine Journal, Twitter, and HubSpot. I enjoy reading Google's news feed for the [latest SEO topics and news](#) and have Google SEO news alerts set-up for "real-time" SEO.

**The more you know about Google and SEO the better the odds you'll be wonderful life-long friends with Google and all of your hard work will stick for the long-term.**

#### Top 2017 SEO Tips & Methods

- The **META Title** tag on your home page is a very important ranking factor for Google and it also needs to entice the user to click on your link. The more clicks they higher your click through rate, the more Google notices this and the higher up Google ranks you. The closer your keyword is to the beginning of the Meta Title the better.

- Your **Meta description is extremely important** to entice users to click through to your site but does not effect SEO only in regards to user's click-through rate to your site. Any keywords that the user typed in that are in your description are **bolded** which draws the user's attention.
- **Meta keywords** do nothing for SEO and may even hurt you by letting the competition know what keywords you are optimizing for. Bing may use them, but Bing accounts for very little SEO traffic.
- **Page authority**. The more relevant links with distinct anchor text you have from highly authoritative and distinct domains the more it shows Google that your content is important.
- **Beware of too many internal and external broken links on your site.** Google likes 2-3 internal links per post.
- The **stronger and longer and more authoritative** your content is the more likes it. As a side benefit, it is more widely distributed to social sites, the more links you will get. That signals to Google that your domain is authoritative, trustworthy and an excellent and fresh source of information. Updating older blog posts can be a better way to spend your SEO time than the creation of sub-standard new content. Although you should attempt to post at least 2 solid blog posts per week.
- Put **important keywords** at the beginning of the title tag of every page. Title tags in the HTML code of each page is an important factor for Google SEO and the one you begin with is a high ranking factor. Do your keyword research.

- Make sure your **pages load super, super fast** no matter what. If you have a lot of images, there are ways to have them compressed to load faster without losing too much aesthetics.
- Highly recommended that your **images** have title, description and alt tags filled in. It is a missed SEO opportunity.
- **Responsive design**, sites that load **fast** and look good on tablets and mobile phones get a big ranking boost now and will do so well beyond 2017 into the future. Especially with **AMP, accelerated mobile pages**.
- Make sure your **best keywords** are in your first 100-150 words of text on your page and **above the fold**. Keep ads below the fold if you monetize your site. Bold a keyword or 2, but don't overuse your keyword, use synonyms.
- The number of different domains and the number of different pages that link to your site is a huge factor that your site is relevant, authoritative and trusted. The **link text** used by those sites is still important. The **authority of a domain** that links to your site is a very relevant factor in Google's algorithm.
- Google keeps track of **how long people stay** on a page (**dwelt time**) and the longer they stay, the better the page gets ranked (in my own experience). Do whatever you can to entice users to stay on your page and stay on your site and not bounce, even though Google states otherwise. Videos and/or infographics may help, a poll, contest or freebie where users need to fill out a form surely helps dwell time. Google knows CTR and how long users stay on your site.

- Make sure any **HTML header tags** on the site pages have your best keywords in them. Try to have one **<H1>** on every page, but don't get carried away with more than one on a page. Use **<H2>** and **<H3>** as if you were writing an outline. Keywords in the URL help as well. Use friendly URLs.
- Try to have the **number of words** in your content be about **1000-1500 words**, Google likes that range of words and readers will have to **stay longer** if they want to read all of your content. Don't forget visuals. Look at some of [Neil Patel's post](#) for examples.
- Sometimes, having a **keyword in your domain name**, especially at the beginning of your domain name can help.
- Having a lot of affiliate links with very **sparse content** or duplicate content on your domain hurts a lot. Sometimes you will click on a page from 2012 and the links on the page are mainly broken. There may something missing in Google's algorithm that accidentally favors a trusted domain over an out-dated page on the domain and that might be why the page still ranks so high in the Google [SERPS](#). Very frustrating!
- Sites with **poor navigation** or are **extremely slow** may be penalized because users leave the site and bounce quickly. Especially with Google's move to [AMP](#) (Accelerated Mobile Pages) having a slow website is not only frustrating for the user it is a BIG NO-NO with Google.
- **Outbound links** embedded within a page's content can be more valuable than links that are in a page's sidebar. It is fine to have 2 or 3 outbound links within your content as long as it enriches the user experience.

- **Reviews and testimonials** from sites like [Yelp!](#), Foursquare and [Google+](#) that point to your site and on your site can help your site with your potential customers content, traffic, dwell time and **conversions**.
- Publish original content with **excellent grammar and spelling**. Re-read your content, add to it, edit it, re-publish and then do it all over again. Write at a 5th grade level.
- **Duplicate content hurts** you especially if you plagiarize or scrape.
- **Internal links** that point to other pages on your site give those other pages a boost. Use good, researched keyword anchor text.
- If your domain ranks for many keywords short and/or long, Google may see that as a sign that your domain is strong & authoritative and decide to rank you for **other related keywords**. Focus on local keywords.
- **TrustRank** is very important. I believe it means how many links away your domain is from a highly trusted and authoritative domain. Kind of like six degrees of separation, the closer you are to the trusted source the better.
- A **sitemap** for your site may help ranking if your site is hard to crawl or if your content gets scraped.
- Is your **domain down** frequently? Google doesn't like that. Move to a different fast and reliable Web hosting provider fast.

- Google prefers **https** SSL certificate sites and ranks them higher.
- [YouTube](#) videos appear in the Google search engine results pages which may be because people tend to **dwell** on long YouTube videos with low bounce rates and then dwell on other YouTube pages to view other videos. People tend to learn more from videos than the written word.
- Theoretically, the **older a link** to your domain is, the more link juice it will give to your site and page.
- **Social signals** from sites like [Facebook](#), [Twitter](#), [Pinterest](#) and others may not help your domain rank higher. At the very least it will increase your traffic and possibly user dwell time. It may gain you some links too.
- **No-follow links** will not help you rank but mixed with do follow links may signal to Google that you are using white-hat natural techniques.
- Don't use **black-hat** techniques like searching for expired blog networks. They may work in the short run, but their results **rarely** stand the test of time.
- Do as much **long tail keyword research** and **competitive research** as possible to get as much knowledge and data as you can it will help you in the short and long run. **Use local keywords for best Local SEO.**
- Google likes **Local Citation Directories with the exact same name address and phone**. Start by submitting to the free ones manually, then decide if you want to pay for an aggregate service to do the work for you. [Moz](#) has a good service. [BrightLocal.com](#) is good too. Moz has come out

revealing a local directory link can be as good as any other link and in the right cases even better.

- **Read your content aloud.** Does it sound natural like a human being is reading it? Oddly enough that will score you big points with Google's new artificial intelligence system called **RankBrain** which attempts to determine a user's intent with keyword queries.
- Don't expect too much too soon. It may take as much as 4-6 weeks or months to rank for competitive keywords or perhaps shorter for locally **optimized keywords**.
- Use a content management system like WordPress which was built with SEO in mind. There are also free plugins like Yoast and Squirrly which help SEO.
- Use Google Analytics and Google Search Console.
- If all else fails, consider using Google AdWords to drive inexpensive traffic to your site.