

SEARCH ENGINE OPTIMIZATION:

# 16 TIPS

FOR BETTER RANKINGS

**a(m)**



## Introduction

Search Engine Optimization is an ever-changing tool in digital marketing. In some cases, best practices that worked 10 years ago would get you blacklisted today. There are over 200 metrics that go into Google's algorithm for ranking in search engine results pages (SERPs)—and while we may not know all of them, there are many that have been verified by Google or proven through trial and error. Join us as we delve into a few tips and tricks that can improve your SEO efforts in today's market. While not everything on this list is new to the world of SEO, it's all relevant for keeping your SEO efforts up-to-date.

# 16 Tips for Better Rankings

We recommend optimizing (and optimizing for) the following:

- 1 Core Web Vitals
- 2 Semantic Search
- 3 Google Passage Update
- 4 Schema & Rich Snippets
- 5 Top Content (For Relaunch)
- 6 Internal Linking
- 7 Mobile Link Parity
- 8 Expertise, Authoritativeness, Trustworthiness (E.A.T.)
- 9 Your Money, Your Life (Y.M.Y.L.)
- 10 User Search Intent
- 11 Video Marketing
- 12 Local SEO
- 13 Keyword Placement
- 14 Voice Search
- 15 Visual Search
- 16 Topic Clusters

# 1 Core Web Vitals

Core Web Vitals is the newest SERP ranking measurement from Google. These new ranking metrics are part of the larger overall “page experience” rankings that Google already uses. In case you’re wondering, the other page experience factors are: mobile-friendly, secure browsing, HTTPS, and following the Intrusive Interstitial guidelines. Google Search Console has reporting functionality on how you’re doing with the current page experience factors, so if you have any questions on those, we recommend starting there.

Before you panic, wondering what the new Core Web Vitals mean to your site, you should know that your site may already be ranking highly, and you may not have to do much to get ready for the update. Essentially, Core Web Vitals can be broken down into three parts: **Loading, Interactivity, and Visual Stability.**

## Loading

This is the **Largest Contentful Paint** for your website. Essentially, it’s a measure of how long it takes the main content on the site to load. You should already be trying to get your page to load as quickly as possible, so this shouldn’t be anything new. But for the new Core Web Vitals ranking, you want to shoot for anything under 2.5 seconds. You can test your page using the [PageSpeed Insights](#) tool developed by Google to figure out where you stand.

If your page needs some help to get under 2.5 seconds, you can try removing any unnecessary third-party scripts, changing your web host, setting up lazy loading, and removing the worst speed offenders—like large images. While it’s not always feasible to make all of these changes, the PageSpeed Insights tool will provide some guidance on where you can improve.

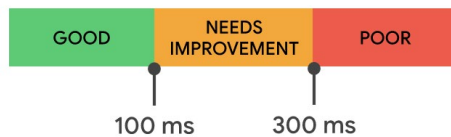


Source: Web.dev

(Interactivity)

# FID

First Input Delay



Source: Web.dev

(Visual Stability)

# CLS

Cumulative Layout Shift



Source: Web.dev

## Interactivity

Similar to the Loading metric, this measures **First Input Delay**, or how long it takes the browser to respond to input from the user. Basically, if someone clicks a link or presses a button on the page, FID measures how long it takes the site to respond to that action. Again, the [Google PageSpeed Insights](#) tool can help you out, but ideally, you want to be interactive in under 100ms.

This differs from LCP because it takes into account how real users interact with your site. Nothing is more frustrating than trying to put your email into a field or filling out a form and the site is lagging behind what you're doing. Some things you can do to help decrease FID are: minimizing Java Script, removing unnecessary third-party scripts, and using a browser cache. Again, a combination of PageSpeed Insights and Search Console will tell you where to get started.

## Visual Stability

Have you ever loaded a webpage and went to click on a link only to have something else load on the page (pushing all of the content down) and making you click on something other than what you wanted? That is **Cumulative Shift Layout**, the last metric considered by Core Web Vitals. In short, this is the measure of how much content shifts on the page. You want a CLS of less than 0.1 and [Web.dev](#) has a great article getting into the specifics of Cumulative Shift Layout and how it's calculated.

To help minimize CLS, set attribute sizes to your images or other media on-page to constrain those elements to one spot. If you have ads on your site, give those a set spot on the page, and if you're going to be adding any new UI elements to the page, try to do so below the fold.

Similarly to the current existing page experience factors, Google Search Console now has a section to see how your site stacks up to these new metrics. Using a combination of Search Console, Web.dev, and Page Speed Insights, you'll be well on your way to being prepared for when the Core Web Vitals goes live.

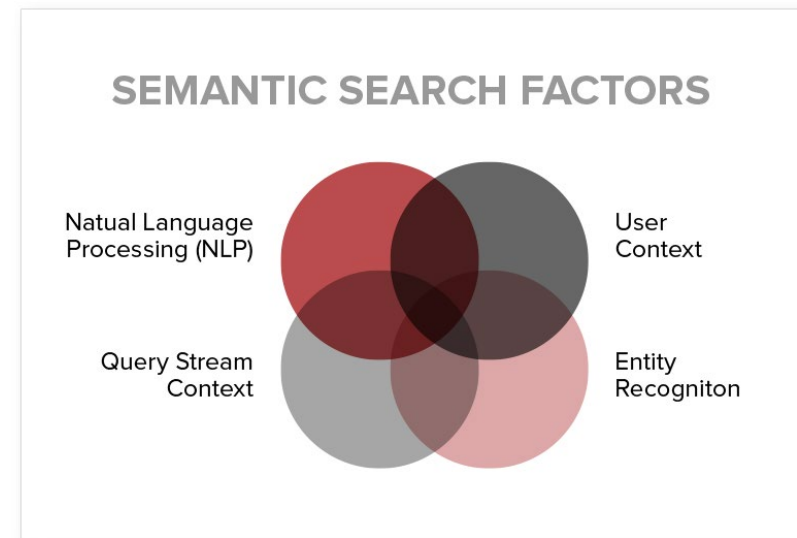
## 2 Semantic Search

Semantic Search is the methodology by which search engines are trying to change the way information is displayed by factoring in search intent and deciphering natural human language. Long gone are the days of simply gathering as many backlinks as possible or identifying what keywords you want and popping them into the site copy. Now, you need to understand what the searcher is really looking for and how your site can help them find that.

To do this, Google will consider the user's search history, location, spelling, and other factors to try to determine exactly what they mean and show them the correct information. One example of this is if you search for food on your mobile device - you'll see the closest open locations at the top. If you're in New York City and Google "pizza", you wouldn't want to see a pizza shop in Chicago (NY style is better anyway).

Tailoring your site content to help the user answer their questions is what Google is looking for nowadays. And, while it may not be feasible to go back and change all of the old content on your site, it should definitely be on your radar going forward when it comes to content creation.

This shift to semantic search is driven by the increase in [voice search](#), which we'll touch on later. With more and more people using virtual assistants to do their searching, Google is changing the way it works to recognize the more conversational nature of voice search.



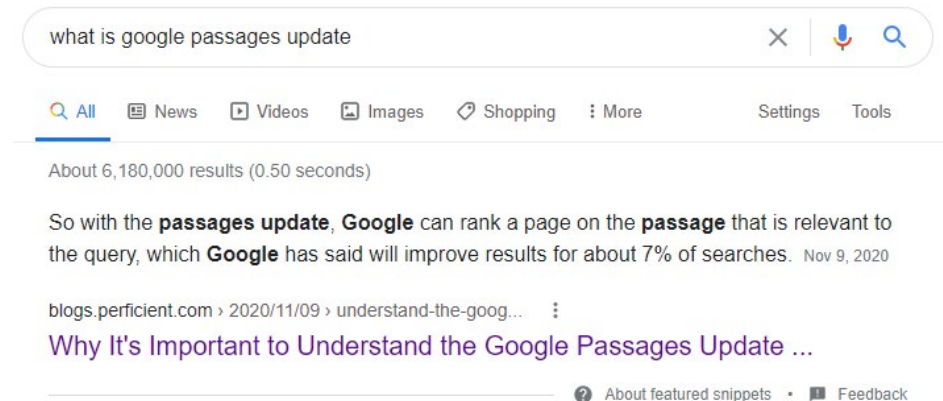
## 3 Google Passages Update

Passages are fairly new in the world of SEO but they're already changing how search results are being displayed. This change affects the display of rich snippets, as Google is trying to make it easier for the end-user to find the information they're looking for.

You may have already noticed this and not recognized what it was. Did you Google something and click on the top result, only to have it take you to the page and then scroll you halfway down to a section of highlighted text? That's the Passages update hard at work. Google took what you were looking for and brought you to the specific paragraph on a page that they thought would answer your search intent.

Unlike the majority of this list, there isn't a whole lot of work to be done for this one. If anything, review your longer articles/blogs/pages to make sure that each section is properly separated and that the headers to each section make sense. Just be careful you don't overdo it — after all, you don't want to completely change the page and lose what ranking you already have.

If you're interested in learning more about the Passages update, Search Engine Land has a great [interview with Martin Splitt](#) from Google where he explains the update in more detail. You can watch a recording of the interview or read a transcript, whichever you prefer.



The screenshot shows a Google search interface. The search bar contains the text "what is google passages update". Below the search bar, there are navigation tabs for "All", "News", "Videos", "Images", "Shopping", and "More". The search results show "About 6,180,000 results (0.50 seconds)". A featured snippet is displayed, stating: "So with the **passages update**, **Google** can rank a page on the **passage** that is relevant to the query, which **Google** has said will improve results for about 7% of searches. Nov 9, 2020". Below the snippet, the source is listed as "blogs.perficient.com > 2020/11/09 > understand-the-goog...". The main title of the result is "Why It's Important to Understand the Google Passages Update ...". At the bottom right, there are links for "About featured snippets" and "Feedback".

# 4 Schema & Rich Snippets

While not new to the SEO toolbox, it's still important to state the usages for schema and rich snippets. Google made a change in February of 2021 that dampened the use of rich snippets a bit thanks to the implementation of the Google Passages update.

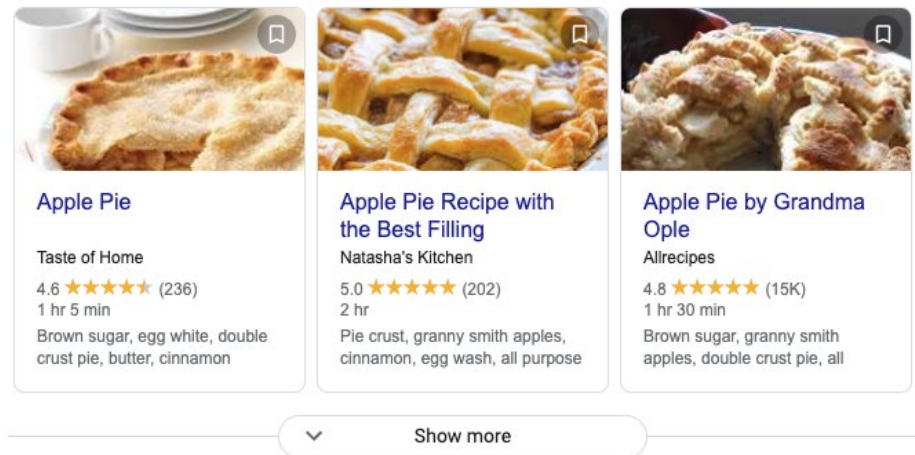
Rich Snippets are everywhere you look when you search something. It can be reviews, upcoming events, recipes, FAQ pages, related searches—they're all rich snippets. If you search for "Apple Pie recipe" you may see something like the image on the right.

These are all rich snippets. The reviews, the cooking time, ingredients—all of these details come from schema. Schemas and structured data were originally a joint effort by some of the biggest search engines out there: Google, Microsoft, Yahoo, and Yandex. They worked together to create [schema.org](https://schema.org).

If you don't know how to code the schemas by hand, Google created their [Structured Data Markup Helper](#) to make the process a little easier. And if your website uses WordPress, there are several plugins that can do the work for you as well.

While Schemas and Rich Snippets on their own won't make you rank better, their inclusion is more visually appealing to the searcher and can compel them to click through to your site.

## Recipes



The image shows three recipe cards for Apple Pie. Each card features a photo of the pie, a title, the source, a rating with star icons and the number of reviews, and a list of ingredients. The first card is for 'Apple Pie' by Taste of Home, with a 4.6 rating and 236 reviews. The second is 'Apple Pie Recipe with the Best Filling' by Natasha's Kitchen, with a 5.0 rating and 202 reviews. The third is 'Apple Pie by Grandma Ople' by Allrecipes, with a 4.8 rating and 15K reviews. Below the cards is a 'Show more' button with a downward arrow.

Recipe Title	Source	Rating	Reviews	Ingredients
Apple Pie	Taste of Home	4.6	236	Brown sugar, egg white, double crust pie, butter, cinnamon
Apple Pie Recipe with the Best Filling	Natasha's Kitchen	5.0	202	Pie crust, granny smith apples, cinnamon, egg wash, all purpose
Apple Pie by Grandma Ople	Allrecipes	4.8	15K	Brown sugar, granny smith apples, double crust pie, all



## 5 Top Content (For Relaunch)

It takes time to write blog posts that will rank organically on the first page of SERPs. According to [HubSpot](#), the ideal content length is anywhere from 2,100 - 2,400 words. Not only does it take time to write over 2,000 words, but there's also editing, keyword research, and more that goes into creating a successful blog post.

Luckily, there's an easier way to increase your site traffic: relaunch your top performers with updated content and information. To start, look through your Google Analytics and see what your top-performing evergreen content has been over the past couple of years (or however far back your blog goes). If you're unfamiliar with evergreen content, it is content that isn't timely, like news or trends. Instead, it's how-tos, lists, tips and tricks, and other content that will always be relevant.

To relaunch top content, start by checking your social post metrics to see what people are interacting with the most. A trend might appear as to which topics people are most likely to share and interact with again.



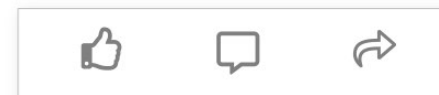
### Google Analytics

Find your best performing content



### Social Post Metrics

Find out what people interacted with most



Once you have your target posts identified, start by updating the images, then improve the overall page structure by adding a case study or additional new research or content that is relevant to the post. If there are any links to outside research, update those links to pages with newer, up-to-date information. Update any screenshots or images that are on the page as well. Nothing screams that a post is out of date like old screenshots or outdated images.

Now that everything is updated and refreshed, it's time to update the published date and start sharing it across the internet. Without updating the published date, Google will ignore the updated piece as an old blog and won't rank it highly. Follow a social sharing calendar and get your newly renovated piece out to your readers — all in a fraction of the time that writing a new piece would take.



### Top Content Page(s)

Update images, add new research, add case study, etc.



### Update Publish Date

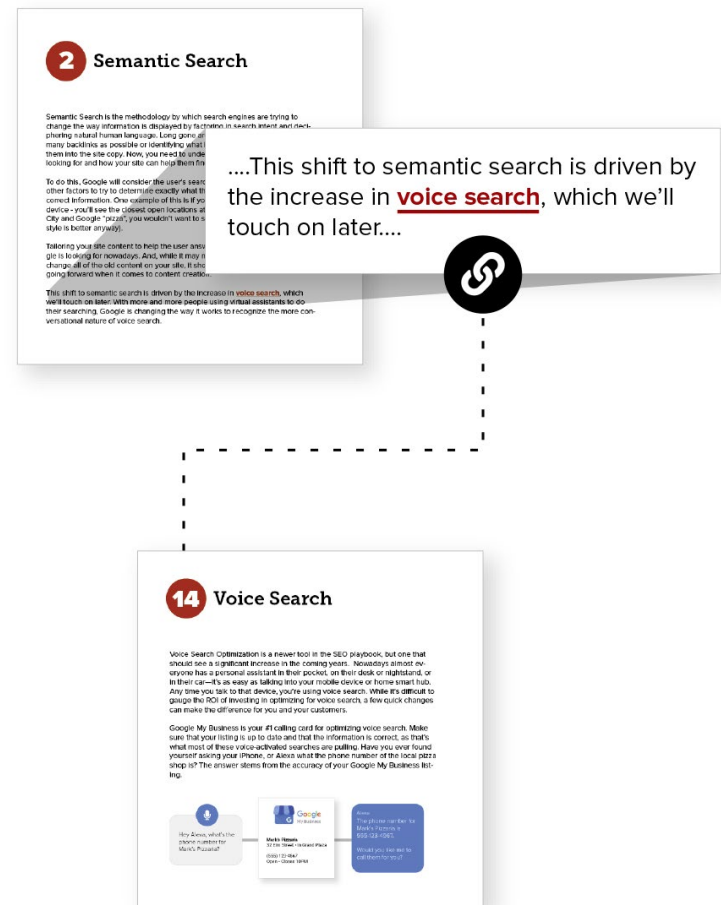
# 6 Internal Linking

Increasing internal linking is a great way to boost your site's organic SEO. It's fully within your control and is easy to implement, as all you're doing is putting a link from one page of your website to another page of your website. However, the first step to a great internal linking strategy is having the content to link to. Having lots of related pages and posts across your site makes it easier to create a web of interconnecting pages that all make sense.

When you start linking, you want to utilize anchor text and inline linking. While you can certainly use links within your on-page images, you don't want that to be the bulk of your internal links. And when it comes to anchor text, don't overthink it. Just use conversational sentence fragments that make sense within the context of the paragraph.

When choosing what pages to link to, try to go deeper within your site structure to find linkable pages. Avoid linking to your home page or contact page, since those are in your site navigation and are already being linked to. Link to deeper pages that are relevant to the topic, is something the reader would expect to be linked, and is content visitors would want to read.

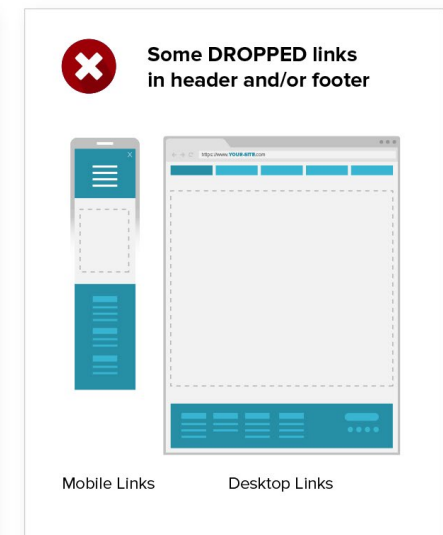
Now that you have your internal links all set, make sure that they are "follow" links. Allowing your pages' link value to flow throughout your website will increase your target page's link juice and boost its SEO.



## 7 Mobile Link Parity

Mobile Link Parity is the difference between the links on the desktop and mobile versions of your site. Making sure you aren't omitting any links from either version and that the two are in sync is important to SEO and user experience. Nowadays, the customer journey takes place over multiple devices and sessions. Ensuring your website is consistent across different devices will reduce frustration from your users and search engines. If someone visits your website on their computer and then pulls it up on their phone the next day, they expect the navigation to be the same and to be able to get to the pages they want. With Google evolving to mobile-first indexing, you have to make sure you aren't hurting your rankings in the name of design.

For example, if your desktop site has tons of links in the header with dropdowns and multiple menu items, you want to make sure that all the same pages and links are easily accessible on your mobile site as well. You don't want the crawler bots to get to your (now mobile-first) site and not be able to find and index some of your content because you removed links from the navigation or footer. **A recent study found** that, on average, desktop pages have 61 links while their mobile versions only have 54. That's a lot of content to be missing out on ranking when your site gets indexed.



# 8 Expertise, Authoritativeness, Trustworthiness (E.A.T.)

E.A.T. is an acronym to help you remember how Google grades the breakdown of your page quality, or at least one factor of it. Google wants to make sure that the content users are looking at is both relevant and credible while being factual and corroborated. Making sure your website exemplifies all three aspects of E.A.T. will ensure that it doesn't drop in the SERPs.

## 1. Expertise

Does the person/company writing the content have any expertise on the topic? Do they have training, certifications, or credentials that make them experienced enough to write on the topic? Thankfully, one of the easier ways to establish expertise is to simply continue to write content that highlights how knowledgeable you are in your area.

## 2. Authoritativeness

Not only does the publisher need to be an expert in their field, but they also need to be an authority in their field. You could know everything there is to know about a topic, but if you don't professionally work in that field, speak at conferences, publish peer-reviewed articles, or generally have influence in your industry, you don't have the authority necessary to qualify for the "A" in E.A.T.

## 3. Trustworthiness

Is the content you're putting on your site credible? Is it factually accurate? Do you have sources backing up your claims? These all help categorize the trustworthiness of your page and are necessary to rank well for your topic—especially if your content falls under the Y.M.Y.L category (see #9 below).

You want to make sure that your site and your pages exemplify your expertise, authoritativeness, and trustworthiness on your topic. Are you a frequent speaker on the convention circuit? Make it known by creating an About page that highlights your achievements. Are you widely regarded as a leader in your field? Put some quotes or excerpts from other respected industry leaders talking about how awesome you are. Finally, make sure that all of the information you publish is accurate and backed up. Put links to your research and allow others to scrutinize your work. If you're correct, there won't be much for them to criticize.

If you don't believe us that E.A.T. is important and want to independently do some research yourself, you can check out the [Google Search Quality Rating Guidelines](#).

## Your Money, Your Life (Y.M.Y.L.)

Y.M.Y.L is defined by Google as any site or page that deals with someone's health, happiness, safety, or money. These pages and sites are scrutinized extra carefully by Google to make sure that they contain quality content and that they follow the E.A.T. guidelines. Bad information on these sites could severely impact someone's health, finances, or well-being and Google wants to be sure that doesn't happen.

There are a few site and content development concepts to keep in mind when you deal with Y.M.Y.L. material.

1. First, is your site well made, or is it full of 404 errors and broken links? Is it mobile responsive? Keeping your site fresh, up-to-date, and clear of errors goes into Google's Y.M.Y.L. review.
2. Second, is the site's contact information easy to find? This is especially important for eCommerce sites. Having a clear method for users to get in touch with you goes a long way towards both Y.M.Y.L. and E.A.T. guidelines.
3. Lastly, have you provided sources for your content and linked to other experts? Having links to peer-reviewed articles written by other respected members of your field shows the Google quality team that you did the research and that it's corroborated and backed by others in the field.

### YMYL

Some types of pages or topics could potentially impact a person's future happiness, health, financial stability, or safety. We call such pages "Your Money or Your Life" pages, or YMYL.

The following are examples of YMYL topics:

- **News and current events**
- **Civics, government, and law**
- **Finance**
- **Shopping**
- **Health and safety**
- **Groups of people**
- **Other**

# 10 User Search Intent

User Search Intent brings together the thought and the goal of what you're searching for. When you search for something, it's up to Google to interpret the meaning behind your search and what your intent is with the search. For example, if you search "Target", you're probably looking for the nearest store, and not a target you would find at a shooting range. Google knows this because "Target" is one of the more popular retailers and the chances of a user searching for it are far greater than them searching for a product that would be used at a shooting range.

Searches on the internet can be broken down into three main categories, **Do - Know - Go**. It's these three categories that determine what shows up in the SERPs.

- 1. Do** - A "Do" search is when someone is looking to complete a specific action. Whether that's buying something, making an appointment, or anything else that has an end goal. When you search "buy flatscreen TV" you don't want a history of the creation of the TV and the transition away from those large box TVs of yesteryear.
- 2. Know** - These searches are informational and the user is looking to gain a bit of knowledge. Using the TV example from before, searching "how are TVs made" will bring you articles on the process behind making TVs and not product listings on where to buy one.
- 3. Go** - These are the most direct types of searches, where the user knows exactly where on the internet they want to go and knows the specific page they mean to visit. These are mostly searches for a particular brand name, where the person wants to go to that company website but may not know the specific URL.

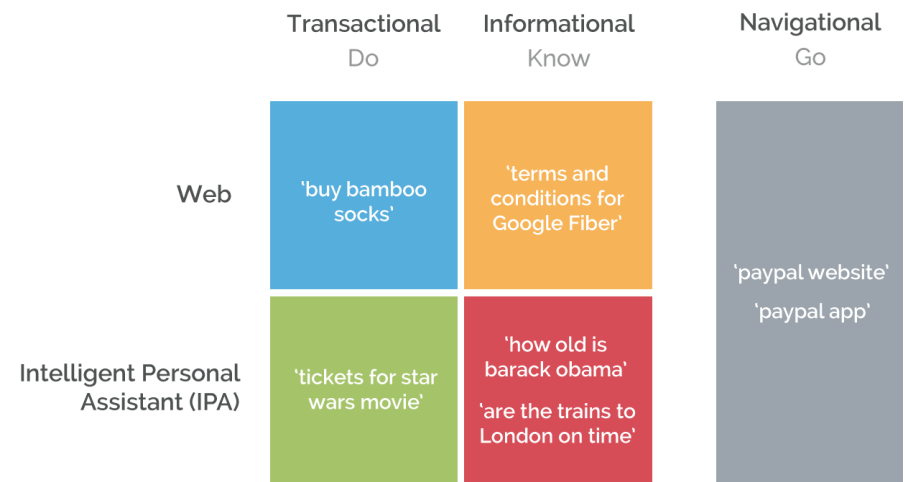


Photo Credit: Moz.com

What do you do with search intent and Do - Know - Go? Make sure your content fulfills a purpose, as this is the core of what makes a good website. You'll often be going after "Do" and "Know" searches, so how do you know which one you fit into?

First, check the current SERPs to see what kind of content is ranking for your target keyword or phrase. Are the top results informational or transactional? Knowing what's ranking already will determine if your page has a chance of ranking for that phrase before you even write it. Make sure the page you want to rank for matches the intent you're going for. Does your title, H1, and meta description all match the keyword and the intent?

If you have an eCommerce site, you're fulfilling the "Do" part of a person's search intent. You want to focus on transactional keywords such as "buy", "purchase", "shop", etc. Going to the TV example again, try to rank your e-commerce store for terms like "buy TV" and "purchase flatscreen TV", while staying away from general knowledge or the history behind your products. Focus on the bottom of the funnel activities and keywords.

The sites that rank the highest for informational searches are usually Wikipedia, detailed informational blog posts, or general knowledge websites. Writing content around your topic with details, history, events, and information will help you rank for "Know" searches.

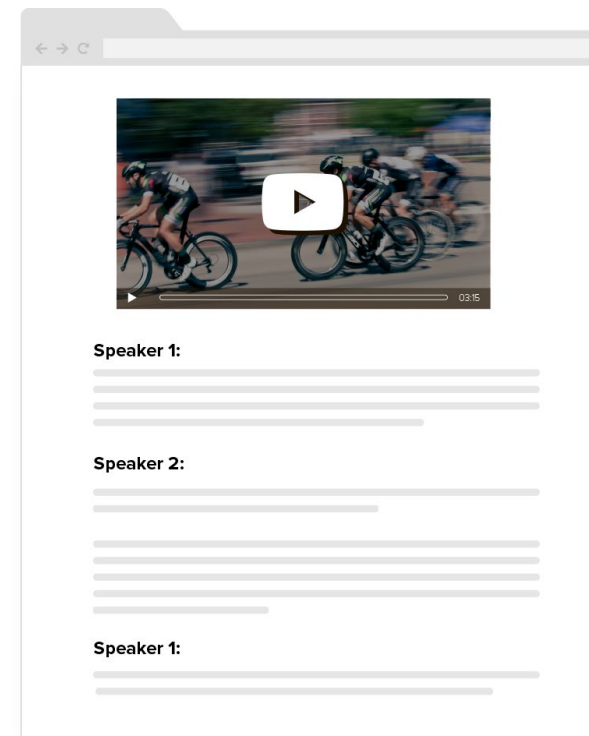
We recommend not trying to rank for "Go" keywords if they're not yours - you'd just be wasting time (and money). Google knows that if someone is searching a specific company name or product, they're not looking to go to someone else's site. For example, if you ever have an SEO client that really wants to beat the competition and rank for a competitor term, ask them why would Google show their site when someone is clearly looking to go to that competitor site specifically. Google knows the user intent with "Go" searches and isn't going to start ranking you ahead of competitors for their own terms.



# 11 Video Marketing

Video has been expanding for a decade now and is showing no signs of slowing down. With the way the world changed in 2020 due to COVID, video took another leap forward by moving from mainly being consumed in our free time to becoming central to how we communicate and work. Creating videos for your brand or clients will become more and more important as people get more accustomed to consuming videos across the internet and on their phones. These videos can be transactional or informational in nature—both will do well.

Aside from the sheer vastness of the amount of video consumed in recent years, it's also an opportunity to connect with your audience in a new way. People are moving away from long articles that take forever to read and are instead more interested in watching that same content. Having videos on your site is a crucial part of the buyer's journey for customers and the practice can be a great way to convert new business. One of the best ways to utilize videos on your site is to include a video transcript on the page. The transcript will be full of rich SEO content that is easily crawlable by the search engine bots to help boost your page even more.

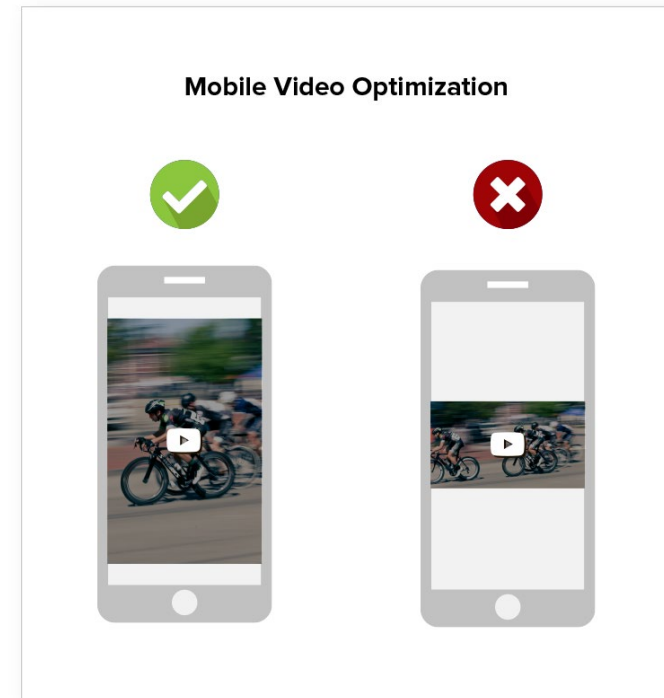


Tailoring your videos to your audience is important, but being conscious of how your videos are made may be even more important. With the **majority of searches** on the internet now on mobile and video consumption **up on mobile devices**, it's important to make shorter-length videos and vertical resolution videos to fit the device your audience is on. Nothing irritates a user more than trying to watch a video that doesn't look good on their device, no matter how good the content in that video itself is.

Once you have your video and have optimized it to the viewing experience, it's important to make sure that those videos are as easily accessible as possible—not only for the end-user but for search engines as well. Starting with video captions and using transcripts will go a long way for site indexing and SEO rankings, as videos are naturally full of rich SEO keywords and Google loves to serve videos in the SERPs.

Outside of captions and transcripts, an engaging thumbnail is ultimately what makes someone click on your video. It needs to be interesting and compelling enough to make someone want to invest their time in watching the video. Titles and descriptions are also something you don't want to overlook when posting videos to your site. Similar to blogs, those two things are important factors for how the video will be indexed and rank in the search results. Make those informed keyword research decisions and use your targeted keywords in the title and description.

Lastly, if there are multiple videos on one page, make sure that whatever one you want to rank for is at the top of the list. Also, that video should be the main focus of the page, not just shoved into the corner of the post.



## 12 Local SEO

This is an old staple in the SEO world, but one that people tend to overlook. Have you ever searched for something and added “near me” to it? That’s local SEO, and that’s why local SEO is important. When someone looks for what your business sells and adds “near me”, you don’t want to be below your local competition.

For this reason, it’s super important to make sure your Google My Business page is updated and looking good. Google My Business is essentially your business card on the internet. It contains all of the information someone would expect to find when searching for your business. It has a link to the website, store hours, phone number, images of the business, and user reviews.

Once you have your Google My Business page up-to-date, it’s time to share it with the world. Share the listing on your social media profiles and connect them to your listing. But, make sure all of the information matches across your various channels - you don’t want to confuse potential customers or Google.

Local SEO can also be done on your main site as well. If you have a physical address (or multiple addresses), add a location page to your site. Include your store address, phone number, hours, parking information, and link your Google reviews to those pages. You’ll also get a decent boost from adding a Google Map to your site for easy directions for your potential customers.

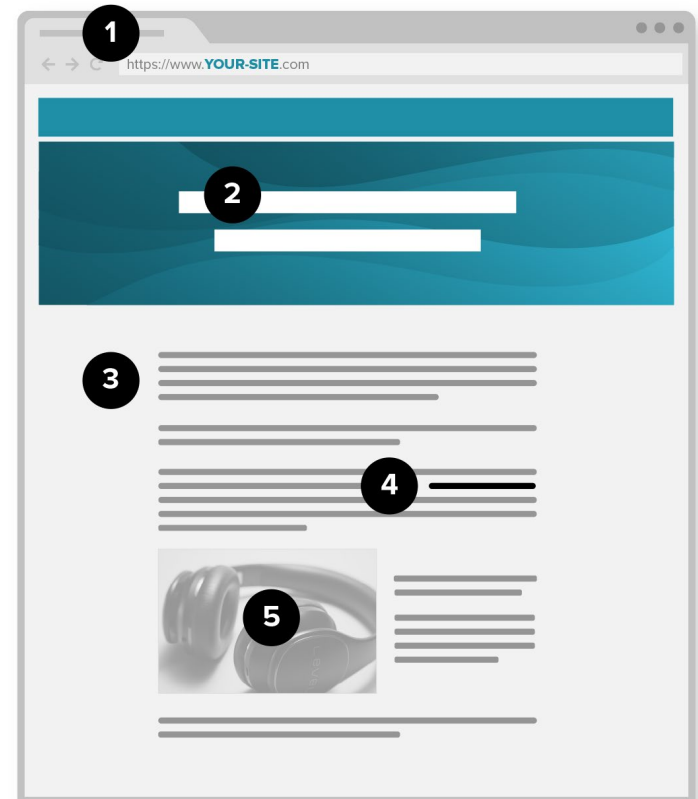
Last but not least, make sure your site is optimized for mobile traffic. **More than half** of Google searches are done on mobile devices and that number is only growing. People are going to be on your site looking for directions, phone numbers, or other ways to get a hold of you. Make it as easy as possible for them to do so.



# 13 Keyword Placement

When writing your content, best practice is to have a target keyword on hand that you are trying to rank for. Optimizing where you put that target keyword in your post will make or break your search engine performance. There are a few places that, in order of importance, will help your new post rank higher for your target keyword.

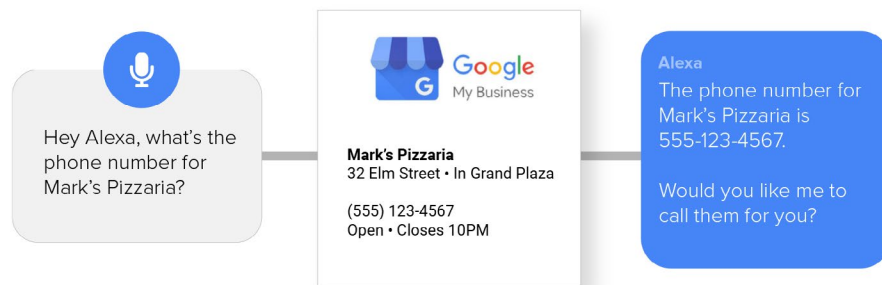
- 1. Title tag** - Try to put your target keywords towards the front of the title tag as much as you can. This is the first thing people see in the SERPs and you want it to be relevant to their search query.
- 2. Headline tags** - You only get one H1 per page - make sure it contains your main keyword. After that, subsequent headings can be H2-H5s, as needed.
- 3. Within content** - Have your target keyword within your body copy. There is a method to how often your keyword should be in the post. If you underdo it, your content won't rank; if you overdo it, Google may actually penalize you for it. The generally accepted rule is to use your keyword in a way that makes sense within the copy about **once every 200 words**. This ensures that your keyword is present, but not overdone.
- 4. Internal links within content** - Building off of the internal linking section covered above, link to other content on your site that supports what your new post is about. Make those internal links your target keywords and really work them into the copy.
- 5. Alt attributes** - Having images is crucial to good SEO performance. And those images are going to need alt attributes, so put your keyword in there in a way that makes sense.



# 14 Voice Search

Voice Search Optimization is a newer tool in the SEO playbook, but one that should see a significant increase in the coming years. Nowadays almost everyone has a personal assistant in their pocket, on their desk or nightstand, or in their car—it's as easy as talking into your mobile device or home smart hub. Any time you talk to that device, you're using voice search. While it's difficult to gauge the ROI of investing in optimizing for voice search, a few quick changes can make the difference for you and your customers.

Google My Business is your #1 calling card for optimizing voice search. Make sure that your listing is up-to-date and that the information is correct, as that's what most of these voice-activated searches are pulling. Have you ever found yourself asking your iPhone, or Alexa what the phone number of the local pizza shop is? The answer stems from the accuracy of your Google My Business listing.



Updating your blog or site content to be more conversational is also something to keep in mind as you create your content. When users search with an Alexa or other device, they aren't searching for your specific keywords like they might on desktop. They're asking questions and expecting to get an answer. Tailoring your content to answer that question will help you out.

When users ask a question to their phone or other devices, that device then has to scour the internet for the answer. Make sure that your website is optimized for page speed to help your customer get that answer quicker. And Google will reward you for a fast site too, not only in serving your site up to voice searches but also in the SERPs.

At the beginning of this section, we mentioned that tracking the ROI of voice search is difficult at best and impossible at worst. And for right now, that's mostly true, as there is only one way to gauge how your efforts are impacting performance. Traffic from voice search generally falls into the "Direct" category in Google Analytics. So, if you see an increase in "direct" traffic with no clear explanation of where it's coming from and little to no organic growth, it could be voice search. Also, if you dig into the "direct traffic" report and look at all of the pages getting traffic, most of them outside the obvious ones (like your homepage or other pages people might directly type in or bookmark) are getting traffic from either broken tracking or from voice search. Obviously, this isn't the most accurate measurement of ROI, but it's enough to get a sense of whether or not your customers are using voice search.

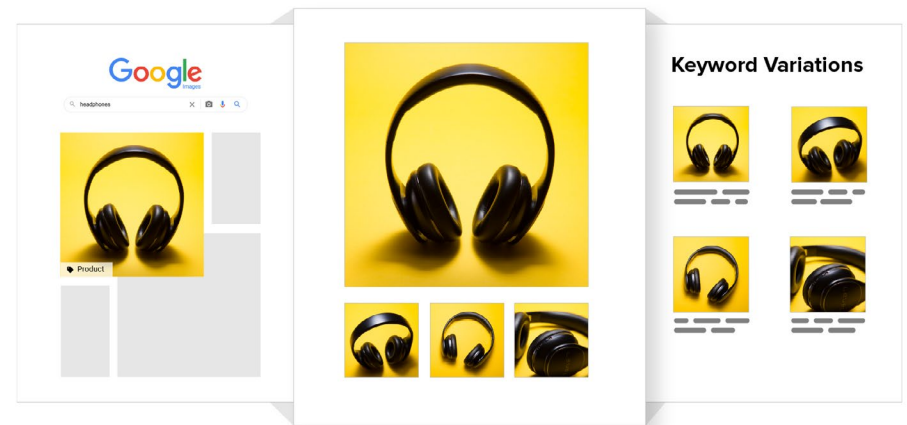
# 15 Visual Search

Visual Search has been gaining popularity in the past few years and shows no signs of slowing down. ECommerce companies can especially benefit from optimizing for visual searches, as their sites and products are already mostly image-based. Visual search has been around for a while in the form of Google Images, where users type in a few keywords and Google spits out image suggestions with their SERPs. Now though, the market is changing with the introduction of [Google Lens](#) and other similar search tools. Even Snapchat now has the [ability to search for products](#) on Amazon that you see in real life and snap with your app.

Now that visual search is exploding and companies are starting to make proprietary apps to perform these searches, how do you optimize for it? For starters, make sure that your product listing has multiple images from various angles and perspectives. That will help apps like Snapchat and Google Lens better identify what they're looking at and find your product. Another benefit to having multiple photos is that you can put different keyword variations into the metas of each photo.

Using high-quality images is another important optimization tool. If people come to your product page and can't determine what they're looking at, they'll leave. The more that people leave your page immediately after clicking on it, the more likely Google is to flag your site's credibility and hurt your search ranking.

Including images in your sitemap can also help you rank better. By telling Google what the image is in better detail, they'll be more likely to rank those images higher. Also, you can add image badges to your images. What's an image badge you ask? Well, Google put out a [quick guide](#) detailing what they are and how to implement them. It essentially tells the user what information they can expect to find on the page if they click through on that image. Put all of these optimization tricks together and you'll see an increase in traffic to product pages and a more engaged audience.



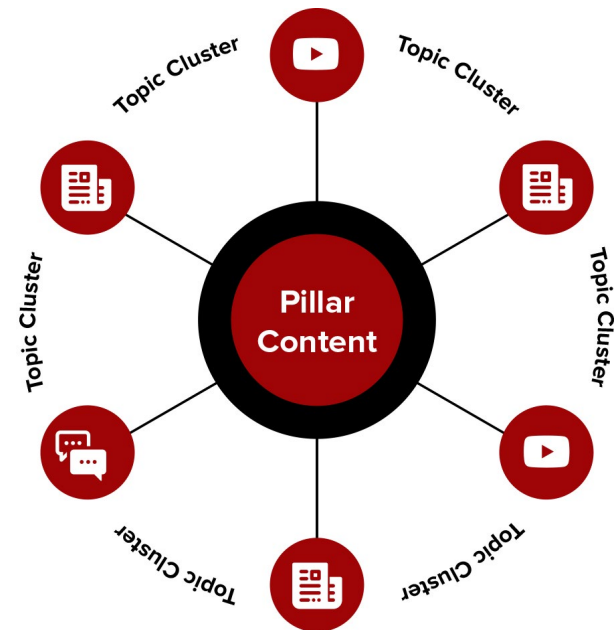
# 16 Topic Clusters

Topic clusters are where you create a bunch of content that all centers around the same subject and links all the pages together. Think of a spoke and wheel design. Do you have a content idea that warrants multiple blog posts or pieces of content? It may make sense to create a topic cluster to properly expand on and detail all of the areas of your topic.

Start with your main theme or idea and create a page about it. Outline all of the parts of your idea that you're going to write about individually. This page will serve as your "pillar" or the foundation for the rest of your work. Then, create the supporting or "cluster" pieces that go with your main pillar content.

After having all of your cluster pieces written and ready for publication, make sure to link them back to your main pillar and other supporting pieces with proper [inline linking practices](#). Don't forget to go back to your main pillar page and link to those new supporting pieces as well. Once done, if mapped out, your pillar content and supporting clusters should look something like the image on the right.

Openly linking between your pillar and clusters will allow for good link equity and will boost the SEO of all of those pages together. If you're looking for more in-depth information on how to go about creating your own topic cluster, HubSpot has a [great article](#) with some good best practices to follow.





## And there you have it!

We hope you enjoyed these tips for bettering your SEO efforts and now have a great foundation to follow into the future. Feel free to share this whitepaper with people you think would get good use out of it and please don't hesitate to send in any questions you may have.

## Need some guidance on knowing where to focus your SEO efforts?

We've got you covered. We offer a [SEO Audit](#) that gives you a detailed report and an action plan based on 64 data points and our expertise.

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