



5 Ways You're Killing Your Google Search Rank & How To Fix It

Your Google search ranking can make or break your business, but most owners and marketers have no idea how to crack Google's code.

And once you feel like you've finally figured it out, they go and change the rules on you and your ranking drops again!

At BuzzFactory, we stay on top of all of the latest search engine optimization techniques (SEO!) so our clients don't have to.

To get you started on fixing your ranking, here are five ways you're secretly killing your Google search ranking – and how to fix it.

1. You Rely Too Much On Keywords

In the early days of SEO, loading your site with relevant keywords was the biggest way to get ahead in search. That led to lots of websites with sentences like, "Our Palm Springs tacos are the best Palm Springs tacos who love Palm Springs tacos."

Google got smarter, and now they ding websites who use so many keywords, their copy suffers. Focus on using keywords in a natural way, so potential customers feel like they're interacting with a human, and not an SEO robot. Google will reward you for it.



2. You Focus On Keywords Meta Tags.

After the end of using keywords in text, savvy SEO ninjas started using meta keywords behind the scenes of their websites to attract Google crawlers. Again, Google quickly figured out what was going on (are you sensing a trend here??). Now, Google and other major search engines completely disregard the keywords meta tags – but so many web workers don't know it!

3. You Let Your CMS Choose Your URL, SEO Title & Meta Text For You.

User-friendly content management systems like Wordpress and Squarespace have made it easy for anyone to publish their own content. But it's not as easy as copy-pasting your text. If you're not inputting your own optimized url, meta text and SEO title on every page you publish, you're missing new customers.

4. You Forget Links.

This is an easy one: You should be including at least three to five links to other pages of your sites – and relevant pages on other people's sites – on every page you publish. It tells Google that you've got lots of content about your topic, and that you understand who else does. Basically, you're an expert!

5. You Don't Take Advantage Of Your Media.

Photos and video are a great way to add SEO value to your site. Just make sure you put keywords in your file names, and add alt text containing the keywords to the back end. Search engine crawlers can't "see" images, so you have to include words that tell them what you're talking about!



At BuzzFactory, we stay on top of the latest SEO tips and tricks so our clients don't have to.

Contact us today to find out how we can help you fix your website and supercharge your sales funnel – WITHOUT relying on paid advertising.

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