8 WordPress Secrets for Higher Google Rankings

by **Plugin Poets**

Introduction

SEO is a powerful tool for anyone who owns a WordPress site — or any site, for that matter.

However, those who only have a basic understanding of SEO may find that it's not as easy as it seems.

While SEO may be a complicated process, it's not impossible to learn. You don't need to buy expensive online tools or hire costly marketing firms. With a bit of time and some research, you can be on your way to achieving SEO success.

Many factors affect your search engine ranking.

Here are 8 WordPress secrets to higher Google rankings that are guaranteed to get you results.

1. Get ideas from your competitors

SEO is a competitive environment. No matter how much time you spend looking for that perfect unique keyword, you're bound to face competition — millions of them.

Thankfully, you don't have to reinvent the wheel. As they say, "Work smart, not hard." One trick to simplify your task is to check out what your competitors are doing.
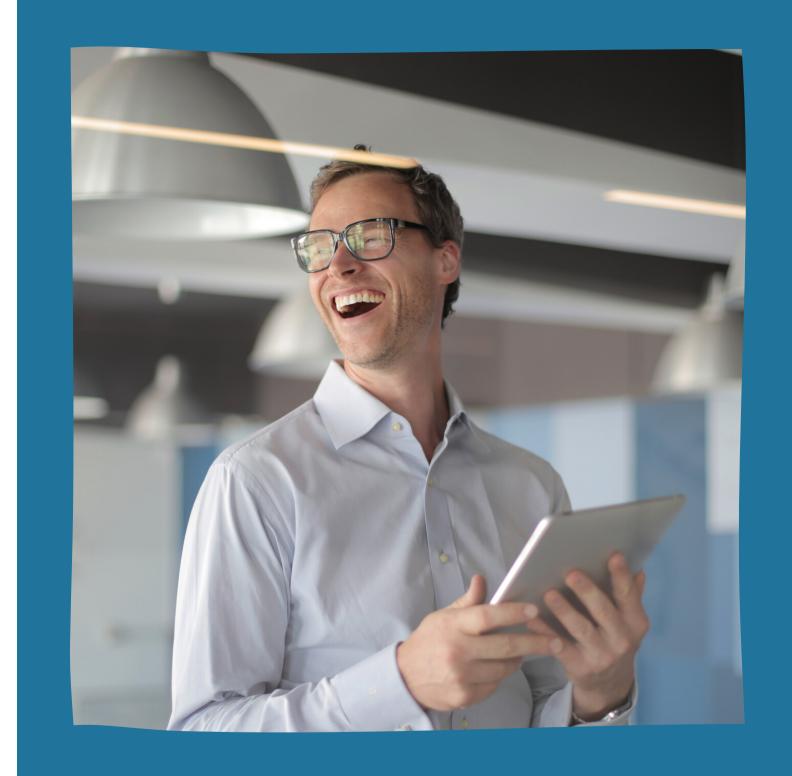
Here are some ideas you want to study from your competitors:

- Top keywords and their performance
- Backlinks received
- Content style and performance

You can use some competitor analysis tools to help you understand your competition faster. Avoid their mistakes and add their strengths to yours. Learning how your competitors work gives you an edge over them.

2. Never underestimate long-tail keywords

Unlike their two- or three-word counterparts, long-tail keywords are more specific. While using them may not get you as much search traffic, you'll be rewarded with a higher conversion rate.

Here are some more benefits of using long-tail keywords:

- Less competition
- Targeted traffic
- Already includes short keywords

Why long-tail keywords? If you think about it, you use it all the time when doing online search. For example, you don't search for just "running shoes." You search "best men's running shoes 2020" to get the results you want.

With a more specific keyword, you can outdo your competitors

3. Keep content fresh

Creating content takes time. Thankfully, keeping your content fresh doesn't necessarily mean starting from scratch every time.

Here are some ways you can keep your content fresh:

- **Repurpose content.** Reinvent a relevant old content into something else. For example, you can make a video from one of your still relevant blogs.

- **Check for broken links.** Some pages may no longer be available. Make sure all links are still working; if not, replace or remove them.

- **Add internal links.** Link new content to a related, and still valuable, old content.

- **Update outdated facts or tips.** Some things may no longer be what they used to be several months or a year after you wrote them. Update your facts and tips to keep your content relevant and valuable.

- **Rewrite it or remove it.** Rewrite outdated content if it still has value. If not, don't hesitate to remove it from your site.

When keeping content fresh, focus on cornerstone and popular contents first. Fresh content is a great way to attract readers.

4. Optimize all images and alt text

Quality content comes with media. Optimizing your media and alt text can boost your SEO ranking.

Here are some benefits of using optimized images on your blog:

- Makes articles easy to read
- Increases image search engine traffic
- Makes articles look appealing

Alt text describes your image when it doesn't load. It's also read to visually-impaired audiences so they know what the image is.

Here are three tips to come up with excellent alt text:

1. **Keep it short yet descriptive**
2. **Be straight to the point**
3. **Use keywords but don't overuse them**

Properly optimized images with alt text show up more easily in Google's image search. This results in more organic traffic and higher ranking.

5. Optimize Meta Tags - Title Tag and Meta Description

A **title tag** is the clickable blue headline text you see in Google search results. It's what compels the audience to click or skip your website.

Here are three important qualities of a great title tag:

- Short (under 60 characters)
- Contains your main keyword
- Sparks interest or curiosity by adding special words/phrases/numbers

Adding benefits, how-tos, and special words also lead to a higher click-through rate.

The meta description, on the other hand, is the text you see under the title tag. It should briefly explain what your content is about.

Here are some points to keep in mind when making a meta description:

- Write a compelling description of the content.
- Stay within 155 characters or less.
- Make it unique.
- Use focus keywords.

The title tag and meta description are what searchers see first. These two directly impact your click-through rates, so it's important to optimize both for a higher SEO ranking.

6. Prioritize user experience / Keep your audience in mind

Many marketers focus on ranking algorithms instead of user experience. Ironically, this results to losing potential sales and difficulty ranking higher in Google.

Modern SEO no longer revolves around just keywords. SEO now focuses on users' needs. What does your audience need?

Learn what your audience needs first. From there, start creating useful, valuable, and easy-to-read content. Google rewards relevant high-quality content by placing it on top of search results.

Focus on user experience before search engines and you're more likely to rank higher.

7. Make sure your site is mobile-friendly

There are over 200 ranking factors and being mobile-friendly is one of them.

Here are some benefits of a mobile-friendly site:

- higher search visibility rate
- better user experience
- improved credibility

- increased brand awareness
- higher sales

Bottom line: more people are using mobile phones these days. Creating a seamless experience for your audience makes you rank higher.

8. Keep your site secure — use SSL

Having a secure site results in better overall user experience. A secure site also gains trust and delivers a higher returning-audience rate.

Having SSL shows your audience you have a verified site safe from hackers.

Overall, anything that improves user experience makes you rank higher.

Remember, even Google prioritizes users first. As you will have noticed, most of these secrets focus more on user experience.

Creating quality content in a user-friendly site helps you rank higher in Google.

To more high-ranking pages!

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