



Your SEO Company

Report

# Tesla.com

Jul-06 2018 — Jul-12 2018

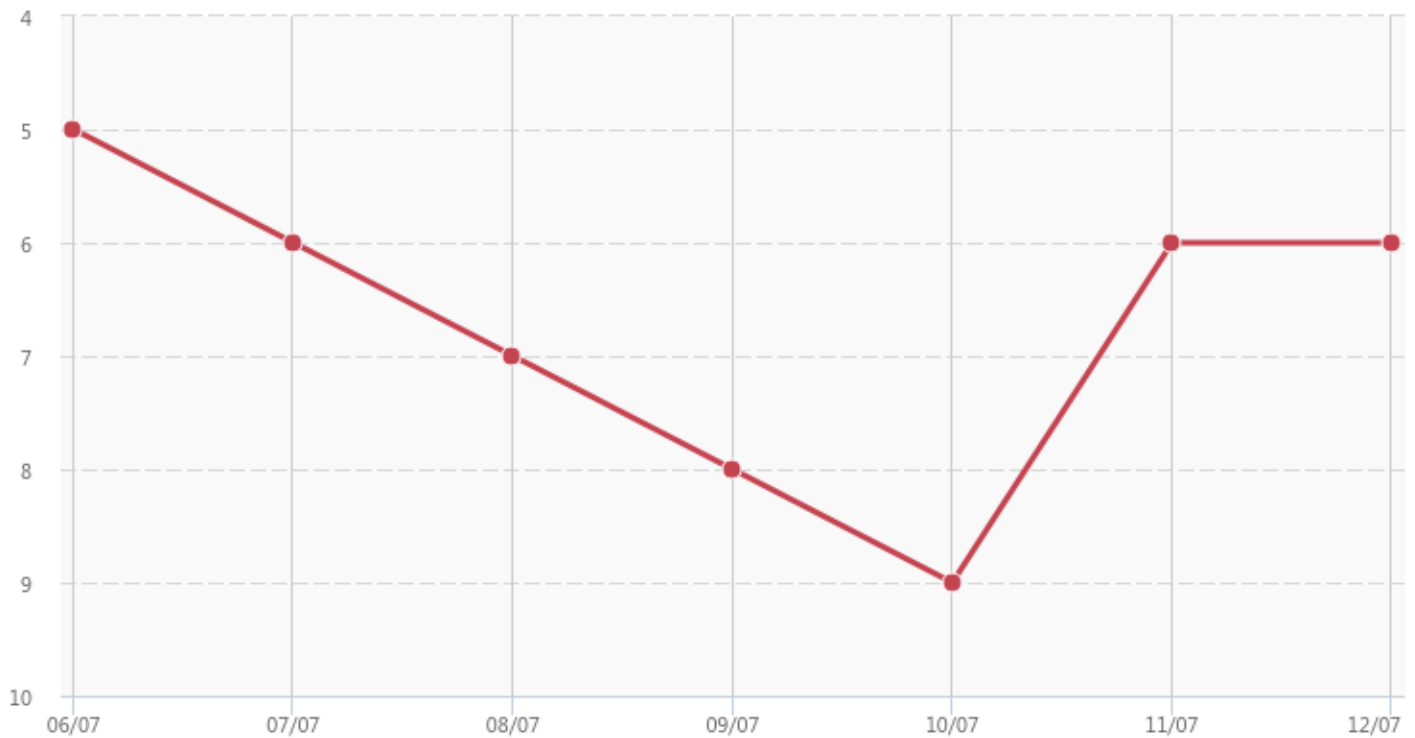
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# TESLA MOTORS [TESLA.COM](https://tesla.com)

## Report

Report created on Jul-12 2018

From Jul-06 2018  
to Jul-12 2018



**6 -1**

Average position

**24**

Keywords in Top 10

**1**

Positions up

**18**

Positions unchanged

**9**

Positions down

# Rankings for the first and last period dates

## Google United Kingdom

Jul-06 2018 - Jul-12 2018

Keyword	Search Vol.	Jul-06	Jul-12
electric cars	18,100	27	35 -8
supercharger	2,900	2	2
tesla model s price	2,900	1	1
tesla roadster	2,400	1	1
roadster	1,000	1	1
tesla test drive	210	1	1
tesla 0 - 60	0	18	20 -2

# Google USA

Jul-06 2018 - Jul-12 2018

Keyword	Search Vol.	Jul-06	Jul-12
electric cars	74,000	32	35 -3
supercharger	22,200	1	1
tesla model s price	40,500	1	1
tesla roadster	27,100	1	1
roadster	9,900	1	1
tesla test drive	1,600	1	1
tesla 0 - 60	0	6	8 -2

# Google Mobile USA

Jul-06 2018 - Jul-12 2018

Keyword	Search Vol.	Jul-06	Jul-12
electric cars	74,000	25	26 -1
supercharger	22,200	1	1
tesla model s price	40,500	1	1
tesla roadster	27,100	1	1
roadster	9,900	1	1
tesla test drive	1,600	1	1
tesla 0 - 60	0	5	8 -3

**Bing USA (English)**

Jul-06 2018 - Jul-12 2018

Keyword	Search Vol.	Jul-06	Jul-12
electric cars	74,000	7	3 +4
supercharger	22,200	1	2 -1
tesla model s price	40,500	1	1
tesla roadster	27,100	1	1
roadster	9,900	1	2 -1
tesla test drive	1,600	1	1
tesla 0 - 60	0	4	5 -1

# Brief history of website rankings

## Google United Kingdom

Keyword	Search Vol.	Jul-02 2015	6 month ago	3 month ago	Month ago	Current rankings
electric cars	18,100	3	-	27 +73	42 -15	35 +7
supercharger	2,900	2	2	2	2	2
tesla model s price	2,900	1	1	1	1	1
tesla roadster	2,400	2	1 +1	1	1	1
roadster	1,000	7	1 +6	1	1	1
tesla test drive	210	1	1	1	1	1
tesla 0 - 60	0	1	21 -20	13 +8	20 -7	20



## Google USA

Keyword	Search Vol.	Jul-02 2015	6 month ago	3 month ago	Month ago	Current rankings
electric cars	74,000	3	56 -53	35 +21	30 +5	35 -5
supercharger	22,200	2	1 +1	1	1	1
tesla model s price	40,500	2	1 +1	1	1	1
tesla roadster	27,100	2	1 +1	1	1	1
roadster	9,900	4	1 +3	1	1	1
tesla test drive	1,600	1	1	1	1	1
tesla 0 - 60	0	2	20 -18	11 +9	9 +2	8 +1

## Google Mobile USA

Keyword	Search Vol.	Jul-02 2015	6 month ago	3 month ago	Month ago	Current rankings
electric cars	74,000	3	52 -49	28 +24	23 +5	26 -3
supercharger	22,200	2	1 +1	2 -1	1 +1	1
tesla model s price	40,500	2	1 +1	1	1	1
tesla roadster	27,100	2	1 +1	1	1	1
roadster	9,900	4	1 +3	1	1	1
tesla test drive	1,600	1	1	1	1	1
tesla 0 - 60	0	2	20 -18	10 +10	7 +3	8 -1

## Bing USA (English)

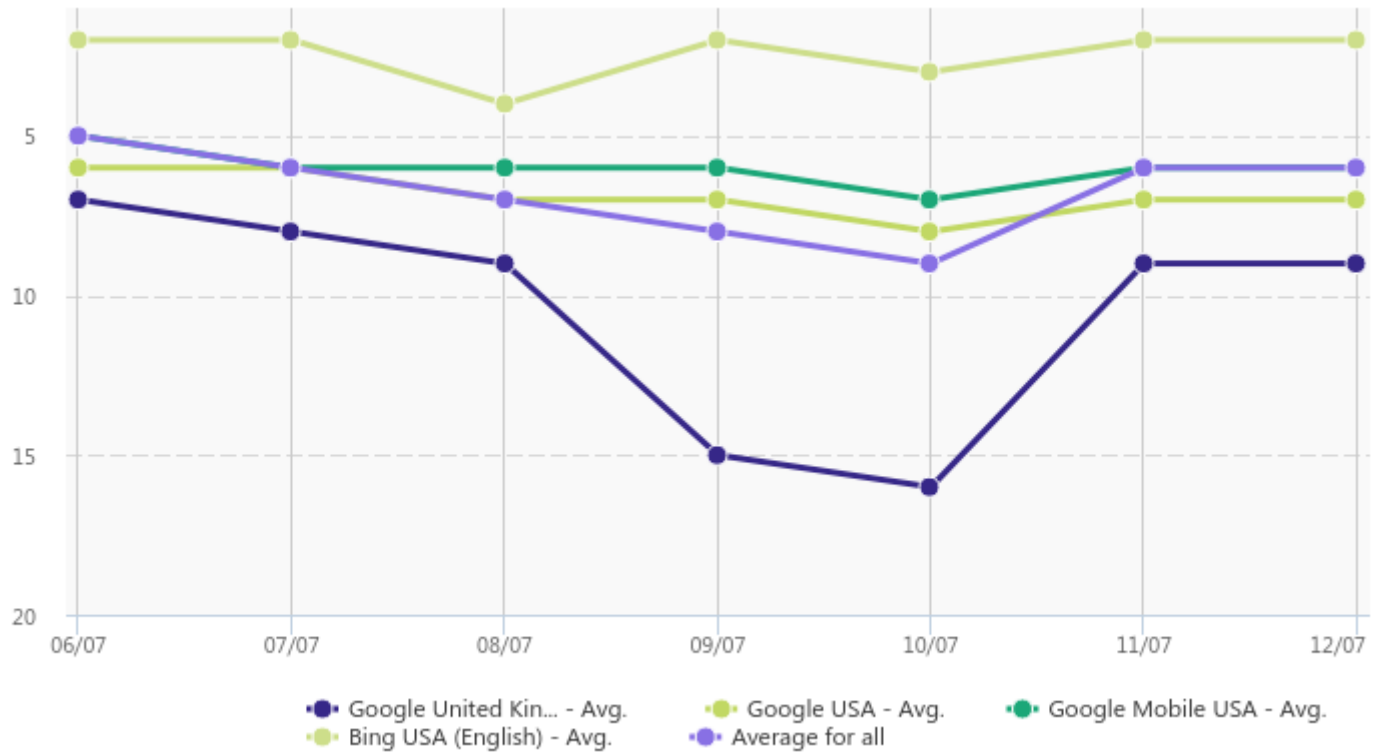
Keyword	Search Vol.	Jul-02 2015	6 month ago	3 month ago	Month ago	Current rankings
electric cars	74,000	3	3	2 +1	1 +1	3 -2
supercharger	22,200	15	3 +12	13 -10	8 +5	2 +6
tesla model s price	40,500	1	1	1	1	1
tesla roadster	27,100	1	1	1	1	1
roadster	9,900	7	1 +6	4 -3	1 +3	2 -1
tesla test drive	1,600	1	1	1	1	1
tesla 0 - 60	0	6	3 +3	4 -1	5 -1	5

# Rankings overview table

Search Engines	Total Keywords	TOP 3	TOP 4..10	TOP 11..30	Out of SERP	Avg. Position
Google United Kingdom	7	5	0	1	0	9
Google USA	7	5	1	0	0	7
Google Mobile USA	7	5	1	1	0	6
Bing USA (English)	7	6	1	0	0	2

# Rankings Charts

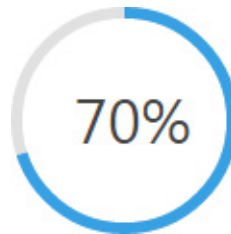
## Average position







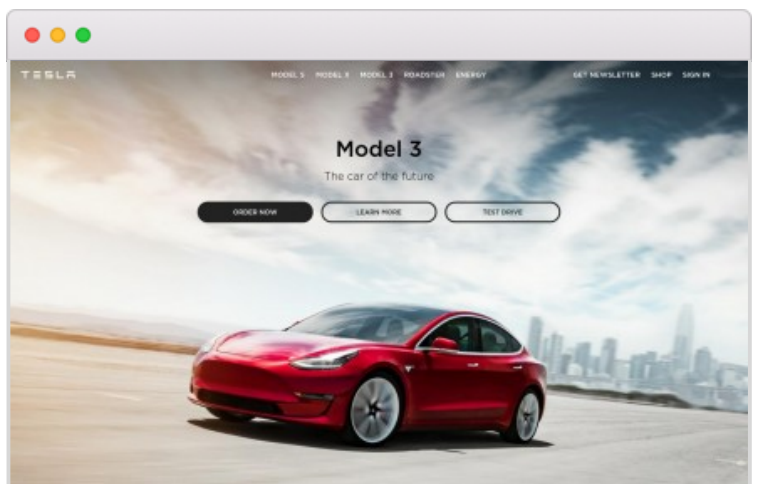
# Website audit

## Domain overview

IP address:	205.234.27.221
Server location:	United States
Age:	25 y 8 m
Expiration date:	Nov-03 2018
Web archive age:	Nov-25 2002
MozLinks:	5,574
MozDomainAuthority:	77
Alexa rank:	2,750
G pages indexed:	271,000
Bing pages indexed:	516,000
Yahoo pages indexed:	516,000



-  10 Crawled pages
-  10,126 Passed Checks
-  7 Important Fixes
-  45 Semi-important fixes



## Health check

---

### ✘ WWW redirect

This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.

#### Resolve

*Make sure that your website with www doesn't redirect to the website without www. Try to choose a preferred domain name with www or without www. Search engines consider both websites as two different ones that's why it is important to use [301 redirect](#) from [www.website.com](#) to [website.com](#) or you can redirect from [website.com](#) to [www.website.com](#). It is crucial to avoid duplicate content.*

### ✔ URL rewrite

Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs. Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear for users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLs.

### ✔ Trailing slashes

If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.

### ✘ Does not redirect HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially [announced](#) that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions.

#### Resolve

*Move your site to https using [this guide](#).*

### ✔ Robots.txt

Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and index the maximum number of the website's pages.

### ✔ XML sitemap

It is important to create [XML sitemaps](#) in order to help search engines crawl your website. After submitting your Sitemap to the search engines, we recommend you to get the feedback how to improve it. You can generate XML sitemaps for URLs, images and videos, news and mobile content.

You should specify the change frequency for each URL, time when you have made the last changes and the importance of the URLs. You will help search engines to crawl the site easily and intelligently.

### ✔ No flash

Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

### ⚠ No frame

Resolve

*Avoid the use of frames on your web pages as much as possible and use the [NoFrames tag](#) on website.*

### ✔ Common homepage variations

Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

## Pages analysis

Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

✔ 7 Pages with 2xx response

✔ 0 Pages with 3xx response

✔ 0 Pages with 4xx response

✔ 0 Pages with 5xx response



- ✓ 0 Pages with too big size

---

- ✓ 0 Pages with too long URL

---

- ✓ 0 Pages blocked by robots.txt

---

- ✓ 0 Pages blocked by meta noindex

---

- ✓ 0 Pages blocked by meta nofollow

---

- ✓ 0 Pages with meta refresh redirect

---

- ✓ 7 Pages with rel="canonical"

---

- ✓ 2 Pages without rel="canonical"

---

- ✓ 0 Pages with the same canonical URL rel="canonical"

---

- ✓ 0 Pages with duplicated rel="canonical" tag

---

- ✓ 5 Pages with rel="alternate"

---

- ✓ 5 of Pages with the hreflang attribute

---

- ✓ 2 Pages with no hreflang attribute

---

- ✓ 0 Pages with errors in the hreflang attribute

---

## Meta analysis

Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 50-320 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence your search results. Check your titles and meta descriptions with Google Search Console for warning messages about duplicate content.

- ✓ 0 Pages with duplicate title

---

- ✓ 0 Pages with missing or empty Title

---

- ✓ 0 Pages with Title too long > 70

---

- ✔ 0 Pages with Title too short < 10

---

- ✔ 0 Pages with missing or empty Description

---

- ✔ 0 Pages with duplicate Description

---

- ⚠ 1 Page with Description too short < 50

---

- ✔ 0 Pages with Description too long

---

## Content analysis

Keep in mind that unique content plays a vital role in search engine results. Your website structure should include HTML headings (h1-h6). Try to use important keywords in your headings. The tag H1 must have the most important keywords. Don't use [duplicate content](#) for your heading tags. The best variant is just to use h1-h3.

Write only unique content, no duplicate and rewritten content. Keep your content with 400 words and more. Too long articles are not good either. It is better to keep a happy medium. Try to minimize the number of spelling and grammar mistakes.

- 
- ✔ 0 Pages with duplicate content

---

  - ⚠ 2 Pages with a low word count < 250

---

  - ✔ 0 Pages with empty H1 tag

---

  - ✔ 0 Pages with no H1 tag

---

  - ✔ 0 Pages with H1 too long

---

  - ✘ 3 Pages with duplicated H1 tag

---

  - ⚠ 1 Page with empty H2 tag

---

  - ⚠ 1 Page with no H2 tag

---

  - ⚠ 1 Page with H2 too long

---

## Links analysis

Make sure you have no more than 100 external links per each page. Try to link only to quality website. Use

**Nofollow tag** for external links if you don't want to show unsolicited links to search engines. Optimize the anchor text of your links with important keywords. Avoid keyword stuffing. Don't use too spammy links for your website. Analyze the structure of your interlinking here: [Google Search Console: Search Traffic > Internal links](#).

---

- ✔ 0 Pages with too many outgoing links > 100

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- ✔ 0 URLs with the excessive number of redirects > 5

---

- ⚠ 5 Internal links with missing anchor

---

- ✔ 0 External links with missing anchor

---

- ✔ 0 Internal links use rel="nofollow"

---

- ✔ 0 External links use rel="nofollow"

---

- ✔ 0 Pages with no inbound internal links

---

- ✔ 26 External links use rel="dofollow"

---

- ✔ 0 External links with 4xx status

---

- ✔ 0 External links with 5xx status

---

- ✔ 26 External links

---

- ✔ 9998 Links in the XML site map

## Images analysis

Keep your Alt text and Image titles unique per each image. Use no more than 7 words for Alt text. Avoid keyword stuffing. Make your images informative and detailed with important keywords. Get good-quality images with a specified width and height for each one.

---

- ⚠ 24 Images with missing ALT text

---

- ✔ 0 Images with 4xx status


---


- ✔ 0 Images with 5xx status


# Optimization


---


## Mobile


-  Minify JavaScript


---
-  Eliminate render-blocking JavaScript and CSS in above-the-fold content


---
-  Leverage browser caching


---
-  Prioritize visible content


---
-  Minify HTML

---
-  Optimize images

---
-  Minify CSS


---
-  Enable compression


---
-  Reduce server response time


---
-  Avoid landing page redirects


---

## Desktop

-  Optimize images

---
-  Leverage browser caching

---
-  Minify JavaScript

---
-  Enable compression

---

⚠ Eliminate render-blocking JavaScript and CSS in above-the-fold content

---

⚠ Minify HTML

---

✅ Prioritize visible content

---

✅ Minify CSS

---

✅ Reduce server response time

---

✅ Avoid landing page redirects

---

## Usability and technologies

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✅ Favicon

Make sure that you have a favicon for your website and it is consistent with your brand. The favicon should give your website a professional look, an easy identification and branding.

---

❌ Custom 404 page

Use a [Custom 404 page](#). If you correctly create your Custom 404 page, it will help people find all proper content, provide other useful information and encourage them to stay your website further.

A 404 page is an error message that a user sees when trying to follow a non-existing page on your website (for example, if this page is deleted or you've mistyped URL). The standard 404 page can differ from your ISP and it usually doesn't contain any helpful information, that's why many people are used to leave this website.

### Resolve

*Create a 404 page and customize it in the way you use for other pages of your website, including the navigation bar.*

---

✅ Website speed avg: 87 ms

It is important to have a fast [website speed](#) as it has a great impact on your website ranking. Good website speed will bring you more visitors and reward you with high conversion rates.

---

### ✔ Safe browsing

Try to avoid phishing and malware for your website. You can make your website work safe with [Google Safe browsing](#).

---

### ⚠ W3C HTML validation

Make sure that you use valid markup that doesn't contain HTML errors. With syntax errors you make your page difficult to get indexed by search engines.


[Errors: 55, warnings: 29](#)

#### Resolve

*You can check website errors with [W3C validation service](#) and make sure your website meets the web standards.*

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# Online marketing plan

 Step 1. Semantic core and keyword Research 0/3


 Step 2. On-Site Optimization 0/19

 Step 3. Mobile optimization 0/3

 Your own tasks 0/0

 Step 4. Content strategy 0/8

 Step 5. Off-Site Optimization 0/7

 Step 6: Social media strategy 0/4

Total tasks: 0/44

0 Complete

44 To do

0 Complete

44 To do

0%

## Step 1. Semantic core and keyword Research 0/3

### Analyze competitors' keywords

Competitor research is a primary stage of the keywords collecting. The logic is simple: if a competitor's website is ranked in the SERP's top it contains keywords that already worked well for search engines, which means that these keywords may work for your website as well.

Additional info: [Keyword Planner](#)

### Collect core keywords

A semantic core of a website is a collection of keywords that a) describe a business (product or service) and b) help promote the site and achieve better SERPs results.

Additional info: [SE Ranking Keyword Suggestion Tool](#), [Can long tail keywords double your traffic? Irrelevant keywords](#)

### Group the keywords from the final list

Keyword grouping refers to splitting the full list of keywords into semantic clusters. It allows to distribute the keywords between the site's pages and to avoid keyword cannibalization - when several pages of the one site compete for the rankings for the same query.

Additional info: [Top 3 Benefits of Using Keyword Grouping](#)

## Step 2. On-Site Optimization 0/19

## Install a Web Analytics Tool and Set Up Goals

Web analytics tools monitor how much traffic your website is acquiring and how your visitors are interacting with your website. In order to measure performance you need to set goals. The goals in the web analysis refer to a particular user's action (a registration, a transaction, etc.) that the site's owner defines as the targeted action. Setting up goals help define marketing strategy and make adjustments on a fly.

Additional info: [How to Set up and Edit Goals in Google Analytics](#), [About Goals in Google Analytics](#), [Google Analytics Features](#)

---

## Add a Website into Google Search Console

Google Search Console is a free instrument from Google that tracks site's rankings in Google Search results. It is a mediator between the engine and a webmaster that helps understand how the search engine ranks the website. It also helps to reveal site's errors, what pages are indexed and which ones are blocked. Generally, Search Console data shows what to fix in order to enhance the site's search performance.

Additional info: [Webmaster Tools Help Center](#), [How to Add a website to Webmaster Tools](#), [How Google Search Works](#), [Bing Webmaster Tools](#).

---

## Register a Local Business in Google Maps

For local queries (e.g. [pizza near me], [best bar chicago], [dentist seattle], etc.), Google displays a map with proper companies nearby. To get a business appear on such map, one should complete a registration process. This will increase overall search visibility of the site and will allow users of a particular region to choose a local product or service.

Additional info: [Local businesses](#), [16 Google SERP features you should monitor for better SEO](#).

---

## Develop a logical site structure

Structure of the website is the way different elements of the site (sections, subsections, pages) are correlated and linked with each other. The structure should be transparent and logical so the search robots could easily scan the site and find all its pages.

Additional info: [How to Create a Site Structure](#)

---

## Secure a website by moving to HTTPS

HTTPS is an HTTP Secure - an adaptation of HTTP for safe communication. It is needed to maintain site's security so no information such as visitors actions or their contact details is retrievable. The presence of https protocol has been an influential ranking signal since 2014.

Additional info: [HTTPS as a ranking signal](#)

---



Define a preferred domain (www or non-www)

For search engines [www.redirectit.com](#) and [redirectit.com](#) are two different pages, so defining the preferred domain will help avoid page duplication.

Additional info: [Set your preferred domain \(www or non-www\)](#)

---

 Create a robots.txt file

Robots.txt is a file which purpose is to stop search robots from indexing particular pages of a website, i.g. pages with the sensitive data: personal profiles, internal database information, files intended only for the internal use etc.

Additional info: [Block or remove pages using a robots.txt file](#)

---

 Create XML sitemap

The file sitemap.xml is an xml text file that contains information about the pages of the site to be indexed (URLs, the date of their last modification, the priority and frequency of the update, and more). Sitemap.xml helps search robots find all website pages and index them faster.

Additional info: [The Importance of XML Sitemap: Do you need to generate and submit it?](#), [Submit a Sitemap to Google Webmaster Tools](#)

---

 Set a language with .hreflang attribute

Attribute .hreflang is used to define a language of a website or a regional URL in case a website is translated into multiple languages. This attribute shows Google what URL to display in search results for a specific region.

Additional info: [Use hreflang for language and regional URLs](#)

---

 Make URLs SEO Friendly

SEO-friendly URL means that it is easily readable and includes proper keywords: /how-to-create-good-url instead of /xn--80ajgxi.xn--80aqcc%31bjd0be.xn--p1ai/. An optimized URL lets both users and search robots understand the content of the page right away. This positively affects the page's ranking.

Additional info: [Keep a simple URL structure](#)

---

 Use Breadcrumbs

Breadcrumbs are graphic elements used for navigation assistance. They show a route of transitions between site's pages. Breadcrumbs help search engines understand a hierarchy of the website's pages. Search machines can parse the breadcrumbs data and display them in snippets. The snippets provide users with a short and attractive description of the page.

Additional info: [Breadcrumbs-Rich Snippets](#)

---

**Create SEO-friendly internal cross-linking**

Internal cross-linking is a system of links between different pages of a website. Well-structured interlinking helps distribute backlink weight between the pages and enhance the site's overall authority in search.

Additional info: [Link architecture](#), [Internal links](#)

---

 **Check HTTP status codes**

HTTP status code is a server's response to a request of a browser that comes in a form of a three-digit code, where the first digit indicates one of the standard response classes. Regular review of the status codes allows to control whether all pages of the website work as they are supposed to. Search engines may lower the rankings of a website with a lot of pages that contain wrong response codes.

Additional info: [301, 404, 503 and other scary numbers: how to treat them and why](#)

---

 **Use Canonical URLs**

A lot of of websites have pages that contain the same information. Search engines may consider it as a duplicated content. An attribute rel="canonical" shows search robots which of the pages with the same content is preferable for indexing.

Additional info: [Specify your canonical](#), [Consolidate duplicate URLs](#)

---

 **Check the markup validity of web documents in HTML**

The validity means how the code conforms to the open standards. If a website's HTML code contains a lot of errors, it may negatively impact the website's ranking.

Additional info: [Validation](#), [Verification: HTML file](#)

---

 **Fix broken links**

Broken links can harm user experience and thus, harm behavioral signals of a website. Non-working links discourage users from further work on the site. For search engines a broken link means an error. If a site has a great number of such errors search engine robots will mark it as a low quality website and decrease its overall search ranking.

Additional info: [Remove URLs Tool](#)

---

 **Mind the number of outbound links**

If a website has a lot of non-relevant outbound links, search engines can consider its activity as a spam. Thus, the search rankings of the site may drop dramatically.

Additional info: [The common sense while you link out](#)

---

Improve Page Speed

Page speed refers to the time needed to load the page content. It is one of the influential Google ranking signals.

Additional info: [Speed Suggestions, Using Site Speed in Web Search Ranking](#)

---

 Create a 404-error page

A 404 status code is a response to a non-existing page. It may occur if a page was redirected, deleted, renamed or if a user mistyped URL, etc. All non-found pages should be redirected to a 404-error page that will inform users what has happened and what they need to do to proceed.

Additional info: [Soft 404 errors](#)

---

## Step 3. Mobile optimization

0/3

 Create a mobile version of a website

The share of users who prefer browsing websites using mobile devices instead desktop keeps increasing. So the mobile website should be tailored for the smaller screen to accommodate user experience via mobile. Since April 2015, website's mobile optimization has become a factor of Google search rankings.

Additional info: [Mobile-Friendly Test](#), [Create an effective mobile site](#)

---

 Set up a redirection for mobile users

When users find a website in mobile search results, it's important to redirect them to a mobile version of the website: from mywebsite.com to m.mywebsite.com. Such redirection affects a website rankings and usability.

Additional info: [Google Starter Guide](#)

---

 Improve mobile loading speed using AMP

Loading speed impacts user experience greatly and it is also an important factor for search ranking. Google leads a project called AMP - accelerated mobile pages - a technology for improving performance of mobile sites.

Additional info: [AMP: About](#)

---

## Step 4. Content strategy

0/8

Write a unique title for each page of a website

The title tag is a part of the HTML code that helps search engines understand the content of a page. That is why title optimization is crucial for page ranking.

Additional info: [Page titles](#), [Create good titles and snippets in Search Results](#)

---

 Create unique meta descriptions for each page

The meta description is a tag in HTML that users see in SERP as a snippet - a preview of the page content which shows whether the page fits their query.

Additional info: [Meta tags that Google understands](#), [Create good titles and snippets in Search Results](#), [How to Set Up Rich Snippets to Boost Your SEO Results](#)

---

 Optimize H-tags (heading tags)

Heading tags are parts of the HTML code that indicate a title (a heading) and subheadings on a page. There are six levels of heading tags: from H1 (the most influential) to H6 (the least influential). A proper distribution of keywords between H-tags shows the search robots which keywords are more important than others.

Additional info: [On-Site Optimization](#), [Meta tags that Google understands](#)

---

 Use Alt tags for every image

Alt tag is an attribute within an img tag. It is a short (up to 5 words) description of a picture it is related to. Alt tag helps search engines understand faster what's on a picture. Alt tag also help users: if by any reason an image is not displayed, users will see its description.

Additional info: [Image publishing guidelines](#), [About Images](#), [Alt Tags](#)

---

 Optimize content both for robots and humans

Search robots are on the user's side - they appreciate a unique and useful content. It's crucial to include keywords in your content, but they need to make sense and look natural.

Additional info: [Steps to a Google-friendly site](#), [10 SEO content factors you need to focus on](#)

---

 Create fresh and trendy content

A website's content should correspond to user's demand: be eye-catching and relevant.

Additional info: [Google Trends Support Center](#)

---

Develop a content plan

The content plan is a list of content pieces with defined due dates. Regular content updates on a site plays a significant role in the website's ranking. Content plan helps keep track of the upcoming pieces of content streamlining the processes of content creating and publishing.

Additional info: [Frequent update](#), [Content Strategy](#)

---

 Add a blog to a website

A blog is a powerful marketing instrument for attracting, engaging, and converting users. Blog can also help significantly in improving a website rankings in SERP.

Additional info: [Create a blog](#), [Going viral: 9 working tips on how to make people share your posts](#)

---

## Step 5. Off-Site Optimization

0/7

 Mind both a quantity and quality of a site's backlinks

Backlinks - the links that lead from different web sources to our website - play significant role in a search ranking of the site. It's important to mind the balance between a quantity and a quality of backlinks since both of them impact the backlink profile.

Additional info: [How to use backlinks?](#), [How to check your links: a step-by-step guide](#)

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 Analyze backlinks of the competitors

Competitor research is a key stage of the link-building strategy. An analysis of backlinks of a competitor that reached the TOP helps understand how a successful backlink profile should look like.

Additional info: [Building links like you never thought is possible](#)

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 Create link-building strategy

Link-building strategy refers to priorities in getting backlinks. It depends on the current status of the backlink profile and backlinks of the top-ranking competitors.

Additional info: [Effective low budget link building](#), [The True Value of DoFollow and NoFollow Links for SEO](#)

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 Cooperate with websites by sharing relevant content within the niche

One of the crucial factors of a backlink quality refers to the relevance of the host website. The backlink from a website that is thematically related is more valuable than a link from an authoritative but unrelated site. That is why one should exchange and post guest-blogging articles in resources that are popular in the targeted niche.

Additional info: [How to Make a Perfect Guest Post](#), [Guest Posting is Not Dead](#)

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### Participate in Forum Discussions and Answer the Questions in the Field

Users potentially interested in some product or service often browse relevant forums searching for fresh information and reviews. Active participation in forums or blogs discussions can contribute to the website's ranking and stimulate traffic growth. Besides, Q&A platforms (Yahoo Answers, Google Answers, Answerbag, Quora, Reddit, etc.) can be used not only for getting interesting opinions on different subjects but also for growing brand awareness and attracting targeted users to the website.

Additional info: [Building links like you never thought is possible](#), [SEO for Quora: Tips on How to Attract New Customers](#)

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### Encourage users to write reviews about your service

There are review aggregators where users share their opinion about services/products and make a decision whether to try the service/product. Search engines evaluate mentions and reviews of a website, so the reviews impact the ranking, especially in local SEO.

Additional info: [Tips for Writing Great Reviews](#), [Building links like you never thought is possible](#)

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### Use images, videos, and documents for website promotion

Infographics, videos, webinars, podcasts, PDF documents, and images are types of a shareable content that can increase search visibility of the website in video, image and document search results. The key for efficient use of multimedia files lies in the proper optimization.

Additional info: [Video optimization tips](#), [Tips for optimizing your video campaign](#), [Image optimization, How and why You Should Optimize Your Images](#)

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## Step 6: Social media strategy

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### Learn the Social Signals Model of the Industry

Shares in social media increase the visibility of the page and its user engagement metrics which lead to the growth of the page's ranking. Before starting a social media campaign, one should define the type of content that would strike for a particular business segment.

Additional info: [Your Guide to Social Signals for SEO](#)

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### Strive to create viral content

Active and influential accounts on Google Plus, Twitter, Facebook, Pinterest, etc. help get additional traffic and attention to a brand. They also can be very contributive to the website's search ranking.

Additional info: [Your Guide to Social Signals for SEO](#), [Going viral: 9 working tips on how to make people share your posts](#)

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Add Social Media Buttons to a Website

Social media buttons are icons (in a header, sidebar or a footer of a page) that allow to share the page's content via social media with a single click. This helps to spread the word quickly.

Additional info: [Add Social Media Buttons](#)

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 Use Open Graph Protocol for Social Media Posts

Open Graph is a protocol that allows to control the look of social media posts sharing articles from a website. It is a set of meta-tags that structure the information (a headline, a description, a preview) in the post so it could attract more clicks and shares.

Additional info: [Open Graph Stories on the Web](#)

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## Your own tasks

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