

# *Diesel* MARKETER

# 15 Advanced SEO Growth Hacks

**Shortcuts to Higher  
Google Rankings**



**Daniel Burford**

## **Legal Notice**

This eBook is copyright protected. This is for personal use only. You cannot amend, distribute, sell, use, quote or paraphrase any part or the content contained within this eBook without the consent of the author or copyright owner. Legal action will be pursued if this is breached.

## **Disclaimer Notice**

Please note the information contained within this document is for educational purposes only.

Every effort has been made to provide accurate, up to date, reliable and complete information. No warranties of any kind are expressed or implied. Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

By reading this document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, which are incurred as a result of use of the information contained within this document including, but not limited to, errors, omissions, or inaccuracies.

# Introduction

Search engine optimisation is web marketing that improves your search engine rankings in Google, Yahoo and Bing. With so much information available, it's easy for businesses and entrepreneurs to be unsure what to do to achieve higher search engine rankings.

Some of the most common questions we get asked everyday include:

- What is Search Engine Optimisation and how is it achieved?
- What are the best SEO quick fixes to get better Google rankings?
- How to build an SEO optimised webpage and website?
- What is an SEO Url?
- What is keyword research and how do I choose the best keywords for my site?
- What should every page on my website have?
- Is loading speed really that important when it comes to build a website?
- What do I need to change about my website for better Google rankings?

In this exclusive guide, I'm going to uncover 15 Advanced SEO Growth Hacks businesses can use to rapidly improve website rankings.

These changes, while easy to implement, can have an enormous impact on your search engine rankings almost instantly.

Use the following guide to help guide your SEO efforts. Print it out, save it to Evernote, email to your marketing manager.

Let's get started.

Daniel Burford  
CEO, [DieselMarketer.com](http://DieselMarketer.com)

## 1. Start Using Optimal Website Urls

Google gives significantly more weight to the first 3 to 5 words in a URL.

So instead of:

- <https://www.diesemarketer.com/a-really-really-long-url-that-is-very-long-and-not-seo-optimised> OR
- <https://www.diesemarketer.com/81241290>

Your Url's should be short and meaningful:

- <https://www.diesemarketer.com/get-better-seo>

Additionally, this is shorter and easy for visitors to remember.

This should apply to all your website pages and posts, except if the page is not intended to be indexed by the search engines.

## 2. Use Appropriate SEO Titles

Always ensure your title tags are under 55 characters. Google only displays first 50 to 60 characters of the title tag (or the maximum number of characters that will fit into any given 512-pixel display) in its search engine results.

Additionally, you should be mentioning your target keyword in your page title, which should be wrapped in a h1 tag, i.e. <h1>Title Goes Here</h1>.

## 3. Incorporate Visual Media for More Google Love

Always embed visual media into your web pages and posts. These include images, videos and pictures.

Why?

Adding media engages visitors, meaning they will stay on your website longer. The longer they stay on your website, the lower your bounce rate will be. The lower your bounce rate is, the better.



Additionally, visual media often invokes users to share your content on social media, which results in a link back to your site.

The easiest way to do this is by using royalty free stock images and complimentary videos from sources such as Youtube.

Not sure where to get images from? Check out [this huge list](#) I compiled of places to easily find royalty free stock images online.

#### 4. Link to Authority Sites

Always link back to authority websites to capitalise on SEO. This means to insert a hyperlink to an authority site in your web pages.

Outbound links to pages that are related to yours provide relevancy signals that will help search engines understand the topic under discussion on your website. It will also prove to the search engines that your web pages contain quality information.

## 5. Use Keywords You Can Rank for

Start by searching for relevant keywords to include in your web pages. While there are a number of excellent paid tools, Google Webmaster Tools is the absolute best place for you to start searching for the right keywords.

Each webpage, including your homepage, should target 3-5 closely related keywords. Once you have these keywords, start optimising your website for these keywords.

- [Click here](#) for a free guide on how to choose your keywords using Google Keyword Planner.

## 6. Use Keywords in Your Content

Producing content is one of the best ways to both improve search engine rankings and provide value to your visitors. Companies all over the web – from small business to fortune 500 companies – use blogs and content to reach visitors and build relationships with their audience.

But how do I write keyword oriented content?

- Choose keywords that are low competition with high search volume
- Incorporate the main keyword into your meta description
- Use [SEOPressor](#) to ensure you stick to around 1-2% keyword density.
- Use the main keyword in the first 100-150 words of the article
- Use a number of LSI ( latent semantic indexing) keywords. These keywords help Google identify what your post is about in a clearer way.

Tip:

- Check out this complete [SEO Writing Tutorial here](#).

## 7. ALT Tags and Image File Names

Absolutely make you sure you are optimising the ALT tags and the file names of your images. As you do this, include keywords for higher relevancy and better SEO.

To optimise your name tags, separate each word from the next using dashes. Therefore, the image name should look something like: keyword-one.jpg instead of 2015-10-14.jpg.

It will also make greater sense for search engines and they will give your pages a higher rank. Additionally, you may find that your image ranks for the said keyword as well.

Adding an alt tag is another opportunity to show Google what your page is about. This is a simple html tag that can be added in seconds. For example, if I was targeted the keyword “keyword one”, my HTML would look like this:

```
<img src = “https://www.diesemarketer.com/keyword-one.png” alt = “keyword one”>
```

Alternatively, there are tools that can automatically do this for you, which can save you a lot of time and hassle.

- [Click here](#) for a tool that can automatically optimise your website images

These changes are easy, quick wins that take seconds to implement but can have mass impact on your rankings. Additionally, SEO optimised images will often rank higher in Google’s Image results.



## 8. Your Site Should Load Fast

The time it takes for your website to load will impact your search engine rankings.

Google has categorically stated that loading speeds are important SEO-ranking signals and around 75 percent of users will not revisit a website that takes more than 4 seconds to load.

Some of the easiest wins:

- Have your website hosted on fast, reliable servers. [Click here](#) for the service I recommend.
- Compress images using tools such as <https://tinypng.com/>. As you do this, remember that most retina displays require high resolution images so remember to preserve as much image integrity as you can
- A service like [Cloudflare](#) can also improve load speed
- Sign up for [Google Page Speed](#) to test, monitor and improve your site speed

All these tactics can improve your website load speed — an easy way to improve search engine rankings.

## 9. Get More Social Shares

You should also optimise your web pages so that they can be shared on different social media platforms. Adding social media sharing buttons on your website will improve chances of getting inbound links indirectly.

Sumo is one of the best (free) tools that can help do this, both on desktop and mobile devices. Make sure your share buttons include Facebook and Twitter. Depending on your audience, you may also want to add LinkedIn, Pinterest, Reddit or Google Plus.

## 10. Your Words Matter More Than You Think

Word count is important for both Google rankings and user experience. The more you can talk about a topic, the more people will see and appreciate your authority.

How long is long enough though?

It varies from industry to industry. The best way to find out is by reverse engineering your competition.

For example, if you're a plumber in Sydney, Australia:

- Google "Plumbers Sydney". Open the first 3 webpages.
- Calculate each page's word count using a free online tool such as <https://wordcounter.net>.
- From here, you'll be able to tell the approximate word count you need to compete with the top 3 search results.

Of course, competing is the first step. To outrank your competitors, focus on content with a greater word count, new insights and incorporate visual media and videos.

Note: As a general rule of thumb, 1500-2000 words of content is a sound benchmark for most industries.

Need a hand writing content? Check out our [content writing services here](#).

## 11. You Need High Quality Backlinks

We all know that today you need backlinks to rank high. Backlinks always have been, and always will be, the most important ranking signal in Google.

But they can't just be any backlinks. While blasting thousands of backlinks using an automated tool worked in 2011, today this will do more harm than good.

Instead, for SEO to be effective requires 100% manual work using smart strategies.

One of the most effective ways of doing this is with private blog network links. This way, you're gaining authority by building backlinks on websites already trusted by Google.

Here are the most proven backlinks available:

**Diverse Authority Links:** Backlinks from trusted third party sites such as Google, Amazon, Edu sites. These form the foundation of a backlink campaign – every website needs these backlinks to rank.

**Private Network Links:** These are highly sought after that can significantly boost website rankings in short periods of time.

**Manual Outreach:** Where your website is mentioned on third party websites. A powerful tool that requires an expert to secure the placement.

**Editorial Links:** The cream of the crop. Links from authority sites such as Forbes, Huffington Post, Business and more.

**Press Releases:** An excellent source for high quality backlinks from trusted media outlets and press authorities with inclusion in Google News.

Backlinks will always be the foundation of any campaign to improve Google and search engine rankings.

## 12. You Need to be Mobile Friendly Now

As you'll know from [this post](#), the mobile-friendliness of your website now impacts your search engine rankings. This is why you

need to always use responsive code to allow your web pages adapt to a variety of mobile devices.

Responsiveness simply means that your website will adjust in size depending on the device being used to access it. Unresponsive websites have higher bounce rates on non-desktop devices.

These just signify poor user experience and search engine rankings will reflect this.

## 13. Automate SEO with Plugins

You can also use plugins to optimise your web pages further. This is especially true if you are using a WordPress website.

SEOPressor is the number one SEO plugin I recommend for businesses using Wordpress.

- [Click here](#) to learn more about SEOPressor

By using powerful plugins like these, you're able to take a lot of the legwork and guesswork out of manually marking up your webpage so it is search engine optimised. This translates to results being achieved easier and eliminating human error.

## 14. Put User Experience First

It is also important to ensure that the user experience on your web pages is excellent.

What does good user experience look like?

The quickest way I've found is by looking at your competitors in the top 10 Google search results. This should tell you what Google likes and what you need to change to start outranking competitors.

Generally, you'll want to minimise the number of ads and pop ups on your pages. The format should also be clean and clear so that users want to stay on your website. This closely correlates to reducing the bounce rate mentioned in fix 3.

## 15. Draw In Repeat Visitors

The most often overlooked way to get more traffic is to turn visitors into regular visitors. The more traffic your website has, the more Google will favour your site in the search engine rankings.

How do you convert one time visitors into regular visitors?

- Firstly, you'll need a [reliable email service provider](#) to collect, manage and email subscribers
- Secondly, place opt in forms in strategic spots on your website
- Thirdly, email your list when you have something newsworthy to tell them that will improve their lives.

Another powerful way is to set up a Facebook page and place like boxes on your website. This way, you're not only generating more traffic to your site, you're also improving your social presence.

## And, FINALLY ...

SEO changes regularly. What worked 2 years ago doesn't work today. You need to constantly monitor your search engine rankings and the happenings in Google's algorithm or you risk harming your website and having your website sandboxed or penalised by Google.

While some online marketers prefer the riskier approach of managing their SEO campaigns by themselves, we recommend focusing on what you do best and leave SEO to the professionals.

This way, your search engine rankings are on autopilot and you can rest assured you are getting quality service hands-free.

If you go down the path of doing your own SEO, make sure you are constantly following what is happening in the SEO industry. Update your SEO knowledge and use different resources to learn more about the latest search engine optimisation trends. If you don't, then you can easily find your Google rankings slipping, resulting in less traffic and conversions.

We can help you increase your search engine rankings with link building campaigns that put higher rankings on autopilot.

- [Click here](#) to see how we can help you increase your website rankings, traffic and conversions today.

Start using these SEO growth hacks today. This is how you can fix your current rankings while improving your Google rankings and amplifying your online presence quickly.

To Your Success,

Daniel Burford  
CEO, [DieselMarketer.com](#)