

How To Implement SEO Best Practices With Sitefinity



93% of online experiences begin with a search engine.*

1

Conduct Keyword Research

Choosing and targeting the right keywords can either make or break your SEO strategy, which is why it's important to research which keywords your target audience is actually searching for and cater to their content needs.

How To Implement With Sitefinity

Find out what content is missing in your site's customer journey through Sitefinity Digital Experience Cloud's journey mapping features such as online behavior tracking, detailed customer profiling, and multichannel data integration.

You can also view your Google Search Console account for keywords that are already getting visibility, or leverage paid keyword tracking tools such as SEMRush, ahrefs, and Moz among others.



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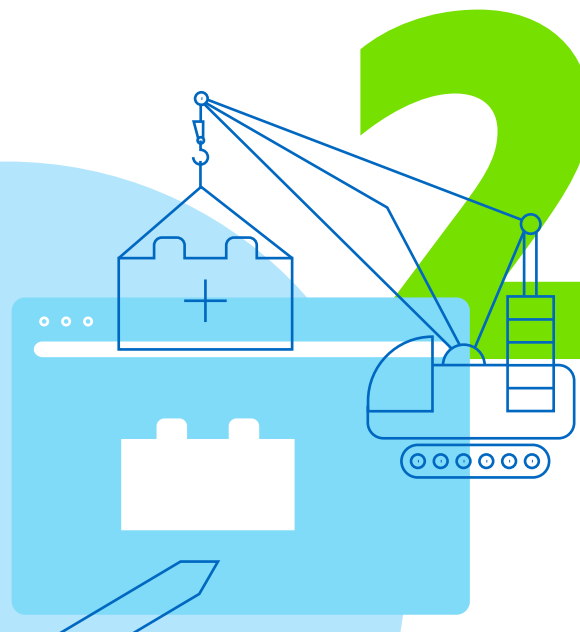
Promote On-Page Optimization

Whether one person, or several teams of people are creating content for your website, it is important for all content creators to know where and how to incorporate your target keywords.

How To Implement With Sitefinity

Use Sitefinity's built-in page editor to have full control over on-page content. Include your page's target keyword phrase and broad variations throughout your content's meta tags, header tags, image file names and alt tags, video files, and internal and external links.

Work to incorporate these keyword phrases and their broad variations throughout your content, but don't sacrifice readability and clarity of your content for optimization purposes.



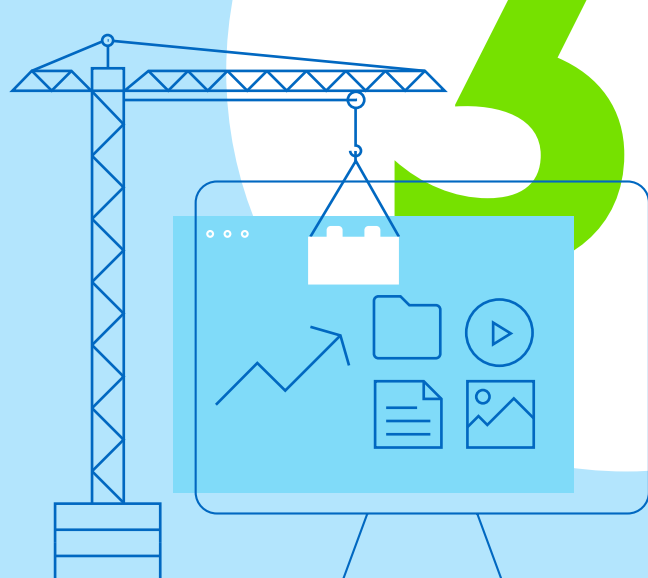
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Strengthen Your Site Architecture

How efficiently your site content and backend architecture are built affects how quickly it will become indexed in search engines, and, in turn, how quickly you can increase web engagement.

How To Implement With Sitefinity

Sitefinity gives you a built-in sitemap generator, and redirect and canonical URL management, allowing you to produce content, redirects, and localized or customized URLs that search engines can easily crawl. Use the search indexing feature to define different sets of content that can be easily found through searching.



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Promote Off-Page Optimization

A great way to establish your online presence and credibility is through off-page optimization. The more people talking about your brand and linking to your pages will improve search engine rankings.

How To Implement With Sitefinity

Utilize Sitefinity's Social Sharing (Open Graph) tags for both static pages and dynamic content to drive social media engagement and shares.



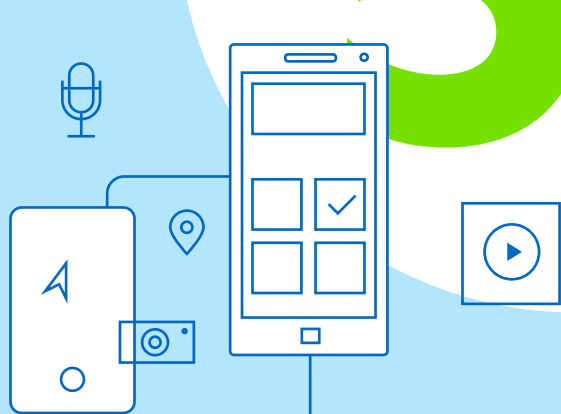
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Invest in Mobile Marketing

Today, more than 50% of Google search queries globally happen on mobile devices.* With the continuous increase in mobile web usage, optimizing the type of content that search engines deliver to mobile users, is vital to SEO success.

How To Implement With Sitefinity

To take full advantage of your mobile marketing, Sitefinity offers fully responsive websites with Accelerated Mobile Pages (AMP) support out of the box. Easily tailor the look and feel of your content for your mobile users with Sitefinity.



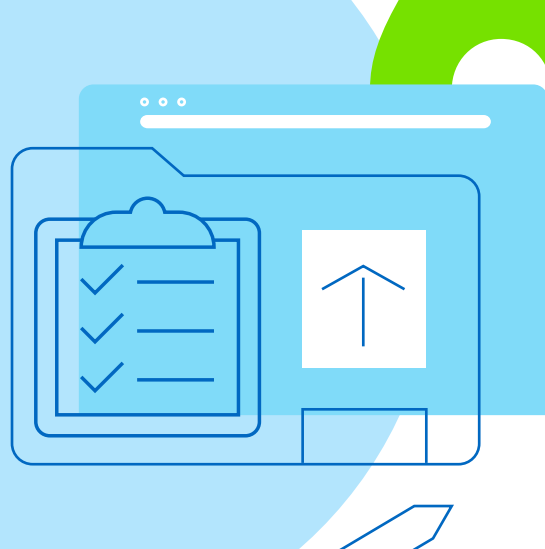
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Implement Strategic Content Marketing

Executing a strategic content marketing plan, which includes the keywords and topics that you found in your research, is an effective way to work towards achieving your long-term SEO goals.

How To Implement With Sitefinity

Sitefinity integrates with the leading CRM and Marketing Automation solutions; Salesforce, Hubspot, Sharepoint, Marketo, and Eloqua, so that you can easily create, execute, and track strategic content marketing campaigns across all channels.



7

Utilize SEO Analytics & Reporting

By using website and content performance metrics you'll be able to see what content performs best for your business. Then you can create additional content around the related topic to continuously optimize your SEO rankings.

How To Implement With Sitefinity

Easily draw insights with Sitefinity's built-in website and page level analytics to analyze your content's performance. Make sure to take a look at the performance of organic landing pages, organic search analytics, referral traffic, page speed, site search, and device breakdown.

References

* www.imforza.com/blog/8-seo-stats-that-are-hard-to-ignore

* www.wordstream.com/blog/ws/2019/02/07/google-search-statistics



Are you ready to build your SEO strategy, drive website engagement, and increase conversions?



Start your free trial of Sitefinity today to execute a killer SEO strategy quickly and easily.