

The traffic that you generate through SEO also leads to more sales. This is because the traffic that comes to your website is organic. The people who click through to the purchasing stage of your business were already interested in products or services related to what your brand has to offer—all they needed was the opportunity to come across your website. If you optimize your website properly, you can influence its rank on Google Search for the keywords you aim for. SEO (or Search Engine Optimization) is central to your website's visibility. It is an important way of communicating with Google and other search engines to prove the relevance of your site for users and their search queries.

SEOMOFO
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Google SERP Snippet Optimization Tool

- Predict how your web page will look in Google's search results
- Optimize your SERP snippets for higher click-through rates

What is this? - This tool simulates Google's search engine results pages (SERPs). Use the form below to enter the title, meta description, and URL of your web page, and this tool will generate a virtual search result listing based on your input. For more information, [click here](#).

Title 33
Update Google Analytics using PHP
Tip: [Google limits SERP titles by pixel width, not by character count](#)

Description 249
Google Analytics is usually updated by embedding Javascript code into your web pages. If you've written a web application and want to add extra information into your analytics tracking then using PHP to update Google Analytics may be a better option

URL
<http://garyhall.org.uk/update-google-analytics-php.html>
Example: www.seomof.com/snippet-optimizer.html

Display Options

- Google SERP Simulator
- Sponsored Links (top)
- Sponsored Links (right)
- Organic Results
- Add rich snippet text
- Add a date
- Bold words

Notes

TIP:

If you select the **Add a date** checkbox, today's date will be filled in automatically.

If you plan on publishing your web page at a later date, you can still edit the date input field manually.

In most cases, the date Google shows in the SERP snippet will match the date it found in your page content (for example, the

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Google Search

About 1,050,000 results (0.36 seconds) [Advanced search](#)

Everything

- Blogs
- News
- More

All results
[Related searches](#)

Update Google Analytics using PHP
garyhall.org.uk/update-google-analytics-php.html
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Goooooooooogle ▶

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Advice On Technical SEO

Google crawlers can only read HTML code, and therefore cannot see your images unless you communicate to them what they include and how they are relevant to the other content on the page. When it comes to technical SEO, structured data is another worthwhile investment of your time. For SEO purposes, you need to check and make sure that ALL your website pages have SEO friendly URLs. Mission critical issues are the technical SEO problems that demand attention: those that are hurting traffic today or preventing traffic growth tomorrow. An independent [SEO Consultant](#) has to be comfortable with the given setup of internal and external teams and consider its impact on the overall SEO strategy.

Original And Engaging Content

he most important thing is that you should write articles that are attractive to read, and that makes your audience want to stay on your website. At the same time, you want to make your SEO content attractive for Google. If you have a lot of necessary information to include, break it up into paragraphs and include headers. Paragraphs generally shouldn't be more than four to five lines long for easy readability. SEO content writers take on distinct types of content projects – those that usually have an end goal of increasing organic traffic. A secondary aim will be to attract links to a website, although this is harder than people think. Good content that ranks isn't content that is optimized for SEO only. Instead, it's content that keeps the reader's experience in mind and ensures it answers any questions about the target keyword or phrase. With a tech-savvy [SEO York](#) who has marketing experience and knows the technical side, you can easily meet your marketing goals and get a better return on investment.

Get In-Depth And Actionable Analysis Of Your Competitors

Competitive market research focuses on finding and comparing key market metrics that help identify differences between your products and services and those of your competitors. There are going to be things you do better than your competition. When you figure out those aspects, you can focus on them and continue to make them better to keep that leg up on your competitors. There are many ways to do a competitive analysis for SEO, but the basic principle works like this: analyze what's working for your competition (keywords, content, links, etc.) and leverage this intelligence to improve your own SEO efforts. SEO competitive analysis should be viewed as an ongoing process whereby your company continues to understand the strengths, weaknesses, opportunities, and threats concerning your competition. Having specific a straightforward insight into the present competitors in the landscape of your market gives you quite a few advantages. A professional [Professional SEO Service](#) will keep themselves updated with the latest trends and techniques which are working well in the market.

Benefits Of Keyword Research

For a business looking to sell more products or services, understanding exactly what your potential customers are searching for (the verbiage they use, the problems they have, the questions they need answers to) is an extremely powerful way to guide the strategy of your content creation & marketing campaigns. Competitor keyword research is one of the most valuable features of keyword tools. Why? Because it is tedious to find your competitor's keywords manually. You would literally have to go page by page and guess the keywords your competitors focus on. Finding the right keywords is so important in SEO. Once you find phrases people use when looking for things from your niche, you can adjust your content strategy and optimization so that you target these phrases. As a result, you'll rank better and get more visitors. When you choose keywords with no relevance to your page, visitors that

do click through are unlikely to stay on the page. This increases the bounce rate for your page, which negatively impacts SEO. The range of services of a [SEO Agency](#) includes both off-page and on-page SEO optimization.