

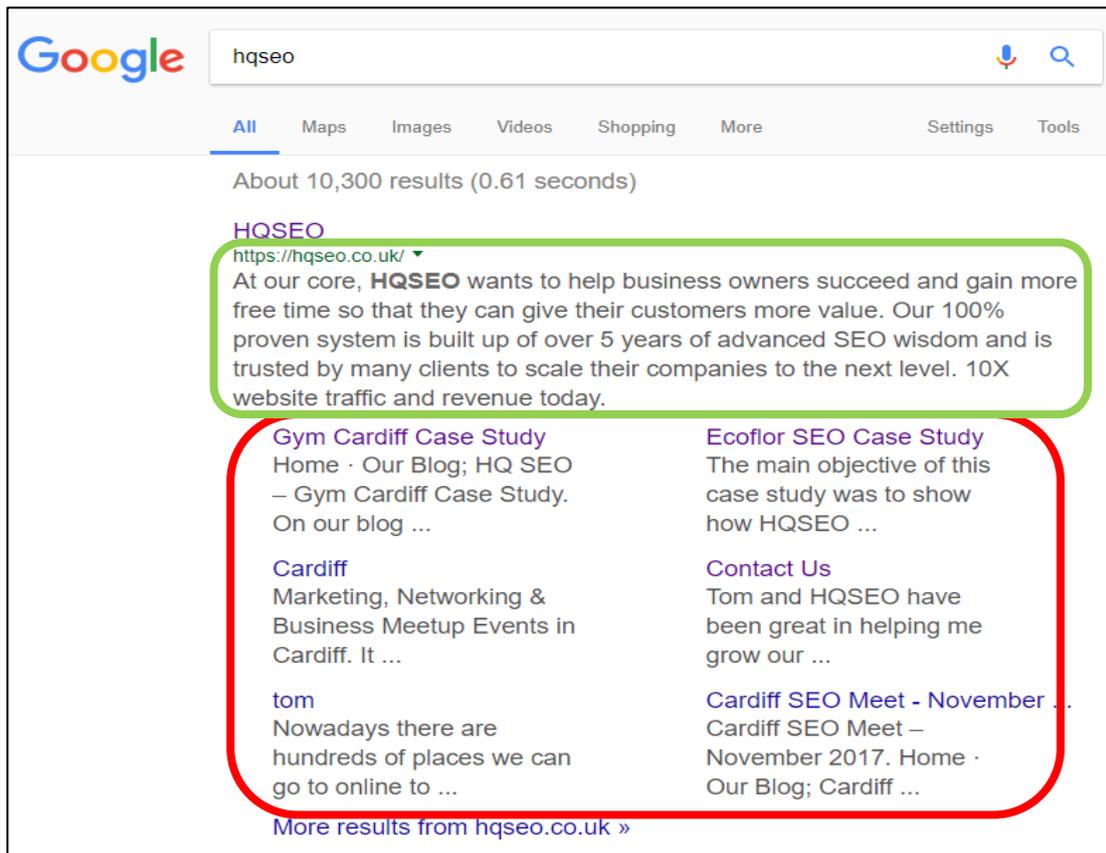
HQSEO's 7 Instant-Wins To Increase Organic Traffic [and Revenue] by 80%

Quick Win #1 - The Meta Description

Why Should You Care?

But the 'Meta description' doesn't affect rankings, right?

Officially this true, all the way back in 2009, [Google](#) announced that meta descriptions (and meta keywords) have no bearing on search rankings. That's why most SEO agencies do no one put any effort into writing them. You should write this Meta-Description as if it were a mini advert for your website as it has a massive impact on click-through rate and if done correctly it should go through the roof.

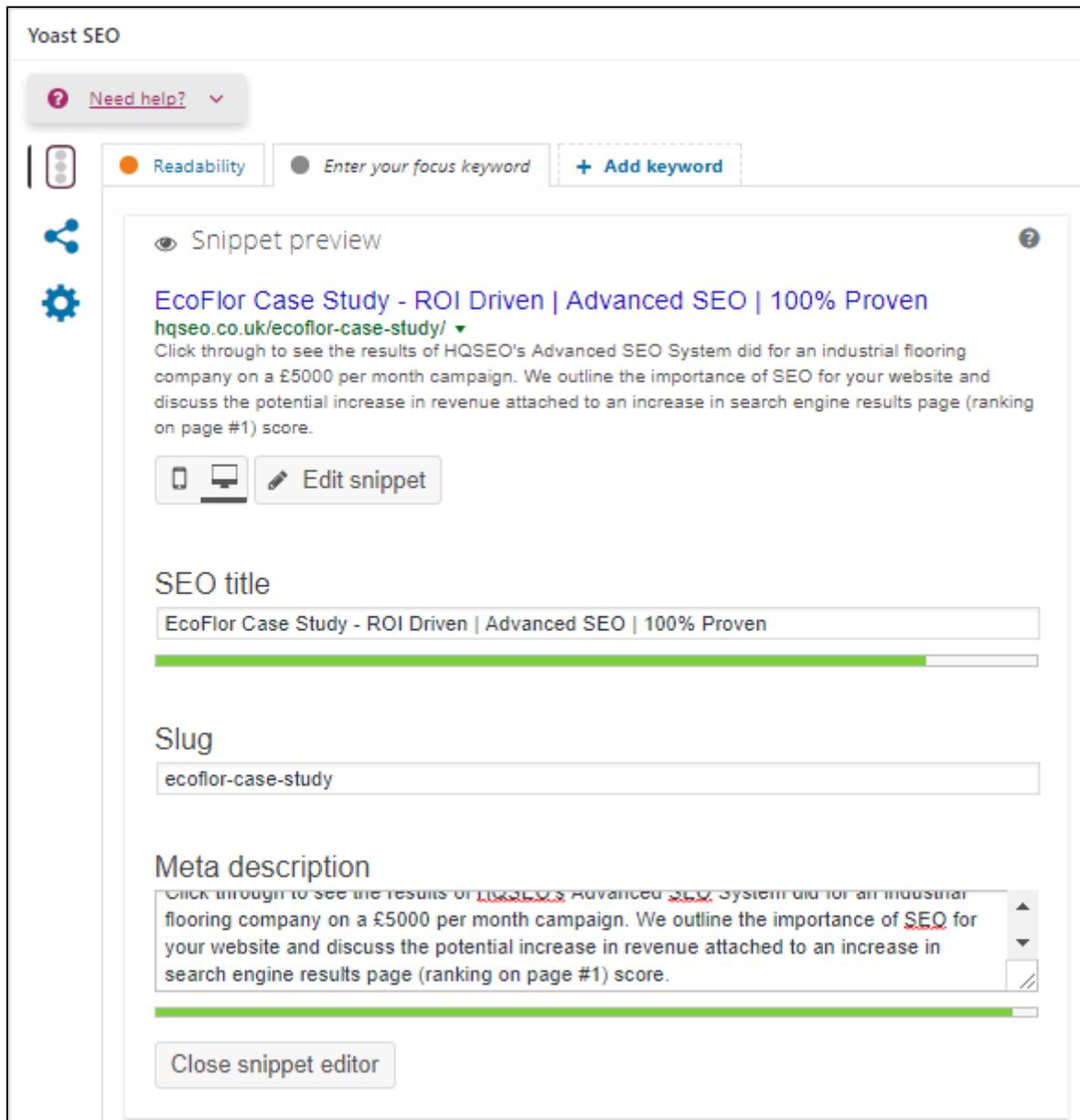


The red box is an example of a non-optimised META-Description as it contains redundant information and will probably reduce the click-through rate, traffic and ultimately online revenue.

A fully optimised Meta-Tag will give you hundreds of extra visitors to your site and will also indirectly improve your search engine optimisation score (as click through rate is a direct ranking factor). So by taking time to properly craft the Meta-Description you will actually increasing your ranking AND getting more traffic to your site.

The Quick Win Technique:

Instead of writing your meta descriptions with your keywords in mind, or just putting anything here as “it doesn’t matter”. Take the time to carefully craft your titles as if these were mini-adverts for your business. Implement USPs of the product or service, additional benefits and selling points and call to actions. Also include [POWER words](#) “proven” “extreme” “FREE” “FAST” Etc...



Download the Yoast Plugin and edit the META-Description for each of your webpages and be sure to fill the snippet with enough text so that the green bar is full.

The Results:

HQSEO has seen a 30% increase in ORGANIC click throughs (instantly 30% more traffic) within 1 week of indexing these changes. This was done by changing just 100 Meta-Description ONLY for a client, no other action was taken. That's how important these are.

Quick Win #2 - H1 Tag Length & Wording

Why Should You Care?

The heading 1 (H1) tag is the 3rd largest on-page ranking factor.

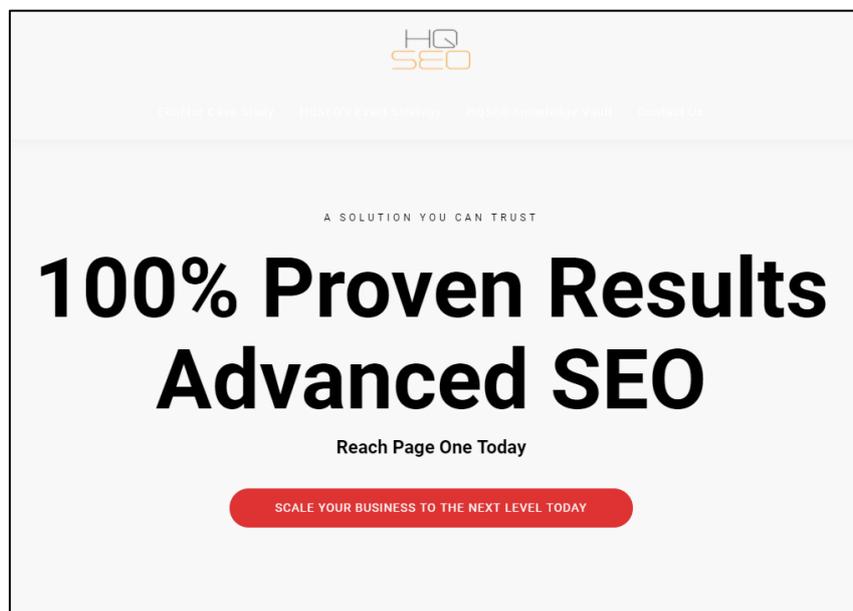
The Quick Win Technique:

Start by visiting the highest traffic/ranking pages on your website. If you have a local business this will likely be your **services pages**, if you have an ecommerce store then this will likely be **your product or category** pages (sorry if you have 1,000+ of these but this is important).

You want to check the <H1> tag on the page and see what it says. If it is irrelevant or contains a lot of generic information you want to re-write this to something that explains the page in a lot of detail but also includes your keywords.

To help google identify you as an authority make sure you have a maximum of just 1 H1 per page.

Step 1) Go to your homepage e.g. for us <http://hqseo.co.uk/>:



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Step 2) Press 'CTRL + U' (Windows) or 'Option + Command + U' (Mac) to view source code:

```
<!doctype html>
<html lang="en-GB" prefix="og: http://ogp.me/ns#">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <link rel="pingback" href="http://hqseo.co.uk/xmlrpc.php" />
  <title>SEO Company Cardiff - 10X Site Traffic | Advanced SEO | 100% Proven</title>

  <!-- This site is optimized with the Yoast SEO plugin v6.0 - https://yoast.com/wordpress/plugins/seo/ -->
  <meta name="description" content="At our core, HQSEO wants to help business owners succeed and gain more free time so that they can give their customers more value. Our 100% proven system is built up of over 5 years of advanced SEO wisdom and is trusted by many clients to scale their companies to the next level. 10X website traffic and revenue today."/>
  <link rel="canonical" href="http://hqseo.co.uk/" />
  <meta property="og:locale" content="en_GB" />
  <meta property="og:type" content="website" />
  <meta property="og:title" content="SEO Company Cardiff - 10X Site Traffic | Advanced SEO | 100% Proven" />
  <meta property="og:description" content="At our core, HQSEO wants to help business owners succeed and gain more free time so that they can give their customers more value. Our 100% proven system is built up of over 5 years of advanced SEO wisdom and is trusted by many clients to scale their companies to the next level. 10X website traffic and revenue today." />
  <meta property="og:url" content="http://hqseo.co.uk/" />
  <meta property="og:site_name" content="HQSEO - 100% Proven | ROI Driven | Advanced SEO" />
  <meta property="og:image" content="http://hqseo.co.uk/wp-content/uploads/2017/12/HQSEO-Logo-New-1.png" />
  <meta name="twitter:card" content="summary_large_image" />
  <meta name="twitter:description" content="At our core, HQSEO wants to help business owners succeed and gain more free time so that they can give their customers more value. Our 100% proven system is built up of over 5 years of advanced SEO wisdom and is trusted by many clients to scale their companies to the next level. 10X website traffic and revenue today." />
  <meta name="twitter:title" content="SEO Company Cardiff - 10X Site Traffic | Advanced SEO | 100% Proven" />
  <meta name="twitter:site" content="@hqseocardiff" />
  <meta name="twitter:image" content="http://hqseo.co.uk/wp-content/uploads/2017/12/HQSEO-Logo-New-1.png" />
  <meta name="twitter:creator" content="@hqseocardiff" />
  <script type="application/ld+json">{"@context":"http://schema.org","@type":"WebSite","id":"#website","url":"http://hqseo.co.uk/","name":"HQSEO - 100% Proven | ROI Driven | Advanced SEO","potentialAction":{"@type":"SearchAction","target":"http://hqseo.co.uk/?s={search_term_string}","query-input":"required name=search_term_string"/<script>
  <script type="application/ld+json">{"@context":"http://schema.org","@type":"Organization","url":"http://hqseo.co.uk/","sameAs":["https://www.facebook.com/hqseocardiff/?ref=br_rs","https://www.linkedin.com/company/hq-seo","https://www.youtube.com/channel/UCM1G82V9aAI3859PqPHNA/featured","https://twitter.com/hqseocardiff"],"id":"#organization","name":"HQ SEO Limited","logo":"http://hqseo.co.uk/wp-content/uploads/2017/12/HQSEO-Logo-New-2.png"/<script>
  <!-- / Yoast SEO plugin. -->

  <link rel="dns-prefetch" href="//fonts.googleapis.com" />
  <link rel="dns-prefetch" href="//s.w.org" />
  <link rel="alternate" type="application/rss+xml" title="HQSEO - 100% Proven | ROI Driven | Advanced SEO &#x2014; Feed" href="http://hqseo.co.uk/feed/" />
  <link rel="alternate" type="application/rss+xml" title="HQSEO - 100% Proven | ROI Driven | Advanced SEO &#x2014; Comments Feed" href="http://hqseo.co.uk/comments/feed/" />
  <script type="text/javascript">
    window._wpemojiSettings = {"baseUrl":"https://s.w.org/images/core/emoji/2.3.1/72x72/", "ext":".png", "svgUrl":"https://s.w.org/images/core/emoji/2.3.1/svg/", "svgExt":".svg", "source":
    ("concatemj": "http://hqseo.co.uk/wp-includes/js/wp-emoji-release.min.js?ver=4.9.1");
    function(d,a,b){function f(e,b){var c=String.fromCharCode;clearRect(0,0,k,width,k.height).fillText(c.apply(this,a),0,0);var
    d=k.toDataURL().clearRect(0,0,k,width,k.height).fillText(c.apply(this,b),0,0);var e=k.toDataURL();return d===e?function e(a){var b;if(!l||l.fillText)return!1;switch(1.textBaseline="top",1.font="600 32px
    Arial",a){case"flag":return!(b=d([55356,56826,55356,56819],[55356,56826,8203,55356,56819])&&(b=d([55356,57332,56128,56423,56128,56423,56128,56418,56128,56421,56128,56430,56128,56423,8203,56128,56447]),b);case"emoji":return b=d([55358,56794,8205,9794,65039],
    [55358,56794,8203,9794,65039]),b);return!1}function f(a){var c=b.createElement("script");c.src=a,c.defer=c.type="text/javascript",b.getElementsByTagName("head")[0].appendChild(c);var
    g,h,i,j,k=b.createElement("canvas"),l=k.getContext&&k.getContext("2d");for(j=Array("flag","emoji"),c.supports=
    {everything:!0,everythingExceptFlag:!0};i=0;i<j.length;i++)c.supports[j[i]]=c.supports.everything&&c.supports[j[i]];"flag"!==j[i]&
```

Step 3) Press 'CTRL + F' (Windows) or 'Command + F' (Mac) to open find box:

Step 5) Repeat steps 2.1 – 2.3 for each of your pages:

We know this may be long winded if you have lots of pages but just look at the results below and you'll see why it's so important.

If you do have loads of pages then perhaps this is a good indicator that your site has too many pages consider merging content of individual content or repurposing in your social media content strategy.

The Results:

As H1 tags are so important for organic rankings, the results can be extreme. In a local case study by re-writing the H1's ONLY. Organic rankings increased by approximately 20%.

And just by including a number of keywords in the <h1> tag caused some pages to jump instantly to 1st in Google's results page:

Domain	Keyword				1 D...	7 Da...	30 Da...	L...
www.l		1	1	4	-	📈 3	📈 1	📈 3
www.l		1	1	1	-	-	📈 1	-
www.l		1	8	17	-	📈 1	📈 3	📈 5
www.l		1	2	-	-	-	-	-
www.l		1	1	-	-	-	-	-
www.l	ardiff	1	4	1	-	-	-	📈 1
www.l		1	-	1	-	-	-	-
www.l	f	1	1	2	-	-	📈 3	-
www.l		1	-	47	📈 1	-	📈 2	-
www.l	iff	1	1	-	-	-	-	-
www.l	ardiff	2	11	5	-	📈 1	-	📈 2
www.l		2	2	2	-	📈 1	📈 1	📈 1
www.l		2	1	-	📈 1	-	📈 2	-
www.l		2	2	1	-	-	-	📈 1
www.l		2	-	10	-	📈 1	📈 6	📈 3
www.l		2	-	34	-	📈 7	📈 5	📈 98
www.l		2	3	3	-	📈 2	-	-
www.l		2	4	4	-	-	📈 8	📈 3
www.l		2	3	1	-	-	-	-

For more information on ranking factors head to one of Moz's excellent infographics at:

<https://moz.com/search-ranking-factors>

Quick Win #3 - Decrease URL Length & Remove Irrelevant Words

Why Should You Care?

The URL is the second largest on-page influence metric.

Incorrectly optimised URLs could mean you're literally leaving thousands of units of cash on the table.

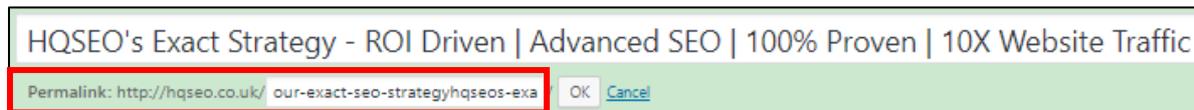
The Quick Win Technique:

3 parts to this one, we recommend noting in an excel the actions you've taken as this one is a bit technical.

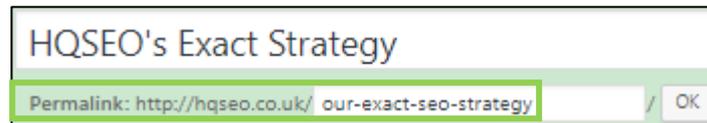
Step 1) Manually or using a tool like [Screaming Frog](#) (It's FREE) go through your URLs and check which ones are very un-readable, too long (for users) or do not contain any relevant keywords. If you've never done any SEO before this might be all your URLs.

Step 2) Once you have all your URLs in a spreadsheet or inside screaming frog you need to edit these. Inside WordPress it's pretty simple, otherwise create an excel doc to send to your designer/team. Remember to implement your keywords and remove any unnecessary words from the URL structure. But remember to keep the old URL in column 1.

Bad Example – Link Doesn't Fit

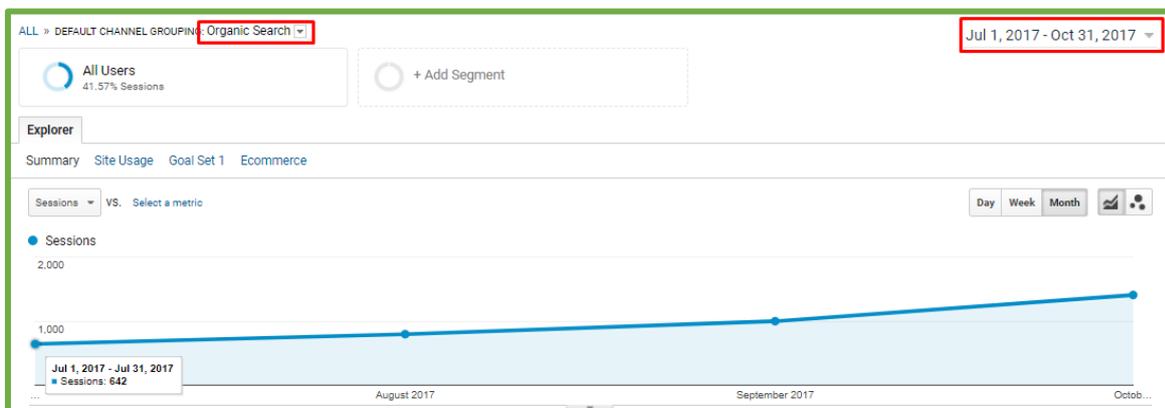


Good Example – Link Fits



Step 3) The final (and very important step) is to 301 redirect all your old URLs to the new ones. Some programmes such as WordPress and Shopify will do this automatically. [For more detail on this see tip 6.]

The Results:



A 100% Increase in organic traffic! – The diagram below shows an increase from 600 - 1200 organic sessions. That's 100% more traffic, 100% more leads, 100% more in digital revenue simply through cleaning up the URL structure and implementing 301 redirects. This was over a 4-month period but that was due to the size of the site and number of pages. Is a 100% increase in digital revenue worth a few hours of your time?

Quick Win #4 - Clear Call To Actions (Above The Fold – The God Spot)

Why Should You Care?

Call to actions don't matter for SEO right?

WRONG.

Call to actions reduce bounce rates back to the search engines.

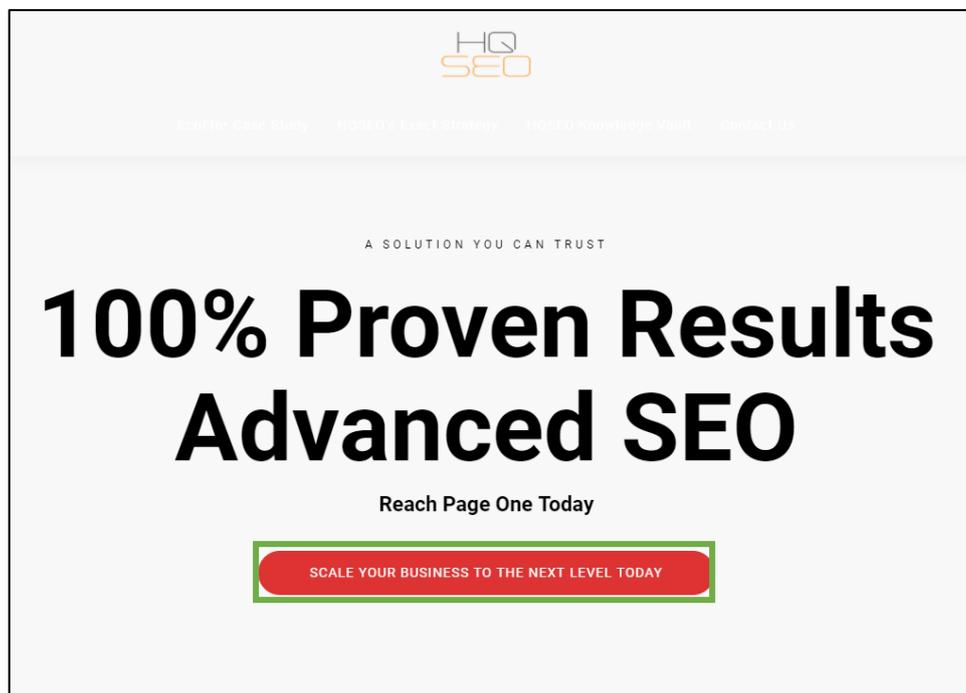
Bounce rate is another indirect ranking factor.

If your site has a very high bounce rates then it's going to rank **LOWER** for those keywords as Google determines that your website is not relevant and "fulfilling the user's query." Hence bye bye rankings & traffic to competitors.

The God Spot is the area a user will see immediately on their screen upon visiting your website, this is the point where user attention is at it's maximum and you have approximately 7 seconds to give them the value they came for.

The Quick Win Technique:

Very easy, ensure you have clear call to actions **ABOVE THE FOLD**. This means that if someone wants to come to your website and call you straight away, show them a phone number without them having to look for it or click through to a contact page as shown below.



HQ
SEO

SEARCH ENGINE OPTIMIZATION | CONTENT MARKETING | SOCIAL MEDIA STRATEGY | E-COMMERCE

A SOLUTION YOU CAN TRUST

100% Proven Results Advanced SEO

Reach Page One Today

SCALE YOUR BUSINESS TO THE NEXT LEVEL TODAY

This is a screen shot of HQSEO's above the fold Call to Action, notice how the message is clear and straight to the point and the user knows immediately what the site is about and whether it's the right information for them. Apple uses a similar strategy their iPhone X is currently what everyone wants to see so Apple have made sure to place their flagship product in the most convenient place for their fans – The God Spot.



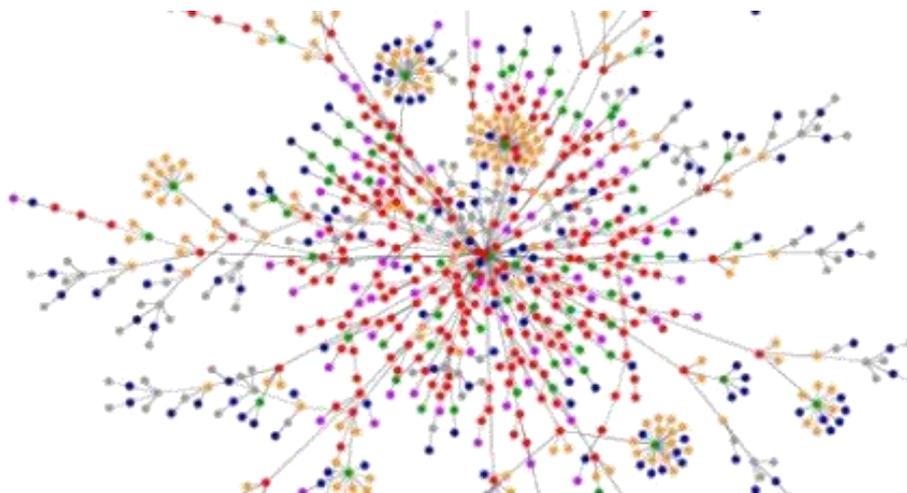
The Results:

It's conversion rate optimisation 101. We don't have any stats or client results from this as its something that's implemented on day 1 if it's not there.

Quick Win #5 - Ask For Backlinks From Pre-Existing Contacts.

Why Should You Care?

Link building is the single most important advanced organic rankings technique.



Credit: [Capfalcon](#)

But it's difficult and takes time to explain so we aren't going through this now! Instead for an almost instant quick win you want to ask your pre-existing contacts if they could link to your website.

The Quick Win Technique:

This is very simple, ask any of your:

- Clients
- Customers
- Suppliers
- Distributors
- Journalists
- Business Contacts

Or anyone who you have a professional relationship with (who also has a website) and simply ask them to place a link on their website back to your website. You will usually need to give them some value in return for their backlink to do this, but a simple "I'd be happy to share any of your content if you can do this" will usually work.

The Results:

5+ highly relevant links to your website. This increases your organic traffic and generates traffic through the link itself, a win-win situation. 5 powerful relevant links to your site can result in anywhere from a 10-50% ranking increase depending on your website, the quality of the domains linking and a bunch of other advanced metrics that I don't have time to get into on this post.

Quick Win #6 - Implement 301's & Clean Up

Why Should You Care?

We could probably write another 1,000-word post on this topic alone.

But to keep it short and sweet; [301 redirects have multiple benefits](#), 404 pages, 302 redirects or anything else have zero.

The Quick Win Technique:

Although this stuff might look scary don't worry it's not. Sign up to [Screaming frog](#) (it's still FREE) and upload your website. This will give you a ton of scary looking data that is extremely useful and actionable. For now, just focus your attention on the response codes tab.



Here you can sort by "status code" (click twice to sort by anything other than 200 first)



This is done there are only 2 things we need to do.

1. Export/Note anything that is a 404 status code.
2. Export/Note anything that is a 302 or 307 redirect status code.

Got those?

The rest is simple, the last thing we must do is 301 redirect the URL to a relevant source, if you can't think of a relevant page then just 301 redirect to the homepage. [If you don't know how to do this just send to your designer/developer, they will know exactly how to do this.]

The Results:

Peace of mind and depending on how many errors, massive increase in user experience & organic rankings. Essentially the 301 redirects groups all your potential SEO link juice together so that the google spider can spot you more easily.

Quick Win #7 - Add POWER-Words To Your SEO Titles

Why Should You Care?

This massively increases click through rate.

Which as we mentioned earlier is an indirect ranking factor and can be seen as essentially free money.

The Quick Win Technique:

Check your top 10/20/100 highest ranking pages, you can do this in [Ahrefs](#) or using [Google Analytics](#). Instead of re-writing the titles completely focus on just implementing [POWER words](#) into the titles that get people to click on your listing over a competitor.

The Results:

A huge increase in organic click throughs, which results in a massive increase in organic rankings.

We hope you use this guide to add SEO value to your site once you've implemented these tips we'd love to hear about the organic ranking increases you experienced and how much extra revenue these tips generated for you.

Email your results or any further questions to Director and SEO Nerd Thomas Buckland:



tom@hqseo.co.uk

Alternatively, if you'd like to outsource all your SEO problems and hassle to HQSEO just head over to our site and fill out the contact form at the site below:

[HQSEO Contact Form](#)

To learn more about our history of happy clients and what industries we work well with head to our homepage:

[HQSEO Homepage](#)

To learn why we only take clients on if we know they can 10X their investment and more about potential revenue attached to SEO:

[EcoFlor.com Case Study](#)

To learn about our Advanced SEO System:

[HQSEO's Advanced SEO Strategy](#)

To keep up to date with the latest SEO industry news, concepts and methods:

[HQSEO Knowledge Vault](#)