

## Outdated SEO Strategies:

- \* Private Blog Networks
- \* Link Spam
- \* 'Google Bombs'
- \* Keyword Stuffing
- \* 500 Word Posts

## How to Think About SEO...

SEO is working WITH Google

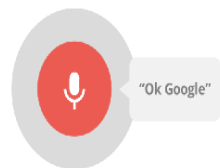
SEO is showing Google that you provide quality content

SEO is looking natural and organic

SEO is using every strategy necessary to improve your ranking

## Prepare for the future...

- \* Use structured data
- \* Use latent semantic indexing
- \* Answer specific questions
- \* Add content quickly
- \* Remove links quickly
- \* Use 'voice friendly' keywords and phrases
- \* Play ball with Google!



# The Modern Guide to SEO

## On-Page Techniques for Modern SEO

- \* Posts should be 800-1,500 words
- \* Posts should include outbound links to high quality resources
- \* Posts should use synonyms and related language (LSI)
- \* Pages should load quickly
- \* Pages should be mobile friendly
- \* Add a site map
- \* Add a 'disclaimer' and 'copyright notice'

## Off-Page Techniques for Modern SEO

- \* Build links from sites that Google features in 'in the news'
- \* Build links with top players in your niche
- \* Check the backlinks of the biggest blogs in your niche
- \* Try to get links from .edu and .org domains
- \* Use the links disavow tool to remove low quality links
- \* Use guest posting
- \* Use 'link bait'