

TIRED OF YOUR SITE NOT GETTING TRAFFIC?

Keywords: site not getting traffic

A very common problem for many an up-and-coming startup or individual project is that people simply don't seem to find that site or blog you've been working so hard on. You did everything right! The page includes all the relevant keywords, but then why is the **site not getting traffic**?!

Well, I'll let you in on a little secret... *keywords are **not** your main concern*. Search Engine Optimization is much more complex and consists of many more layers. So, what goes into proper SEO? Put simply:

- Content
- Formatting
- Backlinking
- Keywords and keyword competitiveness

Now, let's go into a little more detail, shall we?

CONTENT IS KING

A high word count and multimedia content go a long way in helping your page rank high on search engines, and are perhaps *the* most important factors in this regard.

As already mentioned, content consists of **text** and appropriate **multimedia materials**. These can include anything from stock images, videos or artwork created specifically for your project. Moreover, not only will such content help you rank, but it will also make it much more eye-catching for viewers.

As for *the* content...

FORMATTING FOR PEOPLE AND COMPUTERS ALIKE

You can throw as much ancient wisdom at them as you want, but the fact is, people will *always* judge a book by its covers. Or rather, judge an article by its formatting. First impressions are crucial, so how to ensure your article makes a good initial impression on your visitors?

The first and most important thing: avoid long paragraphs like the plague. The average internet surfer has a very short attention span, and if they open your page only to be met by an unsightly wall of text, they'd most likely just leave the page as quickly as they found it. Therefore, the text should consist of:

- Numerous short and focused paragraphs
- Many titles

- Bulletpoints
- Text which is **bolded** or in *italics*

These will ensure that the text is easy to read and skim through, and remain comprehensible overall. Best thing about these formatting guidelines? Both the readers and search engines like them! Google is especially fond of titles, along with bolded phrases and words.

WHAT ARE BACKLINKS?

Now for the lesser known part of SEO... the backlinks. In layman's terms, a *backlink* is any link on another site that leads to your page. The more backlinks you have, the better your site will rank.

Technically, anything can be a backlink. A Facebook post, an Instagram photo or even your signature on a forum of any kind. The more traffic the page receives, the better a backlink it is. This way, you can both improve your ranking and get any extra traffic from people viewing your content and following the link from other sites.

As for those with deeper pockets, there is also an option of developing a completely separate site dedicated to supporting your main site by functioning as a strong backlink.

KEYWORDS

Lastly, we come to the most familiar aspect of SEO for most people - the all-famous *keywords*. To put it simply, keywords or keyphrases are specific terms that people search for on search engines, and if you include them just right, it could help your ranking exponentially.

What's important to know is that *keywords aren't everything*, as I have already stated. Moreover, overdoing it with keywords can actually get your site blacklisted by *Google*, and it happens more often than you'd think. Therefore, be sure to integrate them organically and sparingly into the text.

SO, WHAT HAVE WE LEARNED TODAY?

If you want to leave the days of your **site not getting traffic** behind as an unpleasant memory in the history of your business, keep the above points in mind, since they are the basis of proper SEO. And, if you're not doing the SEO yourself, be wary of those so-called "SEO experts" who just shove a fistful of keywords into the text and call it search engine optimized. Frankly, those people are a fraud and you'd be better off not letting them *steal* your money.

And, as always, do not shy away from researching to a greater extent, as the goal of this short piece is to simply bring your attention to some easily overlooked truths about the subtle art of SEO.