



SEO STRATEGY FOR NEW WEBSITES & TIPS TO IMPROVE WEBSITE RANKING



Are you in the process of SEO optimising your new website? If so, it's crucial to make sure that you start using SEO techniques right away. By doing so, make your website more visible and get a better ranking on search engine results pages (SERPs). We'll go through some of the best SEO tactics for new websites in this blog post.



What is SEO?

SEO stands for Search Engine Optimization and is a marketing strategy used to increase the number of visitors to a website. There are many different strategies that can be used to help increase the number of visitors to a website. You can also write blog posts about topics that are relevant to your website. Another strategy is to use different marketing tools such as Google Adwords to help increase the number of visitors to your website.



Together With Us

Let's craft the best strategies for your new website.

Keyword research

The first step in your SEO strategy is to understand what SEO is and what it is trying to accomplish. Keyword research is the most important part of SEO, as it determines how well your website will rank for a particular keyword. Though some businesses are willing to take the risk, others may not want to risk their website's rankings.



Choose a Relevant Domain Name and Homepage URL

Search engines can learn more about the topic of a page (and your website) by looking at the domain name and URL of the home page. It's a good idea to start by using your business's name as the domain and homepage URL. If it doesn't work for your needs, pick a name that's simple to remember, pertinent, and includes the major term you want to rank for. Although it can be tempting to pack more terms into the homepage URL, doing so not only makes it more difficult for visitors to remember, it can also have a detrimental impact on your site's ranking.

Ensure an optimized URL structure

Links can be obtained using a variety of techniques. The most effective techniques for you will depend on your industry. Your website will appear higher in search results the more websites link to it. Offer to promote a link to their website in return for one to yours. A single link referring to your website from another website that is related to your properties will be more beneficial than a dozen irrelevant links. Also always Consider the quality of the links.



Have a mobile-friendly Website

Mobile optimization was one of the major Google upgrades. If your website is not mobile responsive or usable on mobile devices then you are at risk of losing traffic due to a lower ranking. Mobile now accounts for approximately half of all global web traffic so Google's mobile update makes sense from any angle. When users browse your site on a desktop or other device, they want a smooth experience, so you need to provide that.



Final thought

To achieve more marketing success, develop an SEO strategy that helps in handling your specific business needs.

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Thank You

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ADDRESS

Dubai, United Arab Emirates

TELEPHONE

+971 507080116

CONTACT US

www.internetmarketingdubai.com

info@maquae.com