20 QUICK SEO WINS TO HELP YOU RANK FAST

SET YOUR SEO STRATEGY UP FOR SUCCESS

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Do quick wins really help?

We've said it till we are blue in the face: SEO is a long game.

There's just no way around that fact. But that is not to say there aren't quick wins along the way to encourage you.

By 'quick wins' I mean simple, actionable steps you can take that will move your website further.

While the broader game of SEO is long in scope, there are small steps you can take that will reap benefits along the way. In fact, by making some of these quick wins a regular habit, you may make the long game of SEO a bit shorter!

We've developed this list of quick wins based on our years of experience doing SEO for our websites, and coaching clients across industries. Every month we help our clients build and manage their SEO strategies, and while there are always larger initiatives we work on with them, we make sure to sprinkle in a few quick wins along the way to keep things moving.

Browse all 20 quick wins in the following pages and jumpstart your rank today!

1) Research keyword modifiers

Ignoring the state at which your target customer is in will result in a "flat" approach to keyword research that results in ineffective content that does not land. The simplest and easiest thing you can do is allow a bit of nuance to enter the conversation when doing keyword research by exploring modifiers (such as "seo software for non profits").

2) Optimize pages ranking on page 2 of Google search results

If you have content that is ranking on page 2 or even page 3, then this content is already performing much better than a majority of the content out there also targeting this keyword. You can use Google Search Console (or Centori) to identify these keywords and the pages that rank for them.

3) Update the titles of pages that are ranking well but have a low CTR

Of the pages ranking on page 1, there are likely pages that are being shown a lot in search results but are not generating many clicks. These pages are a goldmine of opportunity to driving more traffic to your website with minimal effort. Optimize the title and meta descriptions to increase clickthroughs.

4) Create new content for secondary keywords that a page ranks for

Suppose you have a page that ranks very well for a target keyword, but ranks on page 3,4, or 5 for a secondary keyword. Create new content to target those secondary keywords – you likely have a good chance at ranking for them if a page not targeting them is ranking for them.

5) Steal content ideas from your competitors

An SEO strategy built on copying your competitors will fail, but in a pinch it does not hurt to see what your competitors are doing well and doing the same for yourself. Centori makes it easy to see the top ranking pages for any domain by the way!

6) Add a table of contents to long articles/pages

If you have an extra-long blog post or pillar page, a table of contents is a great thing to add. For one, this makes it easier for your readers and secondly Google does pay attention to these if they are in the post for featured snippets and the "people also ask" section.

7) Set up Google My Business profile

This one is absolutely critical for a local business, but it's worth it for any business as well. A Google My Business profile will give you a knowledge graph when people google your business's name which can earn you clicks in addition to the organic listing result. This can be especially useful if there is a business with a similar name to yours that is ranking near you!

8) Add an FAQ section to blog posts or key pages

FAQs provide an easy way to add additional content to a page that otherwise would be thin in content. Personally, I like to add FAQ pages to key services/features pages as well as landing pages for our various resources and lead magnets. They can be useful in blog posts as well though!

9) Identify low-competition keywords

Targeting low-competition and niche keywords will rapidly speed up your ability to rank. To do this, go after niche keywords or keywords where the search results look beatable. Centori makes this easy by the way but allowing you to search for keywords with a specific difficulty.

10) Identify questions your competitors are not answering

Rather than chase the same keywords your competitors are targeting, look for the keywords they aren't, but you know your customers care about. Chasing the same heavily trodden path is a great way to give yourself a very long road to getting results. But by charting a new course by identifying the keywords your competitors are overlooking, you can speed up the path to success.

11) Build internal links from top-ranking pages

Pages on your website that are ranking well (say page 1 or 2) have a great deal of authority built up because of that. If you're in the top 10-20 pages out of hundreds, or thousands, then you're doing something right!

12) Think of a creative/non-traditional way to acquire backlinks

Rather than spam people and beg for backlinks try:
- Building relationships to earn guest posts (long investment, but much higher chance of success)
- Leverage engineering as marketing
- Explore creative opportunities (such as sponsoring an event, road race, etc)

13) Sign up for HARO or HAB2BW

HARO (Help A Reporter Out) or HAB2BW (Help A B2B Writer) are great ways to provide a source for a website and earn a link in the process. HARO is well-known and quite crowded, however HAB2B writer is much newer and improves your chances at earning a link.

14) Optimize images

IOptimize your images for size to speed your websit eup (using a tool like TinyPNG), as well as setting their alt text to make them more accessible and help search engines better understand them.

15) Set up SSL if you have not already

SSL (what makes a website https instead of http) is absolutely table stakes. Do this now if you have not done it as it will send stronger trust signals to search engine crawlers for your website.

16) Use AI to speed up basic SEO tasks and processes

Generative AI can be used to help you automate or speed up tedious tasks like writing titles, or even complex tasks like writing code. Here are a few of my favorite applications of using generative AI to speed up my SEO strategy. Try using AI to:
- Generate titles and meta descriptions
- Generate blog post outlines
- Classify keywords by intent
- Generate structured data to give you reach results in search

17) Clean out duplicate content

This is becoming less of a problem now that Google is indenting pages in search results, but it's a good thing to keep track of. If you have two pages targeting the same keyword, it's time to retire one in favor of the other. You can see the pages on your site that rank for a keyword with Google Search Console, as well as the Centori software platform.

18) Improve your core web vitals

Core web vitals measures the experience on your website, it's Google's way of making sure visitors to your website have a good time. Some of these can be technical, but there are often low hanging fruit to fix.

19) Improve your website's speed

Similar to the above, improving the speed of your website pages can lead to improved search performance. Use PageSpeedInsights to measure the speed of your website pages and find ways to fix them. Often these are technical and be complex, but there are often quick things to address to!

20) Leverage your 404 page

This is a sneaky one. No one wants to hit a 404 error, but it will happen. Search engine crawlers do crawl links from these, so a 404 page could be a great way to elevate key pages as well as a branding/conversion opportunity.

Take your SEO strategy to the next level with Centori

Centori boasts a database of over 3 billion keywords and an integration with Google Search Console to bring you an extremely effective keyword research and SEO strategy management platform.

Oh, and did we mention that (unlike other SEO tools) you can track your rank for unlimited keywords?

In Centori you can:

- Discover keywords to target from our database of Google Search Console integration
- Track your rank for unlimited keywords
- Group your keywords into lists
- Invite your entire marketing team

And at $39/month we think that's a great deal (did we mention the SEO Slack community we have for support, and monthly group coaching call available for all customers?). Learn more about our keyword research tools here and see how you can get started.

Ready to dominate your niche and outrank your competitors?

I'm on the phone with marketers and founders weekly, tell me if their problems sound familiar:

- They're not getting any traffic from Google
- They spent a lot of time writing blog posts and none of them rank
- They hired a consultant or freelancer and don't have anything to show for it
- Their competitors are constantly beating them on Google

Meanwhile all these big companies with massive content teams are absolutely crushing them on Google.

We've coached dozens of companies in the past year alone to think creatively about SEO and stand out in search results. It's resulted in 10x increases in traffic, doubling their customer bases, and expanding their teams.

And you can learn the same framework. All you need to do is book a free session to get started.

Schedule a free strategy session