

Keep SEO rankings in 5 effective ways

When your keywords reach the top, it is successful in the first step of SEO. But to be able to maintain that position requires more strategies.

The process of putting keywords on top requires SEOs to spend a lot of effort and use reasonable strategies. And the effort is compensated by getting high rankings in the search results, but you can only go halfway to the successful journey. To be able to maintain a high position on the search panel is not easy. While, the core algorithms of SEO are changing and growing. If you don't grasp and update new trends, you will drop top quickly. So refer to the article below with 5 ways to keep keyword rankings.

1. Update website:

This may sound obvious but it is one of the biggest errors of online marketing. Google values the quality and newness of content, they become part of the algorithm. So keeping the site up to date is the way to keep your rankings.



Older ways of writing articles with full text will make it difficult for you to keep rankings on search results. If you want to maintain rankings with keywords, you should update the content by adding how videos and images in the article. This will improve the reader's experience and encourage others to link to your site.

Take the time to improve the brand's image. Optimizing the website layout will help you reduce bounce rate and increase user interaction with content.

2. Speed up page loading:

Page speed has long been a Google ranking factor, there are now many websites that don't load really fast, especially on mobile, where most users use it to search. Keep in mind that there are more than 2 million blog posts every day, so if your website doesn't load fast enough, users will have other options.



Google advises webmasters to reduce page load times to less than 1 second for mobile devices, extremely short time. However, if you can't drop that low, then save each second of page load time to reduce the risk of your site being denied access.

Fortunately, increasing the page loading speed does not require you to be a technology expert. Here are 3 easy steps to speed up page loading:

1. Use faster and more reputable hosting services.
2. Allows image compression with all images on the website.
3. Use CDN to speed up website downloads.

If you still have problems with page loading speed, you can use PageSpeed ??Insight to identify issues that affect page loading ability and suggested directions to solve them.

3. Expand link building:

One of the biggest errors of SEOs is focusing on quantity rather than quality of backlink. If you want to top up with certain keywords, you really don't need a huge number of links. Google can see it as an unusual increase in the link. Build links too quickly can cause you to be marked and penalized.



Your rankings can also be reduced if most links are pointing to the same article. Google wants their users to get content that is relevant and useful on your website.

If you want to maintain your rankings, you should expand your link to every page on the site. This not only increases the diversity of profile links, but also increases the credibility of the website in terms of Google.

4. Outbound and internal link:

Building these links is just as important as building backlinks to the site. Pointing out links to reputable websites can help Google determine the site's correlation.

Always make sure that the pages you link out have relevant, quality content for the reader. For example, if you offer a course on outdoor survival you should not link to Harvard University's page, even though the .edu link is often considered to be more quality but the content is not relevant.

Using internal link every time you have relevant articles on the website is another way to help you keep your rankings for keywords. If you set a standard link, the internal link will help the search engine better understand the importance and the topics that each page focuses on. Another plus is that placing an internal link can help users stay at the site longer by letting them go to other content. Similar to outbound links, you need to make internal links reasonable, not exceeding the limit. Never try to add too many links to content.

5. Build visibility on social media:

There are controversies about whether social media is a ranking factor, directly or indirectly. However, one thing is clear: search engines consider each social media platform as a reputable site. Websites like Facebook, Twitter or LinkedIn get very high PageRank.



Having links from these social networks will help Google identify you as a reputable website. The more people like and share content, the more you will be shown than social media channels. It allows you to continue to have more quality links to maintain your rankings in the long run.

Here are some tips you can use to increase visibility on social media:

1. Add the share button on the sidebar.
2. Add call to action (for example: "If you like this content please share the link by clicking the button below").
3. Suggest that users share to have free content.

SEO is a long-term process. Therefore, SEOs need to be patient and especially sensitive, grasp opportunities as well as choose the right direction.

Refer to the following articles:

1. SEO website process on Top Google
1. The terms need to know in SEO
1. Some basic concepts to know about Search Engine Optimization - SEO (part 1)

I wish you all success!

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