



The advanced guide to

SEARCH ENGINE OPTIMISATION

Your go-to resource for taking your SEO skills
and knowledge to the next level!

Contents.

Want to skip ahead? Click the headings below.

- **Introduction to Advanced SEO**

- **Advanced Keyword Research**

- **Technical SEO**

 - Structured Data Markups

 - Optimising Site Architecture

 - Using Canonical Tags

 - Optimising for Core Web Vitals

 - Your XML Sitemap

 - Creating a Robots.txt File

- **Advanced Link Building**

 - Broken Link Building

 - Skyscraper Technique

 - Influencer Outreach

 - Digital PR

 - Thought Leadership

- **Voice Search Optimisation**

- **Mobile SEO**

- **Video SEO**

- **The Future of SEO**

- **SEO Success Stories**

- **Summary**



SECTION #1

Introduction to **your guide.**

Welcome to the world of Advanced SEO! In today's digital landscape, staying ahead of the competition requires more than just basic search engine optimisation techniques. To truly excel in the ever-evolving field of digital marketing, you need to embrace the power of advanced SEO strategies.

In this comprehensive guide, we'll take you on a journey through the intricacies of advanced SEO, covering topics ranging from cutting-edge keyword research and technical SEO to innovative link-building techniques and voice search optimisation. We'll also delve into the increasingly important realms of mobile SEO, video SEO, and the future of SEO, providing you with invaluable insights and practical tips to elevate your SEO game to new heights.

As industry professionals ourselves, we understand the challenges and complexities of modern digital marketing. That's why this guide is specifically tailored for marketers like you who are seeking to unlock the full potential of SEO to drive meaningful results for your business. Whether you're a seasoned SEO practitioner looking to expand your skillset or a digital marketing novice eager to learn the ropes, this guide has something for everyone.

So, get ready to level up your SEO game and unlock the full potential of your digital marketing efforts with our comprehensive guide to advanced SEO. Let's dive in and transform your SEO strategies from ordinary to extraordinary!

Enjoy!

What is **advanced SEO**?

Advanced SEO techniques and strategies are used by SEO professionals to go beyond the basic on-page optimisations of content and keywords. It involves a more complex approach to improve a website's visibility and ranking on search engine results pages, or SERPs for short. By using advanced SEO techniques, you can increase your website's visibility and ranking, generate more traffic, and ultimately drive more conversions for your business.



SEO is traditionally split into 3 key areas, on-page, off-page and technical SEO. While basic SEO is largely focused on optimising on-page elements, advanced SEO explores technical, under-the-hood improvements as well as off-page optimisations. Technical SEO involves optimising the technical aspects of your website such as website speed, mobile responsiveness, architecture, and security. Off-page SEO focuses on building high-quality backlinks, creating social media signals, and other strategies to enhance your website's authority and trustworthiness.

Implementing advanced SEO strategies can be challenging and requires a deep understanding of search engine algorithms and the latest SEO trends. You need to build the expertise and knowledge necessary to apply advanced SEO techniques effectively, resulting in improved website visibility, increased traffic, and better conversion rates. By continually monitoring and adapting your strategies, you can stay ahead of the competition and maintain your website's search engine ranking.

Why you need advanced SEO.

The SEO world is changing all the time and it's becoming harder to stand out from the crowd. In a poll from Search Engine Roundtable, 60% of SEOs admitted that it was harder to achieve results than it was 5 years ago. More frequent algorithm updates, a huge increase in competition and the looming giant that is AI has made life hard for SEOs in recent years.

Businesses like yours desperately need to consider investing resources and time into advanced SEO because it can help you achieve better results than basic or beginners SEO. Here are some reasons why:

1. Increased visibility.

Advanced SEO techniques can help you achieve higher rankings in search engine results pages, SERPs, which can lead to increased visibility and traffic to your website.

2. Creating better user experiences.

Advanced SEO involves optimising website infrastructure and content to improve user experience, which can lead to higher engagement and conversion rates.

3. Improved brand reputation.

Businesses that appear at the top of search results are perceived as more authoritative and trustworthy by users, which can improve your brand reputation.



4. **Competitive advantage.**

Advanced SEO techniques, such as advanced keyword research and link building, can help your business outperform your competitors and gain a competitive advantage.

5. **Higher return on investment.**

Investing in advanced SEO may require more resources or time upfront, but it can result in a higher return on investment over time due to increased visibility, traffic, and conversions.

In comparison to beginners SEO, advanced SEO can provide more targeted and comprehensive results. Beginners SEO may help businesses improve their website's basic optimisation factors, such as meta tags and content, but it may not be sufficient to compete with other websites in the same industry.

Advanced SEO techniques are better equipped to help you identify and target high-value keywords, optimise your website's technical infrastructure, and build high-quality backlinks that can improve their overall online visibility.

Moreover, advanced SEO is an ongoing process, and it requires continuous monitoring, optimisation, and adaptation to changes in search engine algorithms and user behaviour. By investing in advanced SEO, you can stay ahead of your competitors and continuously improve your online presence, which can lead to long-term success and growth.

SECTION #2

Advanced keyword research.

If you're creating an advanced SEO strategy, keyword research is a critical component to consider. While basic keyword research can give you a general idea of what keywords to target, advanced techniques can help you identify the most effective keywords for your specific goals. Here are some advanced keyword research strategies to consider:

Long-tail keywords.

One technique to explore is using long-tail keywords. These are more specific phrases that people search for and can be particularly effective for targeting users who are closer to making a purchase or taking a specific action. Long-tail keywords often have lower search volume, but have a clearer intent. Incorporating long-tail keywords into your content can help increase its relevancy and attract more qualified leads.



Analyse your competitor's keywords.

Another strategy to consider is analysing your competitors' keywords. By identifying the keywords that your competitors are ranking for, you can gain insight into their SEO strategies and find opportunities to improve your own. Tools like SEMrush and Ahrefs can help you identify your competitors' top keywords.

Review your keyword modifiers.

Keyword modifiers are another advanced technique to consider. Modifiers are words that you can add to your keywords to make them more specific. For example, adding words like "best," "top," "review," or "guide" can help you target people who are looking for specific types of content. This can help improve the quality of your traffic and increase the likelihood of conversions.

Keyword clusters.

Keyword clustering or topic clusters are another advanced technique to consider. This involves grouping related keywords together into clusters. By organising your keywords this way, you can create more targeted content and improve your overall SEO strategy. To cluster your keywords, identify themes or topics that are related to your business and group your keywords accordingly.



Leverage user-generated content.

Finally, leveraging user-generated content can also be a valuable source of insight for your keyword research. Customer reviews and social media posts can provide valuable information about the language that your target audience uses when searching for products or services like yours. Use this information to inform your keyword strategy and improve the relevancy of your content.

By incorporating these advanced keyword research techniques into your SEO strategy, you can improve the effectiveness of your campaigns and attract more qualified leads.

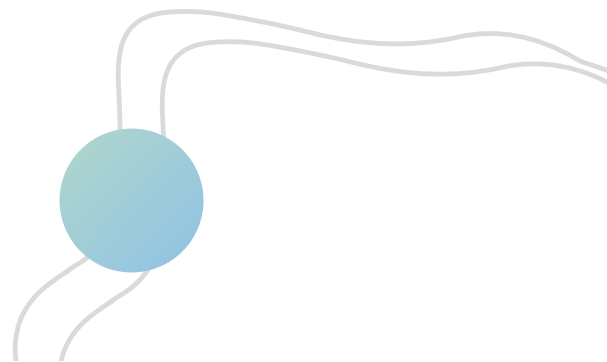
SECTION #3

Advanced technical SEO.

As you work to develop an advanced SEO strategy, one crucial aspect you must pay attention to is technical SEO. This is because technical SEO plays a critical role in ensuring that search engines can easily crawl and index your website's pages, comprehend your content and relevance, and ultimately rank your web pages accurately in search results.

If you neglect proper technical SEO, search engines may struggle to crawl and index your website's pages, resulting in poor rankings and visibility in search results. This could lead to a significant loss of traffic, leads, and revenue for your business. Therefore, technical SEO is essential to ensure that your website is optimised for both search engines and users, making it a critical component of an advanced SEO strategy. So, if you want to rank higher in search results and attract more traffic to your website, we highly recommend prioritising technical SEO optimisation.

If you're not sure where to begin your technical SEO investigation, we've outlined a handful of effective techniques to get you started. These are just a few advanced technical SEO techniques you can use to improve your website's visibility in search results and provide a better user experience. Remember to keep up-to-date with the latest trends and best practices in technical SEO to stay ahead of the competition.



Technical **SEO techniques.**



Structured data markup.

Structured data markup is an essential tool for optimising your website's content and increasing its visibility on search engines. By using structured data, you can help search engines like Google understand your content better and provide more context to users searching for relevant information. This means that your website has a higher chance of showing up in rich search results, which can significantly increase your website's visibility and attract more traffic to your site.

To implement structured data markup on your website, you can use schema.org markup or other structured data formats. Schema.org is a collaborative effort between major search engines like Google, Bing, and Yahoo to create a common vocabulary that helps search engines understand the content on websites. This standardised vocabulary is easy to implement and can help your website rank higher on search engine results pages.

By providing structured data, you can also enhance your website's appearance on search engine results pages. Rich snippets, which are often featured at the top of search results, can include images, reviews, ratings, and other useful information that can help users quickly determine if your website is relevant to their search query.

Structured data markup is an effective way to improve your website's visibility on search engines and increase its chances of appearing in rich search results. By implementing schema.org markup or other structured data formats, you can provide more context to search engines and enhance your website's appearance on search engine results pages.

Optimise your site architecture.

Site architecture, or site structure, is a critical component of advanced technical SEO. It refers to the way that pages are linked together within a website, and a well-organised site structure can make it easier for search engines to crawl and index your website. This, in turn, can improve your website's visibility in search results and help it to rank more highly.

In technical SEO, the focus is on ensuring that search engines can easily and efficiently crawl and index your website. This means that site architecture plays a crucial role in optimising your website for search engines. By organising your pages in a logical hierarchy and linking them together in a way that makes sense, you can create a site structure that is both user-friendly and optimised for search engines.

To optimise your site architecture, there are a few key things to keep in mind. Firstly, you want to ensure that your site is easy to navigate, with a clear hierarchy of pages that is reflected in your URL structure. This helps search engines understand the relationships between different pages on your site, and to crawl and index them more efficiently.

You should also pay attention to the internal linking structure of your site. Internal linking is an important part of site architecture, as it helps to distribute link equity and establish topical relevance between pages. By linking to relevant pages within your own site, you can help to create a more coherent and useful website for users, while also signalling to search engines which pages are the most important and relevant.

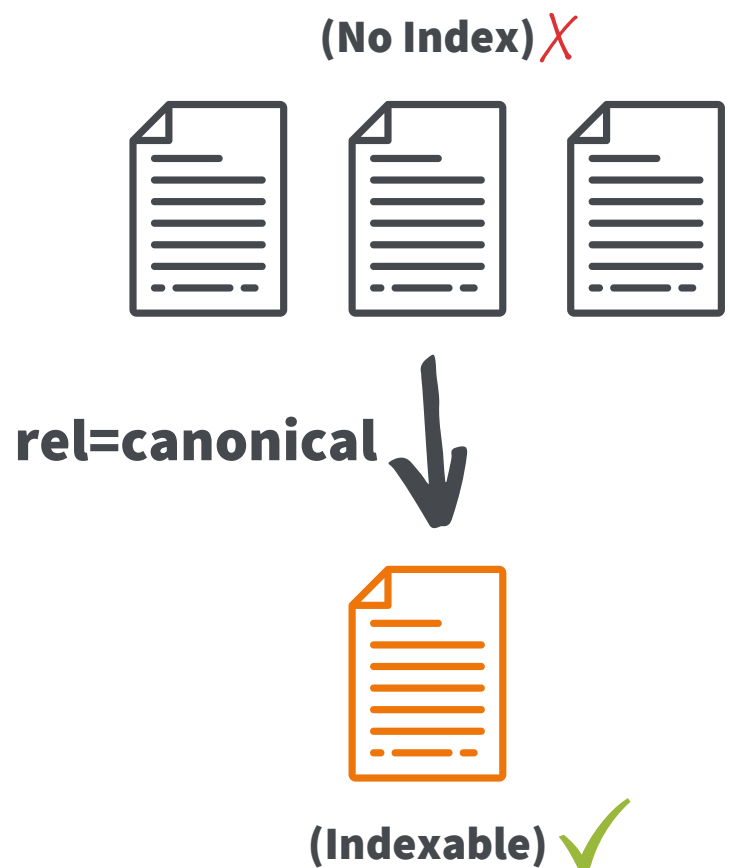
Overall, an effective site architecture is essential for technical SEO. By organising your pages in a logical hierarchy and linking them together in a way that makes sense, you can create a website that is optimised for both users and search engines, and that is more likely to rank highly in search results.

Use canonical tags.

Canonicalization is the process of identifying and consolidating duplicate or similar content on your website into a single, preferred version. This is important because search engines may penalise your site for having multiple versions of the same content, which can seriously harm your SEO rankings.

To implement canonicalization, you will need to use a "canonical tag" in the HTML code of your pages. This tag tells search engines which version of the content is the original or the preferred version and directs them to index that version while ignoring the duplicate versions.

For example, if you have two pages with similar content at "www.example.com/page1" and "www.example.com/page2", you can add a canonical tag to the header of one of the pages, pointing to the other page as the preferred version. This will ensure that search engines only index one version of the content, avoiding duplicate content penalties.



In addition to using canonical tags, there are other best practices for canonicalization, such as avoiding URL parameters. By following these guidelines, you can ensure that your website's content is properly canonicalized and optimised for search engine rankings.

Optimise for core web vitals.

If you're looking to improve your website's search engine ranking whilst providing a better user experience for your visitors, optimising for Google Core Web Vitals should be a top priority. Core Web Vitals is a set of metrics that measure how well your website performs in terms of loading speed, interactivity, and visual stability. Here are some tips to help you optimise for these important metrics:

Improve your loading speed.

The first Core Web Vital, Largest Contentful Paint (LCP), measures how quickly the largest element on your page loads. To improve your LCP score, you should aim to minimise server response time, reduce file sizes, and optimise your website's code.

Optimise for interactivity.

The second Core Web Vital, First Input Delay (FID), measures how quickly your website responds to user input. To improve your FID score, you should aim to minimise JavaScript execution time, avoid long task queues, and reduce the number of third-party scripts on your website.

Ensure visual stability.

The final Core Web Vital, Cumulative Layout Shift (CLS), measures how stable your website's visual layout is during loading. To improve your CLS score, you should avoid adding new elements to the page that push existing elements around, and ensure that images and videos have explicit dimensions.

Prioritise mobile optimisation.

With more and more users accessing websites on mobile devices, it's crucial to ensure that your website is optimised for mobile. This includes using responsive design, minimising page weight, and optimising touch inputs. We'll come back to this one later.



Review your XML sitemap.

Optimising your XML sitemap can help improve your website's visibility in search engine results pages. In order to do so, you need to ensure your XML sitemap includes all the pages on your website that you want to be indexed by search engines. This includes pages that may be hidden from your main navigation menus, such as landing pages, blog posts and product pages.

In addition to hiding certain elements from your sitemap, you also need to consider your website's boilerplates. Boilerplates are sections of content that are repeated across multiple pages on your website, such as header and footer sections. While it's convenient to have boilerplate content, it can also result in duplicate content issues, which can negatively impact your website's SEO. To avoid duplicate content issues, make sure that your XML sitemap and website content do not include boilerplate sections that are identical across multiple pages. Instead, use unique and relevant content for each page to provide value to both users and search engines.

You should also make sure that your XML sitemap is properly formatted and follows XML standards. This means that it should have a root element, and each URL should be enclosed in its own `<url>` element. Additionally, each `<url>` element should contain `<loc>` (URL) and `<lastmod>` (last modified date) elements.

Another important factor to consider is your crawl budget. Crawl budget refers to the number of pages that search engines are willing to crawl on your website within a given timeframe. If your website has a large number of low-quality or duplicate pages, it may consume a significant portion of your crawl budget, leaving fewer resources for crawling and indexing important pages. Therefore, it's crucial to regularly review and update your XML sitemap to ensure that it includes only relevant and high-quality pages that you want search engines to crawl and index.

Creating a robots.txt file.

A robots.txt file is a text file that is placed on a website's server to instruct search engine bots which parts of the website should not be crawled or indexed. It serves as a communication tool between website owners and search engines, helping to control the access of search engine bots to website content.

To get started with creating your own robots.txt file, we highly recommend following the guide from Google which you can see [here](#).

LEARN MORE...

Properly managing your robots.txt file can play a crucial role in ensuring that search engines crawl and index the right content on a website, which can impact the website's SEO performance.



It's important to be cautious while creating and uploading a robots.txt file, as an incorrect or misconfigured robots.txt file can unintentionally block search engines from crawling and indexing important parts of a website, leading to negative impacts on SEO. Always double-check the instructions in the robots.txt file and test it thoroughly before deploying it on a live website.

Notable Mentions.

1. **SSLs & HTTPS.**

Securing your website with an SSL certificate and using HTTPS can help protect your users' data and improve your search engine rankings. Search engines like Google have started giving preference to websites that use HTTPS.

2. **Server & hosting.**

Your website's server and hosting can impact page load times, uptime, and other technical SEO factors. Consider using a reliable hosting provider and optimising your server settings for faster page load times and better website performance.

3. **Javascript optimisation.**

As more websites use JavaScript to create interactive elements, optimising your JavaScript code is essential. Use tools like Google's PageSpeed Insights to identify any render-blocking JavaScript that could slow down your page load time.

4. **Accelerated mobile pages.**

You should also consider implementing AMP, a framework designed to optimise the loading speed and performance of web pages on mobile devices. It can help improve the mobile user experience and potentially boost search rankings.



SECTION #4

Advanced link building.

Advanced link building is an essential SEO strategy that involves acquiring high-quality backlinks from authoritative websites to your own website. It's important because search engines like Google use backlinks as a signal of the quality and relevance of your website's content. The more high-quality backlinks you have, the higher your website will rank in search engine results pages.

In the following section of this guide, we've outlined some advanced link-building techniques that go a push beyond beginner's guest posting.



Advanced link building techniques.

Broken link building.

Essentially, broken link building involves identifying broken links on high-authority websites within your niche and reaching out to the website owners to suggest replacing those links with links to your own website's content.

To get started with broken link building, you'll need to invest some time in researching websites within your industry that have high domain authority and a significant number of outbound links. You can use a variety of tools to help identify broken links on these sites, such as Ahrefs, Moz, or Screaming Frog. Or you could do it the old-fashioned way and see which links take you through to a 404 webpage.

Once you've identified a broken link that you think could be replaced with your own content, you'll need to reach out to the website owner with a polite message suggesting the replacement. This outreach process can take some time and effort, as you'll need to craft compelling pitches and follow up on your messages. However, if you're successful in getting your links placed, you'll have high-quality backlinks pointing to your site from trusted, authoritative sources.

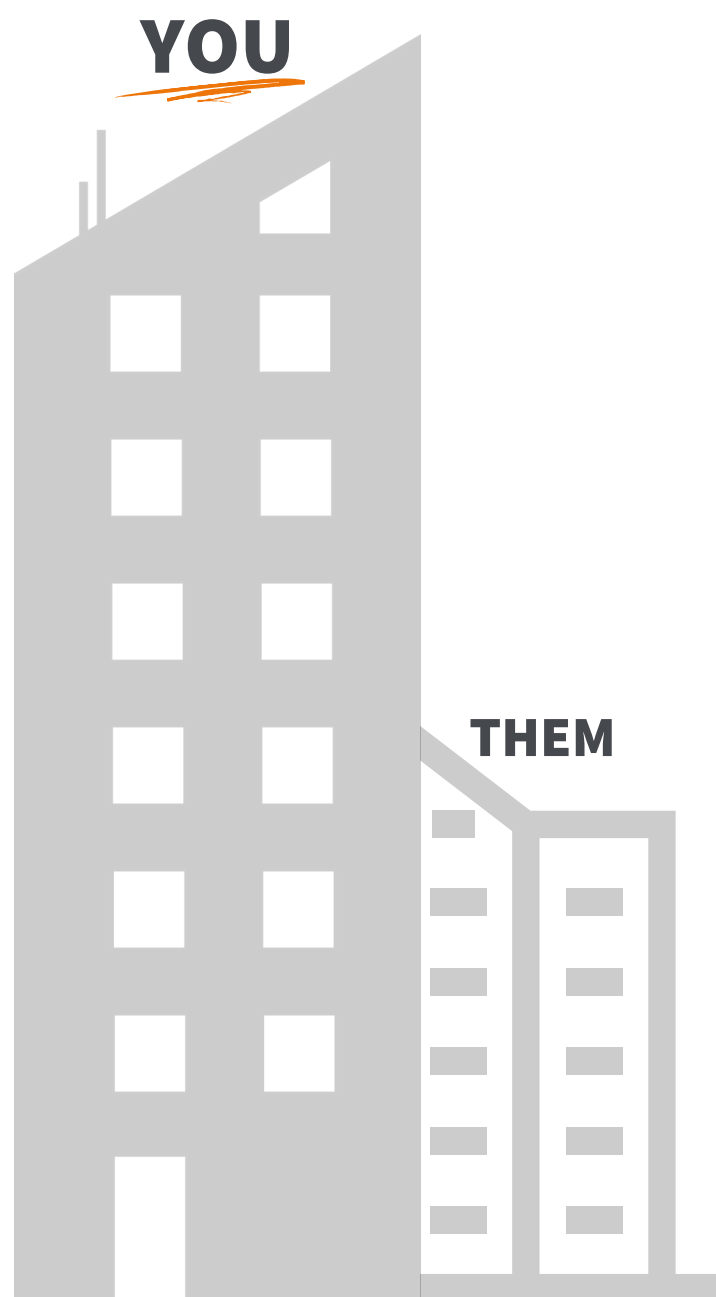


The skyscraper technique.

The first step in the 'Skyscraper technique' is to find the best content in your niche that's already ranking high on search engines. Once you've identified this content, you need to create something that's even better and more comprehensive than what's currently on offer.

This is where the "skyscraper" comes in. Think of your new content as a tall building that rises above everything else in the area. It should be so impressive and informative that people can't help but take notice. This might mean adding more details, conducting original research, or including multimedia elements like videos and infographics.

Once you've created your "skyscraper" content, the next step is to reach out to websites that are currently linking to the original content. You can do this by sending a friendly email that explains how your new and improved content is even more valuable than what they've linked to in the past. If they like what they see, they may decide to replace the old link with a link to your site instead.



By creating better and more comprehensive content and reaching out to websites that are already linking to similar content, you can establish your site as a valuable resource in your niche.

Influencer outreach.

If you're looking to increase the number of quality backlinks pointing to your site, influencer outreach can be a powerful strategy. By building relationships with influencers in your niche, you can ask them to share your content with their followers, which can result in backlinks and increased exposure.

To get started, you'll want to identify the key influencers in your industry or niche. Look for bloggers, social media personalities, or other thought leaders who have a large following and a strong online presence. Once you've identified these influencers, reach out to them and introduce yourself. You can start by commenting on their posts, sharing their content, and engaging with them on social media.

Once you've established a relationship, you can ask the influencer to share your content with their followers. This might involve asking them to link to your content in a blog post or to share your content on social media. When the influencer shares your content, it can result in more backlinks to your site, which can improve your search engine rankings and drive more traffic to your site.

Keep in mind that not every influencer will be a good fit for your brand. Influencers have their own unique audience demographics and interests. By identifying influencers who cater to your target audience, you can ensure that your brand message reaches the right people. This can help you achieve higher engagement rates, as the content is more likely to resonate with the audience and drive meaningful actions, such as clicks, conversions, and brand awareness.



Digital PR.

If you didn't know, get to know. Digital PR and link-building go hand in hand. Although very similar to influencer outreach, digital PR does have its key differences.

Digital PR is a technique of building relationships with journalists, bloggers, and influencers to gain exposure for a brand or company from a more newsworthy perspective. With digital PR you'll need to create newsworthy content that is shareable and can attract links from high-authority websites. This can include press releases, research reports, infographics, and other types of content that can be pitched to journalists and influencers.



There are a variety of different tools available to help you identify the perfect journalist or media outlet that could be interested in covering your story. As with influencer outreach, there isn't a guarantee that your brand will be featured, but possible results are totally worth the upfront investment.

Thought leadership.

Thought leadership is a powerful tool for building links and establishing authority in your industry. By sharing your expertise, knowledge, and unique perspective, you can create content that resonates with your target audience and sets you apart as a leader in your field. When you consistently produce high-quality content that provides value to your readers, you can attract links and social shares naturally, without having to resort to spammy or manipulative tactics.

To become a thought leader, you need to focus on developing a deep understanding of your industry and your audience. You should be able to identify emerging trends, new technologies, and changing consumer behaviours that are likely to impact your field in the future.



Once you have established yourself as a thought leader, you can use your platform to share your thoughts and opinions on a wide range of topics. You can write blog posts, create videos, produce podcasts, and participate in online discussions to share your insights and engage with your audience. By providing unique and valuable content, you can attract links from other websites and increase your visibility in search results.

It's important to note that becoming a thought leader is not a quick or easy process. It requires a significant investment of time, effort, and resources to create content that is both informative and engaging.

SECTION #5

Voice search optimisation.

If you really want to take your SEO strategy to the next level, it's important to consider the rise of voice search. With the increasing popularity of voice assistants like Siri, Alexa, and Google Assistant, more and more people are using voice search to find what they're looking for online. In fact, it's estimated that around 40% of UK homes own and use voice-activated assistants or smart speaker devices.

Unlike traditional text-based searches, voice searches tend to be longer and more conversational in nature. People often ask questions or make statements as if they're talking to a real person. For example, instead of typing "best pizza places in Northamptonshire" into a search engine, someone might say "Hey Siri, what are the best pizza places in Northampton?". To make sure your website is optimised for voice search, there are a few key things you can do:

1. Use natural language.

When creating content for your website, try to use natural language that mirrors the way people speak. Voice searches tend to be more conversational in nature, so using long-tail keywords can help your content better match the types of queries people are making.



2. Answer questions.

Since many voice searches are in the form of questions, it's important to create content that answers common questions related to your industry or niche. You can also use tools like Answer the Public to find popular questions related to your topic.

3. Focus on local SEO.

Many people use voice search to find local businesses, so it's important to optimise your website for local SEO if you aren't already doing so! This includes things like creating a Google My Business listing, using local keywords, and getting listed in local directories.

4. Ensure your website is mobile friendly.

Since many people use voice search on their mobile devices, it's important to make sure your website is optimised for mobile. This includes using a responsive design, optimising images and videos for mobile, and making sure your website loads quickly on mobile devices.

5. Use structured data.

Linking back to one of the previous technical SEO techniques, structured data can help search engines understand the content on your website and display it in a more useful way for voice searchers. You can use schema markup to provide structured data on your website, which can improve your chances of appearing in featured snippets and other rich results.



SECTION #6

Mobile optimisation.

When it comes to building your advanced SEO strategy, it's important to remember that a large percentage of online traffic now comes from mobile devices. In fact, Google now prioritises mobile-friendly websites in its search results, making mobile SEO more important than ever before.

So why is mobile SEO so crucial? For starters, mobile devices have smaller screens than desktop computers, which means that websites need to be optimised for mobile viewing in order to provide a good user experience. This includes making sure that your website is easy to navigate, loads quickly, and is designed to be easily read on a smaller screen.

To ensure that your website is optimised for mobile, there are a few things you can do. First, make sure that your website is responsive, meaning that it can adjust to different screen sizes and resolutions. This can often be achieved by using a mobile-responsive theme or template for your website.

Most commonly businesses tend to use a responsive web design (RWD), that utilises the same HTML code and content across both mobile and desktop devices. You'll simply need to use the meta name="viewport" tag within your site's source code to help the browser identify how it should adjust your content. RWD is actually recommended by Google itself!



1. Don't block javascripts.

Some developers choose to block certain JavaScripts, CSS, and image files on their website, which goes against Google's guidelines. To ensure that your website is search engine-friendly, it's best to keep all files visible to the search engine's crawlers. Blocking files can negatively impact your website's visibility and ranking, so it's best to avoid this practice.

2. Use accelerated mobile pages.

As mentioned earlier on in this guide, implementing AMP can lead to better user experiences and improved search engine visibility. These pages will automatically be cached by Googler for faster load times.

3. Optimise your content.

Video content that runs smoothly on desktop devices may not perform well on mobile devices, leading to a poor user experience. To ensure that your website is user-friendly across all devices, it's recommended that you use HTML5 for video embedding and all animations. Additionally, avoid using Flash, as it can make it difficult for search engines to understand your content.

4. Avoid mobile-only 404s.

Some websites may display a 404 error page for mobile users accessing the same URL that desktop users can access without any issues. This can be frustrating for mobile visitors and may negatively impact your website's user experience. To avoid this, it's recommended that you redirect mobile users to an equivalent mobile page at a different URL instead of showing a 404 error page.

By taking these steps to optimise your website for mobile, you'll not only provide a better user experience for your visitors, but you'll also improve your search engine rankings and attract more traffic to your site.

SECTION #7

Video optimisation.

When it comes to SEO, video optimisation is often overlooked, but it can have a significant impact on your website's ranking and user engagement. Video SEO refers to the practice of optimising video content to improve its visibility and ranking in search engine results pages. It involves various techniques to make your video content more discoverable and engaging for both search engines and users.

Video SEO is becoming increasingly important as video content continues to grow in popularity and becomes a key medium for marketing and advertising. By optimising your video content for search engines, you can increase its visibility, drive more traffic to your content, and improve user engagement. Here are some tips for optimising your videos for search engines:

1. **Host your videos on your site.**

While hosting your videos on popular platforms like YouTube or Vimeo can increase your reach, it's important to host your videos on your website as well. This will not only help you control the user experience but also give search engines more content to crawl and index.



2. Optimise video titles and descriptions.

Just like with any other content on your website, optimising your video titles and descriptions with relevant keywords can improve your video's visibility in search results. Make sure to include your target keywords in the title and description, but be sure to write in a way that is compelling and informative for users.

3. Use video sitemaps.

Video sitemaps are a way to provide search engines with important information about your videos, such as the title, description, and thumbnail. This can help search engines understand the content of your videos better and display them more prominently in search results.

4. Use closed captions or transcripts.

Closed captions or transcripts not only make your videos more accessible to users but also provide search engines with more text to crawl and index. This can help improve your video's visibility in search results and make it more likely to appear in featured snippets.



5. Create engaging thumbnails.

Your video thumbnail is often the first thing users will see, so it's essential to make it visually appealing and relevant to the video's content. Use high-quality images and make sure the thumbnail accurately reflects the video's content.

SECTION #8

The future of SEO.

As a budding SEO expert, you know that the industry is constantly evolving. In the future, SEO will become even more important as the digital landscape continues to change. With that said, the most successful SEOs consistently adapt their approach depending on the evolutions in the industry.

In this section of the guide, we'll be reviewing some of the industry's most seismic developments that you should keep an eye on.



Artificial intelligence.

Artificial intelligence is undoubtedly having a significant impact on the world of SEO and we expect this trend to grow in the coming years. Google, in particular, has been using AI and machine learning to improve its search algorithms and deliver more relevant search results to users. Today, the market's leading tech firms are developing their own arsenal of AI tools and chatbots to help make shopping, working and browsing a more efficient and seamless experience.



One of the key benefits of AI for SEO is its ability to analyse data at a rate that humans simply cannot match. This means that marketers can use AI to identify trends, insights and opportunities that would have otherwise gone unnoticed. By leveraging AI tools, digital marketers can work more effectively and efficiently, and make data-driven decisions that are more likely to drive results.

AI can also help us identify new keywords and opportunities that we may have overlooked in the past. This can help us stay ahead of the competition and ensure that we are targeting the right keywords and topics to drive traffic and engagement.

However, it's important to note that while AI can provide valuable insights and automate certain tasks, it's not a replacement for human expertise and creativity. Ultimately, the future of SEO will be a combination of human expertise and AI-powered tools, working together to create more effective and personalised digital experiences for users.

Visual Search.

AI and Google Lens are expected to play a major role in SEO going forward. Google has made significant improvements to its image API, incorporating it into its algorithm to release the much-awaited multimodal search. Google Lens, which was introduced a few years ago, has seen significant advancements in recent times.

One of the main challenges for Google is to accurately identify objects within images and videos. High-quality visuals are necessary to ensure that Google's algorithm can properly understand and identify the objects in the image. However, high-quality visuals also tend to have larger file sizes, which can negatively impact Core Web Vitals and PageSpeed metrics, ultimately leading to a poor user experience.

To mitigate this issue, it is important to prioritise image quality while also ensuring that your website has lazy loading and a CDN to lower the server load and improve page loading speed.

Another way to ensure that Google can accurately categorise your images is by using proper alt texts and relevant schema markup. Adding appropriate schema markup, such as a Recipe markup for a page about baking cookies, will help Google understand the context and content of your images more accurately.



While it remains uncertain whether Google will become less strict with PageSpeed benchmarks, implementing these strategies will help improve your website's SEO and provide a better user experience for your visitors.

The new 'E' in E-A-T.

As a digital marketer, you'll likely be familiar with E-A-T, or Expertise, Authoritativeness, and Trustworthiness. E-A-T has become increasingly important in the world of SEO, and this year is no exception. At the backend of 2022, Google confirmed that they added another 'E' to the popular acronym. The addition relates to 'Experience'. The search giant will now consider the experience of the author, or creator when evaluating the quality of content.



What does this mean for you? Well, Google has said they want to see content creators that have first-hand, real-world experience of the topic in question. That means more websites need to take a closer look at not just who their content creators are, but what topics they're focusing on. This shift further demonstrates how crucial it is for digital marketers to establish themselves as experts in their respective niches.

To improve your E-E-A-T, you should also focus on building a strong personal brand. This includes developing your online presence through social media platforms and establishing yourself as a thought leader in your niche. Writing blog posts, participating in podcasts, or speaking at industry events can all help you establish a reputation as an expert in your field.

Investing in your reputation may be costly, but it's worth every penny spent. By focusing on E-E-A-T, you'll establish your website as a trustworthy source of information in your industry, leading to higher rankings and increased traffic.

Endless scrolling.

In 2023, we can expect significant changes to click-through rates in search due to the introduction of Google's Continuous Scroll feature. This new feature enables users to effortlessly scroll through more results without having to navigate between search engine results pages. As a result, the once-consistent relationship between ranking positions and click-through rates may change.

It is still ideal to aim for a position on the first page of search results, but now being on page two or three can also be advantageous with endless scrolling. Therefore, it is crucial to optimise page titles and meta descriptions with compelling and engaging copy.

Additionally, incorporating schema markup into your content can make it more appealing and clickable in the SERPs. By leveraging these techniques, you can ensure that your content stands out and captures the attention of users, regardless of where it appears in search results.



Preparing for the future.

The SEO industry is constantly evolving, with search engine algorithms becoming more complex and user behaviour shifting over time. Staying informed and adaptable is key to achieving long-term success in SEO. So, whether you're a beginner or an experienced SEO professional, make sure to keep learning, experimenting, and evolving your approach to stay ahead of the game.



SECTION #9

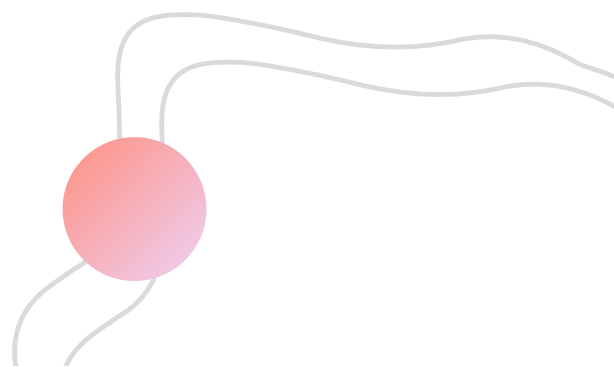
SEO success stories.

Congratulations on reaching this point in the guide! You've learned a lot about the different techniques and strategies involved in advanced SEO. However, it's important to remember that SEO is an ongoing process, and success is not always immediate or easy to achieve.

In the next section, we'll explore some examples of SEO successes to give you an idea of what can be achieved with a well-executed SEO strategy. These examples range from small businesses to large enterprises and cover a range of industries.

By looking at these success stories, you'll gain a deeper understanding of how SEO can impact a business's online visibility, traffic, and revenue. You'll also see how different strategies can be applied to achieve specific goals, such as improving local search rankings, increasing organic traffic, or enhancing user experience.

Ultimately, these SEO successes serve as a reminder that with the right approach, patience, and perseverance, SEO can deliver significant results for your business. So, let's dive into these inspiring examples and see what we can learn from them!



Success **stories.**

The challenge.

This client was struggling with low search engine rankings, limited organic traffic and difficulties reaching their target market.

The solution.

The project kicked off with a comprehensive SEO analysis, reviewing the website's current performance, competitor research, keyword research, on-page optimisation, technical SEO enhancements, and content optimisation. Our SEO experts delved into various technical fixes and improvements to enhance the website's health and overall performance which contributed to how search engines positioned and ranked the site.

The results.

The implementation of the SEO strategy by our team delivered significant results. The client experienced notable improvements in their search engine rankings, organic traffic and online visibility. These results have positively impacted the client's online presence, allowing them to reach a wider audience, generate more organic traffic, and attract potential more clients.



Success **stories.**

The challenge.

This client was a global manufacturing brand, and despite being a well-recognised brand locally, the client was struggling to gain the organic visibility that they needed to reach a broader, national audience.

The solution.

Our solution involved a number of moving parts, including technical web audits to identify improvements and content research to optimise the selected keywords. Our SEO explored new routes of promotion and link-building and identified content gaps to leverage against competitors.

The results.

Over the last two years, the client has seen exponential growth, with the UK website ranking #1 for traffic, lead generation, and sales out of 42 European websites. Our team were successful in optimising a large number of keyword positions onto the first page, resulting in an increase of 182 positions and expanding on key term reach.



182
position
increases for
target key
terms.

X5
no.1 positions
for target
terms.

40%
increase in
users.

#1
website out of
42 other EU
sites.

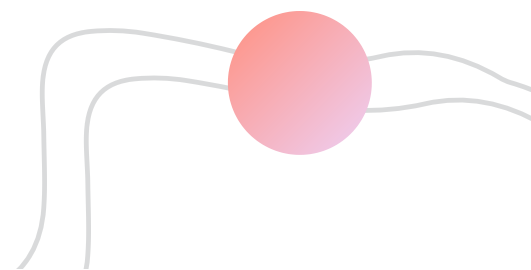
SECTION #10

A summary of **your guide.**

Mastering advanced SEO techniques is crucial for digital marketers and SEO professionals who aim to stay ahead of the curve and remain competitive in the ever-changing search landscape. This guide has covered various topics that are essential to the success of any SEO campaign, including advanced keyword research, technical SEO, link-building techniques, voice search optimisation, mobile SEO, video SEO, and the future of SEO.

We've also showcased case studies to illustrate the practical application and tangible results of these advanced techniques. By implementing the strategies outlined in this guide, you can improve your website's visibility, attract more traffic, and ultimately drive better results for your business. Remember, SEO is an ongoing process that requires continuous learning, testing, and optimisation, so keep refining your skills and stay ahead of the game!

It's worth noting that SEO is not a one-size-fits-all approach, and what works for one website may not work for another. Therefore, it's important to tailor your SEO strategy to the specific needs and goals of your website. By keeping up-to-date with the latest industry trends and best practices, and by constantly evaluating and refining your approach, you can achieve long-term success in the highly competitive world of SEO. With this guide as a reference, you can take your SEO skills to the next level and achieve outstanding results for your website and business.



LOOP.

DIGITAL MARKETING

We're now welcoming new clients...

START A PARTNERSHIP



@LOOPDIGITALUK



01604 806020



INFO@LOOP-DIGITAL.CO.UK

WHY NOT EXPLORE OUR OTHER SERVICES?



**WEB
DESIGN**



SEO



**CONTENT
MARKETING**



PPC



SOCIAL