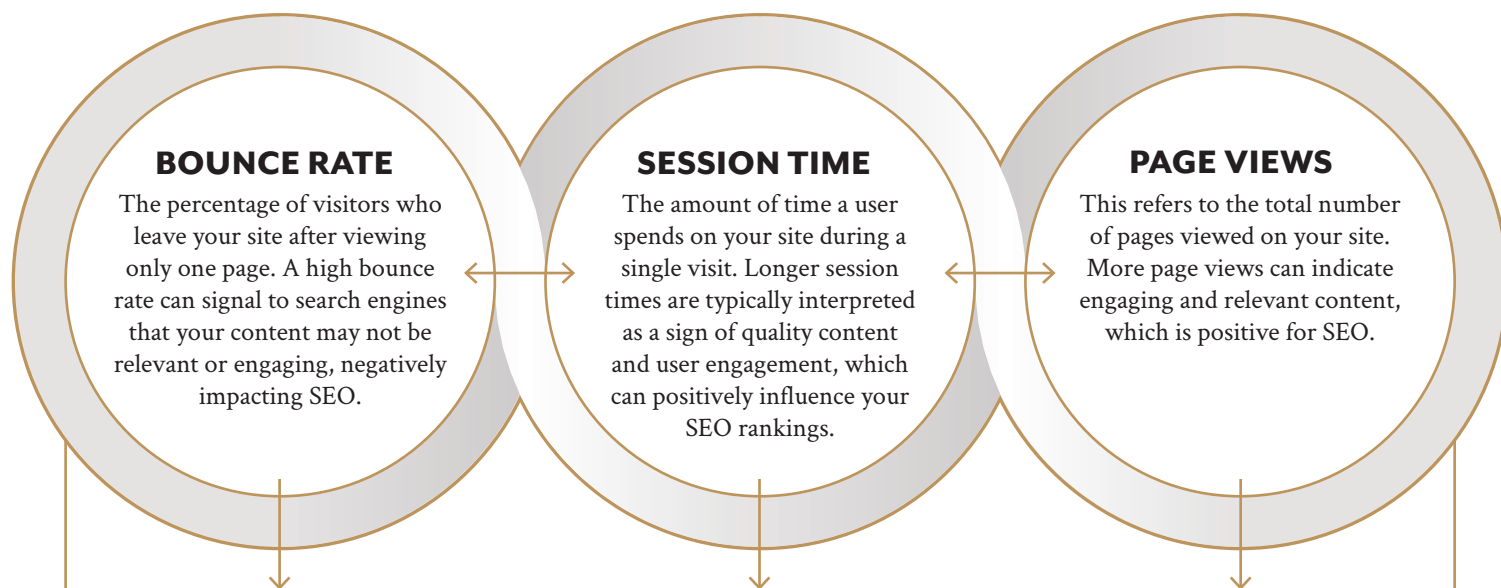


SEO QUICK GUIDE



GOLDEN RATIO

In the context of website SEO, the term “golden ratio” typically refers to the optimal balance between various elements on a webpage to enhance its search engine performance. This includes factors such as the placement and density of keywords, the structure of content, and the overall user experience. While there isn’t a specific universal ratio, maintaining a harmonious blend of these elements is essential for improving a website’s visibility and ranking on search engine results pages.

IMPORTANT QUESTIONS:

What is the website’s goal?

What is a landing page’s goal (*especially one tied to an ad*)?

Does the content on your site support those goals?

If not, immediately modify the goal or the content.

Example: Support sites aim for low page views (efficient problem-solving) and low session times (quick answers).

Content-heavy or informational sites want to have higher page views and longer session times.

ADDITIONAL FACTORS TO CONSIDER

- Keyword optimization
- Mobile-responsiveness
- Accessibility
- Page/website speed (I.E. Performance)
- Quality content (“Content is king”)
- Reputable backlinks (NOT hyperlinks)
- Technical SEO
- User experience (UX)
- User journey
- Social media signals (“Engagement”)



GENERAL GUIDELINES & EXAMPLES

BOUNCE RATE

A good bounce rate typically falls between 26% to 40%. Lower is usually better, but a very low bounce rate (e.g., below 20%) might also indicate that your website isn't attracting enough new or the right kind of traffic.

NEGATIVE EXAMPLE

A high bounce rate (over 70%) might indicate that visitors aren't finding what they're looking for or that the landing page content isn't engaging. However, for certain types of content like blog articles or news sites, a higher bounce rate might be normal since users may come just to read a specific article.

SESSION TIME

An average session time of 2-3 minutes is often seen as good. But this can vary; for blogs, longer session times can indicate engaged readers, whereas for service pages, shorter times might still be effective.

NEGATIVE EXAMPLE

If the session time is exceptionally long (e.g., over 10 minutes) but the user is browsing through many pages, it might indicate they are struggling to find the desired information. It can also suggest that the site is difficult to navigate or not well-organized.

PAGE VIEWS

An average of 1.5-2 pages per session is generally decent. More page views can indicate engaging content or a well-structured website that encourages exploration.

NEGATIVE EXAMPLE

A very high number of page views per session might seem positive, but if coupled with a long session time, it could mean users are lost or the website lacks clear calls to action. Alternatively, if the page views are high but the session time is extremely short, it might suggest that users are clicking through pages quickly, likely not finding what they need.