



# 2023 SEO STRATEGIES

Top 7 Tips to Rank High on Google

## SEO STRATEGIES YOU SHOULD BE IMPLEMENTING IN 2023

**1**

### WRITING AUTHENTIC CONTENT

- Content stays 3-5 paragraphs long
- Add keyword and hyperlink in the first sentence of the first paragraph

### LEVERAGING VIDEO & TRANSCRIPTS

- Edit your transcripts
- Embed keyword phrases
- Put video & transcripts together

**2**

**3**

### AVOIDING BLACKHAT LINK BUILDING

- Avoid the trap of buying too many links

### DEVELOPING A SOLID PLAN

- Write content you would also be interested in reading
- Stay on topic and don't include too many themes

**4**

**5**

### MAKING SITES MORE VISIBLE ON GOOGLE

- Register with Google Search Console & GMB

### ADDING GREAT PICTURES

- Put your keyword(s) into the alt text of your images

**6**

**7**

### PUBLISHING GREAT CONTENT EVERY MONTH

- Continue to publish fresh monthly content

