



3 SEO MISTAKES YOU'RE MAKING

but can fix in 30
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1. Page Title Optimization

The keywords you're trying to rank for should go as close to the beginning of your page's title as possible. Optimizing your page titles this way can go a long way!

2. Meta Descriptions

If your site isn't allowing you to write custom meta descriptions page by page, you're skipping one of the easiest SEO steps. On Wordpress? Download the SEO Yoast plugin.

3. Internal Linking

Link long-tail key terms you're trying to rank for in the copy on your website to appropriate landing pages about those terms. External links are even more valuable!

