

TIP SHEET

5 TIPS FOR MAXIMIZING SEO DURING COVID-19



65% of marketers anticipate that their budgets will at least slightly decrease over the coming months as we battle the economic downturn resulting from COVID-19. Despite this spending decrease, 68% of marketers expect their KPIs to either remain the same or increase.

So, how can you keep filling your funnel?

With a **14.6% average conversion rate, exponentially higher than direct marketing tactics, SEO is a smart time investment during this pandemic**, setting companies up to meet KPIs, drive top-of-funnel leads and fill the pipeline once normal buying behaviors return.

Here are **5 TIPS TO RAMP UP** your **SEO** game during **COVID-19**:



No broken links - Make sure your website is technically sound so search engines can quickly crawl and index it. **Check out our blog covering the three pillars of SEO** so you can make sure your site is running properly for optimal SEO results.



Relevant keywords - Check your keyword list to ensure it is up to date and built around topics that are most valuable for your business. A current keyword list makes it easier to create content attuned to buyers' inquiries. The Google Keyword Planner is a great resource for finding new keywords and their search volume.



#content - Invest in high quality content creation today! Content doesn't rank overnight, but by building up unique and valuable content now you can attract more organic search traffic when search patterns return to normal post-Coronavirus. Make sure to link to your new content on social media and within other relevant pages on your site.



So fresh, so clean - Update outdated content with new data, information and links to your new content from tip #3. Your website probably has some content that is seriously out of date, so make sure it stays true to the present environment. Search engines love fresh content to crawl, so feed the machine!



Links, links, links - Focus on your link building strategy to increase your website's Domain Authority, which is essentially your site's trustworthiness in the eyes of search engines. Media relations and PR efforts can contribute loads of high-quality inbound links to your site from other trustworthy sources.