

To get results and scale your business you need traffic that is made up of an audience that is interested and highly relevant to your niche. With a larger percentage of people than ever before finding out about products and services by searching online, it's important that you make some room in your budget for online promotional techniques such as SEO. Rankings achieved through SEO promote your website 24/7, taking absolute advantage of the (at least) 60,000 Google searches occurring every second.

SEOmofo
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Google SERP Snippet Optimization Tool

- Predict how your web page will look in Google's search results
- Optimize your SERP snippets for higher click-through rates

What is this? - This tool simulates Google's search engine results pages (SERPs). Use the form below to enter the title, meta description, and URL of your web page, and this tool will generate a virtual search result listing based on your input. For more information, [click here](#).

Title 33
Update Google Analytics using PHP
Tip: [Google limits SERP titles by pixel width, not by character count](#)

Description 249
Google Analytics is usually updated by embedding Javascript code into your web pages. If you've written a web application and want to add extra information into your analytics tracking then using PHP to update Google Analytics may be a better option

URL
<http://garyhall.org.uk/update-google-analytics-php.html>
Example: www.seomof.com/snippet-optimizer.html

Display Options

- Google SERP Simulator
- Sponsored Links (top)
- Sponsored Links (right)
- Organic Results
- Add rich snippet text
- Add a date
- Bold words

Notes

TIP:

If you select the **Add a date** checkbox, today's date will be filled in automatically.

If you plan on publishing your web page at a later date, you can still edit the date input field manually.

In most cases, the date Google shows in the SERP snippet will match the date it found in your page content (for example, the

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Google

About 1,050,000 results (0.36 seconds) [Advanced search](#)

Everything
Blogs
News
More

All results
Related searches

Update Google Analytics using PHP
garyhall.org.uk/update-google-analytics-php.html
Google Analytics is usually updated by embedding Javascript code into your web pages. If you've written a web application and want to add extra ...

Goooooooooooooogle ▶

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Optimize Your Site Technically

Technical SEO is readily actionable. Check for your brand name on Google. Use a fast DNS ('domain name system') provider. Test your structured data markup implementation. With a tech-savvy [SEO Consultant](#) who has marketing experience and knows the technical side, you can easily meet your marketing goals and get a better return on investment.

SEO Content Creation Is The Avenue Through Which You Can Rank

Google has laid out some tips and guidance on how to write SEO optimized content. These tips will help you make sure you're on the right track and they're the best place to start. SEO is about making your content available to your readers and achieving the goals you set out in your marketing plan. The only way to win today is to look at who is winning. If this is the

content that Google knows is most helpful to users—and helpful content is the foundation of its revenue— what do you have to do? With high-quality content, you can generate huge amounts of website traffic. The idea behind content marketing is that you're creating content that consumers are interested in. Therefore, the more high-quality content you generate, the more website traffic you can expect. If you are looking for a [Professional SEO Service](#) to help you with your Google rankings, then a simple Google search should suffice.

Research Your Competitor's SEO Plan

Simply put, competitive analysis in SEO is the process of identifying any related website that ranks higher than you on SERPs for search terms related to your product, service or company. Some websites that outrank you in Google will be competitors with which you are familiar. Whatever stage your business is at, analysing your competitor's SEO can help you find new opportunities and keep on top of industry trends. For your digital marketing campaign to succeed, it's vital to understand your online competition. No wonder, it's one of the first steps when it comes to creating your Digital Marketing Strategy. You don't just want to gather the information from your competitive analysis—you also want to take action on that information. The data itself will only show you where you fit into the market landscape. It is the experience of working as a [SEO Consultancy](#) that determines success.

Why You Ought To Use Keyword Research?

As long as you don't know if the keywords in your SEO campaigns are bringing you visits and conversions, it's impossible to measure SEO performance and, implicitly, justify the budget you invest. The keywords your potential users are searching on should give you a good indication of both the content they're looking for and the search terms you want your site to rank for in the SERPs. You need to have a thorough understanding of a website, including its products, services, content, and business needs. Use your initial work in understanding users and interviewing stakeholders to produce valuable results. You need to be able to look at a search term and determine whether or not it's essential or irrelevant. Keyword research in SEO is as important as oxygen in human living. It's the first step for developing successful SEO for your website. Keywords are also called as search terms. It could be one or more than one word. A recommended [SEO Specialist](#) will be on top of all the changes and can take the burden of ensuring your content ranks well off your hands.

Essential SEO Stats

Here are direct insights into just how effective search engine optimization and different SEO tactics can be with a series of SEO stats.

- *Google shows meta descriptions in search results only 37.22% of the time. That rises to 40.35% for fat-head keywords and drops to 34.38% for long-tails.*
- *61.5% of desktop searches and 34.4% of mobile searches result in no-clicks.*
- *39% of purchasers are influenced by a relevant search.*
- *43.7% of the top-ranking pages have some reciprocal links.*
- *Mobile searches for store open near me (e.g., grocery store open near me) have grown by over 250% from 2017–2019.*
- *SEO drives 1000%+ more traffic than organic social media.*

A [SEO Expert](#) knows that content quality and user experience are the most important elements of search engine optimization.