

7 SEO Tips for Manufacturers



1

Keep Your URLs Evergreen

Just as evergreen content remains relevant and valuable long after it's time of creation, evergreen URLs are carefully written to remain indefinitely discoverable by search engines.

For you, this means avoiding specific mentions of dates.



X

Bad

www.mycompany.com/guidetomanufacturingtrends2016

✓

Good

www.mycompany.com/guidetomanufacturingtrends



2

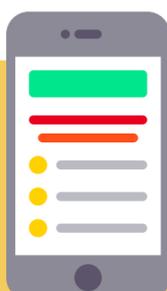
Focus on Great Content

Algorithms are getting smarter - they're stamping out keyword stuffing and other poor practices. Tactics such as using link building, keywords, and title tags no longer work for fundamentally poor content.



The solution:

Don't cut corners, have keywords in mind, but let the overarching message shape the narrative of the copy you create.



3

Go Mobile or Go Home

Research from Google has finally confirmed what many of us suspected - mobile searches are surpassing desktop searches.

Algorithms have noticed this behaviour too, taking steps to heavily penalise unresponsive pages.

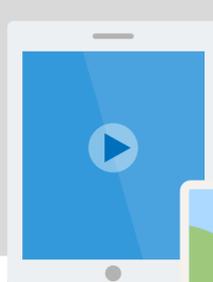
So, the message is clear:
optimise your site for mobile browsing, or miss out on potential customers.



4

Use Images and Videos

Both consumers and algorithms are beginning to favour images and videos. They're engaging and they're perfect for manufacturing firms looking to demonstrate value.



Start weaving media into your website, content and social media activity for an increase rank on SERPs.

5

Use a Keyword in the First 100 Words

According to Moz, algorithms are more likely to look favourably upon your content if a keyword appears within the first 100 words of copy.

Bear this in mind for every page of your website.



6

Optimise Image File Names and ALT Tags

Again, this is SEO bread and butter, but for manufacturing firms with that rely heavily on image and demonstration driven webpages, it's easy to neglect these best practices.

As a rule of thumb, always replace title text and ALT text so that it is aligned with the tone, subject and keywords of the page in which it features. Simple.

7

Focus on Social

Social media is an undeniable part of today's marketing mix and once again, algorithms have recognised this and adjusted to allocate more weight to content and websites that are popular on social media.

We suggest you focus on clarifying your messages and value proposition so that you can create shareable, engaging content. iFixit's videos are a great source of inspiration.

