

Mobile SEO Tips for Mobile Online Marketing



Mobile online marketing is the most essential term in the Digital Marketing. These days people spending much time using their smartphones. In 2016 google introduced a mobile-first index system, this new indexing system will first look into the mobile version of website to determine the ranking. Websites without a mobile version or a poorly optimized mobile website will drop out even further in search engine results pages (SERPs). But the good news is this [Mobile SEO](#) is simple and easy to do yourself tasks.

6. Take Advantage of Plug-ins for Mobile SEO.

If your website uses wordpress or another content management system (CMS). you can use various plug-ins to improve your mobile site more user friendly. One of the popular CMS wordpress offers a large amount plug-ins to optimize images, improve speed and take care of other important mobile SEO tasks. WPTouch is a popular universal WordPress plug-in that will create a Google-approved mobile version of your website. If you can't afford a professional to update and optimize your website, try these plug-ins to build mobile-friendly website and improve visibilities.

5. Use Keywords for Mobile Users.

It is proven that [mobile users search differently than other desktop users](#). Optimize your content for mobile keyword search phrases to show up your content to the right people. Find the right tools to find the right keywords for your content, you can find keyword comparisons by device in Google's Search Console.

4. Improve *Page Loading Time*.

When it comes to mobile SEO, page loading time is most important issue. There are many factors that defines the page loading time. Gzip compression, Image optimization and using google AMP (Accelerated Mobile Pages), there are some tools and plug-ins to perform this tasks and improve the faster loading mobile webpages.

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[The Best Kept SEO Secret: Long-Tail Keywords](#)

LONG TAIL

KEYWORD STRATEGY



The **long-tail search phrases** have always been a bit of a mystery. These **low-volume, low-competition** terms can be hard to grasp: why spend your time on those keywords if barely anyone is searching for them? Then, there are probably [Hundreds to Thousands of Long-Tails Keywords](#) you can find; how do you pick the best ones? And finally, does any of this even matter in the age of semantic search?

- [Top Free Alternative Keyword Research Tools for Google Keyword Planner](#)

What is a *Long-Trail Keyword*?

There's a bunch of (very different) definitions of long-tails on the Web. The one that I'll stick to for this guide is this:

Long-tail keywords are highly specific search phrases with low search volume, which communicate a certain searcher intent clearly. Because of their specificity, long-tails are usually three or more words long.

So if you look at a list of keywords, you can typically tell which ones are long-tails by asking yourself, “Which of these terms have a clear, unambiguous, specific intent behind them?” To practice, have a go at this list.

Long-Tail Keywords: A Massive SEO Opportunity?

3. Long-tails make up a major share of your search traffic. Of all search traffic on the Web, long-tail keywords make up around 70%. If you look at the keywords that your website ranks for in Search Console and scroll past the first few terms, you’ll quickly see that the majority are long-tails — most of which you likely haven’t even been optimizing for. And if you are diligent enough to add up the number of clicks your site receives through these more specific keyword phrases, you’ll see that it amounts to a much greater number than the visits you get for the more generic, high-competition terms.

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Best Alternative Keyword Research Tools for Google Keyword Planner



Google has [shut down](#) their widely popular free keyword tool for public use. Now if you want access to Google sanctioned free keyword tool data you have to sign up for an Adwords account. Of course there are a ton of theories surrounding why Google would make this decision, some are more obvious than others. But to many of us Google’s motivations seem pointless when we still have work to do! Luckily we have Free Keyword Tools to replace Google’s tool.

10. Ninja Search Combination Tool: With this great free keyword tool you can develop a giant list of different search queries. Then each query is linked to a Google query. It is great for developing strategies on the fly.

9. MajesticSEO: Our friends over at Majestic SEO have a great free keyword tool for keyword research. They pull from their giant index to provide many metrics that you can’t find anywhere else.

8. SEO Book Keyword Tools: Aaron Wall has offered these tools on his site for quite a long time, and to be honest as time goes on, they continue to deliver!

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How Promote Website for Free



How can I Promote Website for free? Easy way to Promote Website for free? Here we listed below some popular ways to promote website. These SEO Techniques will explain you about how to promote a website for free. These are **26 ways to get your website in to google 1st Page**. So, you can follow my tips to get website ranking as well and promotion.

Here Listed Some ultimate tips to Promote Website for Free do follow the step by step guide:

26. social media sites Ex. Facebook, Tumbler, Instagram, Etc....
25. Social Bookmarking Submission Ex. Reddit, Stumbleupon, etc.: Why social bookmarking?? Google crawl your sites faster, and more traffic etc.
24. Directory Submission Ex. <http://freerwebdirectory.com>. Why directory submission??? It gets you higher search engine ranking, drives traffic to your website and more.
23. Press Release Ex. <http://pr.com>. Why we use Press Release??? Improving Brand Name, Instant distribution to world-wide, and More...

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"Knowledge only has true value when it's shared." –Tony Geoghan



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