



Making your website work for you...

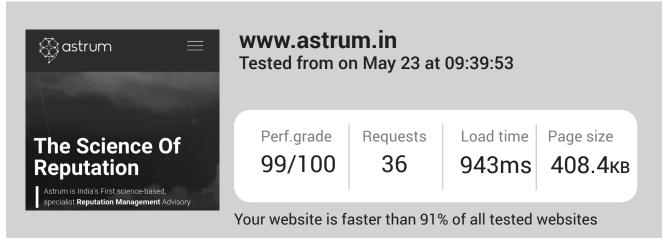
With the increasing updated algorithms that the biggest search engine Google comes up with each year, there is a greater challenge for every digital specialist to rank their sites and offer competition unabated.

Here are a few suggestions for the marketer to circumspect.

- **1-** Emphasis on **mobile audience** as the smart phone internet usage rises, It necessitates more prominence of the site to be mobile optimized.
- **2-** Continued momentum for **AMP implementation** Accelerated Mobile Pages (AMP) load four times faster and use eight times less data than traditional mobile-optimized pages, therefore, 'word press' will support all publishers that wish to enable AMP pages.
- **3- Knowledge Graph Optimization** More information about your search suggested on the same page landmark, location, reviews, and people on LinkedIn etc. is the first step towards optimizing your marketing efforts that taps into an automated intelligence of the web about your site.

 A few more add-ons create a Wikipedia page, claim and build followers on your google + page, make sure you have implemented schema markups on your site, interlink your site to other credible sites, use of nouns Vs pronouns in your content.

- **4- Weightage to trust** It is easy to distinguish trusted and non-trusted sites nowadays obtaining tons of links on valuable content that adds value. Glassdoor, BBB's business review, Seek, Indeed, Careerbliss, LinkedIn, Vault, hallway are a few sites, where one could capture a plethora of organic traffic...
- **5- Website speed** To steal a march over your competitor with your website, is the key. A case study by KissMetrics found that 47% of internet users expect a website to load in 2 seconds or less and the other 40% users abandon a website, wherein loading takes longer than 3 seconds do.



The views expressed are personal



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