



AGENCY QUICK SEO WINS

Table Of Contents

Introduction	1
Caching	1
PHP-MemCached	1
Optimize Images	2
Improve SERP CTR	3
Boost Page 2 Rankings	3
Fix Error Pages	4
Lost Link Reclamation	4
Unlinked Brand Mention	5
Thanks For Reading	5

Introduction

SEO can be a slow process, but you signed a new client and want to show some results quickly. That's why we selected some quick wins, so you can show results to your client quickly.

This quick win tutorial is aimed to show agencies insights into quick SEO wins. We won't go too deep into every subject. At the bottom of every chapter there is a link with an in-depth tutorial about that quick win.

Caching

Does your client have a slow-loading webpage? Do things take ages to load? They probably aren't caching their website, and this is fixable within a few minutes.

Caching can speed up your website up to 1000 times. It reduces load time and stress on the server. A faster-loading website helps you rank higher in the SERPs, it also improves the UX and thus can help your client make more sales.

Do you want to test if your client's website is using caching? Use Google Pagespeed.

A good WordPress plugin for caching is [LiteSpeed Cache](#) and if you are not using a LiteSpeed server, a good one is [W3 Total Cache](#)

More info: <https://softwarelab.org/what-is-a-cache/>

PHP-MemCached

Memcache is a memory caching system. It can be used to optimize websites by reducing the database load. PHP-Memcache works together with your caching plugin. This caching system can reduce the load time and stress on your website even further.

Often this system(extension) is already installed in your PHP version. You only have to enable it. You can email your hosting support for this, but you can also enable this through Cpanel.

If they don't have PHP-MemCached, ask if they offer Redis. This software is similar but has more options.

The screenshot shows the cPanel EasyApache 4 interface. On the left is a sidebar menu with 'PHP Extensions' highlighted. An orange arrow points from this menu item to the main content area. The main content area is titled 'PHP Extensions' and has a search filter set to 'mem'. Below the search bar, there is a table of available extensions:

Extension Name	Version	Action
php72-php-memcache	4.0.3-4.4.23.cpanel	Install
php72-php-memcached	3.1.3-5.5.23.cpanel	Install
php73-php-memcache	4.0.3-4.4.23.cpanel	Install
php73-php-memcached	3.1.3-5.5.23.cpanel	Install

Each row in the table includes a description of the extension (e.g., 'memcache extension for ea-php72') and an 'Install' button with a toggle switch. An orange arrow points from the 'Install' button in the first row to the right. At the bottom of the interface, there are 'Next' and 'Save as profile' buttons.

More info: <https://www.keycdn.com/support/what-is-memcached>

Optimize Images

Most agencies go deep into the OnPage SEO of a webpage, but they neglect/ignore Image SEO. Google Images account for 22%+ of all searches so these improvements can be significant.

How to SEO images?

- Use descriptive file names.
- Use Alt texts.
- Compress Images.
- Use Structured data for images.

More info: <https://www.semrush.com/blog/image-seo/>

Improve SERP CTR

You put all the effort, time, and money into ranking for certain keywords. But if they don't click your link, it is all wasted effort.

You should go through your [Google Search Console](#) and start optimizing the lowest CTR and slowly work your way up. What is a low CTR? Anything under around 3% is considered low. But this highly depends on the rankings of your pages. On average the number 1 position gives you a CTR of 27.6% according to Backlinko.

How can you improve the CTR?

- Creative Titles.
- Optimize your description.
- Structured Markup

More info: <https://www.searchenginejournal.com/boost-google-organic-click-through-rate/>

Boost Page 2 Rankings

Improving a client's rankings from page 2 to page 1 means an increase in traffic, and is thus a quick SEO win. You can find these pages by analyzing the data from Google Search Console.

When you found a page that is stuck on pages 2 to 5 of Google. Check if they have used the keyword in the URL, Title, H tags and Meta Description. Often they forget this, and this part alone can boost your rankings.

Build several (3 to 5) extra internal links to the page. Internal links are the most powerful links you can get. You can find internal links opportunities with the following Google Search Operator;

site:yourwebsite.com intext: "keyword"

If this doesn't improve your rankings, you should analyze the content of the page.

- Is it fulfilling search intent?
- Do you cover every topic the top-ranking pages cover?
- Do you use images and videos to support your content?
- Is your content thin?
- Is there keyword cannibalization happening?
- When is the last update of your content?

Analyze the top 3 to 5 search results of your target keyword and then make adjustments to ensure your page is of higher quality and fulfills the search intent better.

Read more: <https://www.semrush.com/blog/keyword-cannibalization-guide/>

Fix Error Pages

404 and other error pages are bad for the user experience and it makes Google's job of understanding and indexing your website a lot harder.

Also, 404 and error pages can cost you link juice! Yes, when you have backlinks pointing to an error page the link juice gets "lost". The anchor text is not related to the content of the page (error) and the error often doesn't provide any internal links to other pages.

To discover error pages you can find several crawlers and WordPress has several plugins that can help you with this.

How to discover error pages that have backlinks? Often this is listed in your favorite SEO tool on the indexed pages. However, you can just export the backlinks and sort them on 404.

Depending on the kind of error you have, and how many backlinks (and the quality) the page has. It is for you to decide if you are going to replace the page. Redirect the page or email the website owner that links to your page and ask them to point the link to a different page.

Lost Link Reclamation

Building links is a hard and costly task. That's why it is so frustrating when you lose a link. Reclaiming a lost link is more cost-efficient than building new links, because often the reclamation can be done within one or two emails.

The backlinks tab of your favorite SEO tools helps you to discover the links you have lost. You should mainly focus on do follow links with a domain authority above 20. But you should check lower DA's too because you don't want to miss those super niche-relevant links.

Read more: <https://ahrefs.com/blog/link-reclamation/>

Unlinked Brand Mention

This tactic is often forgotten by agencies but can land you quality links at scale. You search on the web for websites that named your client's company/website but didn't add a link yet. You reach out to them to ask for a backlink.

You should be picky to who you reach out to. But this can land you some links quickly.

Read more; <https://ahrefs.com/blog/unlinked-mentions/>

Thanks For Reading

Thank you for reading. I hope this guide has provided you with some quick SEO wins, so your clients get reassured they made a good decision hiring you for their SEO.

If you need quality authority links,, don't forget to check out ranktics.com

If you have questions, you can read us at info@ranktics.com or shoot us a DM on [Twitter](#).