ScaledOn

6 Website Mistakes That Are Killing Your College's SEO (And How to Fix Them)

Mistake 1: Ignoring Mobile Optimization 📱

- ◯ Run a Mobile-Friendliness Test
- ◯ Adopt Responsive Design
- ◯ Simplify Navigation
- ◯ Optimize Page Speed for Mobile
- ◯ Test Frequently on Different Devices:

Mistake 2: Outdated or Slow Website Design 🕐

- ◯ Evaluate Your Design Regularly
- ◯ Streamline UX
- ◯ Improve Load Times
- ◯ Upgrade Hosting
- ◯ Keep Content Updated

Mistake 3: Neglecting Technical SEO 🛠️

- ◯ Conduct Regular Site Audits
- ◯ Fix Broken Links
- ◯ Submit an XML Sitemap
- ◯ Address Duplicate Content
- ◯ Enhance Internal Linking
- ◯ Optimize Metadata

Mistake 4: Ignoring Local SEO 📍

- ◯ Claim and Optimize Google My Business
- ◯ Incorporate Local Keywords
- ◯ Encourage Reviews
- ◯ Add Local Schema Markup
- ◯ Get Listed in Directories

Mistake 5: Poor Content Strategy 📝

- ◯ Know Your Audience
- ◯ Plan Content in Advance
- ◯ Focus on Evergreen Content
- ◯ Optimize for Keywords
- ◯ Diversify Content Types
- ◯ Analyze Performance

Not Leveraging Analytics and Data 📊

- ◯ Set Up Google Analytics
- ◯ Use Google Search Console
- ◯ Track Keyword Rankings
- ◯ Monitor Competitors
- ◯ Set Clear KPIs
- ◯ Review Reports Regularly