
CHRISTIAN SEO

Why You're Not Ranking Higher



Be Fearless. Have Influence.

1 Sitemap not submitted to Google (or missing)

Your website's sitemap is your guide to help Google to find the most important information on your site as quickly as possible.

A sitemap isn't always generated for you, and when you add new page content it isn't always submitted directly to Google for updates. You might need to check Google Search Console to see if all of the pages of your website are indexed correctly, and to make sure that your website has a sitemap.xml file on record.

What sort of impact can this have?

If you have an especially large website and you are missing a sitemap, just adding the sitemap can have a huge impact. We saw a client triple their website traffic overnight just by submitting their sitemap to Google.



What is a sitemap?

Source: (support.google) A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to more intelligently crawl your site.

A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files: for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page.

2

Broken, Missing or Duplicate Tags, Metas

Website designers who lack SEO experience will often inadvertently torpedo their website's search ranking through the incorrect usage of H1 and H2 tags. Ideally your most important keywords are showing up in your H1 tag, H2 tag, in the first paragraph of your content, as alt-text in one of your images on page and in your meta description.

Your meta description is the information that populates on the search engine results page (SERP).

A poorly formatted or poorly written description will lead to missed opportunities, and a lack of visibility with your target audience.

Another common mistake is excessive usage of H1 and H2 tags. The recommended best practice is to have one H1 and one H2 tag per page, and definitely no more than two.



Meta Keywords

Each page has a theme. And within that theme are three or four terms that describe the content on your page. These are your meta keywords.

Great SEO is written with the user in mind. Don't stuff your content trying to trick Google. Instead think about the problem you solve for the user. Think about the questions they have.

Be authentic.

3

Lacking Content

It can take time for your website to gain trust. And one of the more important factors that Google considers in determining the value of your website is how useful the content is to the audiences. When page content is lacking, the audience will leave your website quickly, and likely without visiting any other pages, this is called a “bounce.” A high bounce rate will penalize your rankings.

We recommend at least 500 words (and no more than 1200 words) of content per page. If you are working to get people to a specific geographic location make sure that you have your city in your content, and if the city is especially large add your neighborhood information as well.



Use External Voice

We all have an internal voice and an external voice.

Your internal voice serves your own needs. It describes you or your organization to your employees. For example a church might talk about new converts, or "tithers"/givers. This represents your internal voice.

Write with an external voice.

Serve their needs, not yours.

Takeaways

Be Fearless. Have Influence.

SEO takes time. And the three factors you just learned about aren't a comprehensive list of all of the elements that go into determining your website's rank on the search engine results page.

If you're unsure of how you rank, or want to rank higher, we'd love to hear from you.



Christian SEO

Christian SEO requires an authentic love of Jesus and a heart for the things that are dearest to Him.

It is always our intention to provide you with great tools so your ministry, business or non-profit can spread God's love and His Kingdom can grow!

"Work willingly at whatever you do, as though you were working for the Lord rather than for people."
Colossians 3:23 (NLT)