



Digital Media Role provides search engine optimization tips and tricks. SEO is the low cost business and well result technology. We will help you to get top rankings in Google, Yahoo and Bing search engines search results. We will always updating quality tips on the following industries SEO, Social Media Marketing, web design and development, blogging and more [search engine related topics](#).

SEO Latest Updates

We will provide you free online SEO training and SEO tips, tricks from our [search engine optimization articles](#) by industry experts. Our SEO experts are following [latest Google search engines guidelines](#) you can follow the guide and optimize your web pages in smart way. **DMR** team have been specializing in keyword research and analysis such as Google webmaster tools, Bing webmaster tools and Google Analytics.

Search Engine Ranking

Looking for Google ranking to your business website? Digital Media Role team will help to you; we are experts on [on page search engine optimization](#) and [SEO off page](#). Our SEO specialists will provide you tips about SEO strategy and how to promote your website in high page rank and quality relevant websites to get back links. Google will assign Page rank depends upon quality back links.

Here are the Google SEO ranking factors

1. Proper Domain name Registration
2. Web hosting from trusted company
3. Website design
4. Website development
5. Navigation files and folders
6. Sitemaps
7. Robots.txt file
8. Content
9. Keywords in title
10. Meta title starts with keywords

11. Keywords in meta description
12. Keyword in H1 tags
13. Length of content
14. Keyword density
15. Page loading speed
16. Duplicate content
17. Canonical tag and issues
18. Image optimization
19. Keywords in H2 and H3
20. Outbound links quality
21. English grammar and spelling mistakes
22. Content syndication
23. Count of outbound links
24. Number of internal links
25. Quality backlinks
26. HTML elements
27. W3c validation
28. Page domain authority
29. Page rank
30. Website or URL length
31. Path of URL
32. Page categories
33. XML Sitemap for primary pages
34. Quantity and quality of keywords
35. Frequent content updating
36. Unique content and information
37. Website trust
38. Site architecture
39. Website regular updates
40. Location of server
41. Maintain site privacy and policy
42. Breadcrumb and navigation
43. Responsive design for mobile optimization
44. Videos optimization
45. Website usage
46. Reviews of users
47. Image ALT tags

48. Backlinks from quality websites
49. Quality informative useful guest posts
50. No follow links
51. Anchor text value
52. Landing page to right anchor text
53. Schema.org for images and videos and etc.
54. DMOZ approval
55. E-zine article approval
56. Google plus, Facebook and twitter shares
57. Apply Google authorship
58. Brand name in anchor text
59. Create LinkedIn company page
60. Google Panda penalty
61. Website over optimization
62. Spam meta tags
63. Natural and unnatural backlinks
64. Links from same domain
65. Paid links
66. Google manual penalty
67. Use disavow tool and send reconsideration to avoid manual spam action from Google

The above following points describe [SEO off page and on page ranking factors](#).

SEO Checklist

On Page

1. Robots.txt
2. Sitemap.xml and Html
3. Favicon
4. Redirection
5. Social icons
6. Blog
7. Footer navigation
8. Copyrights
9. Meta tags
10. H1 tags, ALT tags and Content internal linking

Off Page

1. Update Daily blog posts
2. Share post in social networks

Local SEO

1. Google Authorship (Don't worry about rich snippet in Google search results. Still it is one of the major ranking factor)
2. Google business page
3. Google Map
4. Upload [KML file](#)
5. Business hours
6. Name
7. Address,
8. Phone number.

Social Media optimization

You can optimize content in the below [top social networks daily](#).

1. Facebook
2. twitter
3. Google plus
4. Pinterest
5. LinkedIn

Social Media Networking

1. Create & join Communities
2. Create Groups and join
3. List creation and subscription
4. Likes, shares, comments, follow, join, subscribe

Social Media Marketing

Social media is the communication among people in which they create, share or transfer the information and knowledge in social communities and networks. Now a day's [Social networking](#) is the important role to each business websites these networks are helps to promote their brands. Millions of peoples are using the following social profiles Google Plus, Facebook, Twitter, and LinkedIn. You can follow the digital media role blogs and updates to learn tips and [techniques about SMM](#) (social Media Marketing) by social media expert bloggers.

Google Algorithm

Algorithms are computer program that look for hints to give you back relevancy what you want. Google algorithms have 200 unique signals. These signals concentrating mostly on content, location and page rank & more website quality related issues. Digital Media Role updated [all Google algorithms changes history and updates](#) from [the Moz blog reference](#).