John 1:5 *"The light shines in the darkness, and the darkness has not overcome it."*

Online Auction SEO Tips: Titles, Titles, Titles

When it comes to optimizing your online auctions, there is one element that can make a huge difference in traffic and can affect how your auction appears on search engines: titles. While you may not think much of them, search engines reply on titles and headers (H1s, H2s, etc...) to determine what information is on any particular webpage. If your titles and headers are clear, descriptive, and accurate, there is a better chance your auction will rank higher on Google and attract more web traffic and bidders.

Read on to learn how to optimize your titles and headlines, as well as industry standards and best practices!

What is a Title?

When it comes to SEO, titles have many different names. Most commonly they are called meta titles or title tags. H1s are considered on-page titles. Titles are important in helping search engines determine what content you have on your site. For example: the title of your auction or CMS page is what is going to appear on Google as the meta title. For individual lot

pages, whatever you name the item is going to be your title for that page.

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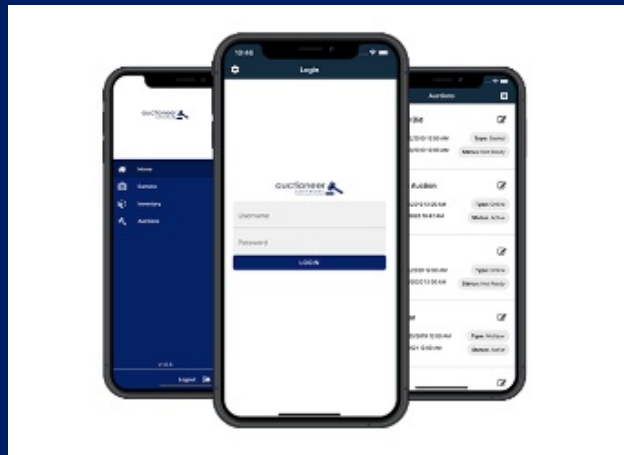## Recommended Tips & Best Practices

When creating a new auction page, CMS page, or naming an individual lot, be sure to keep in mind these few things:

- Keep it between 120 - 160 characters. Titles that are too long can get cut off on Google!
- Don't put the date of the auction or any non-descriptive text first - try to put keywords (ex: farm equipment, construction equipment, etc.) you want to rank for at the front instead!
- Use attention grabbing vocabulary
- While you want some keywords, don't keyword stuff!
- Try to avoid using slashes - they can negatively impact and even breakyour slugs and URLs
- Don't use the same titles and keywords over and over again - try to mix it up!

Want more SEO tips? Interested in SEO Services? **Click here to learn more!**

Simulcast Auction Software

Simulcast style auctions have been around for quite a while now. A long description about what simulcast auction software provides is probably not needed at this point. However, there are some differences in the way that we provide this type of auction software for you. The main difference with Auctioneer Software is that we don't give your commission away! Read on to find out what simulcast auction software looks like with us as your provider.

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JUST IN CASE YOU MISSED IT!

Utilizing Natural Language for Search Engine Optimization

When creating content and choosing keywords and key phrases, it is important to think about how a person speaks and how they search in Google. While search engines like Google use robots to crawl and rank your website, it is important to write for humans, NOT for robots – that's why utilizing natural language for search engine optimization is so important! Read on to learn more about natural language and how to utilize it in your search engine optimization!

Read More...

Lead Generation Campaigns for your Auctions

Do you have a digital marketing strategy but aren't getting the leads you thought you would from it? While marketing campaigns are great at creating brand awareness and generating content for your bidders, you might need a more specific lead generation campaign to bring in new customers. In this blog post we will review what a lead generation campaign is, what a lead is, the different types of leads, as well as give some examples on what a lead generation campaign can look like!

Read more...

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