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## Adapt Your SEO Strategy for Organic Success During Coronavirus

As coronavirus continues to impact the global economy, search engine optimization is still one of the most effective ways to market your business and maintain brand visibility. While marketing budgets everywhere face devastating cuts, SEO is the channel that is never “off”. Time and investment in SEO activities ensures organic success even in this downtime.

Search behavior and consumer needs have drastically shifted, but search behavior is still measurable, and someone will fulfill those consumer needs. That someone should be you!

Search engine optimization can produce results in the short-term, but the true value is often seen in the long-term. Businesses that wait to resume SEO activities after the pandemic has passed will find themselves falling behind the competition.

Here are 3 activities to prepare your business for organic success after coronavirus.

### Go Back to Basics: Optimize Your E-A-T

Since the current landscape may not be the best time for sales-based activities, this is a perfect opportunity to guarantee your On-Page and Off-Page SEO are meeting current best practices.

Conduct a thorough audit of all business citations to confirm your NAP (name, address, and phone number) is consistent across all listings. Small issues like this are easy to slip through the cracks, but inconsistency in your online identity will seriously harm your rankings.

Have you added schema markup to your online content? While it may not directly impact rankings, including schema markup does increase your likelihood of a “rich snippet” appearing in the Featured Snippets section of organic results. Considering that [more than half of google searches are zero-click](#), that is a highly valuable place to be!

### Create Content Based on Changing Trends

Thanks to coronavirus, organizations across all industries have likely seen a disconcerting drop in web traffic. The only way to recover some of that organic performance in the short term is to adapt! Google recently shared valuable insights on how search behavior has shifted to assist marketers in providing audiences with relevant and helpful information.

For example, there has been a major spike in trends around ‘DIY’ tutorials and online entertainment. Determine how your product or service can be leveraged to offer similar and relevant online content, and conduct keyword research to plan to most effective way to target your audience. No matter what industry your business is in, odds are there is a fresh



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perspective your team can take advantage of to capture your audiences' needs and search habits.

Since everyone's schedules and habits have been completely upended during quarantine, your previous data on optimal publishing windows or primetime for web traffic is no longer viable. Conduct a fresh analysis of your audiences' new routines and probable windows of online activity and adjust your publishing calendar accordingly.

Incorporating these new trends in your short-term content marketing strategy will:

- Demonstrate to search engines that your website can adapt to the present needs of your audience
- Build trust and engagement with your audience
  - A Google survey found that 84% of consumers report that how companies handle this pandemic will impact their brand loyalty in the long run

### **Take Advantage of the Mobile-First Rollout Delay**

Originally scheduled for September 2020, Google has announced the new indexing [has been delayed until March 2021](#) to give developers additional time that may be necessary due to COVID-19 impacts.

While this rollback is helpful, it is still possible that your website has already been switched to mobile indexing. In any case, your mobile website needs to be top-notch and this is a great time to do it. Check for some of the following issues:

- Primary content discrepancies between desktop and mobile (this is viewed as cloaking by search engines)
- Slow loading mobile pages
- Assets such as images, fonts, CSS, JavaScript or more that may be blocked when called from a mobile URL
- Different image URLs for mobile images
- Easily clickable touch-targets

### **Invest in SEO Today; Reap Rewards Tomorrow**

Businesses that had invested in SEO before coronavirus were rewarded with continued visibility and steady organic traffic during the pandemic, even if they were forced to turn off paid marketing channels.

Similarly, businesses that demonstrate adaptability and search engine authority throughout this crisis will be far ahead of competitors who dropped the ball.