

How To Do SEO



GET YOUR MESSAGE IN FRONT
OF THE RIGHT AUDIENCE

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Greetings!!

Are you ready to grow your business with organic leads? Search engine optimization (SEO) has become a necessary skill for content creators. People go online to search for solutions to their needs, so SEO is important. Ninety-three percent of online experiences begin with a search engine.



Done correctly, SEO will attract your target market from organic search results.

If you want a consistent flow of visitors looking for your products and services, you must keep internet search engines happy. Even if you run an offline business, you need to be found by search engines.

Two crucial factors help search engines find your content: SEO and keywords.

In the early days of the internet, you could repeat a keyword repeatedly, and your web page or piece of content would rank high in search results for that particular word. As search engines evolved, they realized that this type of "keyword stuffing" resulted in poor content.

Search engines changed their algorithms, as they frequently do, and SEO has also changed as a result.

I've put together the basics to introduce you to SEO and keywords and how to optimize your website to make sure your target market finds your business.

Ready to start mastering the basics of search engine optimization and proper keyword use for more success online?

Section 1 – Why SEO is Necessary

SEO is the process of improving the quality and quantity of website traffic received from search engines.

Knowing how search engines work will arm you with some very powerful information. For example, if Google is looking for ten different search engine ranking factors, and you provide them with nine, while your competitor only delivers five, your ranking for relevant keywords will probably be right at the top.

This is why search engine optimization is so important. When you design your site and write your content according to search engine requirements, you communicate what your website and online content are about.

Instead of sending you any web traffic, search engines will get your content in front of the people looking for exactly what you have to offer. Done correctly, SEO will drive potential customers to your website.

The bottom line is that the higher you rank for a particular keyword or phrase, the more organic, free, relevant traffic you get.

Over 90% of all organic search traffic goes to the top five listings in search engine results. The further down search result rankings you appear, the less traffic you will receive. And, if you end up on page 3 or 4 of the search engine results, that's less than 2% of organic reach.

Your goal should be to appear on the first page of Google search results for several keywords and phrases relevant to your niche. That way, you have multiple opportunities for your target market to find you.

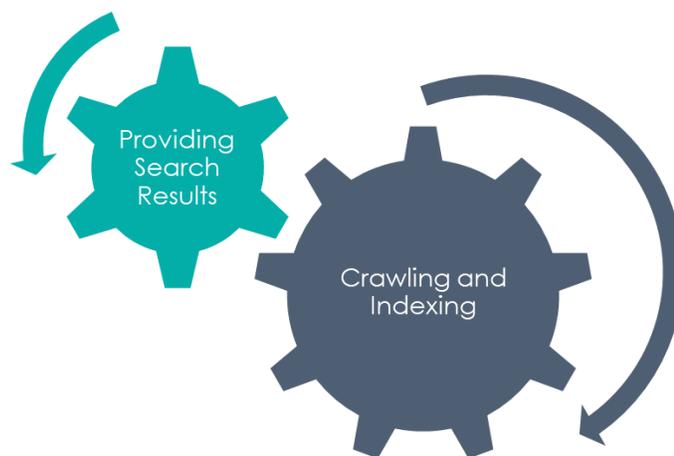
How Search Engines Work

Search engines (e.g., Google, Bing, Yahoo) are constantly roaming the internet. They use "spiders" who "crawl" the web, and their only objective is to find and index every web page and piece of content on the internet.

Google is the largest and most important internet search engine in the world. Since its launch in 1997, Google has dominated the search engine market and today has a 90% market share, followed by Bing with 4% and Yahoo with 3%. Google's search engine may find over 1 million pages or content concerning "squirrel-proof bird feeders." How does Google decide which content to rank at the top of its search results among those many pages?

Search engines rank content higher when that content has been optimized according to the search engine's current ranking algorithm. An essential part of search engine algorithms is keywords. You will eventually rank higher than your competition when you have the right mix of keywords, search engine optimization, and great content.

Crawling and Indexing



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All of the information on the internet can be viewed as a spider's web. Search engines constantly crawl the web, looking for new and updated content. When they come across a new web page or a page they have previously seen that has changed somehow, they add that content to their search engine library or index.

Search engine spiders read code and text. They don't read the text the same way a human does, but they are getting close. Providers like Google are constantly working to make their software as human as possible. Meaning your content should be easy to read. It also means HTML and other code used to design your site needs to be appealing to the search engines as well. When you do both of those things correctly, the search engines send you plenty of relevant traffic.

Complicated and detailed formulas, also known as algorithms, are used by search engines to index content as more or less relevant for specific keywords and keyword phrases. A page that ranks #1 on Google for "homemade lemonade recipes" will not be indexed for the keyword phrase "how to raise zebras" unless those zebras are drinking homemade lemonade. This is why using the appropriate keywords and related words and phrases is important so that search engines can drive the right traffic to your website.

Providing Search Results

When you search, you may receive thousands of search results. Many people never venture past the first page of those results. In fact, 93% never venture past the first page.

Search engines have to scour all the information on the constantly changing web. And then list search results in order of most relevant to least relevant for the particular word, term, or phrase you entered. Change just one or two words in the phrase you are searching for, and you can drastically change the search results.

This is why keywords and phrases are so important in helping your content rank high.

What Is a Keyword?

A keyword is a particular word or phrase that describes a web page's contents. It effectively sums up the main topic of that page. Think of keywords and keyword phrases as clues for internet search engines. Whenever you search on word or phrase, that is the keyword the search engine uses to locate the most relevant content.

A search engine can tell what your content is about in just a few words. This is because they have seen those words and phrases before. When they see them used on your content, they think, "Okay, we have seen this before. So we will index this page along with others using the same words and phrases."

In this way, your website's home page on "rosebush gardening" gets indexed and listed with other pages that discuss rosebush gardening. But how do you get your web page ranking above others discussing the same thing?

Your ranking improves or plummets due to a few variables. One of those is backlinks.

Why Backlinks Are Important

Backlinks are incoming hyperlinks from one web page to another. These can be internal links (from one of your website's pages to another page on that same site) or external links (a link to your web page from somewhere other than your site).

Backlinks are important for search engine ranking purposes. They help determine the relevancy and popularity as far as particular keywords and search terms are concerned. What is a backlink?

Have you ever clicked on a link on Facebook? Perhaps a friend of yours mentioned a movie trailer or preview that sparked your interest. They included a link to check out the preview to determine if you would like to see the movie. When you clicked on that link, you were taken from Facebook and sent to the page where that movie trailer was located.

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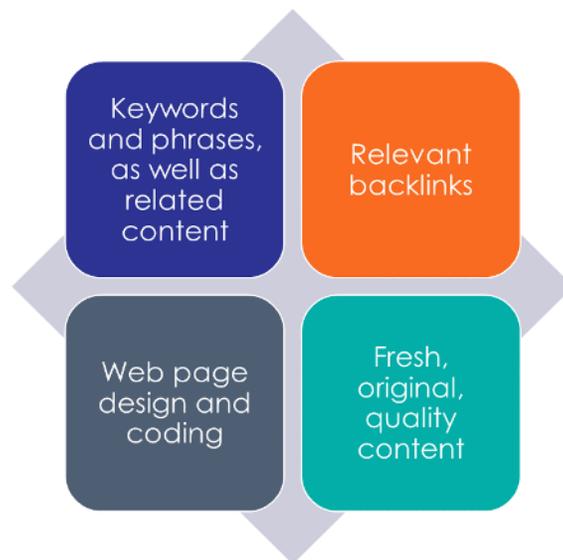
By doing so, you create what is called a backlink. You "linked" from Facebook to the movie trailer you wanted to watch. How does this help search engines rank content? When ranking nearly identical content, the page with more relevant backlinks will almost always outrank similar pages with fewer relevant backlinks. Think of this as a popularity contest.

Imagine an instance in which search engine spiders are crawling the web for content. They come across two similar pages discussing the benefits of organic foods. They check out the code, text, images, videos, meta-tags, and everything else that makes up those pages. They compare what is found with the rankings already developed for other pages on the same topic.

If they can't find some way to rank one of those pages higher or lower than the other, they begin to study the backlinks for those pages. One page may have 100 backlinks from other websites talking about organic food. If the second page only has 20 backlinks from relevant pages, it will be ranked lower in search results than the page with more backlinks.

Search engine algorithms consistently prioritize backlinks as a significant part of the ranking process, including internal backlinks.

How Ranking is Determined



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Search engine algorithms change all the time. Google tells us that thousands of engineers and scientists are refining algorithms and building useful new ways to search, with 3234 improvements to Google Search in 2018 alone. Because of this, it can be challenging to keep a handle on exactly how rankings are determined.

Although ranking algorithms can change over time, certain metrics are viewed as important year after year. The following elements are important to consider when optimizing your web content for search engines:

Those four elements will virtually always be essential for getting your content ranked high in search results.

Important SEO Factors

When you add a video clip, digital photo, or audio file to your site, you need to name those files in a specific way to tell the search engines what that content is about. This is another area in which you want to consider your keyword strategy.

Getting a lot of traffic to your online content should not be your goal. You should focus on attracting targeted traffic. If you receive 100,000 visitors to your website every month, that may look on the surface like a good thing. However, if those visitors aren't part of your target market, they will not stick around and peruse your site.

How do you ensure that you speak the language of internet search engines effectively? You do this by keeping the following important search engine ranking factors in mind when designing your website and creating online content.

1. Make Your URL SEO-friendly

Search engines use your URL to find a clue on what your site is about. Remove dates, categories, and any other unnecessary information or symbols from your URL, add relevant keywords and keep it short.

2. Add Your Target Keyword or Phrase Early On in Your Post, Preferably Early in the First Sentence

If you are writing about "how to train a parakeet," it wouldn't make sense for that phrase to first appear in the last paragraph of your blog post. The things you begin talking about early on in your content give search engines a quick idea about what your content is covering.

3. Related Keywords and Phrases

LSI (latent semantic indexing) is a fancy way of saying search engines like to see words and phrases related to your target keyword. Suppose you are targeting "paleo diet recipes." In that case, you should include terms like "weight loss recipes," "low-carb diets," and other related phrases.

4. Go Long With Your Content

Across all niches, as an average, when your content is at least 1,800 words, you have a better chance of being ranked in the top 10 for particular keywords and phrases. Additionally, longer content is shared more often.

5. H1, H2, and H3 Your Keyword

Your H1, H2, and H3 tags (header tags) function as your page's sub-headlines. Make sure your header tags include the keyword you are trying to rank for.

6. Place Your Target Keywords in the Very Beginning of Your Title Tag

Your title tag should begin with the keyword your web page focuses on. If you are trying to rank for the keyword phrase "blood type diet," your title tag should be "Blood Type Diet Recipes" as opposed to "Delicious Recipes for the Blood Type Diet."

7. Add Multimedia Like Screen Shots, Images, and Videos

According to most search engine algorithms, this does not directly affect your page ranking. However, multimedia keeps people on your page longer and drives user interaction, two important search engine ranking factors.

8. Outbound Links

Search engines, especially Google, like to see you participating on the web. This means that when you link from your site to popular authority sites relative to your niche, your ranking improves.

9. Internal Linking

Link from your content to other content on the same site. Internal links are just as important as external links in the ranking process.

10. Get Social

Add social sharing buttons before and after your blog posts and articles. This makes it easier for people to share your content, which builds backlinks, drives traffic, and gets you noticed by the search engines.

11. Page Loading Speed

Google very rarely confirms any aspect of their search engine algorithm. They have continually and repeatedly pointed out that the faster your page loads, the better as far as your search engine rankings are concerned. If you have a slow site, consider hiring a developer to figure out how to speed it up for you.

12. Mobile-Friendly Design

Eighty-three percent of US internet users use their mobile devices to search the internet. And, this trend will continue increasing. When your site is designed to work on both mobile and desktop, it makes the search engines' job easier, making it easier for people to find you. That doesn't necessarily mean you need a separate 'mobile' site. Instead, you can make sure that your design is 'mobile responsive,' which means it will adjust the way it looks depending on where your visitor is viewing it.

If you have a website on WordPress, that can be as simple as using a theme that is 'mobile-responsive.' Just be sure to check the way it looks on desktop, tablet, and phone before committing to a theme.

13. User-Friendly Design

Set up your site to be easy to navigate. This not only helps your users find different things of interest, but it also helps the search engines crawl your site. When designing your user experience, the rule of thumb is simple: It should only take three or four clicks to find what they need.

14. Security

With security a bigger and bigger issue on the internet, search engines give a secure website a better ranking. Secure means that you'll see 'HTTPS' in front of a URL, rather than 'HTTP.' You'll need to get an 'SSL' certificate from your website host to have a secure site. If you're unsure how that works, ask your tech support person or your hosting service what to do.

15. Incoming Backlinks

This is a crucial piece of any search engine ranking algorithm. When you have a lot of inbound links pointing to your site, and they come from related pieces of content, you will rank higher for specific keywords and phrases.

Section 2 – Creating Content with SEO in Mind

Effective search engine optimization means including clues in your coding and website design to keep the search engines happy. The 15 SEO ranking factors discussed in the last section will help boost your ranking for target keywords and phrases.

Apart from keyword placement, there are other considerations when creating online content.

Write for Human Beings First

You should always create content by first considering the human factor. Catering to technical SEO factors is definitely essential to improve the success of your online efforts. However, in every case, you should write for human beings first and search engines second.

Now that you know the importance of keywords, you may be thinking, "Shouldn't I be sure to include keywords and related words and phrases in my content?" You definitely should, but the best way to do that is to make both people and search engines happy.

The best way to do this is to write your blog posts, articles, press releases, or other content with no concern for the search engines. Create content that solves a big problem in your marketplace. What are the things that keep your target audience up at night? What issues, concerns, and questions do your perfect prospect have? Make content that answers those questions and provides value to your readers.

Google, Bing, and the other major search engines constantly talk about quality content being the most crucial component of their search engine algorithms. Take the time to make a great piece of content, thinking about the human emotions involved regarding your target keyword or phrase.

After you have done that, you can edit your content to ensure you have other important keywords and ranking factors covered.

Use HTML

HTML, or Hypertext Markup Language, is "a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on web pages." This is how almost all web content is designed. You may see words, pictures, and videos on a web page, but HTML code creates what you see.

The odds are that your website or blog has been coded in HTML. This is the preferred code for search engines. Suppose you choose one of the popular blogging or website platforms like WordPress as the basis for your web property. In that case, everything you create will default to HTML.

In some rare cases, some code other than HTML may be used. Communicate with your web designer, letting them know that your site needs to be created in HTML. That is what the search engines prefer, so it just makes sense to use this particular code.

Link Structure

The way all of the information on the internet is connected resembles a spider's web more than a traditional linear filing system. A single strand of silk takes you to an intersection of 2, 3, or more strands on a spider's web. Each one of those strands offers multiple options as well.

On the internet, the strands that connect web pages are called links. The importance of internal and external backlinks was mentioned earlier. Just as important as relevancy is to your links, having the proper structure will also help your SEO efforts.

The proper internal link structure for your website begins with your homepage. Your home page should link to relevant pages on your site. Each of those pages should then connect to other pages on your site that deal with the same topic or information or a related keyword or phrase. It should be easy for search engines to trace every page on your website back to your homepage.

This makes it much easier for indexing. Consider that you have one homepage and four other pages on your website, pages A, B, C, and D. Your homepage links to pages A and B. Pages C and D are not linked to your homepage or pages A and B. This can lead to pages C and D being "orphaned" by the search engines, which means they are invisible and not accessible to web surfers.

Make sure every page on your website or blog is linked to another page on your site and that they are linked back to your homepage. This is extremely important for quality assessment and better keyword ranking.

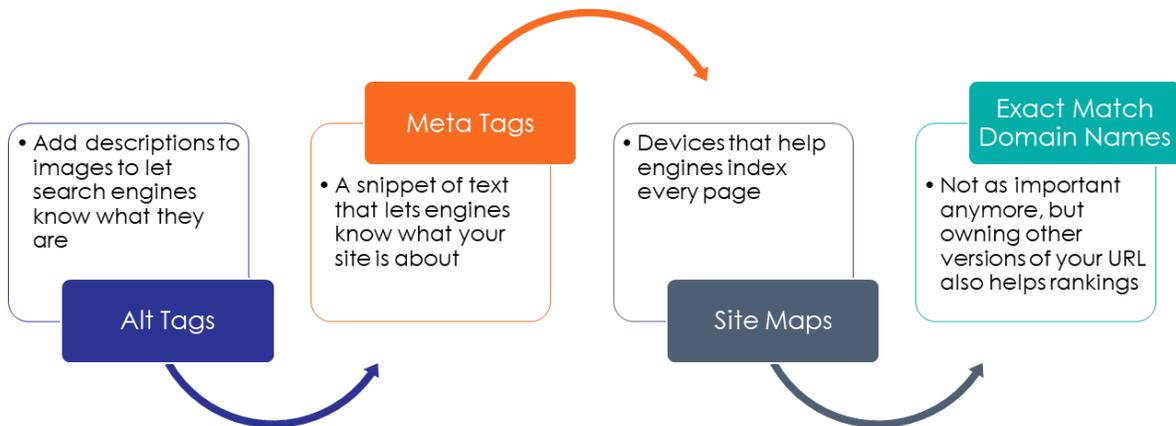
Not All External Links are Equal

In the wild west days of the internet, ranking for a particular keyword was easy, as far as backlinking was concerned. You ranked better if you had more backlinks headed to your site than your competitor. The relevancy of those links did not matter. Your site might have been all about peanut butter and jelly. You might have established many backlinks from websites about orangutans, seedless oranges, and other irrelevant content.

As long as your incoming links outnumbered your competitor, where those links came from was of no concern to the search engines. That is no longer the case. You can establish just a few inbound and outbound links and outperform a web page targeted for the same keyword. Even if that competitor has hundreds of more links than you. This is possible as long as the relevancy of your incoming and outgoing links pertains to your target keyword or phrase better than the competing site.

Develop relationships with authority sites that make sense to your niche or market. Offer to write guest blog posts for them, pointing back to your site. Add links to a few authority sites on your site or blog. When posting to social media, write updates, tweets, and other content filled with relevant keywords and phrases, and then link back to your site. Keyword and topic relevancy are extremely important when building your link structure.

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Alt Tags

Every image you post to your site includes "alt tag" coding. That alt tag is an attribute of your image coding that gives a text alternative, explaining what the image is about. If your website cannot display an image for whatever reason, the alt tag description is shown instead. This used to be an important part of the Google ranking algorithm but is not as significant anymore. Even so, you should include a description in your image alt tag to let search engines know exactly what that image is all about.

Meta Tags

These are small "snippets" of text. If you do not manually set your meta tag, a random group of text is taken from your web page. Your meta tag is what appears in search engine results, and you can decide whatever you want a page's meta-tag to be by including it in your HTML code. They help tell search engines what your page is about and clarify what you have to offer to web surfers when your content shows up in search engine results.

Site Maps

Site maps are devices that help search engines index every page of your site. Most popular blogging and website platforms, like WordPress, have multiple site map plugins that do all of the work for you. Simply add the plugin to your site or blog, follow the directions, and your site map will be updated regularly.

Exact Match Domain Names

In the past, owning an exact match domain name (EMD) was an important part of SEO. Meaning that if you had a website dedicated to silver belt buckles, you wanted your domain name to be SilverBeltBuckle.com, SilverBeltBuckle.org, or SilverBeltBuckle.net. When your domain name was an exact match for your website's main keyword, it helped your ranking for that word. This is not as important anymore, according to Google. However, it is another simple way to tell the search engines exactly what your site is about and is user-friendly for web surfers as well.

Section 3 – How to Find the ‘Right’ Keywords



Keyword
research



Keyword
ranking



Copy
optimization

How do you discover the right keywords you should be using? The answer is keyword research. Keyword research helps you spend time making content that focuses on those words and phrases that deliver your most targeted prospects.

These are the people looking for precisely what you have to offer, and thoughtful keyword research helps them find you. A small amount of relevant web traffic will always outperform larger amounts of web visitors that are not interested in what you have to say.

How to Perform Keyword Research

Performing simple keyword research is relatively easy. Pull up a Google search engine box, and type in a keyword or phrase you want to rank for. Make sure you enclose your search term in quotation marks, such as "your search term." After you hit enter, you will see a phrase at the top of the search results which says how many results your search has revealed.

Searching for "custom military dog tags" may yield 40,000 results. What does that number mean? It shows the number of different web pages that contain that exact same search term, with the words in your search phrase listed in exactly that order. Generally speaking, if fewer than 50,000 pages target a specific keyword or phrase, this is considered a medium to low level of competition.

Targeting the 'Right' Keyword

If you find a low competition keyword, does that mean it will be easy for you to get a lot of traffic by targeting that word or phrase? Unfortunately, low competition is not the only guarantee of consistent traffic. Enough people have to be searching for that particular word or phrase for your marketing efforts to pay off.

People may only search for the phrase "custom military dog tags" 500 times per month. Even if you could obtain one of the top 3 or 5 search engine listings for that term, you would only be guaranteed a portion of that traffic. So, in addition to medium or low competition, you want to see significant monthly searches for a particular word or phrase.

If you don't already have one, open a Google Adwords account. It is free to do so. This gives you access to the Google Keyword Planner tool. This free tool lists how many times each month people search for particular keywords and phrases and the level of competition you are up against.

Start researching keywords and phrases relevant to the products and services you offer. In most cases, you want a minimum of 100 to 500 searches a day on average, or 3,000 to 15,000 searches per month for any particular word or phrase. When those parameters overlap with little to no competition, you have found an excellent target for your SEO and keyword marketing attention.

What is a Longtail Keyword?

Longtail keywords usually deliver a lower amount of traffic than basic keywords. However, they are highly relevant to a particular topic. For instance, "bodyweight training programs for seniors" will deliver fewer web visitors than "bodyweight training." On the other hand, that longer keyword phrase is further along in the buying cycle. The person typing that longer search term is much more likely to buy a relevant product than someone who types in the shorter, more general search phrase.

People who search for "bodyweight training programs for seniors" are looking for a very specific piece of information. By including that longtail keyword on your website, that web page will still be ranked for the shorter-term, "bodyweight training," but will also draw the more specific traffic. Be sure to include longtail keywords and phrases, as well as shorter, relevant search terms, in all your web content.

Judging Keyword Value

A longtail keyword is an example of a search phrase that usually has a small amount of traffic. But, because the keyword is so specific, it delivers targeted traffic to which you can tailor your content. These people are much more likely to become customers in the future than if someone is searching for a shorter, much more general term.

That is why longtail keywords are often more valuable than keywords with much more traffic. Another way to judge keyword value is by identifying "buyer keywords." If a search phrase includes words like "buy," "price," "availability," or other similar terms, that keyword phrase is showing buyer intent. You can end up with more sales from low traffic with these types of search terms since they show that someone is ready to make a purchase.

Keyword Density

How often you use your keywords used to be very important to achieve high search engine rankings. Keyword density is the term that expresses how many times in every 100 words your target keyword or phrase is mentioned. A keyword density of 10% means that your keyword can be found 10 times in every 100 words.

These days search engines will penalize you or refuse to index your content if you mention a particular word too often. This is called keyword stuffing, and you definitely want to steer clear of this behavior. There is no secret keyword density that guarantees high search engine rankings for a particular term.

Generally speaking, using a keyword, related word, or synonym once or twice every 100 to 150 words is plenty to get your message across. Write for quality and readability, not to hit some particular keyword density.

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Popular Keyword Research Tools

Keyword research is a viable way to uncover exactly where you should focus your SEO efforts and has been for some time. Because of this, many keyword research tools have been developed. The following applications and websites make keyword research easy.

SEMrush - SEMrush is an all-in-one digital marketing program that helps you run SEO, pay-per-click (PPC), social media, and content marketing campaigns.

LongTail Pro - Long Tail Pro helps you quickly find less competitive keywords that can get tons of high converting traffic, regardless of your niche.

Google Keyword Planner Tool – Helps you research keywords to get your content in front of the right people.

Google Trends - Shows how frequently a given search term is entered into Google's search engine relative to the site's total search volume. Google Trends can be used for comparative keyword research and to discover event-triggered spikes in keyword search volume.

BuzzSumo - Use our content insights to generate ideas, create high-performing content, monitor your performance, and identify influencers.

Microsoft Bing Ads Intelligence – Bing's keyword research tool.

Wordtracker - More than a keyword research tool. Find new keywords for your market, research competitors' keywords, in-depth PPC and SEO insights, data from Google, and their own proprietary search technology.

Section 4 – Measuring and Tracking Your Efforts

Measuring and tracking your SEO efforts is essential. If you don't track before and after results, how do you know if your SEO is paying off? Besides, what works this year may not work as well next year. By monitoring your SEO work, you discover what is working and what is not, allowing you to make the appropriate adjustments to your keyword and SEO strategy.

Measuring the following metrics will ensure your SEO hard work pays off, delivering the results you are looking for.

Track Your Traffic Sources

Where did your traffic come from? As a percentage of overall traffic, Google Analytics breaks down how people reach your site or how you get visitors according to:

Organic search is traffic coming from people entering keywords and keyword phrases in search engines.

Direct traffic means they entered a web address for one of your pages.

Email traffic comes from people clicking a link in any email (it doesn't have to be your emails).

Referral traffic comes from inbound links on websites other than your own, such as guest blog posts.

Social media traffic, as you can guess, comes from links on different social media sites.

The 'Other' category simply means that they don't know where the traffic is coming from.

The traffic you receive from internet search engines is important as it relates to your SEO work. Record how many search engine visitors you receive each month pertaining to separate keywords and phrases. Over time you will see the number of your visitors increase, decrease, or stay the same as you make changes to your SEO plan.

Separate Your Traffic by Search Engine

SEO strategies are rewarded in different ways by different internet search engines. You may find that a keyword that ranks very well for you with Google doesn't rank as well with Bing and vice versa. Approximately 90% of your web visitors will come from Google and Bing. You need to know how much traffic you receive from each of those and any other search engines.

Define Search for Keywords

Your keyword research has revealed the words and phrases you will be targeting in your search engine optimization efforts. Each one of those phrases will deliver different amounts of search engine traffic. Software that analyzes your traffic, such as SEMRush, will list search results and separate that information by other keyword phrases.

Conversion Rates

How much of your traffic leads to sales? How many web visitors sign up for your email list? It is important to know what percentage of traffic does what you want them to do. By tracking and measuring conversion rates according to different keyword phrases, you can direct your content creation toward the keywords that deliver the highest converting traffic.

Links

Backlinks are one of the most crucial search engine metrics you should track. This is because they continue, year after year, to be highly regarded by the search engines. You should always track the backlinks pointing to your web properties. In addition to quantity, you should measure the quality of these backlinks. This is revealed by the URL ratings that SEO tracking software provides. One great tool is called ahrefs.

Time On-Site

How long does the average visitor stay on your site? Suppose your bounce rate is high, meaning most of your visitors leave immediately after reaching your site. In that case, search engines believe that your content is of low quality and not relevant to a particular search term or phrase. Creating quality long-form content with internal links to other related relevant content can help keep visitors from leaving immediately.

Tools to Help You Track Your Results

There are several excellent websites and software that measure and record important search engine metrics. You should definitely have a Google Analytics account, and the same is true with Bing Webmasters.

Those two free tools will give you access to the majority of your search engine traffic. They are user-friendly, even for beginners. They practically tell you what changes you need to make to improve your traffic. The following tools should be considered complements to Google Analytics and Bing Webmasters.

Ahrefs - An all-in-one SEO toolset with free learning materials and support.

Yoast – The number one WordPress SEO plugin, Yoast SEO makes sure your site meets the highest technical SEO standards.

Matomo - A powerful web analytics platform that gives you 100% data ownership to protect your user's privacy.

MajesticSEO – Link building and analyzing a website's performance is the primary aspect of the Majestic.

WebMeUp - Allows you to manage your backlink campaigns by assigning tasks, recording acquired links, and setting up automatic link monitoring.

Keyword.com - Keyword rank tracking and competitor insights.

Action Steps

You are now ready to benefit from smart SEO practices. These action steps will help you start your SEO strategy.

1. Search Google for a keyword or phrase you would like to rank high for. Click on the top 10 results and compare the pages. Which pages are strong with keywords and phrases, have relevant backlinks, and fresh original, quality content. Compare these pages, review what is working and what isn't.
2. Make sure the pages on your site or blog cater to the top 15 Important SEO Factors. If you have a WordPress site, and you're not already using a plugin to help with SEO, install a plugin like the one from Yoast.
3. Check your web content for readability. Make sure it is easy to read and provides quality value. Be honest with yourself. If your content is not providing high-quality information, edit it, so it does.
4. Create two quality incoming backlinks from authority sites relevant to the content on one of your web pages.
5. Create two quality outgoing links, pointing to online content relevant to the keyword or phrase you are targeting on that page.
6. Install a site map on our website or blog. Optimize your alt tags and meta tags to include keywords and associated words and phrases.
7. Open a Google Adwords account and use Google Keyword Planner (under Tools) to identify high-traffic, medium to low-competition keywords relevant to your market. Or, select another keyword tool.
8. Use the Google Keyword Planner, or one of the other keyword research tools mentioned, to identify low-traffic longtail keywords that show someone is close to making a purchase decision. Use these words and phrases to create quality content for your website or blog.
9. If you don't already have Google Analytics, set that up now. Create an account and follow the instructions for integrating with your site. Once a month, record all the traffic metrics discussed. Compare your SEO efforts to your results, then make the necessary changes. You'll probably want to set up your own spreadsheet for tracking.
10. Print out the Important SEO Factors page, and keep it handy.

Conclusion

Understanding SEO and its importance in your online communications is the first step in driving the right traffic to your website. You now have a basic understanding of SEO.

The action steps are the first steps to starting your SEO strategy and auditing your website for search engine optimization.

Remember that SEO is a continuous process. These tips are getting you well on your way to optimizing our website and its content to drive relevant traffic to your website.

If you need help with your SEO strategy or SEO Audit, I can help. I offer a 1-hour free consultation to get you started.

Important SEO Factors

1. SEO-friendly URL
2. Early placing of keyword or phrase
3. Related words and phrases
4. Long Content
5. H1, H2, H3
6. Target Keywords in Title Tag
7. Multimedia
8. Outbound Links
9. Internal Links
10. Get Social
11. Page Loading Speed
12. Mobile Friendly Design
13. User Friendly Design
14. Security
15. Incoming Backlinks

A LITTLE BIT ABOUT ME

I'm Terri Lundberg, a dynamic and industrious, modern-day Renaissance woman with two decades of broad professional marketing experience, an MS in Communication, a BA in Research Psychology, and a Certificate in Journalism. I'm a writer, photographer, and storyteller who produces creative content, and strategic digital marketing and public relations strategies.

I understand the strategic and beneficial role psychology and social science research has in marketing and persuasion. Analytics are excellent; they tell important stories about our audiences; however, putting people and relationships first has always been my road to success.

Do you feedback on how you can improve your current strategy?

Schedule your free one-hour consultation.