



Easy SEO for Beginners

AM:PM
WEB & DIGITAL

SEO For Beginners

SEO for beginners can seem complex and very overwhelming, but if you want to be found by search engines, it's necessary.

First check to see if you are on Google's radar by typing *site:yourdomain.com* into the Google search bar. This will show you all the pages on your domain that Google has indexed. If nothing shows up here that means that you haven't done anything to get your website noticed by Google.

Quality Content

This should go without saying but quality counts when it comes to content. Ask yourself is this content useful and does it add value to your website. If the answer is no then don't waste your time. Pick another topic. Your content should also be original and not published anywhere else. I see a lot of *so called experts* that are selling blog post content. Do not do it. I cannot stress this enough. It may be tempting to purchase these done-for-you packages, but this will hurt your SEO efforts.

Did you know the average content length for a webpage that shows up in the top ten results for any keyword on Google has at least 2000 words? Don't just throw down 300 words and call it a day. Spend the time and develop your topic.

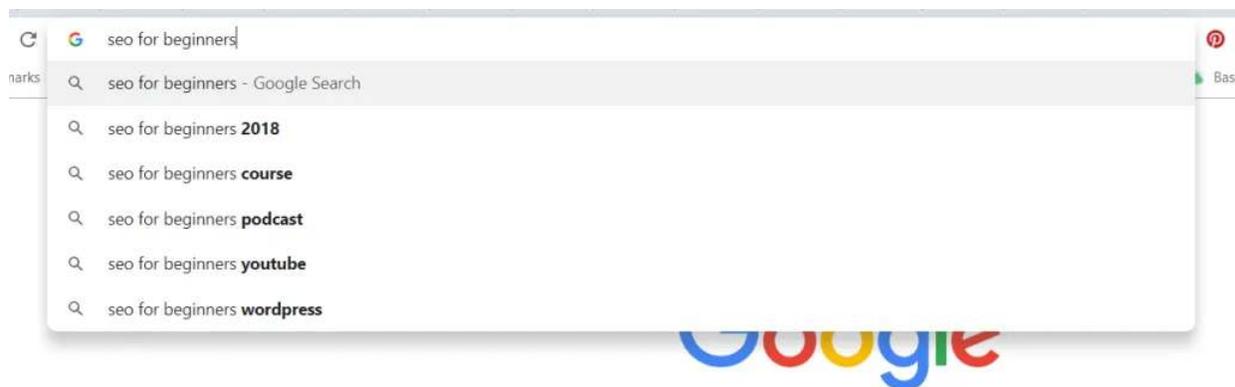
Plus it has been shown that there is a direct and positive correlation between word count and the number of backlinks. That is why it is important to write in-depth and detailed content.

Keyword Research

In order to create content that people are searching for and want to read it is necessary to find out what search terms they are typing into the search box.

Before publishing your blog post, the first step is to do your keyword research. You can use online tools such as [Jaaxy](#) and [Alexa's Keyword Difficulty Tool](#) to determine the best keywords for your content and how competitive it is to get ranked on page one. Alternatively, if you are looking for a free option, begin by typing your keyword into Google's search box.

Google Search Box



As you type, you'll see a list of common search terms related to your keyword. I recommend using long tail keywords as they are less competitive. In the case, I'll select *seo for beginners wordpress*. Scroll down the page and you'll notice the peoples ask section and then all the way at the bottom you'll see suggestions for what other's are searching for. Both of these are great ways to determine relative keywords.

People Also Ask

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Page Titles

Create eye-catching titles that raise the reader's interest. Both visitors and search engines use the title to determine what your content is about. You only have one chance to make a great first impression. Make sure the your keyword is at the beginning whenever possible.

Meta Descriptions

The purpose of a meta description for your page is to get someone searching on Google to click your link. It's sort of like a preview of what they can expect on your web page.

- It can be up to 155 characters, but this can vary.
- It should be actionable and written in an active voice.
- It should include a call-to-action.
- It should match the content.
- It should contain the focus keyword.
- The meta description should be unique.

Content Formatting

Your pages need to be properly formatted. Each blog post needs to have a heading (h1 – each page should have only one) and sub headings (h2, h3). If you are using [WordPress](#) your title is wrapped in an h1 tag so there add one in the body of the text. Your subheadings are a great place to use keywords.

Do not just throw text on a page but make sure that it is readable.

- Use **bold**, underline or *italics* to highlight the important parts of a page.
- Use a good size font (at least 14px, 16px or 18px is even better).
- Split the text into small paragraphs (max 3-4 lines).
- Use enough spacing between the paragraphs to make the text easier to read.

Images

Using images makes your page pretty and more interesting to your readers.

Best practices for using images:

1. Use original images whenever possible. Of you can purchase Stock Images where are you are granted publishing rights.
2. Optimize the size of the images – the smaller the size (in bytes) of the image the better. There are a number of websites that you can use to compress your images. Try compressjpeg.com and compresspng.com. They are easy to use and free!
3. Use the ALT tag to describe the image – This helps search engines understand what the image is about.

Stop putting your Pinterest Pin descriptions in the Alt tag. Your alt text for an image should be concise but descriptive enough to improve usability for visually impaired users. It should not be stuffed with keywords, URLs, hashtags or call to actions. Which are all the things a Pinterest description should usually contain. Use a plugin like Tasty Pins for your Pinterest Pin descriptions.

4. Use descriptive filenames – Don't just name your image 'image1.jpg' but try to use descriptive filenames, for example 'seo-for-beginners.jpg'.

Internal Links

Internal links help both search engines and users navigate and better understand your site. It is the easiest form of creating links since it happens solely on your site. I suggest adding 2-3 internal links to every post whenever appropriate.

1. It's a way to let search engines know about your other pages.
2. It's a way to tell search engines which your most important pages are.
3. It's a way to increase the users spend on your site.

External Links

Link to quality sites that compliment what your website is about. This will help Google to figure out what your website is about and it'll encourage sites in your niche to link to you as well. However, add the "nofollow" tag to any affiliate links. Google doesn't like it when you get paid for a link and this will tell Google to ignore them.

Mobile Friendly

Google started penalizing non-mobile friendly sites several years ago. This is an easy one if you are using wordpress . Pick a theme that is responsive and looks good on all screen sizes.

Website Speed

Yes, Google uses site speed as part of it's page ranking algorithm. Reduce image sizes and quality hosting are ways to improve your sites speed. Most people will hit the back button if your site takes longer than 4 seconds to load and this will hurt your dwell time.

Now, the above SEO for beginners points are just the tip of the iceberg. But you've got to start somewhere. Remember above all, create quality content that your users want to read, only use techniques to promote your website that are safe – no black hat methods here and continually be re-evaluating your content for improvement.

Click and Save!

Looking for help with all of the technical aspects of your business? Not sure where to start? Let me help you with that and free up your time so you can spend it with your clients. Find out more about our tech services [here](#) or contact me at .

AM:PM

WEB & DIGITAL

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MARKETING

EASY SEO FOR BEGINNERS CHECKLIST



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