LEARN SEO MARKETING

9 EASY STEPS FOR SMALL BUSINESS



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SEO Basics for Beginners

SEO is a crucial component of any online marketing strategy and does not have to be complicated.

In fact, it's quite easy if you know what you're doing.

It helps websites appear higher up in search results when people type in relevant terms into Google or other search engines.



In order to make sure your site appears at the top of search results, you need to learn how to do SEO.

This includes things like optimizing your title tags, meta descriptions, and URL structure.

You also need to understand what makes up an effective backlink profile.

Learn how to use SEO to improve your website traffic, boost sales, and optimize your website for search engines like Google, Bing, and Yahoo!

If you are ready to learn more about SEO, this eBook will teach you everything you need to get started with search engine optimization.

Let's get started!



KEYWORDS

Keywords - The foundation of any good SEO campaign.

In order to optimize your site for search engines, you must first understand what keywords mean. A keyword is simply a word or phrase that people type into a search bar when looking for something on the internet. You should focus on using keywords that are relevant to your business and products.



Keyword Research & Analysis

If you're looking to optimize your website for search engines, start by learning how to conduct keyword research.

It's one of the first steps you should take when building out your SEO strategy.

Once you've identified your primary keywords, you can use tools like Google AdWords to find more related terms and phrases.

Understand Keywords

A good place to start with SEO is by understanding how to use keywords effectively.

You should think about what words people might type into a search engine to find your website. This will help you determine what kind of content you need to produce.

Meta Tags - An important part of any website's design.

A meta tag is a piece of HTML code that describes your web page. You use these tags to tell Google what kind of page you have. They also help other websites understand how to display your page correctly.

Create an Audience

Once you understand how to use keywords effectively, you can begin building an audience. People who visit your site are called “audiences.” If you build an audience, you can then develop trust with them. And once you have established trust, you can attract more visitors through organic means (i.e., without paying for ads).

Backlinks

You can also learn how to build backlinks to your site using social media sites like Facebook and Twitter. This will help improve your ranking in search results.

Building Links.

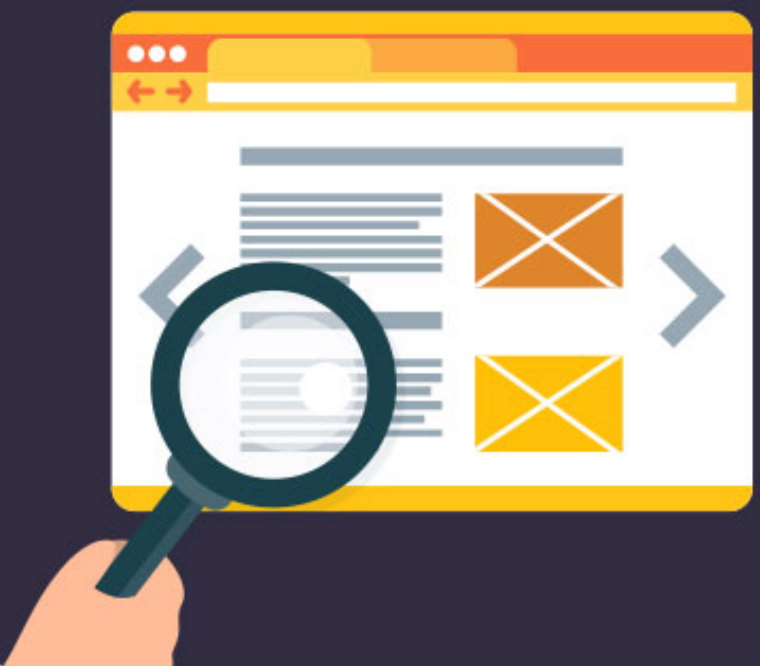
There are two main ways to generate traffic to your website: Search Engine Optimization (SEO) and paid advertising. Both methods work well together. You should start by optimizing your site so that search engines will find it. Then, you can add paid advertisements to your site to bring in additional traffic.

On-Page SEO

If you’re looking to optimize your website for search engines, there are several things you should consider. First, make sure your site has a good title tag. It should contain relevant keywords and describe what your page is about. Second, use descriptive tags for each section of your page. Third, add alt text to images so that they display properly when people view them through screen readers. Fourth, use H1 and H2 headings to organize your content. Finally, link to other pages within your site whenever possible.

Mobile SEO

There are also some mobile SEO tips you need to keep in mind. Make sure your site loads quickly on mobile devices. You can do this by using responsive design, which allows your site to adapt to different screen sizes. Also, make sure your site is optimized for voice searches. This means adding audio descriptions to your images and making sure your site is accessible via keyboard navigation.



Mobile-Friendly Websites - More people use mobile phones than desktop computers.

If you want to reach more people, make sure your website is optimized for mobile devices. This means making sure your site loads quickly and displays properly on smaller screens. It also means ensuring that your site has a responsive design so that it looks good on different screen sizes.

THANK YOU

We Welcome Your Feedback

feel free to get in touch with us for any feedback or questions