A Guide to SEO for Your Business

-Naveen Tiwari
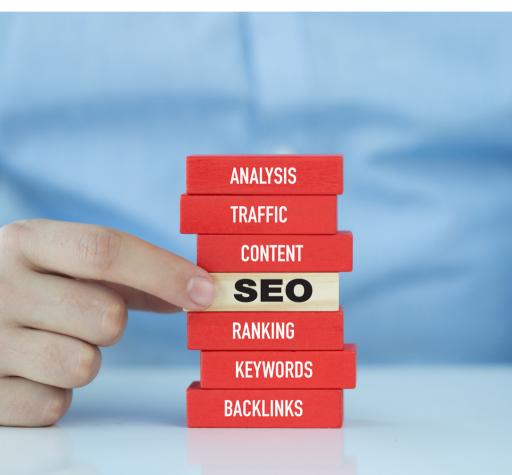
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Introduction to SEO For Businesses

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They do so by selling clicks to bidders in competitive auctions that start at $30 or more simply for one click. However, SEO can help businesses drive organic clicks and web traffic at a very low cost for a longer duration. When business owners want to build a strong brand that lasts, the winning strategy for them is to work on improving web traffic via organic search.

But to get organic web traffic, a website's content needs proper optimization to get better visibility in search results. From keyword research, HTML source code, and link building to content writing and digital marketing, everything is part of an SEO strategy. All these need to be high-value in the eyes of the search engines and users.

What Is SEO?

Search Engine Optimization (SEO) is a process of optimizing a website as per the guidelines of search engines to get higher web traffic. SEO aims to gain organic traffic from search engines, like Google, and not from sponsored content and paid ads. In simple words, businesses need to make SEO a significant part of their marketing strategy if they want genuine organic traffic on their websites. To excel at SEO, businesses need to follow certain best practices and specific rules while creating content and forming tactics to improve search engine rankings.

Obviously, businesses want their web pages to appear as widely as possible for target keywords or phrases related to your website's traffic goals. Keep in mind that Google ranks web pages, not websites. To put it another way, you must be deliberate about who you direct to your website through Google.

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Why Is SEO Important For Business' Marketing Goals

Speaking specifically about associations and nonprofit organizations, they often say they are happy with SEO efforts when their website appears on Google's top result pages. Their website starts appearing on the top pages of a search engine when online users type an acronym or industry-specific keyword to search for a specific company. With branded search, the user's intent is obvious. They want to see a company's specialized material about a certain issue. A company somewhat owns specific branded keywords or phrases.

Instead, businesses need to think beyond a brand while putting themselves in the minds of customers, donors, members, and constituents.

The keywords they may be typing on Google are to find your content and get the correct information related to your industry. For instance, online users may search for a company to know how to contribute to a cause associated with a specific business. So, businesses must figure out the right ways to meet their target audience on their journey and offer the right content they are searching for. This is where SEO helps.

If an association doesn't stress over gaining more members via SEO, there is another reason for them to follow SEO. One primary reason is authority. It is a good thing when your website content constantly starts appearing on Google search results when people search for industry-specific information. It does not mean associations have to turn online viewers into website members instantly. But it would undoubtedly give them peace of mind, knowing they are popular in the industry.

If anyone wants to join in and become a member of an association, online visibility by accurate SEO efforts can instill trust in online searchers.

3 Key Components of SEO

Here are the three primary SEO techniques that businesses need to implement to improve their search engine rankings:

- On-page SEO
- Off-page SEO
- Technical SEO

On-page SEO involves the search for the right keywords, optimizing page elements (such as alt tags, title tags, and keyword density), and forming high-quality content. It mainly targets search engine crawls to give more attention to a targeted website.

Off-page SEO helps strengthen a website's authority and reputation.

Guest blogging on popular websites and getting backlinks from high-authority websites are some examples of off-page SEO. This technique works on the secondary ways to optimize a website for search engines.

Technical SEO is to work on a website's mobile friendliness, load speed, and how easily Google can crawl it. A slow-loading website may rank lower regardless of various other strong SEO strategies. Therefore, working on technical SEO is crucial.

All three components are perfect for making up SEO endeavors. However, the on-page SEO gets the maximum attention due to obvious reasons. But if a website is not ranking high on search engines despite various on-page SEO efforts, the companies need to work on off-page and technical SEO too. After all, it is the combination of three to help your website reach the top of Google result pages.

Anatomy of a SERP

The term "search engine results page" (or "SERP") refers to the page that Google (or Bing or Yahoo) displays following the submission of a keyword search query. Therefore, if you were to search for "website usability," the SERP would provide a list of websites that the search engine believes you were trying to find.

Here's an example: SERP page's example for SEO

A typical SERP contains a large number of sections. Although not all of them are depicted in the image above, they consist of the following:

Google Ads: These can be seen at the top and bottom of some SERPs and are designated as paid advertisements by the prefix "Ad" before the listing's URL.

- Organic Results - The list of websites that Google has determined to be pertinent for the phrase sought is called the "organic results," which many people think of as the top search results.

- Featured Snippets - It is also known as position zero. It is the top result on the page and is highlighted with an actual excerpt taken from the ranking web page.

SEO featured snippet

- Knowledge Panels: These callouts, frequently seen on the right side of the page, offer very in-depth details about the searched topic and links to related resources.

Example of Knowledge Panel SEO

- **Shopping:** When we conduct an internet search for a product, the shopping options on the results pages are familiar to all of us (or offline, for that matter).
- **Local Pack:** This organic results area displays a list of nearby companies relevant to your keyword search. One of the critical places Google searches to find businesses to include in your Google My Business listing.
- **Videos:** Your SERP will display videos that are popular and pertinent to your search on YouTube.
- **Images:** Similar to videos, images. Even if you don't always see them, relevant image results occasionally appear when you search for a well-known person or item.
- **People Also Ask:** The "People Also Ask" feature is currently highly prevalent on most SERPs. It enables quick access - with just one click - to check what further answers are available for your query and presents additional questions that people have asked concerning your keyword. This portion is displayed in the Tesla image up top.

In addition to those above, more parts occasionally appear in SERPs, although these are typically the most frequent. The most important conclusion to draw from this is that the typical organic search results are becoming crowded off the SERP page and may even be viewed as being less helpful than the alternatives mentioned above. Therefore, optimizing for organic search alone is no longer sufficient; you also need to consider including your site in these other frequently highlighted areas.

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Chapter 2

Technical SEO

By Naveen Tiwari

Technical SEO refers to the hidden components, such as mobile optimization, site architecture, and page speed, that boost a website's organic growth on search engines. These SEO components may not be the fanciest, but they are quite significant. By doing a site audit, you learn where a specific website stands. So, they can further take the first step to make improvements to technical SEO. After that, one needs to plan to address areas of weakness.

That's how SEO experts work to improve the errors and fill in the loopholes to make a website run smoothly and error-free. Search engines like Google and Bing enable companies to purchase temporary online visibility through search results.

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What is Technical SEO?

Technical SEO is the website optimization process for helping search engines, like Google, to crawl, find, understand, & then index specific webpages. Technical SEO aims to improve a website's rankings and online visibility.

I. Understanding crawling

Here we discuss the way search engine crawling works to improve website ranking:

How crawling works Crawling is a technique that search engines use to collect data from pages and utilize the links on those pages to find even more pages. Several methods can be used to control how your website is crawled. Here are a few options:

• Robots.txt

A robots.txt file helps search engines to understand where they can and cannot go on a website.

• Crawl rate

Many crawlers accept the crawl-delay directive, which you can apply in robots.txt. One can control how frequently one can crawl pages. Sadly, Google doesn't take this into account. So, SEO experts need to modify the crawl rate for Google in Google Search Console.

• Access Restrictions

You probably want one of these three options if you want some users to be able to access the page but not search engines:

- A certain login system
- HTTP authentication, which needs a proper password for access
- IP whitelisting that enables specific IP addresses for accessing the webpages

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This method is perfect for internal networks, content only available to members, or staging, test, or development sites. A small number of people can still see the page, but search engines are unable to access and index it.

How to see crawl activity
The "Crawl metrics" report in Google Search Console provides you with more details about how it crawls your website and is the most straightforward approach to knowing what Google is mainly crawling.

You will need to view your server logs and perhaps make use of a tool to perform a more thorough analysis of the data if you want to see every crawl activity on your website. This can become very complex. However, you should have access to raw logs and some aggregators, such as AWstats and Webalizer, if your hosting includes a control panel like cPanel.

Crawl adjustments
Each website will have a unique crawl budget, which combines the frequency with which Google wishes to crawl a site with the amount of crawling that your website permits. Those that appear to be less popular or poorly linked will be crawled less frequently than pages that are more popular or change frequently.

Crawlers often slow down or even stop crawling your website if they notice stress indicators until the situation improves.

Pages are rendered once crawled and then sent to the index. The index is the primary list of pages that search queries can return. Let's discuss the index.

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II. Understanding indexing

Here we'll discuss ways to ensure the web pages are properly indexed and check how they get indexed.

Robots directives

An HTML snippet called a robot meta tag instructs search engines how to crawl or index a specific page. It appears as follows and is inserted into the <head> section of a webpage:

<meta name="robots" content="noindex" />

Canonicalization

Google will choose one to keep in its index when a page has many versions. Canonicalization is the procedure involved, and the URL chosen as the canonical will be displayed by Google in search results.

It chooses the canonical URL based on a variety of indications, including:

- Canonical tags
- Internal links
- Duplicate pages
- Redirects
- Sitemap URLs

The quickest way to learn how Google has indexed a page is to use the URL Inspection tool in Google Search Console. The canonical URL chosen by Google will be shown.

III. Quick Wins For Technical SEO

Prioritization is one of the most challenging tasks for SEOs. There are many best practices, but some adjustments will affect your rankings and traffic more than others. Here are a few of the tasks I suggest giving priority to.

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Check to index

Make sure Google can index the pages you want visitors to find. Crawling and indexing were the main topics in the preceding two chapters, which was no coincidence. To locate pages that can't be indexed and the reasons why examine the Indexability report in Site Audit.

Regain broken connections

Over time, websites frequently alter their URLs. These outdated URLs often contain links to other websites. The links are lost and no longer count toward your pages if they are not sent to the current pages. These redirects can still be made, and you can rapidly recover lost value. Consider this your fastest link-building effort to date.

Using a Site Explorer, you can look for chances to recover broken links.

Go to the Best by Links report, enter your domain, and add a "404 not found" HTTP response filter. This is typically sorted by "Referring Domains."

Add internal links

Internal links are those that connect pages on your website one to another. They improve page rankings and make it easier for people to find your pages. You can find these possibilities easily using a tool called Internal Link Opportunities which is part of Site Audit.

This tool searches for references to keywords that your website already ranks for. Then it offers them options for internal contextual links.

For instance, the tool displays a reference to "faceted navigation" in our duplicate content guide. Site Audit proposes we add an internal connection to the page regarding faceted navigation since it is aware of its existence.

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Add schema markup

A lot of elements that can make your website stand out from the competition in search results are powered by schema markup, which is code that makes it easier for search engines to interpret your content. The numerous search functions and the schema required for your site to be eligible are displayed in Google's search gallery.

IV. Additional Technical Projects

All of the initiatives we'll discuss in this section are worthwhile endeavors, but they could be more time-consuming and provide less return than the "fast win" tasks from the previous section. Despite this, you should still carry them out. This is merely to provide you with some guidance on how to order different projects.

Core Web Vitals

The speed metrics that make up Google's Page Experience signals, which are used to gauge user experience, are called Core Web Vitals. Largest Contentful Paint (LCP), Cumulative Layout Shift (CLS), and First Input Delay are the metrics used to measure visual load, visual stability, and interactivity.

Page experience signals

Even though these are less important ranking factors, you should still consider them for the benefit of your users. They discuss website features that affect user experience (UX).

HTTPS

Your browser and server's communication is shielded by HTTPS from being eavesdropped on and altered by hackers. The great majority of today's WWW traffic has access to confidentiality, integrity, and authentication, thanks to this. Your pages should be loaded via HTTPS rather than HTTP. Any website that has a "lock" icon on the given address bar is making use of HTTPS.

Mobile-friendliness

Simply defined, this determines whether websites are accessible to users of mobile devices and appear correctly. But how can you tell if your website is mobile-friendly? For that, check Google Search Console's "Mobile Usability" report.

Interstitials

Interstitials prevent access to content. These popups cover the primary content and may require user interaction before they close.

Hreflang — For multiple languages

An HTML feature called Hreflang helps specify the language and location of a webpage. The hreflang tag also helps inform search engines like Google about translations of the same page in several languages. This enables them to provide their users with the right version.

Website health or general maintenance

The general website maintenance may not have any impact on search engine rankings. But maintaining a website well is good for improving the overall user experience.

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Broken links

Links on a website that lead to nonexistent resources are known as broken links. The links here can either be internal (pointing to other pages on your website) or external (i.e., to pages on other domains). With Site Audit's Links report, one can immediately identify any broken links on your website.

Redirect chains

A chain of redirects between the origin URL and the destination URL is referred to as a redirect. With Site Audit's Redirects report, you can rapidly locate redirect chains on your website.

V. Technical SEO tools

You can enhance your website's technical qualities with the aid of these tools.

Google Search Console

A free service from Google called Google Search Console (formerly known as Google Webmaster Tools) enables you to keep track of and troubleshoot how your website appears in Google's search results.

Use it to see difficulties with structured data, submit sitemaps, identify technical mistakes, and more.

Each Bing, Yandex, etc., have their variations. Professional Webmaster Tools is a free tool that can assist you in enhancing the SEO performance of your website. You can:

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- Examine the SEO status of your website.
- Verify more than 100 SEO problems.
- Check out all of your backlinks.
- See every keyword you are ranked for.
- Learn how many visitors your pages are getting.
- Find chances for internal connecting.

Google's Mobile-Friendly Test

Using a mobile device to access your page is tested using Google's Mobile-Friendly Test. Additionally, it points out specific problems with mobile usabilities, such as difficult-to-read language and incompatible plugins.

What Google discovers while crawling the page is displayed in the mobile-friendly test. You may also use the Rich Results Test to see the content that Google sees for desktop or mobile devices.

Chrome DevTools

The built-in webpage debugging tool for Chrome is called Chrome DevTools. Use it to fix sluggish page load times, enhance webpage rendering, and more. It has countless applications from a technical SEO perspective.

SEO Toolbar

The free Chrome and Firefox extension SEO Toolbar offers helpful SEO information about the pages and websites you visit.

Its free features are:
- On-page SEO report
- Broken link checker
- Redirect tracer with HTTP headers
- SERP positions
- Link highlighter

PageSpeed Insights

The speed at which your web pages load is examined by PageSpeed Insights. It displays actionable suggestions to speed up page loading and the performance score.

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Key takeaways

- Search engines won't find your content if it isn't indexed.
- A lot of the technical initiatives with the most significant effects revolve around indexing or linkages.
- Fixing a problem that affects search traffic may be a top priority. You're better off investing time in your content and links for most websites, though.

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Chapter 3

On-Page SEO (Search Page Optimization)

By Naveen Tiwari

On-page SEO is one of the significant techniques for supporting commercial websites in getting higher rankings on search engine result pages through the implementation of successful SEO campaigns. A website is the center of every SEO campaign, and if it isn't optimized for both people and search engines, your chances of getting traffic from search engines are diminished.

What is On-Page SEO?

On-page SEO, often known as "on-site SEO," is the practice of optimizing web pages' content for various search engines. One of the key objectives of on-page SEO is to make it easier for web crawlers to understand the meaning and purpose of websites.

What is the significance of on-page SEO?

On-page SEO is essential since it gives search engines several signals to understand what content is about. During the ranking and indexing process, the search engines associate specific search terms and keywords that users submit in the search box with webpages.

Many on-page SEO elements may point search engine crawlers toward certain keywords for which businesses want to rank highly. A webpage's on-page optimization changes may result in a better user experience.

On-Page SEO Techniques To Rank High on Search Engines

Now that the significance of on-page SEO has been validated let's move on to the application.

Here are the major on-page SEO techniques that you need to work on to draw more online visitors to your website while attaining higher search engine ranking:

1. Publish High-Quality Content

It would help if you kept a few things in mind when working on SEO. A website with brilliant content may excel with or without search engine optimization. But a website with bad content may not survive without SEO. However, one can use SEO to improve a website with good content.

So, what is good website content? High-quality content has the given characteristics:

- **Exclusive content for specific websites:** Even if you have created content on your own, if it's already published on any other website, it's not suitable for your website.
- **Original content (text, articles, videos, images, infographics, presentations, comments, etc.):** Write authentic and original content - NO rewrites or copies of any other existing articles.
- **Useful content:** Never publish any content just for the sake of publishing it. Before you click on a publish button, make sure to write something that would add value to your readers and website.

- **Content including vital text elements:** You must write the text that matches your non-textual content. For instance, if you put video posts on your website, you must also create a text description. When you add images, also add words to describe your image. This will give search engine crawlers an idea of your content.

- **Well-researched content:** Users don't like to read content that's written and published in a hurry. Even search engines don't like it. Long articles often rank higher compared to short articles. So, consider writing long, well-researched articles for your website.

- **Unbiased content:** When you are writing about a specific topic or trying to answer a question, ensure that you write unbiased and justified content. Plus, it must cover both sites of a proper story.

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- **Content that can satisfy search intent:** You must ensure that your content justifies the search intent. Before you publish any content for your website, you must understand the type of content your users would like to read or see for a specific search query.

-

Generally, the search intent has been categorized into the given four types:

- Navigational
- Informational
- Commercial
- Transactional

Utilizing Google, which has done an excellent job of knowing what customers prefer for various queries, is the most straightforward approach to choosing what type of content to create for a website.

- So, the first step to creating quality content is using Google to search target keywords. After that, navigate the top 10 search engine results and carefully examine them. You need to understand the following:
- Content type
- Level of detail
- Page design
- How they use videos and images

The goal is to make the most of the given information to create better content. The better in this context can be various things, such as:

- Easier to read
- More informative and detailed

- Failure to write content that satisfies users' search intent can often lead to a lower ranking. Even if someone manages to rank higher on Google, it can be temporary because Google often uses various signals to measure whether the readers are happy with the websites that appear on the top search results.

- Offering a potential alternative perspective on the subject that isn't currently addressed by the existing material.

So, before thinking of on-page SEO, you need to create content that Google searchers want to read.

2. Optimization of Page Titles and Meta Descriptions
Although this is SEO 101, it is crucial for on-page SEO. The page title and meta description are two things search engines look at when they "read" your pages.

They do this because they need to know what the website is all about before ranking your page (for various keywords) in their index based on other variables (off-page SEO, competitiveness, domain authority, etc.).

Page titles
Each page needs a special title that will let people and search engines know what a webpage is about. It is also one of the vital on-page SEO factors.

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Some of the significant optimization tips for page titles are:

- Add keywords to the beginning of your page titles – If at all feasible, start your page title with your desired keywords. This enables search engines to recognize the page's target keywords from the outset. This doesn't imply that you should go overboard and start filling your content with keywords. It's not the end of the world if a keyword cannot be used at the beginning. But it would help if you made sure that the title includes your desired term.

- Include power words and numbers - Power words like "Ultimate, amazing, checklist, actionable, etc." and numbers in the headline make them more intriguing, which raises their CTR (Click Through Rate).

- Write descriptive and short titles – It's unnecessary to use a lengthy page title. Because Google often displays 60 characters or less in its search results, it is generally advised to stick to this limit.

- No need to put the domain name in the title - Google automatically adds your domain name to the title. Therefore, there is no need to do so. The 60 characters are yours to use in any way you like to describe the page. One exception to this guideline is when you have a well-known brand; in this situation, you might consider including your domain name in the title.

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Meta Descriptions
The page's description is displayed on the search engine results page (SERPS). It must be up to 200 characters long, descriptive, and distinct on each page.

You can promote your website and persuade visitors to click on your link and go to your website rather than one of the other connections. It should be noted that Google does not always display the custom meta description; instead, they frequently utilize an automated description if they think it will be of greater value to the searcher.

The following are the key suggestions for meta-description optimization:

- Add your target keyword(s) to the description.

Since Google continues to highlight the search terms in both the title and the description, doing so will make the description more pertinent to the searcher's needs.

- Avoid auto-generated descriptions - Even though Google might not utilize your description, it's usually recommended to avoid using these occasionally illogical descriptions.

3. Content and Headings Formatting
A page must be well-formatted. You need to think of it as a report with a proper heading (h1) and some subheadings (h2, h3).

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The H1 Tag

There should only be one H1 tag per page. The page title is automatically enclosed in H1 tags if you use WordPress. The title and heading tag can be the same, or you can give the heading a different title. Remember that title tags, not h1 tags, are what search engines display in the results.

H2 and H3

The following are the considerations you need to make about the additional headings (h2, h3):

- Make your headlines intriguing and beneficial for visitors who want to skim-read articles by avoiding utilizing only one word as a heading.
- Hierarchically use headings, with the first heading tag being the h1, followed by the h2, the h3, the h4, etc.
- The subheadings are an excellent area in your article to incorporate related keywords.

Content Formatting

- Make sure the text is readable before slapping it anywhere on the page.
- Make the font large (at least 14px).
- To draw attention to the key components of a page, use bold, underlining, or italics.
- Create brief paragraphs from the text (max 3-4 lines).
- Use CSS to separate the content into smaller, more manageable portions and to make sections stand out.
- Give the paragraphs enough space between them to make the material easier to read.

4. Optimize Page Content

The content must be optimized for your target keywords as part of content SEO, which is a component of on-page SEO.

The first step is to conduct keyword research before posting a piece of content (whether this is text, images, audio, or video).

It is essential to learn what search phrases they are entering into the search box to develop material that can meet users' needs.

Once you've chosen your target keywords, you should list longtail keywords linked to those keywords (also known as LSI keywords) and include them in your page content for the titles, headers, and descriptions.

Wondering why? Due to the general addition of Rank Brain, Google's search algorithms have grown more intelligent and now check for subject relevance in addition to keyword relevancy in content. This indicates that you must add LSI keywords to your content to make it more pertinent to wide subjects. There are several approaches to learning which keywords Google regards as relevant to your target keywords.

Utilizing Google's three features—Google Suggestions, People Also Ask For, and Related Searches—is the simplest and quickest method.

5. Images and Various Other Multimedia Elements

Images play a crucial role in presentations. They add intrigue and make a page simpler to comprehend. The two main issues with images are that search engines can't read them and that they increase a page's loading time.

Here are some of the best practices for optimizing SEO for images:

- Use unique pictures. You must cite the author of an existing photograph if you use it online.
- Use an ALT tag to describe the image so that search engines can better grasp its subject.
- Reduce the size of the images; the fewer data (in bytes) an image has, the better.

- Use a content delivery network (CDN) - A CDN service will help your page load more quickly if it has a lot of photos. Simply put, this speeds up the loading process because many servers will host and provide your photos.
- Use descriptive filenames - Try to use descriptive filenames instead of merely naming your image "image1.jpg," such as "man-doing-push-ups.jpg."

6. URL Optimization
Your URLs must be optimized for the best SEO results. It is split into two halves. URL optimization comes first, followed by URL structure.

Persistent links are the names given to each page's unique URL (sometimes referred to as a slug). Good URLs include hyphens to "-" separate the various elements and should be no longer than 255 characters.

An SEO-friendly URL is brief, descriptive, and contains your goal term, much like the page title. Here are some best examples of good URLs:
- https://www.xyz.net/quick-cake-recipe/
- https://www.xyz.com/seo-tools

Here are certain examples of bad URLs:
- https://www.xyz.com/z?1235 or
- https://www.xyz.com/cookingtipsforbeginners/ or
- https://www.xyz.com/323651/publish/givendata2/cooking_Tips.html

Here are the best practices for URL structure optimization:
- A website's true structure should be reflected in the URL structure.
- Utilize categories - Create categories for your pages to make it easier for people and search engines to find what they're looking for.

- It's comparable to having a warehouse with many uncategorized products as opposed to a warehouse with every item belonging to a specific category.

Subcategories are also possible, although I wouldn't recommend adding more than two levels. An effective category structure is:

Home > Social Media > Facebook > Blogs

but not

Home > Social Media > Facebook > How To > Blogs

Including a breadcrumb menu will also assist people in navigating your website in an organized manner since they will always be aware of their location on the home page.

7. External Links

A link to a page outside your website or on a separate domain is known as an external link. The link is a backlink for the website that gets it and an external link for the website that links out.

Although we know the importance of SEO backlinks, what about external links?

External links to relevant pages aid Google in determining the subject of your page. It also makes Google aware that your page is a reliable source of knowledge.

Although adding external links to your content is not a ranking criterion, it can still be beneficial to your SEO efforts.

You can email them and let them know about it by using external links to link out to other websites.

The fact that you have connected to them will make webmasters happy, and this is a terrific approach to striking up a dialogue. As additional webmasters are likely to reciprocate, you can steadily strengthen your relationship and finally obtain backlinks to your website.

The best practices to adhere to when including external links in your work will be:

- Only use links when they benefit the reader.
- Only include links to relevant websites with original information.
- Link only to trusted websites.
- For external links leading to websites you don't entirely trust, use the "nofollow" tag.

8. Internal Links

Liking web pages within a website is called internal linking. It is essential for SEO because:

- It's similar to creating your own web.
- They will also consider any links you may have to other pages on your website.
- It serves to alert search engines to your other pages.
- Following the links on a website is the first thing a search engine spider will perform after finding it (both internal and external links).
- As a result, visitors will read and leave if your page doesn't have any additional links.

You can use this strategy to inform search engines about pages on your website that they have not yet discovered, as it was previously said that when search engines find a page with links, they will go and read those sites as well.

- There are some pages on every website that are more significant than others. By sending them more internal connections, internal linking is one method of identifying the most crucial pages.
- It's a strategy to lengthen visitors' stays on your website.
- It's a method of letting search engines know which of your pages are the most crucial.
- A reader of your post is more likely to click on a link to learn more about a particular subject, which will lengthen their stay on your website, increase the number of pages they view each time they visit, and lower their bounce rate.

Some best practices for internal linking are:

- When internal connections are beneficial to your reader, include them.

- Use keywords outside of your internal connections as well.
- Include the links in your website's main body whenever possible (not in the footer or sidebar.
- Each page can only include 15 internal links (this is my opinion and not based on any research or studies)

9. Page Loading Speed
Google is spending a lot of money to speed up the internet. Every Google I/O will have a speaker discuss the value of speed and their ambition to index the fastest websites.

They have formally incorporated speed as a recognized ranking factor to "compel" website owners to consider it. Therefore, we can confidently say that website speed affects SEO and ranking.

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Your responsibility as a webmaster is to ensure that your website loads as quickly as possible by paying attention to Google's suggestions. Fast-loading websites are beneficial for conversions and client retention in addition to SEO.

10. Mobile Friendliness

Nearly 75% to 80% of Google queries originate from mobile devices. Thus, if your website is not responsive to mobile devices, you are already missing half of the traffic that may otherwise visit it.

What do you need to do?

Make sure your website is mobile-friendly as a first step. Use Google's mobile-friendly tool to check your website and repair any issues.

Then take it a step further and test your website on a mobile device, just like a real user, to ensure that everything, including your CTA buttons, is displayed appropriately.

In general, responsive websites don't need to worry about being mobile-friendly.

11. On-Page SEO Through Comments

Many individuals mistakenly think that blog comments are no longer significant because of the popularity of social media.

Blog comments continue to be significant. According to Gary Illyes of Google, it's a sign that users enjoy your content and engage with the website, which can significantly improve your SEO.

Users will almost certainly read the previous comments before posting a new one, which is another technique to lengthen their stay on the page and your website.

Here are some simple rules to make the most out of comments:

- Always check for spam before publishing comments.

- When people don't use their true names, don't allow comments.
- Always respond to comments; doing so will inspire more remarks.
- Avoid publishing overly generic comments.
- Accept only helpful and pertinent comments to the page's content.

On-Page SEO Checklist

The checklist below is a summary of the main suggestions if you have read the material up to this point -

- Make sure you know the distinctions between on-page and off-page SEO.
- Make sure your information is unique, practical, and thoroughly researched.
- By including keywords, power words, and numbers in your page names, you may review and improve them.
- Give each page on your website a distinctive meta description (include your target keywords).
- Conduct keyword research and ensure that the title and text contain your desired keywords.
- Ensure that your photos and other multimedia are optimized (ALT Text is the most important factor for images).
- Make sure your URLs are search engine friendly and that their structure closely resembles your website's.
- Your material should have internal links.
- Use LSI and related keywords in your headings and content by finding them.
- Make sure there is only one H1 tag on your page.
- Use H1 -> H2 -> H3 heading hierarchy on the page.
- Enhance your content (use bold, italics, and CSS).
- Include external links in your text (link out to high-quality related websites).
- Check to see if your website loads in under 3 seconds (both desktop and mobile).

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- Make sure your website is responsive to mobile devices.
- Encourage comments, but only post reasonable ones.

Key Takeaway

A successful website with good search engine rankings must have on-page SEO. SEO is simpler to execute with a little research, even though it can initially sound like nonsense. Serving your readers is the secret to writing outstanding SEO content.

Use headings and subheadings to give your material structure, graphics to make it more visually appealing, and your keyword naturally throughout the text to let search engines know it is relevant.

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Chapter 4

Off-Page SEO

By Naveen Tiwari

Off-page SEO is a powerful tactic for search engine optimization. It plays a significant role in attaining a higher ranking on Google and other search engines. To reach a wider audience and get people interested in your services and brand, you need to go beyond your website with off-page SEO techniques.

In this chapter, we will get deeper insights into off-page SEO while helping you better understand this SEO tactic. Continue reading and taking notes on the strategies for eliminating rival companies from Google search results while boosting websites' sales with professional SEO services.

Most Prominent Off-Page SEO Tactics
Numerous off-page SEO tactics are successful; here, we recommend focusing on the most successful and well-liked ones:

- Building your brand by using sponsorships or direct advertising campaigns to promote your company online.
- Create content for content marketing, then publish it on reliable websites outside of your own. Writing guest posts, infographics, and case studies is one of the best off-page SEO strategies for getting attention from top-rated websites.
- Citation development - select pertinent directories to be found by customers.

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- Use social media to market your brand and reach new customers.

Significance of Off-Page SEO

Google ranks websites using more than 200 different parameters. Because it's challenging to rank on content alone, here enters off-page SEO to help with that. You may help Google evaluate how relevant your material is for users by letting them know what other people think of you and your website. So, obtaining links from reputable websites is crucial for this reason.

Search engine optimization is aided by links pointing to your website from reliable sources. Such off-page SEO strategies aid in improving the site's position and building trust with users and search engines. Users and search engines employ different standards for determining authority.

While Google explicitly states that they use various off-site SEO variables to rank your website and perceive it as authoritative, you must offer relevant and appealing content to build trust with your audience. For instance, the caliber of the backlinks, the follow or no-follow links, the number of referring domains, and more.

What Is Ideal For Off-Page SEO Strategy?

Many beginners think that only link-related actions matter in terms of SEO. But in reality, Google's algorithm carefully considers a lot of variables. Since link building is so effective, why not make the most of it using various SEO tools and techniques to strengthen your brand and website?

When working on off-page SEO, you need to consider the following things carefully:

1. Relevancy - Obtaining connections from high-DA sites is the way to go, but it is equally essential that the sites you are connecting to are relevant to them.

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1. Relevancy - Obtaining connections from high-DA sites is the way to go, but it is equally essential that the sites you are connecting to are relevant to them.

2. Domain Authority - Moz created the domain authority score to provide an overview of a website's performance. You must always keep this metric in mind when performing off-page tasks. Domain authority, or DA, is a metric used to rate and evaluate websites.

A do-follow link (explained below) that points from a website with a higher domain authority to a website with a lower domain authority aids the lower DA website in improving its page rank and move up the SERPs.

3. Site traffic - You must determine how much traffic external sites or individuals can direct toward you while engaging in off-page activities like forum posting, blogger outreach, etc.

4. Link Type - The two basic categories of links used in link building or promotion operations are listed below:

- **No-Follow Links:** Links marked as no-follow will not be followed by Google bots or spiders. They won't transfer any value to the linked page. No-follow links won't affect your rankings in any way. To combat web spam, no-follow links were first developed.

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- **Do-Follow Links:** The default link type that enables Google bots or spiders to convey value to the link or webpage linked to is called a do-follow link. Google keeps track of the quantity of do-follow links and the number of different domains you obtain them from. The value being transmitted increases with the number of do-follow links from numerous pertinent sources.

Ways To Do Off-Page SEO For One-Page Websites

Link building is particularly crucial for small sites with minimal content because there are few choices for on-page optimization. We advise you to focus your efforts on off-page SEO optimization to create connections that can improve your online presence. Here are a few effective methods for doing so:

Local Newspapers

Your local newspaper is probably more likely to have more effect than any other local website if your small business is based in a small town. Reach out to the local media outlets the next time you're introducing a new good or service, and let them know everything there is to know. Everyone benefits in this scenario:

- The newspaper gets a fresh story.
- You receive greater publicity.
- The readers become aware of your services.

Family & Friends

The most straightforward and most evident off-page SEO technique. Has a friend or member of your family a blog? Why not request that they include a link to your website in their upcoming post? Blog entries are read by around 80% of Internet users. Therefore, you should capitalize on it if possible.

Local Chamber of Commerce

Consider paying the local chamber of commerce to link to your website. This is another chance that small businesses regrettably frequently pass on.

Business Associates

A straightforward request to have a link to your website added to one of your suppliers', manufacturers', retailers', exporters', or other business partners' pages may help you develop a stronger backlink profile, provided that you've built excellent relationships with all of these partners. Here's a hint: if you use a particular brand of hardware or software, this is your chance to be highlighted on the manufacturer's website. Don't be shy; get that email sent as soon as possible!

Off-page SEO Checklist

What is the most crucial aspect of off-page SEO? Let's examine the off-page SEO checklist and determine how to include it in your marketing strategy best.

The ranking of a website can be significantly increased by utilizing several crucial off-page SEO strategies. Here are the 13 steps the crucial Off-Page SEO for your website:

Social Media Marketing

Although social media does not directly or immediately affect SEO, there is still a clear connection between the two: the more social media platforms mention your website, the more exposure it will receive.

Ways Social Media is Connected With SEO?

Social media has a limited impact on search engine rankings but can have a significant one.

The following are some ways that SMM (social media marketing) enhances SEO:

- Ensures that your material is effectively shared across various platforms
- Increases your local SEO rankings locally
- Improves the recognition and reputation of your brand.

Again, even while social signals, or shares, do not directly affect SEO, they should be painfully obvious to any marketer. This is crucial, particularly for those who are just beginning their business. So, the more they share their content on social media, the better. This also helps in improving brand recognition with rising online awareness. And as a result, there are more branded searches, which boosts your SEO efficiency.

The most crucial thing here is to produce engaging content that stimulates people's genuine interest in you and your goods and services. In the long run, easy discoverability will help you establish a strong online identity and reputation.

Link Building
This area of digital promotion draws major attention. With highly effective website promotion through link building, there will be a higher website ranking on SERPs (search engine result pages).

In the coming years, link building may take on the pattern of working better the more difficult it is to get a link from a website. Any link-building method (including blogging, outreach, donations, scholarships, news releases, links from .gov and .edu websites, and crowdsourcing) can be successful with the right approach.

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Trial and error are the only surefire approach to determine what link-building strategies work and don't for your particular site. Don't be frightened to try new things! In the worst-case scenario, you could not appear as frequently as you would like in searches. Thanks to backlink analytics, you can determine which backlinks are pointless for your off-page SEO advertising.

Types of Links For Off-Page SEO
One of the most important components of off-page SEO is links. However, before you start constructing backlinks, you need to gain a deeper understanding of the various link types and the numerous factors that influence the link equity of your website.

There are three primary categories of links:

- **Built Links**
Your website receives a built link from outreach. By contacting webmasters, publishers, or journalists or by pushing your material through an advertising campaign, your team put in the effort to earn this link. Even though you generated the link, you also produced useful material for visitors, giving it the visibility that led them to find your company.

- **Organic/Natural Links**
A natural link to your website appears naturally, implying that your team did nothing to merit it. Whether they follow your brand or came into your content via googling, the individual who referenced you online chose to link to your site. In any case, they thought your article was worthwhile and beneficial.

- **Created Links**
Self-submissions on blogs, forums, directories, or press releases result in the created links. Your team purposefully made this connection without any outreach.

This off-page SEO strategy is regarded as a black-hat SEO technique, which is strictly forbidden in the SEO industry. It would help if you concentrated on creating natural or built links when constructing links.

Building Backlink Profile
Search engines keep track of the quantity and caliber of links and how quickly they surface. Keep in mind two elements when implementing an off-page SEO strategy to achieve a gain (and not a drop) in ranking positions in SERP: the rate at which the number of links increases and the age of your website. Here are some pointers:

It's crucial to grow gradually. Try to progressively and incrementally expand the number of links. Sharp increases in the number of links will be highly detrimental to off-page SEO as a whole.

Having a new website? Take your time when developing links. Young websites are frequently underestimated by search engines, which lowers their position in SERPs. Begin establishing links gradually over the next three months after launching your website.

Blogging
Guest blogging is one of the best off-page SEO strategies since it allows you to accomplish two goals: link building and reputation management.

When you contribute as a guest writer to a different website or blog, the host site frequently lets you include a link to your website in the article or author profile. As your name and brand are being highlighted in a new location, this is an additional bonus point for your brand awareness initiatives.

These easy methods can be used to break down guest blogging:

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- Make a list of the websites and forums in your niche that permit guest posting by bloggers or submissions from outside authors.
- Suggest one of your ideas to the site's editor or webmaster.
- Examine each website's core user base, content, and tone.
- Make a list of potential content ideas that would work well for the blog based on its brand, audience, and requirements.

Social Bookmarking

The act of social bookmarking involves saving a website so you can return to it whenever you like. In contrast to browser-based bookmarks, social bookmarking technologies can be shared and seen online by anyone with access to your content. The most well-known applications of this type are Reddit, Pinterest, Twitter, We Heart It, Dribble, and many others.

Social bookmarking is a highly effective off-page SEO strategy to increase your web presence and online presence. Here are a few ways to do so:

Backlinks - A backlink is produced each time your material is highlighted on a bookmarking platform. Backlinks are and have always been an important ranking factor for a website.

Social Signals - Your social signals will be considered by Google, Yahoo, and other search engines when assessing the size and popularity of the website, as mentioned earlier. One of them is thought to be social bookmarking.

Website traffic - You can get traffic via bookmarking because it directly affects ranking. People are more likely to click on the link to your website now when your business is mentioned on one of the bookmarking websites. Thousands of new visitors may come to the site each month if the content is interesting.

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Brand Mentions

We all know Google has a soft spot for brands. Therefore, developing a brand is essential for both marketing and SEO. Every beginning business owner should actively work to enhance their online authority with their audience and search engines.

What criteria may be used to assess the effectiveness of your efforts and how exactly brand recognition relates to SEO are the key questions.

Brand searches are one of the most important KPIs to monitor. People search for your company name, particular product names, or your domain name at this time. You're moving on the right path if more people search for your brand.

Work put into developing your brand will assist Google's algorithms in recognizing and assessing your authenticity.

Without actively boosting your link-building activities, one of the direct benefits of brand-building is that you draw more visitors to your website.

Influencer Marketing

This marketing method relies on pitching the product or service to several reliable industry insiders and counting on them to spread your branding message to their audience, which is composed mainly of engaged, committed individuals.

How Does It Work?

Influencers on social media have an ardent, devoted following who are significantly more likely to be deeply involved in a certain area. By contacting influencers, you can accomplish two goals at once: reach the thousands of people who follow them and use a person with established credibility in your field to deliver your message.

Regarding customer trust, influencers and companies are taking over personal recommendations from friends and family.

Local SEO

Local SEO is a distinct subset of SEO that requires discussion. Citations and your Google My Business presence are the two off-page local SEO strategies to follow.

• **Google My Business**

Off-page SEO refers to any efforts to optimize your website to improve its position in the Google Map Pack. A GMB account is a potent tool crucial for enhancing the online visibility of nearby startups and companies.

4 out of 5 consumers, according to reports, utilize search engines to obtain local information. Your competitors will take this position if your company does not appear first in the local GMB results.

• **Citations**

A citation is an internet mention of your business or brand that includes your NAP (name, address, and phone number). These company profiles on internet directories like Google My Business, Yelp, Facebook, and others are regarded as crucial tools for building your brand online.

One of the off-page SEO strategies that can assist you in improving your game the most is using citations. Citations are a guaranteed approach to ranking for keywords associated with a particular geographic place, such as "best plumbing service in New York," for example. Consistency is crucial since it shows coherence when there isn't. Therefore, don't ignore NAPs! Make sure your NAP data accurately and consistently portrays your brand.

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Customer Reviews

It isn't easy to overstate the importance of customer reviews while focusing on off-page SEO in 2022. Reviews influence how common consumers and search engine scouts view your brand. Positive evaluations give websites a more trustworthy appearance, which increases their chances of ranking highly in search results. A good internet reputation also results in higher conversion rates. One of the user behaviors that will increase your trustworthiness in the eyes of search engines is returning visitors.

The three most popular review sites are Google, Facebook, and Yelp but don't forget about other directories like TripAdvisor or Superpages. There are four effective strategies for persuading clients to leave reviews:

- **Contests -** Try rewarding the most intriguing review with a present (extra points if it's one of your goods).
- **Genuine desire -** This is a no-brainer. People will want to talk about your offering if it is of remarkable quality.
- **Discount -** Another motivation to leave feedback is a little incentive.
- **Just ask -** Sometimes all it takes is a straightforward request for a review to work.

Forums

Forums are one of the most surprising but equally effective off-page SEO strategies. This component is a fantastic choice for marketing your company. You can advertise your pages in the forums, monitor customer feedback on your goods and services, build rapport with prospective clients, and promptly address any unfavorable comments.

Guest Posting

Guest posting is an off-page SEO component that functions as a form of link-building method. It promotes your brand to a specified audience and generates focused traffic. It's a strategy for drawing in fresh target markets and establishing your brand's recognition among rivals.

Events

The planning of events would be another off-page SEO strategy that, at first glance, appears to have nothing to do with website marketing. Online events are a fantastic opportunity to advertise your business on the Internet, albeit they will demand more work and money than link-building and other forms of advertising.

Podcasts

Searching for a method of website advertising besides the most well-known search engines? Then it would help if you listened to podcasts.

The target audience will become interested in your business' profitable advertising when it is presented novelly, and your ability to stand out from the competition in the niche of podcast off-page SEO will be assisted.

PR

A contemporary method of link-building from trustworthy sources is digital PR. As a result of promoting a compelling narrative and the associated linkable assets, it is possible to obtain sizable numbers of links. This type of promotion is used to draw organic traffic, build brand awareness, and establish oneself as an authority in a particular subject.

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Final Thoughts

Don't confine your digital advertising efforts to traditional engine optimization techniques like links or blogging now that you know what off-page SEO is. Your website is an integral element of the dynamic Internet ecology, and Google continuously assesses and grades it using on-page and off-page SEO marketing techniques. The quality of the material is higher than ever, thanks to Google's constant algorithmic adjustments, so you have much more competition to deal with.

The basic line is that your best plan of action is to keep enhancing the technical performance of your website and create significant articles, videos, and other original content, but don't stop there. Just think big when it comes to off-page SEO.

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Chapter 5

Technical SEO vs. On-Page SEO vs. Off-Page SEO

By Naveen Tiwari

The most frequently used terminology for website ranking criteria are technical, on-page, and off-page SEO. Now that you know what these three types of SEO are let's find out the differences among these three SEO techniques.

- **On-Page SEO** describes SEO tactics applied directly to the webpage. The content of your website can be better understood and compared to other websites by search engine robots, which continuously crawl websites.

This category includes images, links, meta descriptions, and text content.

- **Off-Page SEO** refers to all SEO efforts made outside the website's pages. The king of off-page SEO is link building, but you can do many other things outside your website to improve its ranking, such as traditional PR, Blogging, social media marketing, etc.
- **Technical SEO** makes it easier for Google's algorithms to crawl and index the site. The speed, structure, URL canonicalization, and other factors are improved.

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Technical SEO vs. On-Page SEO Differences

Despite not being the same thing, technical SEO and on-page SEO are still extremely tightly intertwined, and both are required for the best organic search results. On-page SEO deals with how your website is formatted, whereas technical SEO entails ensuring the code is precise and efficient. On-page SEO is focused on content, whereas technical SEO is focused on performance.

A strong SEO plan emphasizes both technical SEO and on-page SEO. While producing high-quality, SEO-optimized content can provide a positive user experience, garner links, and help the site perform better in the search results, a site built from the ground up for SEO will ensure that search engines can crawl and index pages with ease.

On-page SEO vs. Off-Page SEO

In essence, off-page SEO is about gaining visibility for a website by developing trust and authority for your content. In contrast, on-page SEO is about creating a website that appeals to users and search engines. In other words, on-page factors mostly decide what you rank for, whereas off-page factors largely influence how highly you rank in the SERPs.

Consider technical SEO as a subset of on-page SEO rather than thinking in terms of technical SEO vs. on-page SEO. Both take place on your website, and on-page SEO can include technical SEO. Since they are SEO partners, the sole reason for this section's on-page vs. off-page SEO distinction is clarity.

Is On-Page SEO More Important Than Off-Page SEO?

Short response? Both! The truth is that you should never choose between on-page SEO and off-page SEO. Selecting between installing tires or an engine in your car would be equivalent to trying to get somewhere you want to go without either. Together, on-page and off-page SEO work to boost your search engine rankings in a complementary way, and each strategy offers advantages over the others.

Which Type of SEO Should You Focus On First?

You cannot improve your position without either on-page SEO or off-page SEO because they are equally crucial. You should employ both on-page and off-page SEO tactics on your website, but you should first get your on-page SEO house in order before concentrating on off-page SEO. Why?

You want to lay the foundation before erecting the remainder, just like a house. Your on-page SEO in this situation serves as your cornerstone. Regarding importance, neither kind of SEO is superior to the other. Improve your on-page components first, then improve your content by utilizing off-page SEO strategies.

It will be easier for users and search engine bots to understand your website if you can eventually strike the ideal balance between the two. It's a win-win situation and the key to dominating SERPs!

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Chapter 6

Creating High-Impact SEO Strategy

By Naveen Tiwari

Today everyone seems to be talking about search engine optimization (SEO). Everyone aspires to rank highly on Google. Your potential clients will find you more readily if you rank high enough on search engine results pages (SERPs).

But what's the issue? The high competition!

If you are a business owner, a blogger, an SEO professional, a marketer, or someone who wishes to comprehend the SEO world in detail, this chapter is for you. We'll discuss the successful search strategy, how to form one, and its importance.

What is an SEO strategy?
Let's begin with the basics. The objective of SEO is to have a searcher find your website through an organic search on a search engine (usually Google). It means you don't have to pay to be on the top of the page. Sounds relatively easy, isn't it? But there is a lot of competition, and it's the primary issue. There are an estimated 2 billion websites, and hundreds or even thousands of websites could be contending over a specific niche. So, to outperform the competition, it is crucial to form a solid SEO strategy.

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An SEO strategy outlines your steps to climb to the top of the SERPs. Your SERP positioning and ranking can be affected by various variables, which will be significantly influenced by how you develop and implement your SEO strategy.

Why is it crucial to establish a precise SEO strategy?

The first step to winning the SEO game is to put a good plan in place. When developing a sound strategy, you'll need to concentrate on several things, such as technical SEO and content SEO. Your ability to create an SEO plan that increases your chances of appearing at the top of SERPs depends on your ability to comprehend each area.

There's a significant risk that you'll waste a lot of money and time attempting to boost your SEO if you don't have a clear strategy and grasp of what needs to be done.

Let's examine the relative weight of technical SEO and content SEO before moving on to the most crucial steps in developing your SEO plan.

Unsurprisingly, the technical side of SEO is called technical SEO. The back end of your website setup must support your diligent labor. Why does this matter? You must enable Google's algorithm and other search engines to comprehend, read, and explore your website. If they can't, they won't know to advertise you as the top professional in your industry. The focus of technical SEO is on ranking factors like crawling (the process of crawling your site), indexing (which pages the search engine should display), mobile friendliness (how mobile-friendly your site is), hierarchy (how your site is organized), HTML (schema markup, readability, etc.), and speed (how fast your page loads, this is crucial). A lot of these elements additionally support a better user experience.

The focus of content SEO is on your content as opposed to technical SEO. A crucial strategy for raising your search engine rank and establishing yourself as the best in your field is creating high-quality content with a significant return on investment. Every content on your site, including landing pages, is evaluated by Google as it crawls. It would help if you had a solid content strategy to rank higher and reach a wider audience because search engines often scan for fresh, exciting content.

All set to rev up your SEO? You can learn how to develop an SEO plan in this step-by-step manual to rank higher and reach your target market:

8 Steps To Form a Strong SEO strategy:

1. Keyword research
Researching keywords is the first step in any SEO plan. You must carefully review your website and pinpoint the major subjects and themes. After then, think about the associated long-tail keywords and phrases.

For instance, a blog about plant-based cooking might have different keywords than one about Mediterranean cuisine. If long-tail keywords follow what the target audience is looking for, the blog about plant-based cooking will reach more people. For instance, "whole foods," "vegetarian," "vegetarian protein," and "vegetarian protein vs. animal protein."

Knowing your target audience's behaviors and preferences is crucial for this reason. Your primary and secondary keywords should be relevant to their search terms. If done correctly, you can keep quality search traffic to your website while also reaching your target demographic.

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Use keyword tools like Similarweb's Keyword Tool and Google's Keyword Planner. These can assist you in finding relevant terms that your audience will find interesting and in understanding what areas generate the most traffic. You can also determine search volume, the typical monthly volume of search queries received by a search engine. This statistic is essential to determining the level of interest in a specific keyword. If there is less competition, you might choose a keyword with lower search traffic in particular circumstances.

After that, research competitors' keywords. Finding effective keywords in your sector can be done by including rival keyword research into your approach. You may learn which keywords convert the best and which drive the most relevant traffic by observing your rivals' keywords.

Conversely, you might be able to discover that some keywords are highly competitive and not worth the effort. Or you might decide to concentrate on long-tail keywords that have less competition and less relevant content but give you a better chance of ranking higher on SERPs. When blogging, working on your on-page SEO, planning your content strategy, and creating your website, all of this information will assist you in selecting the appropriate keywords for promotion.

2. Compare your current SEO performance to those of your competitors

You've identified your keywords well. What you need to do with this information is now in focus. How can you leverage your keywords to your advantage when developing a winning SEO plan? You must first be aware of the present state of your SEO efforts.

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Comparing your current SEO performance against your rivals is the second step in developing a high-impact SEO plan. This entails comparing your SEO strategies to your competitors and each technique precisely for your website. How does your organic traffic look right now? What are your advantages and disadvantages? How do they stack up against your rivals? Benchmarking is what is needed, along with metrics and data insights.

Utilizing a keyword research tool is the best and highly efficient approach to conducting keyword research. You may easily and with accurate data use Similarweb to evaluate keywords for your website and your competitors. Additionally, you may compare your market share to your rivals for specific keywords over time and by geography. You can prioritize using this helpful information and adjust your optimization accordingly.

3. SEO audit of your website

It's time for an SEO assessment right now. You don't want to miss this step, even though it might appear more repetitive than the others. Of course, only companies with an online presence are appropriate candidates for an SEO assessment. Skip this step if you're creating a new website or brand.

A website audit entails checking your complete website's technical and content aspects. The technical, content marketing, SEO, and digital marketing teams typically collaborate on this. Crawl your website to ensure everything is functioning as it should, that the site is correctly indexed, that all internal and external links and backlinks are valid and functional, etc. Verify that all your pages have optimal meta tags and meta descriptions in content.

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You may evaluate the size and appearance of your metadata using SEO tools like Serpsim.com. Additionally, you want to look for redundant and useless material.

4. Create an SEO plan

Now is the time to get to work. The big time has arrived after your preparation work: creating your actual SEO plan. Remember that SEO is a marathon, not a sprint. To adapt your SEO strategy to the market, you'll need to develop your plan over time and keep adding new, relevant, high-quality content. Monitoring your metrics is crucial even after you've reached the top if you want to keep getting better and hold onto the top spot.

Choosing which web pages on your site you want to promote and matching them to the keywords from step one is both components of creating an SEO strategy.

It would help if you comprehended the search intent underlying each of your target keywords and knew which ones you need to market. This will aid in selecting the appropriate content for each keyword.

5. Plan for link building

What are links' connections to an SEO strategy? Unexpectedly a lot!

Links are equal in authority. Internal links (when you connect to another page on your website) and incoming/backlinks are involved in this (external links from a different website to your content). When a reputable website connects to yours, Google recognizes you as a subject-matter expert and awards you bonus points. But you need to make a plan because link-building doesn't just happen on its own.

All of this comes down to keywords. To create a plan for link building, you must first decide which keywords you want to highlight.

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Next, make sure to include relevant links in your content. In fact, both internal and external sources should be used to develop links. Outreach is a strategy for gaining links. Discover who is linking to your rivals and make contact with them. They might be delighted to link to you as well. Researching broken links on other websites is another technique you can use. If you find any broken links while researching, you can contact the website owner and suggest they replace the broken link with your link. Many websites will be happy to concur with your argument if it is solid.

The third approach is by far the most difficult to master, yet it is also regarded as the most effective. Gaining links is the true organic way of link building. To get links, you must provide outstanding shareable content that others will want to connect to as a debate starter or information source.

This normally requires a lot more time and work, but it has the greatest return in terms of links and site views.

6. Create interesting website content
The fun part now starts. Let's create some fresh material. Choose the content topics you want to cover first as a starting point. These are undoubtedly significant subjects that are absent from your website. To make sure you keep current, don't forget to look at what your rivals are writing about. Although relevant to your target demographic and the keywords you want to highlight, your content doesn't have to be entirely on the same subject as your product.

For instance, if you work for a clothing firm, you might need to upload articles on fashion and the latest trends. However, you might also wish to publish general lifestyle articles like holiday gift tips and date night suggestions.

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Your target audience will be searching for this connected material, and when they get on your website, they'll be eager to view things they can give as gifts or wear on their next date.

Content clusters are one approach to organizing your content SEO strategy. Your material is grouped into clusters based on a common theme or match. After choosing a topic based on your requirements, conduct additional keyword research to look at search traffic and intent. These should be connected to the keywords you've chosen. The next step is to construct a pillar piece (hint: it should look like this one), followed by smaller pieces surrounding and supporting the pillar piece. The parts link to one another, demonstrating to Google's algorithm your subject-matter expertise and elevating all of your material to the top.

Additionally, clusters make it simpler for Google to scan your website and locate the necessary data.

Pro Tip: Even if your content is excellent, no one will want to read it if it looks ugly. The internet is so stunning these days. Engage a designer, and include some images and visuals to make the piece stand out. Enjoy the experience with your readers.

7. On-Site SEO

Optimizing your website for search engines is a crucial component of any SEO strategy. Selecting the pages that need to be optimized is the first stage in this process. These are often the pages with the highest visitor traffic and lead conversion rates.

The six steps for optimizing particular pages on your website are as follows:

- Choose the terms you want to highlight for a particular page. In this case, user intent is crucial. Why? Since someone trying to buy NOW is probably not looking for background data on the topic. You'll be able to advertise the right terms corresponding to where a searcher is in your funnel by knowing user search intent.
- Your post should contain the keywords. This one may be obvious, as we all know. But we must emphasize this. Your post should contain the keywords. Avoid keyword stuffing; Google dislikes that as well. However, ensure that they are there and that your material is concise, pertinent, and relevant to any keyword.
- Adapt meta tags to the primary keywords. Don't neglect your meta tags. Google is a big fan.

Writing effective website copy should be similar to writing effective meta tags. By creating captivating and informative meta tags, you aim to attract potential leads (and URLs too). A meta tag ought to scream, "Hey, pick me! I know what you need."

- Include keywords in the H1, H2, and H3 headings. Google enjoys finding keywords in intriguing headlines. This demonstrates that the information is pertinent and perhaps valuable to individuals using the keyword.
- Images should have alt tags. More indications that the text in your images is pertinent and of high quality are sent to Google when you include alt tags or alt text.
- Make internal links to your product pages and blogs. As we covered in step five, internal links are a vital component of your optimization strategy.

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You may improve your site's SEO by creating a relevant network linking to other pages. The secret is linking web pages with high authority to pages requiring authority.

8. Monitor your SEO content

Although it may sound tiresome, SEO is a marathon, not a sprint. You've developed a solid SEO strategy plan, but you still need to keep it up to date. This entails consistently monitoring and tracking your SEO material, determining its strengths and shortcomings, continuously refining it, and regularly producing new content.

It's crucial to keep tabs on the keywords you're aiming for, monitor your position changes, and spot any potential problems. Google Search Console is one tool you may use for this. If you're simply concerned about tracking your website, that is.

However, monitoring your metrics is insufficient in a situation where there is competition. Additionally, you'll need tools with additional possibilities to develop a rank-tracking routine.

When monitoring SEO stats, you have to keep track of four main statistics:

- **Pages per visit:** You need to check the average page visits for the specific period.
- **Time on the page or visit duration:** How long the general visitor spends on a website and every webpage.
- **Bounce rate:** The percentage of visitors to a website that left and entered without visiting some other pages.
- **Scroll depth:** How far your visitor has reached while scrolling a website.
- **Conversion rate:** It is to check the percentage of visitors who complete a specific goal, like a sale.

The rankings of all your essential keywords are then something you should monitor. With a rank tracker tool, that is simple—you don't need to specify what to track each time. The rank tracker follows the metrics and keywords you provide. You may create dashboards to regularly examine the stats and monitor how your keywords perform in the market.

Get Started With SEO This chapter covers all the details of how to develop an SEO strategy.

What's next? It's time to go to work and create the most effective SEO strategy possible. Today, SEO is a must rather than a nice-to-have. Businesses that wish to stay relevant in the increasingly congested online market need a strong SEO strategy.

Don't panic if you haven't produced one yet or if you haven't seen any results. Like your website and content, a dynamic SEO approach can continuously be improved.

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Chapter 7

Best SEO Tools To Implement For Better Rankings

By Naveen Tiwari

By now, you must know that search engine optimization is the practice of making your website more visible when customers search for keywords related to your products, brand, and services. While minor adjustments to your website may not seem like much, they can significantly improve user experience, improving your performance in organic search results.

The algorithms that guide our efforts are constantly changing and updating, which makes it challenging to master SEO.

Fortunately, SEO tools exist to make it easier for you to complete SEO activities precisely and effectively.

Why Should You Be Using SEO Tools?
Consider yourself attempting to put together the flat-pack furniture you recently got online. However, you lack the necessary hardware to assemble them, such as bolts and a screwdriver. So, you cannot complete it with your bare hands?

When you attempt to create a website, the situation is identical.

It isn't easy to accomplish anything without the required SEO tools. Like construction tools, SEO tools have unique, specialized uses.

You can use specific tools to assist with data analysis and keyword research. Additionally, some automate your procedures, including keyword tracking, monitoring, and reporting. These let you determine what's working and what aspects of your plan could improve. Additionally, they provide information on how you compare to your rivals and evaluate your SEO success using several KPIs, such as organic traffic, load time, bounce rate, domain authority, search rankings, etc.

SEO tools also enable you to quickly and accurately generate accurate data while providing you with a real-time overview of the performance of any website you are monitoring.

It spares you from having to deal with spreadsheets to manually evaluate data, which is time-consuming and carries a significant chance of error.

What Are the Right SEO Tools?

You can start and keep going with SEO tools. Others gather information to help you evaluate the general health of your site, while some are there to assist you in starting your SEO campaigns. It allows you to observe what's working, pinpoint problems that might be preventing you from ranking in the SERPs, and make adjustments as needed. But that's just the beginning.

Knowing the importance of SEO tools is a fantastic place to start, but how do you choose the right tool for each SEO activity when so many possibilities are available?

Keyword Research Tools
Relevant keywords are one of the fundamental components of SEO. You'll need a tool that can assist you in doing the following things if you want to find the keywords that will help you rank better in search results:

- Look for keywords with a lot of search activity and little competition
- Make a list of LSI (latent semantic indexing) keywords
- Find traffic predictions for your desired keywords
- Carefully choose your core and secondary keywords
- Identify the terms that rivals are successfully employing

Google Trends
Google Trends is a free keyword research tool to show the popularity and volume of terms over time. Additionally, you may search for relevant terms, filter results by location, and look for hot subjects.

Google Keyword Planner
A paid keyword research tool, Google Keyword Planner, is accessible through Google Ads. It allows you to discover fresh and associated keywords and track their average monthly search volume changes. If you bid on particular phrases, you can also see the terms the competition uses to rank in search results and how much it will cost.

Other valuable tools for keywords research include:
- Moz (freemium)
- SEMrush (paid)
- KWFinder (free)
- Keywords Everywhere (paid)

Technical SEO Tools
You may learn more about the performance of your website by using technical SEO tools. You'll be able to determine what can help or hinder your site from ranking, which is practically impossible to achieve without tools.

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With them, you can identify, address, and improve the following:

- Canonical page references
- Meta tag errors
- Duplicate pages and internal redirect
- Broken links and issues with page crawling

What bots observe is also visible to you. This includes the time it takes for your website to load, any 404 errors or server-side rendering problems, and server response times. You can also check to see if a bot is crawling a sitemap or your website.

Moz
Moz is an all-encompassing freemium platform that provides information about website problems and solutions to address them and improve rankings. You may check what Moz's crawler finds in the area titled "Site Crawl Overview."

Issues like lengthy URLs, repeated redirects, duplicate content, missing descriptions, and no-index meta tags fall under this category.

Screaming Frog
A commercial program called Screaming Frog searches your website and provides you with a list of problems, much like Moz. It thoroughly reviews every problem that might affect a website's performance, both in terms of website ranking and user experience.

Slickplan Sitemap Builder
The drag-and-drop interface of Slickplan's Sitemap Builder tool makes it simple for website owners to visualize, plan, and construct sitemaps. You can create a sitemap from scratch or utilize one of the available free templates.

The Slickplan Sitemap Builder is designed for cooperative teams who might need to collaborate to customize extensive sitemaps.

For effective indexing, it also includes an XML export feature that can be integrated immediately into your Google Search Console.

Google Search Console
The free tool Google Search Console provides similar information from Google's bots. You can upload a sitemap using this tool to make it easier for Google to find your web pages. You need to authenticate your site once, and that's it.

Additionally, paid technical SEO tools like WooRank and Deep Crawl can offer you information to help you raise your ranks. You can choose the one you prefer because these tools accomplish many of the same tasks. However, two at once are recommended to determine whether they detect the same problems.

Backlink Monitoring and Analysis Tools
Off-page SEO relies heavily on backlinks or links pointing to your website from other websites.

Keeping an eye on whether these backlinks are spam or appropriate for your website is a good idea.

Tools for backlink monitoring and analysis assist you in the following:
- Analyzing the highly robust links to a website
- Monitoring website backlinks
- Measuring the ratio of referring backlinks to domains
- Performing competitor analysis
- Determining and eliminating bad backlinks
- Checking the link distribution ratio
- Measuring trust flow and citation
- Tracking the do-follow and no-follow links

Majestic
The measurements of Majestic, a freemium program, are identical to those of the previous two. However, it is mainly recognized for its citation and trust-flow metrics.

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Citation flow is the number of links, but trust flow is the caliber of links. It also has the extra capability of supporting languages.

With the help of the search engine optimization training course, you may master various aspects of SEO, such as keyword research, technical SEO, link building, and analytics.

Rank Tracking Tools Keyword research, technical SEO, and backlink analysis are used to raise a website's rating. The rank-tracking tools help you:

- Monitor how others rank your website
- Monitor keyword position across desktop and mobile platforms
- Calculate impressions and average clickthrough rates, or CTRs
- Determine the most effective and ineffective keywords.

Google Analytics
Google Analytics provides vital information straight from Google, making it arguably the most valuable free analytics tool available. It tracks nearly all the information you require about your site traffic, including where it originates, which pages are getting it, and how users are directed to your site. Additionally, it keeps track of your site's total traffic, conversions, and revenue.

You can take the required steps to improve your site further using this information. The sole drawback of Analytics is that it no longer displays the search terms that bring you organic traffic. By combining it with tools like Keyword Hero, which exposes the terms visitors use to find your page, even that issue can be overcome.

Google Ads

One of the frequently discussed recommended SEO practices is using your pay-per-click analytics to gain insightful information for your organic efforts. For instance, Google Ads includes stats that show which keywords, ad copy, and landing pages bring in the most customers, leads, and purchases. These help your organic efforts (blog posts, metadata, etc.) and provide you with information about the messaging that resonates with your target audience.

You may find fresh keywords and blog themes to improve your search engine rankings by using the free Keyword Planner tool, which you have access to if you have a Google Ads account. Additionally, it displays historical search traffic and trend data for terms to estimate their potential performance.

Some other helpful keyword research tools are:
- AMZ Tracker
- Ahrefs

- Wincher

You can see that there are lots of free and commercial tools out there that can assist you with both on-page and off-page SEO. Learn about these platforms thoroughly before deciding which is ideal for you.

Which SEO Tools to Use?

There are countless additional SEO tools and plenty of things to discover. You are not required to use each of these tools, though. Determine which ones are best for your company. Assess your needs while seated, then begin examining your possibilities. To choose which solutions will complete your most challenging SEO task quickly and accurately, compare their characteristics.

Start with the free versions of the tools, as mentioned earlier, to see if they are appropriate for your objectives.

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This is one method to go about it. If one performs better, you should consider upgrading to a premium plan, considering different aspects like your budget. Please make the most of your investment in whichever tool or software you choose by getting the most out of it.

The appropriate tools are crucial in SEO, which takes a lot of time, effort, and resources. However, it's much more essential to work with an SEO specialist who can provide you with a more planned approach to the success of your marketing activities.

You can put together all the SEO data required to boost your success in organic search. However, it's more likely that you lack the same level of reasoning and originality as an SEO expert. It will be easier for you to translate these insights into tactics that produce results if you hire a competent SEO services provider.

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Chapter 8

Benefits Of Using SEO For Business

By Naveen Tiwari

Search engine optimization is essential to build long-term brand exposure, growing your target audiences, and generating more income. Let's examine ten key benefits of SEO for your company and how to make the most of them:

1. It Improves Your Credibility
A website that performs well in search engine results pages is often seen as being of high quality and reliability by search engines, enhancing your company's credibility. To help your site rank even higher, spend effort optimizing and adding content, speeding up your site, and doing keyword research.

2. It Facilitates Content Marketing
Creating helpful material for users, including text, images, and videos, will improve your site's ranking in search results. Original content and SEO go hand in hand. However, SEO can also help with your content marketing initiatives. Make sure your material is of the highest caliber, optimized for the keywords you want to rank for, and updated frequently because search engines value freshness.

3. You Don't Necessarily Have To Pay for Something

In contrast to other marketing tactics like pay-per-click, SEO doesn't cost anything if you do it yourself, except for your time. Search engines constantly crawl your website, boosting its essential information and assisting you in naturally attracting new clients. Please spend some time reviewing the material on higher-ranked websites in your niche to generate content that is superior to theirs. This will help you get the most out of your SEO efforts. Share your post on your social media networks after that.

4. It Enhances PPC Campaigns

Paid (PPC) and unpaid (SEO) marketing techniques complement each other incredibly well. PPC and SEO assist in getting your website to the top of the paid search results.

Having both results appear at the top of the search engine results page increases the credibility of your business and demonstrates that you are not just paying for advertising to be on top. You can utilize SEO to maximize your PPC efforts; for instance, employing a high-ranking page for PPC advertising might perform even better, particularly if the term has a cheap cost per click.

5. It Helps Businesses Reach Wider Audiences

While most marketing initiatives tend to concentrate on a specific target market, SEO can assist you in attracting any interested parties at any given time, regardless of where they are in the purchase process. You can draw in more potential customers interested in doing business with you if you target keywords rather than demographics like you do with PPC or social media advertising.

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Make a list of the search terms you want to rank for. Then, enlarge it using keyword research tools. Finally, use competitive research for whittling down your list by figuring out who your rivals are, what keywords they are dominating, and where they are receiving backlinks. Then, use this knowledge to improve your SEO strategy.

6. It Provides You With a Competitive Advantage

You should invest in SEO because it's likely that your rivals will. SEO specialists frequently outperform competitors and expand their market share by ranking higher in search engine results. You cannot afford not to be on the first page of Google search results, especially if your competitors are. Over 90% of traffic comes from results on the first page of Google searches. Begin by identifying your rivals, assessing their advantages and disadvantages, and building and maintaining an online reputation.

Then, ensure that your website runs quickly and is compatible with mobile devices, provides the finest content you can, and concentrates on offering the best user experience.

7. It Boosts Raking In Local Searches

Local searches like "plumbers near me" are rising in popularity. Additionally, nearly 80% of local mobile searches result in conversions. You can draw in these potential customers through local SEO methods. Creating a Google My Business account is the first step in beginning a local SEO strategy. Then start asking your customers for reviews. Ensure you have the right name, address, and phone number to optimize your listings. Make sure to also optimize your listing for voice search, which entails creating appealing, rich content in a conversational style that responds to the most frequent questions and offers solutions to users' issues.

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Other actions include carefully selecting your local keywords and adding entries in directories of nearby businesses.

8. Websites Get Quantifiable Results

One can monitor changes in website traffic, conversions, and rankings with SEO. Platforms like Google Analytics offer a full range of data and let you go down to an outstanding level. For instance, you may view every website visitor's shopping experience, including the pages they visited, the search terms they entered, and if they carried out particular tasks. You can modify and enhance your SEO approach using these findings.

9. It Boosts Website Usability

Making a website search engine friendly is what SEO is all about, but it may also enhance the user experience for visitors to your website.

If you put in the effort to create helpful and high-quality content, speed up and improve the responsiveness of your site, add backlinks, and improve each page, you usually get a great website in addition to one that is search engine optimized. A strong site structure and navigation, both of which affect how search engines rank a site, are aspects that enhance usability.

10. It Enhances The Rates of User Engagement

A well-optimized website attracts relevant visitors. Searchers are more likely to spend more time perusing a website with valuable information that matches their goal. This can eventually result in more conversions and a higher return on investment. Customers that spend more time on a website tend to feel more connected to the business, which can result in customer advocacy and recurring income.

Utilize one of the many online tools available to audit your website, then tweak elements like your title and meta tags to increase visitor interaction. Make sure your website is secure and mobile-friendly as well.

Key Takeaways
Business websites can gain a lot from SEO, which has the potential to develop exponentially over time. SEO is essential to a digital marketing strategy since it helps brands gain reputation and audience trust. Hence, businesses need to implement robust SEO strategies to boost their website ranking on search engines and reach a broader customer base while attaining higher ROI (return on investment).

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Chapter 9

Final Thoughts on SEO For Businesses

By Naveen Tiwari

There are many SEO benefits, so it's understandable why businesses must focus on it. The best thing is that SEO can be carried out using various techniques in practically any business and for a wide range of clients.

Businesses need to work on technical, on-page, and off-page SEO techniques to increase their website ranking while reaching more comprehensive customers online. The first step in developing your SEO knowledge is learning the basics. After that, put the learned SEO basics into practice to grow business websites.

However, keep in mind that SEO takes time to produce results. After implementing your SEO strategies for 2–3 weeks, you won't notice many changes. However, if you persist and check in on your progress every few weeks, you will see results!

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