



# Learn SEO

## Complete Guide



LearnSEO.pro

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## How to Learn SEO?

In digital space everyone wants their business on search engine on top rank and for this the all companies and peoples are struggling it over in the market place through innovative marketing strategies. For this people are using the best digital marketing professionals and specialist to increase more clients and to make their brand in market, as we know that the role and work of Internet in the world is dominating in the business and clients are using it more and more to search for business products and services on daily basis and for this it is very necessary for each and every business to have a presence in the Internet world and digital space. We know that the competition is High to make there rank on search engine as There are countless companies in the same domain opposing for the same clients and for the same brand the companies that come on the first page during the search by the client get more business and customers than opponents, SEO help you if you are a small business and located in a concentrated city or a region then you can optimize your site with the help of local map optimization same with global you can appealing your business globally, this will you in ecommerce as well if you want the higher visibility then this is right thing you should count on for this people hire professional who know the digital marketing and the main part is SEO Specialist who know the trick and basic of SEO.

In Today time If you have basic knowledge of SEO and you are the expert of SEO then you can earn a huge many on daily basis for this people want to learn SEO concept and basics but they don't know from where and how to start, Let me know and guide you through the concept and basic of SEO which you need to know to proceed with any search engine optimization on your

own, the best thing is you can get SEO complete knowledge without any fee and classes.

Here I am with few chapters which will clear your basics and concepts to Learn SEO.

## Chapter - 1 SEO Basics

It's very difficult to learn specific techniques of SEO if don't have your basic clear so let's start with the basic and the first chapter of SEO, so here I am welcoming to beginners to my ultimate guide!

Search engine optimization (SEO) this a method uses for improving positions in non-paid(organic) search results in search engine like Google, Yahoo, Ask me, AOL etc. The higher the visibility of website, the more people see it and the rank will get optimize automatically.

As a marketing strategy for increasing site's relevance, we consider how search algorithms work and what people search for. Our SEO process helps in fixing the problems that will prevent search engines from indexing your company website. One more thing you should remember that it requires a lot of creative, technical and systematic work if you If really you want to learn SEO, there are many techniques with different goals, however, the main point will remain the same – to be among the highest results in organic searches or the process helps in fixing the problems which will inhibit

The search engines from indexing your company website  
In the Simple words SEO is about running the target website for the target audience as our primary objective of implementing SEO to a company's website is to drive targeted traffic to it, our website should be perfect structured with technical background balanced If a website is not indexed by search engines and filled with excellence well-optimized content tailored then there will

be no one chance for any site to get high visibility rankings on search engines. Therefore, it is extremely important for businesses to take note of SEO and make sure that their websites are properly indexed by search engines, with the good content which good enough to be linked by others site we can prove ourselves a great help. SEO is a type discipline which require your full and proper attention. The best part of SEO is that it evolves all the time so your website must always keep up with the changes.

### **Why should we learn SEO?**

Google, ask me, Yahoo! and others Search engines are index websites to create an order based on many ranking algorithms.

Can we identify these algorithms?

There are many factor (200 above) which is used by google and we also know these factors like content, backlinks, or technical things such as site speed, the strategy of Search engines is that they used by the internet users when they are searching for something. Here something means anything you sell a product, service, write a blog, or whatever else, SEO is a must.

As I have already mentioned that your website wants to be indexed by search engines. You're lost with your ranking; SEO activities improve always your rankings in the search engine results page (SERP).

Here in SEO If rankings are higher mean traffic will be higher, it will bring conversions If the traffic is engaged, to sum it up, if you plan to be successful with your website, you'll need to do SEO for ranking.

## **How can I learn SEO? Do I need someone's help?**

I know you have curiosity that how to learn SEO in 2019, and we have an only one answer for that is need a lot of study and practice on the same you'll find lots of information through the internet for free and this is best thing (including this SEO guide) but you should choose wisely.

Without bothering yourself that much and If you have shortage of time, you can take the help of SEO consultants, experts or agencies for help and knowledge, but yes you should Keep this is in mind that this mode will be more costly

### **Basic terms which is use in SEO vocabulary:**

- On-page and off-page SEO
- White hat and. black hat vs. grey hat SEO

### **On-page vs. off-page SEO**

**On-page (on-site) SEO** means enhancing your website to affect search engines results. It's all you can do on your website – through technical aspects to design with content and many others.

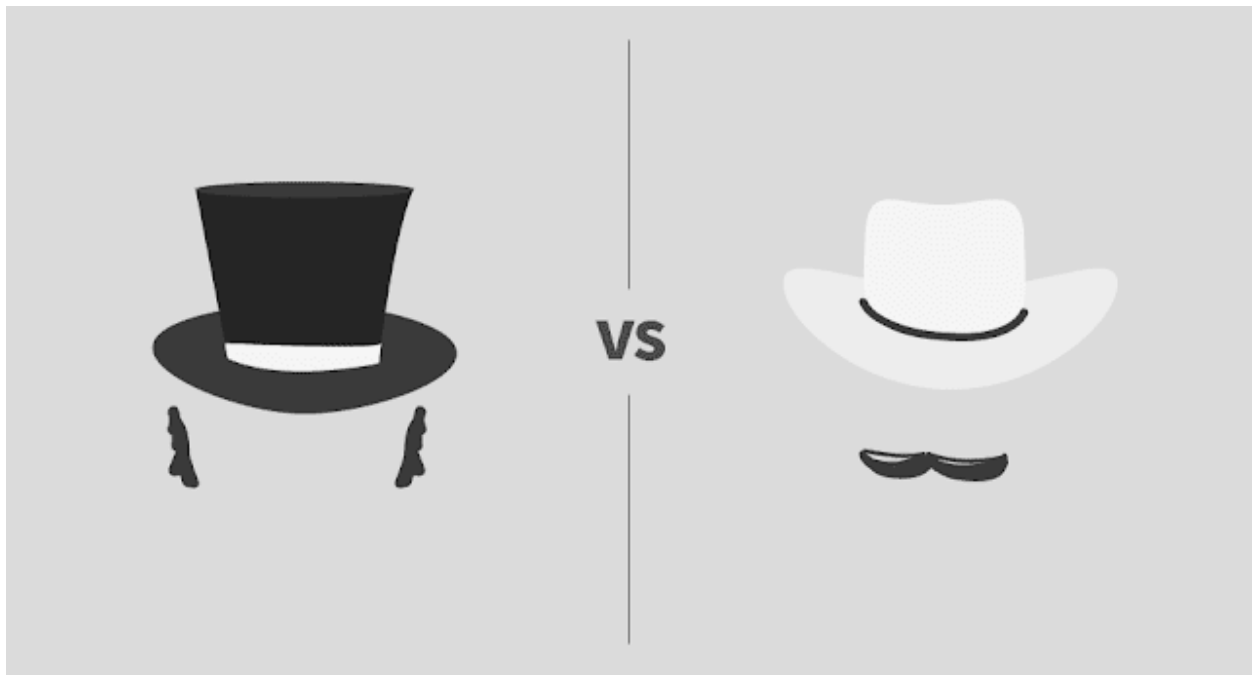
- Meta tags
- Headlines and titles
- URL structure and design
- Images optimization
- Content optimization
- Website size and speed and type

**Off-page (off-site) SEO** means improving you search engine and the participant of user ranking this play a major role in a

page's ability to rank of website and covers all activities where you all do to increase the domain authority through getting backlinks from other websites. There are many ways to get them and many others...

- Exchanging and building backlinks (Natural links, manually built links, Self-created links)
- Guest blogging
- Buying backlinks
- Social media efforts and work
- Cooperation with influencers
- Writing valuable content, post and articles by people would love to link to your website

### **White hat vs. black hat vs. grey hat SEO**



**Black hat SEO** - this is a set of unethical practices or disapproved practices to improve and increase rankings of a website in the search engine results page with the help of techniques range from keyword padding, using unrelated



keywords in page content, and invisible text to doorway pages, page swapping, redirects and content automation. These designing affect to the Search engine, and in a short time they can get you to the top of SERP, Black Hat practices are effective, but are risky and can cause your site or will most probably penalize and ban the website sooner.

**White hat SEO** - is a set of moral techniques sticking to the guidelines and rules to improve search performance or we can say white hat have own-published guidelines White Hat tactics include using keywords, quality and relevant content back-linking, link building, and writing content that focuses on relevancy, organic ranking and audience engagement and targeting audience,

If we are talking about strategy then White hat SEO is a long-term strategy oriented to customer experience. Being a good guy in the world of SEO should be the proper direction as black hat, white Hat SEO is the one and only technique which we should follow to rank our sites. Black and Grey can be easily detected by Google and other search engine at any time and then our sites will be blocked and reported.

**Grey hat SEO** - this also one of term which means a practice which less risky in comparison to the Black hat techniques. Google cannot define clearly of Grey hat techniques so you can gain many of website users without being reported and penalized or lost all your rankings a day after.

## Chapter - 2 Search Engines Work

In this chapter will let you know about SEO Work where what people search over there and how type they use to search engine how they submit their queries these SEO guidelines will cover your all the processes of crawling and indexing and will clear the concept of page rank and budget.

How search engines work

Search engines have of three basic ingredients:

- Crawling
- Indexing
- Picking the results

### **The Crawling of Search engine:**

Here meaning of Crawling is scanning of the website, Search engine have their own crawls for website, its sections, content list (URLs), keywords, headings and title, links, and images and post by many of small bots. Every type of data, not test file pictures or content video, audio that can be found on the website is crawled.

Hypertext links detected by Crawlers in a website directing to other websites and then they analyze those pages for new hyperlinks again and over again. Bots scan the internet regularly to update the data.

### **The Search engine Indexing:**

The website which have been detected by search engine are added into data structure which is called an indexing mean once a website has been crawled then indexing takes place,

In index it contains all the discovered URLs along with a number of relevant key signals about the contents of each URL.

### **The Search Engine Algorithm:**

The purpose of the search engine algorithm is to show a significant high-quality search results that will achieve the user's request/question as quickly as possible.

They will give many options so the user can select any option from the list of search results and this action, along with succeeding activity, then feeds into future learnings which can affect search engine rankings going forward.

### **How Search Engine Performed:**

When the user enters their search query into a search engine, they detect hyperlink of all of the pages which are believed to be relevant are recognized from the index and an algorithm is used to rank the related pages into a result.

The algorithms and indexing can used to rank the most related results differ for many search engines. example, a page which have ranks highly for a search query in Google but maybe not rank highly for the same query in Ask me.

### **Picking the results:**

For both developers and users, the Results are serious once the user submits a query, the search engine accommodations into the index and pulls out identical results. It's a procedure they we are check the inquiry against thousands of websites based on numerous algorithms.

## **Ranking factors:**

Here one of the most key factors is the backlink profile which is established on the number, size and quality of backlinks leading to a website, it's a very easy view on Google approximation of the website's authority. Each backlink is a parallel of an academic citation.

Below are some of the most helpful ranking factors (in no particular order)

- The relevancy of backlinks and their strength
- Content should be relevant and correct
- Engagement metrics matters like CTR (click-through rate)
- Website size, type, content, design and loading speed
- Density of Keyword, headings of keyword, the tags like meta tags, URL –Grammar and spelling
- Mobile and desktop optimization
- Overall domain authority
- Social signals and symbols
- Internal back linking
- Website usability, rank, type.
- Ranking factors can be divided into on-page SEO factors (including technical SEO) and or off-page SEO factors

The overall process looks like this:

## **How people use search engines:**

SEO have one quality that is friendly behaviors with users and search engines. If you are technically perfect for SEO, then it good thing but if your interaction with user is poor, then your positions can suffer. And that technical perfection also will not work. Priority matters with s point of view of any users, the

picture below represents one of the common user journeys in Google search:

The interactions with search engines or the principle of the search engine is Looking for a solution, info, or an answer

- Type the requirement or the query in form keyword in to the search engine like Google
- Going over the results
- Clicking on the relevant results (websites)
- Visit the websites or the page for your answer
- Find out the more results on the 1st SERP and/or changing the search query, if the answer isn't found

## Chapter - 3 On-Page SEO or Technical SEO

### On-page SEO

On-page SEO contains quite a long checklist of tasks to do can say it's mostly about Meta tags a few year ago, over-optimized content and headlines.

The Search engine algorithms have come elongated manner and become classier from the times when content of keyword, the titles, headlines, and descriptions stuffed were enough to achieve high rankings in search results, but in 2019 It's not like this here you can see One of the biggest and advanced improvements into a search engine is that they consider the user engagement or we say human factor.

Don't overlook that SEO is about targeting right audience, not only any search engines

#### 1. Meta tags:

Meta tags was the most important part of SEO few years before but in this time in 2019 it's disappeared or we say RIP, Meta tags are the one of the parts of the HTML code. Which describe website's content. Meta titles and Meta descriptions both are the very important part of the keyword.

Meta titles and descriptions chock-full with keywords don't directly influence your rankings BUT they remain a strong psychological factor affecting the CTR and overall user engagement. there is no need of any confusion of blogs says that meta tags description and the Title tags are not important, on the other side you should keep the things on mind that google and

other search engine changes titles, headlines and description to indicate their importance, to the search query incase the user text or your text doesn't match enough. Now we have many tools with plugins like yoast which help in analysis of the content in the term of focus keywords which use in Meta title in description and density of keyword, image attributes alt and many.

They will offer you many hints by the help of the search engine like google algorithm directing on user experience, so you must sure by technical point and user point that what he is looking when you creating meta tags.

- Setting title tag and Meta description in Wordpress using Yoast SEO plugin
- On-page SEO checklist

Let me know with the things you can do in WordPress or in any other content

Thing should keep in mind what people are searching before you start writing

- Find out what people can search
- Title tags and headlines
- Use SEO-friendly URLs
- Multimedia
- Outbound and internal links
- Let people engage

When you write about a topic which people search you should keep in mind your point of view is different and unique, your offer must be new added value to the topic and your timing right,

These are the questions before you start writing and it doesn't matter whether it's a blog or a product landing page.

There are many ways how to find out. Keyword research is an unavoidable part of it. Read chapter 5 where have brief about how to do keyword research.

## **2. Title tags and headlines:**

The title tag, Meta description and headlines should be appealing as I mentioned earlier as well that your main focus keyword should still be there, so users know what your website is about. As Meta description have a key role in call-to-action (CTA) emphasis and we should use Meta description for this CTA opportunity

Encourage both search users and search engines that only your website is the one and best site to be clicked on and to get best result for your query.

Again, my point is that whenever you think of the user engagement, never choose cheap, nonsense or too cheesy words. Make a habit to check the sites of your competitors, visit and analyze that they are doing and what makes you unique from them then create your own strategy.

### **Few Quick tips:**

- According updated news Google will display the titles if the title is up to 70 characters and the meta descriptions up to 155 characters
- Always you should be make sure to use accurate <h1>, <h2>, <h3>, ... structure for good structure readability and
- Always cross check the search results preview in tools such as SEOSiteCheckup or WordPress plugins



### **3. Use SEO-friendly URLs:**

Try to avoid using auto-generated URLs with statistics and characters:

*[www.example.com/2017/post318e7a349f6](http://www.example.com/2017/post318e7a349f6)*

Use URLs mentioning your main keyword in the title and content:

*[www.example.com/how-to-bake-pizza](http://www.example.com/how-to-bake-pizza)*

If you use WordPress and tools you can set permalinks in common settings.

### **How to set up permalinks in WordPress?**

Most of the SEO specialists and bloggers and digital expert says that short URLs ranks better in Google. We think it's a matter of the user experience. This doesn't mean a 20-word URL is alright.

### **4. Multimedia:**

As everyone want to engage your visitors, they can engage through using colorful Use images, info charts, design and videos. By this they can make lower bounce rates will be low and engagement. Will be higher, your written skill should be decent old-fashioned and clear way but multimedia is a must. Today in 21st century video flowing and streaming has been one of the hottest marketing trends. They motivate people to subscribe to like, share for views, for more knowledge and entertainment. They also provide you option comment your content.

### **Few Quick tips:**

- You can Improve images by using relevant file names, alt image attributes and file size

- Multimedia should be Embed interactive such as videos, charts and graphs,
- Never forget to include transcripts so you don't lose important keywords (the crawlers can't "read" the video)

## **5. Outbound and internal links:**

We use outbound links to gives you a relevancy signal of your topic to Google. You have to make sure that the link is relevant and authoritative sources.

Through Internal links you can promote your other articles or website sections as well, it always helps to more engagement of the audience and provide more visit and leads. Also, you get idea about the bots to understand the website structure with help of the Internal linking

### **Few Quick tips:**

- Use more and more internal links as through Outbound links you will not get directly improvement your rankings, yet it is highly advisable to use them
- Use more then 2-3 internal links on depending of the content length
- Never try to cheat and watch out for broken links as Search engine crawlers scan these links easily.

## **6. Let people engage:**

Today time people share good article by their self so keep in mind your article or content should be more relevant, clear, to the point and effective

Today few of social media platform like Facebook, Twitter or LinkedIn, consider adding specific and topic-related social networks, such as Reddit or Pinterest.

## **Technical on-page SEO checklist:**

We can categorize technical SEO as a part of on-page SEO which deals with technical stuff only, it includes web developer and their development skills.

Below are the few points which we have to look

- Search console
- Website speed
- Mobile optimization
- Sitemap
- Robots.txt

### **1. Search console:**

Google Search Console is a Webmaster tools which have SEO basics which help you into a monitoring and to maintain your website's presence in Google search results, in this includes content submission for crawling, where you have chosen what you want to be indexed and what not, site errors, website structured data or code errors.

The Search Console will help and identified you to analyze your keyword rankings, CTRs, bounce rate, Google penalties and many other useful data, graphs for technical SEO.

### **Few Quick tips:**

- All website should to be verified to use Search console features
- Connect Search Console with Google Analytics
- Verification your website in the Search Console

## 2. Website speed

Ranking of the Website is depending on speed and this is one of best ranking factors. Its common sense if the speed of website is slow then people will definitely leave it. according to data its seems 50% of web users have expect a site to load within 2 seconds or less than this , If it doesn't load in 2-3 second they will leave and will click on other site..

### **Few Quick tips:**

- Always check and test the speed with help of tools like in Page Speed Insights
- Images should be Optimized, enable GZIP compression, HTML compression, JS and CSS magnification and maintain decrease server response time
- Quality of web hosting matters which plays a major role in the speed of website so provider must be trustworthy
- Testing site speed of your website

## 3. Mobile optimization

Mobile optimization is very necessary for SEO as we can see in 21st century and in digital space our world is shifting from desktop to mobile. In fact, your website open in desktop but not on mobile means your website is equal to not exist, that will negatively influence your rankings.

Google and search engine started rolling out to the mobile-first indexing. Here meaning of Mobile-first indexing is Google will use the mobile version of your website for the indexing and their ranking.

Please check the AMP (Accelerated Mobile Pages) and consider which an HTML code is extended with custom properties that enable to render static content fast. it was one of the main

## Google's projects of mobile search in 2017, **Few Quick tips:**

- Always do the Test to verification that of your website is the Mobile-Friendly Test
- Do the Monitoring of your keyword rankings in mobile search results as well
- You have to make sure that the mobile version of your website should be works like a charm, speedy, with good pictures.

### **4. Sitemap**

We use sitemap to crawl your content in to search engines, sitemap is file where all website sections are listed. This help you especially when you run a large website is with a difficult structure or when you use rich media content.

Below are the Few points which we have to keep in mind when we creating a sitemap

If you have the sitemap that not mean your rankings will progress. According to search engine like google its type of benefit to crawl and if you don't have sitemap this you'll never be penalized,

#### **Few Quick tips:**

- Sitemap is not needed by all the websites,
- The Sitemap should not have more than 50,000 URLs and also cannot exceed 50 MB
- We must we Place the sitemap in the root directory of the website:

- <https://example.com/sitemap.xml>

## **5. Robots.txt**

Robots.txt is also a file like sitemap in that tells about crawlers for which website sections you don't want to be opened. It's placed in <https://example.com/robots.txt> and it's not a private thing, it's a private, It's accessible when you don't want some scripts, unnecessary files or images to be indexed.

robots.txt syntax:

User-agent: \* (e.g. Googlebot)

Disallow: / (e.g. /images/pizza.png)

### **Few Quick tips:**

- Never use robots.txt to hide content from search engines
- Malware robots are able to ignore robots.txt

### **Below few more technical SEO hacks:**

The SEO Site Checkup is a one best tool for on-page SEO analysis. You can analyze one URL per day and download easily.

### **How to perform an on-page SEO audit in very short time?**

There is Google Tag Manager Tools as well for progressive tag management, by this you no need to hire a supporter or any assistance from web developers.

HTTPS vs. HTTP: in 2014, according Google, they will increase rankings of HTTPS/SSL websites only but today, depend on lightweight ranking factor which manipulating a small percentage of search queries.

As security is a strong psychological factor of any website, Google Chrome, for example, labels a website that is not encrypted with SSL as "not secure", which effects the user visit.

**URL/IP canonicalization:** this is very significant when a website is indexed under both its IP address and domain name.

**https://example.com and https://www.example.com/ should resolve to the same URL**

## Chapter - 4 Content and SEO

When we are talking about content and SEO, we know these are not two independent term but what many marketers think that they are distinct player, let's discuss and find out that how can we will get benefit from their collaboration and synergy Also, some of marketers have a myth and they think that a perfect and good content doesn't need SEO. But the truth is they were wrong. And we'll show you why.

### **Few Quick tips:**

We have to start exploring about their together performance instead of thinking on their opposition of "SEO vs. content marketing"

As we never imagine high-quality content and SEO without on-page optimization or without a single backlink similarly, we can't imagine a perfectly and best optimized website which crowded with content that no one would read.

Traditional opinions on SEO and content that SEO is used for search engines and the Content is used for human beings. Let's get forget about them, Content & SEO overlap. What we have to do that simply we have to create exclusive and unique content and we have to optimize it for search engines and for people at the same time. This technique we have to refer to as "SEO content" or "SEO copywriting".

### **What content should I create?**

As I mentioned above "Be unique" with your original thought, challenging and engaging content is a one of great base for optimization. We have to keep Content and SEO hand in hand



from the beginning. Below are various content types which you can choose.

## **1. Blogs**

In 21st century Blogs are very popular and a source for income, If you write a good blog then it will become source for user engagement , it's not applicable for bloggers only but also play a major role for e-commerce websites if you are writer and you love to write then you can get a full time and part time job for Blogging , this is best a way how to earn money , today's time you can become a respected influencer in the industry by your Unique and correct blogs with in-depth articles, guides don't follow other Stand out from the crowd and show your originality

### **Few Quick tips:**

- do your own research and study including with unique data
- don't focus on quantity be focus on quality and the added value for use and readers
- Be dependable to create your strong personal brand and name Cooperate and learn with companies and influencers

## **2. Product pages**

In online business the Quality of the product pages should be the top priority to everywhere they are also used as landing pages for PPC campaigns including with the AdWords re-marketing or paid social media they show their unique roll,

### **Few Quick tips:**

- If we are talking about e –Commerce site, there must be simplicity and website have clearly described the product, image, color, price and how to buy it (CTA)
- photos of products should be Use professional and to write appealing copy
- the speed of website and UX are very important than ever

### **3. Reviews**

When it's come about reviews Writing, in this have nothing new but in the space of internet the whole thing can be reviewed. You can write reviews of tools, travelling, films, bars and restaurants, electronics, or anything.

A trustworthy influencer can get profit from sponsored reviews and also form people's opinions for an influencer marketing the Reviews are an inevitable ingredient

#### **Few Quick tips:**

- Select one specific and needy topic
- Never sell yourself out just because some company pays well for a 5-star review
- Show Your views and your way and make own standard of what is superb, poor or only ok
- Make you Consistency which is the key to become a strong brand and name.

### **4. Case studies**

The main thing should keep in mind that audience or a user want to see original thing so just Tell the world about the things, do your homework first then share your own views with interesting data you collected, reveal and proof about your customer satisfaction strategy and also failed thing about product. Do market research experiments about the industry

The best thing about case studies is that they are always unique and bring new information for readers.

### **Few Quick tips:**

- do your research and give time to understand the thing, make enough original and honest data,
- show inspiration, relevancy, quality and the humans behind the company or research
- never shy as people aren't interested in dull success stories, they need some exiting stories

## **5. Infographics**

People like Info graphic because they are very hand and easy to download and transfer. Authors often use them as a text substitution. Info graphics then end up as difficult images with a bunch of copy, so they lost the latent.

Making info graphics is about providing information in nice way and easy to read to audience

### **Few Quick tips:**

- Infographics have a great sharing, transferring and linking potential so make sure to play with both data and design
- Use only the most important data, Create an effective story, add clear visible charts, colorful pictures
- At the time of uploading infographics as pictures, keep in mind to write a transcript as crawlers cannot “read” the text in the image

## **6. Guides, how-tos, tricks & tips**

Guides are published as a part of blogs to many time The “... guide” and “How to ...” are nothing but are striking keywords. You can write guides or how-tos but don't forget that there are

already many of them so better to provide different tricks & tips and right knowledge than your competitors.

### **Few Quick tips:**

- Try to Record and click your own videos, and pictures, as people believe in originality, use custom screen recordings and screenshots as well
- Outreach the product owner, maker or deserving one share on their social profiles
- writing a guide as like your own always add product landing page to get extra traffic, and ranking and also add internal backlink

## **7. Top lists**

As many people are there for the same thing, they also want to be come on top list so understand think wisely about the topic before writing, writing lists is a chance to include downloadable items to collect leads, by this can earn valuable and respectable comments and to create your buzz thanks to social shares and backlinks.

### **Few Quick tips:**

- Your headline tells the lot about the post and blog
- Keep Stress amazing facts
- Keep the structure simple and unique
- Use proven and real data sources
- Ask the for suggestion or other items to your list in the comments to the reader

## **8. Interviews**

Giving unique information and opinions from an industry guru is one of best thing! It helps to figure your authority, traffic,

social shares and backlinks. Interviewees have large audience which generate high traffic for free,

### **Few Quick tips:**

- Make Try to interview a thought leader famous person in the industry
- Create a clear and meaningful structure of the interview
- Questions and answers should flow naturally
- Give space to the interviewee, to readers are curious about their thoughts and also can share their views

## **9. Videos**

Audience always like colorful, speedy clear videos, will get higher visit and engagement, social shares, likes, backlinks, generate more leads and conversions with quality branding , video content have These benefits you can generate conversion rates by 80%.through Videos content

### **Few Quick tips:**

- Write a script which proofread and practiced and real
- Always keep some budget for hardware and editing software or for hire a professional video maker who can use their skills to increase conversion and branding
- Video must Include with transcript
- Do research, make marketing plan focus on the basic promo activities to justify the time, audience and money you've put in

## **10. Ebooks**

Ebooks is electronic version printed book which include with text, display, images which are usually used for lead generation and more conversion, now a time this used by both B2B and

B2C industry require an email address to download an ebook. Mostly come in PDF and have a long piece of content. Images and pictures

### **Few Quick tips:**

- Your book should be writing proper, your topic should be killer, strong title, clear preview, need credible author, proofreading and catchy design
- Motivate visitors to download: use eBooks with unique content data and special tips and tricks that can't be found on your site or when compared to other competitor's website

### **What's the ideal blog post length?**

People create and choose that topic which is in trend so there are more than hundreds of identical articles with the same keywords then their length matters?

Write your article to keep reader's attention. Starts your articles with the title, and add paragraph, your content type and main thing the overall their content structure. Use <title>, <h1, h2, h3, ...> and put HTML tags correctly. Use article which you can read within in 7-8-minute time are ideal according to Medium. In SEO, there are many studies. It proved by many that longer posts rank slightly enhanced.

Duplicate content in my other posts, articles or website sections? When we write article, we all get to the point where we need to repeat and duplicate few words, we have written somewhere else on our webpage,

If you have duplicate content in your website and in article then you can use 301 redirects or rel="canonical" link element. Or find out more on Google Search Console help pages.

When you copy text, you should be calm as Google algorithm can easily differentiate whether you are doing it on purpose or as a part of your new content.

If you are copying content from someone else's they you have keep in mind that Google deducts that easily and will penalize you or they will reject your article and skip to show in search engine, you can use tools like plagiarism, to detect copy text.

Whenever you create content and want your content to be great then you must do proper research on market, past history and current affairs and future prospect, think about the topic twice, do more and more research on keyword as like you there are thousand people who are doing the same, conduct polls on social media like Facebook, Instagram or anywhere with help of friends

At that time when you choose topic, your market scanning should be perfect and carefully, visit and check all top websites with your 100% concentration don't try copy try to make your own unique content and optimize it perfectly. You can start promoting it after this.

## Chapter - 5 Keyword Research

Keyword research are the SEO basics. In this chapter, I will tell you about that how to find your position and how to find profitable and earning keywords you can rank for, Creating content without keyword research doesn't pay off. Thus your content will not be optimized and your site traffic will suffer. You should be aware to generate enough quality traffic using targeted keywords. Before we start, here I am with three main aspects that figure the keyword research these days:

### **Google Keyword Planner changes**

The changes in Google Keyword Planner (GKP) 2016 this brought storm in the keyword research tools market. But people not using this much more because unable to show exact result search volumes for users who don't spend enough money in their AdWords. Now we have, a new form of GKP which bring some cool improvements in both SEO and PPC.

### **Keyword optimization over user engagement and rank**

What content creators did in past they for keyword research they find the keywords with high and great search volumes only, for tricking the search engine algorithms and ensure high rankings in organic search they stuffed them into content but now there is no longer helps because now keyword research has become a more complicated in this digital space according to capitation

In this time we have to work on more metrics, consider the



Google Rank Brain algorithm and the actual SERP you plan to rank in.

## **Google RankBrain algorithm**

We have to understand two things mainly

- Users interaction with the organic search results
- How and what is the search intent (it may show almost identical results for different long tail keywords if the intent is the same)

Google have already announced that about the RankBrain that the third most important ranking signal. This is a mechanism learning algorithm that help into finding the search results by their understanding the search queries and question and help in measurement of the level of user engagement.

## **Search volume, long tail keywords and keyword difficulty**

This is a best combination of the three factors of keyword research which is most important in SEO, but it is not that easy to make balance between these all three factors.

## **Long tail keywords vs. search volumes**

When you think that from where you should start the keyword then we take the help of long tail or middle tail keywords, when we run a blog about pizza recipes, would you like to rank #1 for the keyword “pizza” (with more than 4 million of monthly searches globally)? We wouldn't. Look at the SERP for the keyword.

These kinds of keywords which mentioned in pictures are seems very attractive but generally they are not related to your niche, there is no sense to compete with Pizza Hut or Domino's. The majority of searches are long tail queries. This is fact that Long tail keywords have lower search volumes but with this there have another opportunity. When you Count them up and we will see their huge potential.

With the help of long tail keywords Visitors can find you easily and will get engagement with your content a lot and by this the conversion rates will be higher. It's because the query is specific and perfect enough to find related results. You will be on the top of these relevant results.

The search volume is the biggest scam of long tail keywords sometimes, it may be as low as 100 searches per month. And this is the reason why we have to maintain and find out the right balance and the metric which called the keyword difficulty and this will help you to do achieve it.

## **Keyword difficulty**

The keyword difficulty or keyword SEO difficulty is a very valuable metric for keyword research when you find keywords and their rank for, you'll need to estimate what it would take and you use Keyword difficulty,

The higher the score is, the harder it is to rank on the 1st SERP for the keyword and the value is usually indicated on a scale from 0 to 100

There are many keyword research tools on the market which

help to calculate the keyword difficulty. The values may differ – you can see score 30 in one but 50 in another one for exactly the same keyword so this differs. Better to calculate and compare results by one tool as it is based on little different matrices and the algorithm.

### **What is SERP ANALYSIS?**

SERP analysis is one of the best keyword research tools. It helps you to find out whether:

- The keywords you want to optimize for are relevant
- You are able to compete with websites in the 1st SERP

By the help of the SERP you can classify what's the purpose behind the search query. Like if you are searching for a "homemade pizza recipe", means don't want to buy a pizza, always remember that you won't end up optimizing for wrong keywords.

Extra tips for Google RankBrain keyword research

- We should optimize the middle and long tail keywords that they aren't longer than 4 or 5 words
- Make sure you have mentioned everything in website which perfectly satisfies users' needs. The dwell time (pogo sticking) is not a ranking factor when it comes to Google, it doesn't take the time to spend on the website before bouncing back to the SERP into consideration. It's a fair step taken by Google not enough to decide about the excellence and relevancy of the search result.
- Your topic should be clear title tags are attractive and well-optimized and meta descriptions also increase the CTR from the organic search

## **How to find more niche topics?**

Apparts from keyword research tools, you can find a lots of keyword ideas by using the following sources:

- Quora
- Reddit
- Industry related forums
- other blogs
- content of competitors
- Google Autocomplete
- feedback from readers

For keeping your research planned, you should note and write down the topics, with help of tools Analyze them by which you'll find many significant keywords. If you have more keywords more you can evaluate and then pick the profitable ideas.

### **Here with some Quick tip:**

Don't optimize one or two keyword you should optimize for dozens of keywords on a single landing page.

Test the potential of a keyword you currently don't rank for in a Google Ad Words or PPC campaign, And Test various keyword matches so can get more ideas for long tail keywords.

### **LSI keywords**

LSI (Latent Semantic Indexing) keywords are keyword which are not based on any type of SEO metric, and they are semantically connected to the main seed keyword. They are a great add-on to keyword research. It's a good idea to add semantic keywords to your content. Which help to use LSIGraph and generate a many of helpful related keyword ideas.

## **How not to do keyword research**

- Choose that a keyword which might be searched. Already
- With the help of tool like Google Keyword Planner Check search volume while not thinking about other metrics.
- After research and analysis select one or two solid or a keyword put them into the heading, sub-headings, every paragraph and Meta tags.

## Chapter - 6 Link Building for Site

Here will give you brief about link building – this one of the most key of search engine optimization. Let me know you how we can build a quality link profile.

This is a process where we do assemble of links from other websites. If am saying about technical point of view, what backlinks are? They just hypertext links that serve as navigation among websites. The links are crawled by search engines.

### **Important of link building:**

New websites and overall ranking of a website in SERP into the Search engines explore by the use of these links only In other words, link building determine the authority of a website based on the authority passed from external sources by explore new content

By this they confirm that website's link and the profile still one of the most valuable ranking factors.

We can easily differentiate between external link building and internal link building, in internal link building means expending a link pointing from one page to another page on the similar domain. This SEO guide describes acquiring links from external domains.

### Types of backlinks

There are two types of backlinks:

- Do follow (authority passing)
- No follow

**Do follow backlinks** in this backlink we pass the external source authority to the linked website, Imagine the backlink as a point that boosts SEO of the website, often called the “link juice”. Please follow the links which look like this in the HTML code

```
<a href="http://example.com">Link Text</a>
```

**No follow backlinks** don't score any points to the linked website. Because they don't pass the external source authority coz of the specific HTML tag that tells crawlers not to count it:  
<a href="http://example.com" rel="nofollow">Link Text</a>

In 1990 Google introduced first time PageRank where the number of backlinks was used as an important metric of the overall ranking. If we will use more links will earned more, and will get better ranking.

What SEO specialists do, they do abuse PageRank in order to increase the rankings. According to Many Google algorithm updates ran to the fact that many old link building techniques are now penalized or no they no longer relevant.

### **Anchor text**

The Search engines used indicator to come to backlink and the anchor text is one of strong indicator used for backlinks. This is a small piece of text hyperlinked to a website so it clearly indicates and tell you about what is the website and the website is what about.

By this they determine that what keywords the website should rank for. Don't forget that over-optimized anchors may lead to

an algorithmic penalty by Google.

Below are the few different types of anchors:

- For SEO tools Keywords and phrases
- For Brands -mangools
- For Branded terms this is SEO tools by mangools”
- For page this is Generic anchors “page”
- For Naked URLs this is mangools.com”
- For CTAs this is click here, “read more”

### **Quality aspects of backlinks**

Google strated considering multiple quality aspects of the referring sites:

- Domain Authority
- Page Authority
- Other link profile quality metrics

There are several metrics provided by Majestic and Moz which helps us to evaluate these qualities:

- Moz Page authority (PA)
- Moz Domain authority (DA)
- Majestic Trust Flow (TF)
- Majestic Citation Flow (CF)

The higher quality of the backlink.is depend on the higher value, referring .edu or .gov domains are a win!

We'll get another evaluation of links, when we take a look at Majestic's “Trust Flow and “Citation Flow”, if the sites are closely linked to a trusted seed site can see higher scores, whereas sites that may have some doubtful links would see a much lower score. Mention Flow predicts how influential a URL



might be based on how many sites link to it.

### Relevancy

Link placement, Links referring to a website have to be relevant to its content, don't acquire a backlink from a Cosmetic you write a blog about pizza.

If links are placed in links on footers and sidebars are better than Links placed in the main articles or sections sitewide links more valuable than Single links

Sitewide links look on all the pages of any website. They are usually present in the footer, header, sidebar or blog rolls.

Sitewide links are best both for internal and external link building.

Make sure to use only natural links they help you to generate a lot of traffic. Always remember that their SEO potential may be a little bit lesser when we compared to the single links, besides the all characteristics which mentioned above, we should consider the brightness of the link, and understand the anchor quality, popularity and social signals.

### **Link building techniques**

It's not that simple to gain a high-quality backlink. There is a technique that were the simplest (reciprocal links or directory submissions) do not work anymore, so the SEOs spend a lot of time trying different approaches.

I am here with most popular ideas for link building

- Acquire social media as much as possible - Share your content on social media for promotion, share it on media

like Facebook, instagram, twitter etc., do discussions, read comments relevant posts and create more and more connections

- Guest posts are one of best fruitful sources of relevant backlinks
- PR articles w these articles written by experts and published on news portals like Aajtak, India today, Dainikbhaskar which will give you high-quality backlinks but ye s for this you have to prepare some budget and make sure they are truly relevant
- Buying backlinks through High paid blog posts
- Backlinks from forums- here forums are Q&A sites, and top lists site and blogs, comments, content aggregators, business listings, etc. don't forget that vast majority are no follow or low-quality backlinks
- The Content-based link building: Make content that will naturally attract backlinks, social shares and referral traffic
- Discover about what people like and what works for them: work on your competitors as well so you can discover their backlinks by using tools like as LinkMiner
- Do email outreach: yes, this is consuming too much but still it's very effective technique. Check all the websites that link and similar to your competitors, keep in mind that t content must be better and contact pertinent people behind these websites to link to your website instead
- Use Grey/black hat techniques like PBN (Private Blog Network)

Concluding all, the best links are natural links. Apart from this, to acquire them is not an easy task.

## **Grey hat, black hat techniques and penalties**

There are other few ways by which we can build a backlink such as Paid backlinks and PBN (Private Blog Network) but yes you have to be very careful with this they must be look as usual as possible.

What Private Blog networks are? These are the websites to implement links to other websites which help generate money, it's a classy and costly technique. For this here you have to pay for a domain, for hosting and set of blog posts. Yes, it's risky as well because sometime Google ban them if you are not careful or they find fraud many times the costs of a PBN can be higher in price than the profit.so this give you loss sometime

### **Penalties**

Google have some penalization for bad backlinks according to Google Penguin algorithm update from April 2012, on bad, fraud spam my, or low-quality links.

Don't panic if you are facing spammy or low-quality backlinks, Google shouldn't consider them a negative ranking factor. But just in case, you can disown such backlinks in the Search Console.

### **Best practices:**

- Do link building on regular or daily basis as it's not a one-time effort
- Get a few high-quality links slightly than many low-quality links
- Prepare natural anchor text delivery based on the tips we listed in the "Anchor text" section
- Do Avoid backlinks from low quality websites and networks

- Try to get backlink placements which could bring you recommendation traffic as well
- Check on competitors' backlinks as well so you can replicate easily

## Chapter - 7 UX & SEO

UX and SEO are a very active pair. Here In this chapter, we will discuss on their collaboration and synergy so by this you will find out that how you can positively impact your organic rankings by doing a little extra optimization.

The logical and dynamic part of the SEO is almost about tracking the organic keyword positions, about the website traffic and its engagement in Google Analytics, Webmaster Tools and many other specialized tools.

**What is UX** (user experience), this deals with project, design, wireframes, projections and techniques for flawless customer experience, you should look for their synergy for more benefit With SEOs we need to understand it's not only about rankings, UX specialists have to admit that user experience kicks in even already using the website.

### **User experience. What is it?**

User experience is basically every user or reader's interaction and understanding with the company there work, client, employ, work, though website or products. It's the overall experience and observation influencing product growth, design, marketing and customer support.

In this SEO learning, we will discuss on the "online" user experience and its relationship with SEO. UX is no longer only about fulfill user need, requirements give a direction about their need, it's about going outside these requirements.

You have to focus on the behalf of client requirement and develop a website that naturally covers every possible

requirement of a user or client without bothering their time,

### **Here I am with Quick tip:**

UX is not UI user interface. Yes, it's a part but both are different term. We can say when we go on online store. We finding UI part is perfect, but the overall UX is poor at the time of click on "Order & pay" and unexpectedly get an error message that the product is out of stock or the price have change.

### **UX rules the world**

UX is a never-ending process of improvements towards customers and this the first and most significant part is to understand about UX, It's a beliefs of the company that they should stick to and develop its website accordingly.

Web UX is a mixture of content and technical UX.in a simply way we can say UX is everything. We should to understand the about their complexity and its effect on everyone in the company. We're talking about:

- Website structure and design
- The Website navigation and development
- Website Content quality, density, arrangement
- Content structure and material
- Technical and content SEO aspects
- Must be on Real-time customer support
- Smooth workflow and Ability to reach the conversion level easily

### **UX and SEO challenges**

"UX and SEO are the different term not a different so never think "UX vs. SEO". Here are some of the most common clashes.

## Website

Let's create a single page and put everything on the page with smooth UX. This is a one of best in idea in the UX world space. It's very easy and sense full. But SEOs know that organic traffic is at smallest the half of the success.

Many visitors and client are come to website through organic search or enter to the page directly on the basis of their earlier actions. Other visitors and user are referred from various sources such as social media, blogs or PPC, Ad -words and paid campaigns, even you can't imagine a single page experience for all of these different purposes and search queries? People use Google and search engine to find what they want and for query, your website should be the answerable.

## Website structure

As we have discussed previously as well, SEOs landing pages with proper keywords, Meta tags and the overall website structure from the SEO point of view. The UX expert will pursue for a minimal onsite navigation.

This is fact that with on-site navigation hacks like search bar with smart autocomplete, internal linking with anchor texts or immediate customer support boost both UX and SEO.

## Infographics

This is a very common UX vs. SEO case. Infographics are one of best way great way by which we can to make our information representable and look nice. If are looking for point of view from SEO, info graphics uploaded in for images which have a very low importance and value. What you have to

keep in mind in this case that you should add the content in the website's copy.

## **Videos**

I have mentioned few points above about video - A video is a probably the fastest and most engage able way how to share content. Additionally, it helps SEO by fast gaining backlinks, views, visit, likes, comments or shares. But it can eat up all valuable keywords. That's is reason we should include with a transcript on the website.

## **How to measure UX and SEO**

Google have Google Analytics where they have specialized reports and internal data, also there have many various types of options we can use. For measurement, by Engagement metrics and the behavior in Google Analytics we can measure easily, There is another best measurement is "Bounce rate", "Pages per session" and "Average session duration" which means the basic view or visit by visitor on a site. These metrics are almost gives in form of GA report and by this we can see them for various traffic sources.

## **Engagement metrics in Google Analytics "Behavior"**

In "Behavior". Column you can get more detailed information, here we can see the visitor's interaction and how they react on page with various sections of the website. It's up to us that we want a report based on traffic sources, landing pages or something else.



## ***New to SEO? Start with these 9 SEO metrics!***

### **Conversion funnels in Google Analytics**

When conversion process consists of more than one step proof that it very useful, it can be a registration form where you have added you 2-3 detail like name number mail id then buying process where you have to submit your address and card or subscription form. By this report will get idea about the exact number of visitors who went through the process and who have the requirement, It's extremely useful information for UX optimization.

### **Heatmaps & recordings**

Heatmaps basically use for the visualization of all the data we see in Google Analytics while provided that many helpful reports. One of Classy Heatmap tool like as Hotjar or Crazyegg which come with a complex analytic solutions yes they very expensive and costly sometime for any bloggers or small businesses to afford ,For the beginners, a limited free plan by Hotjar or Ptengine may be a decent start.

When we are talking about UX and SEO Heatmaps help a lot. Heatmaps have the power or we its work like cell which work on it the ability to see that where accurately people click, what they expect to be clickable, how and why they scroll and interact.

Another tool is the top-notch Heatmap tools, this include with the recordings of the user behavior. And they worth it as well but Yes not for everyone. And for every business, who have Businesses like shop online its complicated e-commerce sites and have typically bigger budgets must go for it, but as usual its very expensive tools for a blogger as they can't spend hundreds

of dollars on these expert tools.

### **Internal data**

Internal data have one great thing that there are no any additional costs. Your team, friend or you can easily create your reports which packed with useful information all the time:

- Customer questions
- Feedback forms
- Comments and reactions on social media
- Customer wishes and complaints
- Marketing reports
- Email responses
- Reports from web developers

### **Testing and site speed**

Before its launch is a must to Testing the website, like Beta testers they give you many useful information or we can say that they are the first real users. The best thing you can take ask usability testing with your, friends or team, fans at the time of development process.

Never forget to give attention to key elements like as site speed, mobile optimization, and other important technical SEO aspects.

## Chapter - 8 SEO Quiz - Test Your Knowledge

### Let's do your SEO test

I hope my article give you enough undergoing about our ultimate SEO guide for beginners and you have enjoyed as much as I did. Let me to check that what you have really learned though taking a test and getting our SEO certificate. Fingers crossed

Here Test your SEO skills and knowledge you've gained in a quick test.

If you fruitfully pass the quiz, and able to give answer you'll get the SEO score instantly.



**Start Test  
Now**

## Chapter - 9 SEO Resources

For SEO guide for beginners there are many great sources that will help you to learn SEO and improve your optimization skills. We have picked the top one's for you!

SEO is a growing industry and there are literally hundreds of resources you can learn from – whether you prefer blogs, eBooks, Infographics, forums or following the experts. There is a website from where you can get latest authentic knowledge related to SEO, Affiliate Marketing, Digital Marketing etc.

### Some Important Links:

[\*Top 55 Mostly Asked SEO Interview Questions\*](#)

[\*Top SEO Tools\*](#)

[\*Top Traffic Bots\*](#)

[\*Best Ways to Make Money Online without Investment\*](#)

[\*Submit Article for Free\*](#)

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