

Quickstart **WEBSITE SEO**

8 Steps to Website SEO

that actually work



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WEBSITE SEO

To do list

1. Brainstorm keyword phrases

Think about :

WHO the customer would be

WHAT the product physically is

WHY the person would be buying it

STAGES the buyer is in and what they would be searching for in the different stages. (thinking about buying, has researched some, comparing deals, is ready to buy)

Come up with your most important keyword phrase, but also have 3-4 more that you would like to use.

Another technique that I like to consider is called 'website content pillars'.

These are 4-5 pillars of content that your website is about; for example, a gardening website might have how-to tutorials on gardening, a pillar on surviving off of the land, a pillar on soil types, and a pillar on patio gardening.

The keyword choices and the content pillars would be related to or the same as each other.

Google your keywords and find websites that are similar to yours (competitors), see if you can guess what their keywords are and see if you want to change yours or adjust yours. Go a free trial at [semrush.com](https://www.semrush.com) and put your competitors urls in and see what keywords are doing well for them.

Put your keywords into <https://trends.google.com> and see what the related terms are and write down any you would like to use.

2. Put the most important keyword in the url (www.keyword.com)

This is by far the most important thing you can do to improve search engine optimization. Usually the main url is the name of the website or the name of a business, so if you can incorporate the keyword into the name, that is helpful. You can also use it in page titles when you make new website pages and make sure the new pages have the keywords in the url. You can do this for your secondary keywords also.

3. Put the keyword phrases in headers and in the first paragraph of text on the page

Make your headers and subheaders variations of the keyword. ie Gardening in Missouri in the Winter, Gardening in Subtropical Climates..... Also, in your first paragraph of content on the homepage, include the main keyword phrase

4. Put the keywords in links that are on the website

The menu could contain links that include the keywords in them. Also, tagging and categories are great ways to add the keywords as links. You could plan your website in a tree format where there is one main page (the homepage), and there are 5 subpages (the content pillars), and then when you write new articles or pages, always add a link within the content to one of the five subpages or to the main page (for more information) so it will get more SEO attention.

5. Optimize Metatags and Alt Tags

Write a meta description for your website that will appear in search engine descriptions below your name and url. It is best if it is unique content and not something that is already on your website. It should be between 70-160 characters (including spaces). Include your keywords, but avoid mentioning your keyword/phrase more than once per metatag. Do not duplicate content. Alt tags are words that describe the photos on your website but the words do not show up on your website.

6. Create Backlinks to Your Website

Backlinks are links from other websites that lead users to your website. When search engines see large sites connecting to yours, it tells them that you are a legitimate website and you must be important. Some ideas of how you could create backlinks are by putting a link to your website in the bio on your social media sites like Facebook or Instagram. You could also guest post at other sites and link your post back to your website. If you are in a community, you could each put links to your websites on each others' websites.

7. Register your website with Google Console, Google Analytics and other major search engines

Register your business with <https://www.google.com/business>

Register your business with <https://biz.yelp.com>

<https://search.google.com/search-console/about>

<https://analytics.google.com/analytics/web/#/p331128331/reports/intelligenthome>

Create a sitemap for Google Search Console and submit it.

Google Search Console has some specifications it requires to include your website in Google search so it won't be ranked lower, some of these are:

- Have a clean site structure. ...
- Feature substantial content. ... (approx. 1000 words per page)
- Use relevant title tags. ...
- Add alt tags. ...
- Optimize for mobile. ...
- Enable fast load times. ...
- Make sure your website and URL are secure.

8. Regularly post new content

New content not only adds more words to your website and creates more opportunities for keywords, it lets search engines know that your website is current and relevant. Google seems to like it when pages have at least 1000 words on it.

Thank you for signing up to get The 8 Steps to Website SEO! It's super cool that you are taking the time to invest in learning how to make your website get found so you can get clients.

BEFORE YOU DO ANYTHING ELSE! If you would like me to have a peek at your Instagram account or your website and let you know if we think your foundations are clear enough for you to be getting clients (niche, messaging etc), I would LOVE if you could email me at jenniferlang1921@gmail.com and send me your Instagram handle or your website address. I will have a peek and let you know what I think! (Mine is @jennifer_lang1921)

I help women be brave, believe in themselves, and make money online through creating websites, branding, marketing and through biblical encouragement.

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