1. How Google Works?
   - Crawling and indexation
   - Google's Ranking Alogarithms

2. Google Ranking Factors
   - Backlinks
   - Search Intents
3. How to choose the right keywords
   1) Search Demasn of the keyword
   2) Traffic potential of the topic
   3) Assess the business potential of the keyword or topic
   4) If you can match search intent
   5) Whether you can rank for your keyword

4. 3 Cs of Search Intent
   1) Content Tyoe
      - Blog posts
      - Videos
      - Product pages
      - Category Pages
      - Landing pages
   2) Content Format
      - How-To guides
      - Step-by-step tutorials
      - List posts
      - Opinion editorials
      - Tool
      - calculators
   3) Content Angle (The hook to your website)

5. Keyword Researcgh
   - Generate keyword ideas
   - Validate whether those keytwords are worth going after
6. Keyword Research Tools
   1) Search Volume
   2) Keyword Difficulty Scores
   3) Other SEO Metrics
   4) Should help you discover potential topics going after

Keyword Modifier

Informational	Navigational	Commercial investigation	Transactional
how	brand names	best	buy
what	name of a product	top	coupon
who	name of a service	pricing	order
where		review	[city] type of store (local)
why		Attribute of a product (size, color)	purchase
guide		comparison	cheap
tutorial			price
resource			pricing
help			
ideas			
tips			
learn			
examples			

Competitors are search competitors and not business competitors

1. 3 Main things to consider
   - Search intent
   - metrics of the top rankings
        1) More referring domains (backlinks), higher ranks
   - Topical authority of the top-ranking websites
        1)

Question	Yes	No
Do some of the top-ranking pages fail to closely match search intent?	✓	
Can I get more QUALITY backlinks than the top ranking pages?	✓	
Is my website in a similar DR range OR higher than the top ranking websites?	✓	
Is my website equally or MORE topically authoritative than the top ranking websites?	✓	

1. On-Page SEO is NOT
   - Stuffing exact keywords
   - Using your keyword a specific number of times
        1) Unnecessary, to lose the actual message you want to deliver
   - Meeting a minimum word coun
2. On-Page SEO is
   - Satisfy search intent
   - Address the thing people want to see (Actual Content)
   - Need to nail items like
        1) Titles
        2) Subheadings
        3) Internal Linking
        4) Readability
        5) Actual content

3. Technical On-Page SEO Optimisations
   - Include your target keywords in your title if it makes sense
   - Use a short and descriptive URL slug
   - Meta description
   - Add internal links to and from your pages
   - Optimise images (file names, alt text, compressed images give Google an idea of it)
   - Optimise for readability
        1) short sentences and paragraph [hs
        2) Desrcpitiv subheading

        3) Large enough font
        4) Avoid using big word
        5) Write as you speak
- OG Tags
- Schema Markups
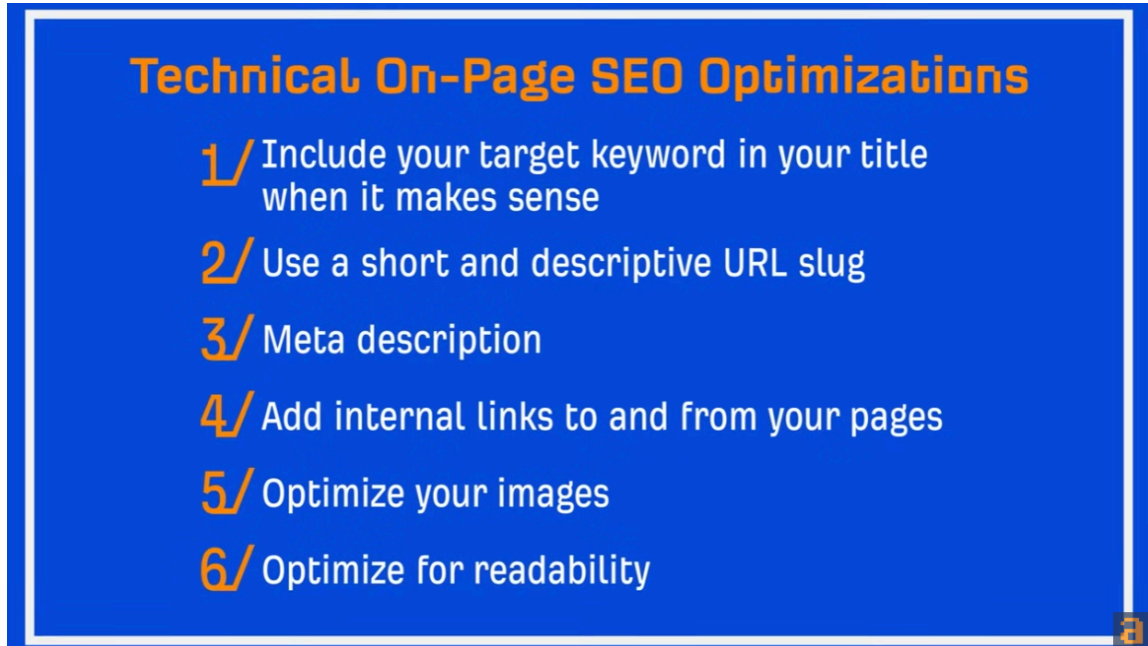
4. Link Building
- Process of getting other websites to link to your websites
- Backlinks
- Emailing strangers and asking them to link to you
- Building relationships with other relevant websites to share so that enhance their

5. 3 Link Building strategies to get Backlinks
  1) Create Them
     - Manually adding your domain to other domains
     - Directories
     - Blog comments
     - Social Media Platforms
  2) Buy Them
     - Against Google Things, midget get banned from Google
  3) Earn Them
     - Email outreach
     - Becoming sources for an online publication or blog (Guest Blogging)
     - Earn backlinks organically

6. Good Backlinks
- Relevance

- Authoritativeness "link power"
- Anchor Text
- Rel Attribute
- Link Placement

7. 3 Stages of Link Building
- Prospecting
- Vetting
- Email Outreach

8. Use HARO
- Find prospects/journalists
- Value exchange, you want backlinks they want to enhance theirs

9. Use HUNTER.io

10. Technical SEO

Avoid :
- Removing yourself from Google's index
- Diluting a page's backlinks

1) Noindex metatag <meta name="robots" content="noindex">
2) Robots.txt (file of rules for crawlers on where to go and what to do)
   - Robot.txt directives:
      1. User-agent - defines the crawler that the rule applies to
      2. Disallow - instructs user agents not to crawl specific pages or directories
 3) Sitemaps
   - Use Yoast
4) Redirect
5) Canonical tag
Tells what the preferred URL is

11. Best technical practices of SEO
- Ensure your site structure follows a logical hierarchy
- Ensure your pages don't load slowly - cache your website's content, compress your images