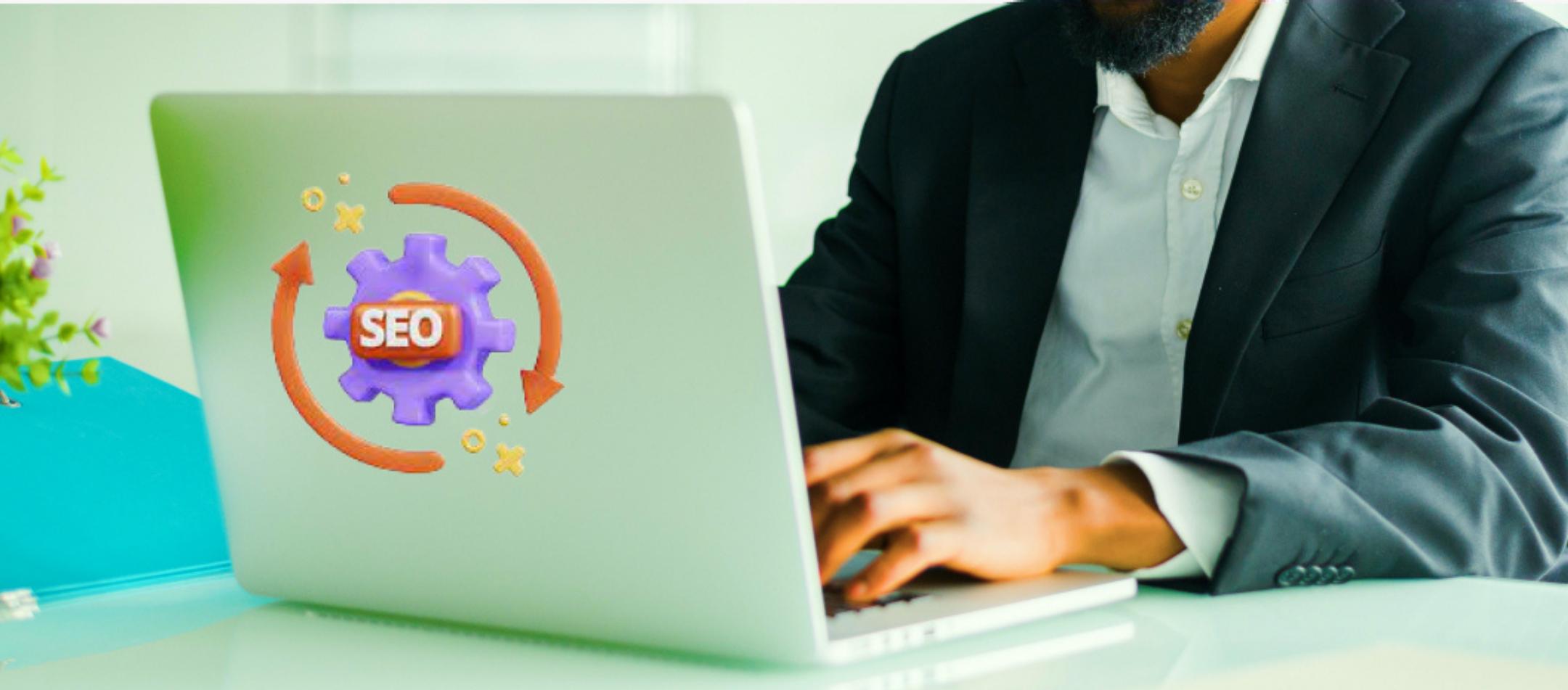
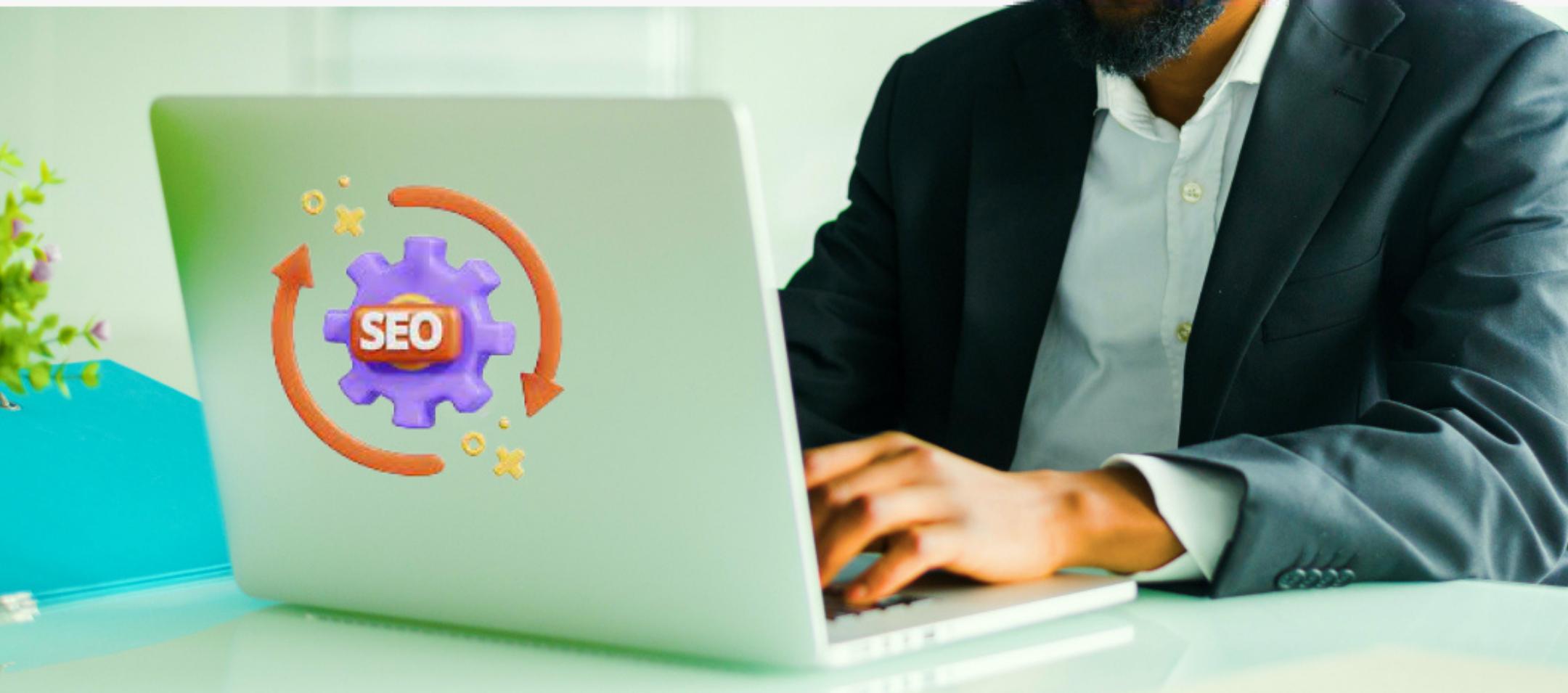


# Beginner's SEO guide



# On Page SEO

Covers anything you can do internally or on the webpage



# On Page SEO



## Elements

Title Tag

Readerability

Image alt text

Meta Description

Heading Tags(H1-H6)

Keyword density

URL

Anchor Text

Internal links

Content Quality

Bullets & Lists

External links

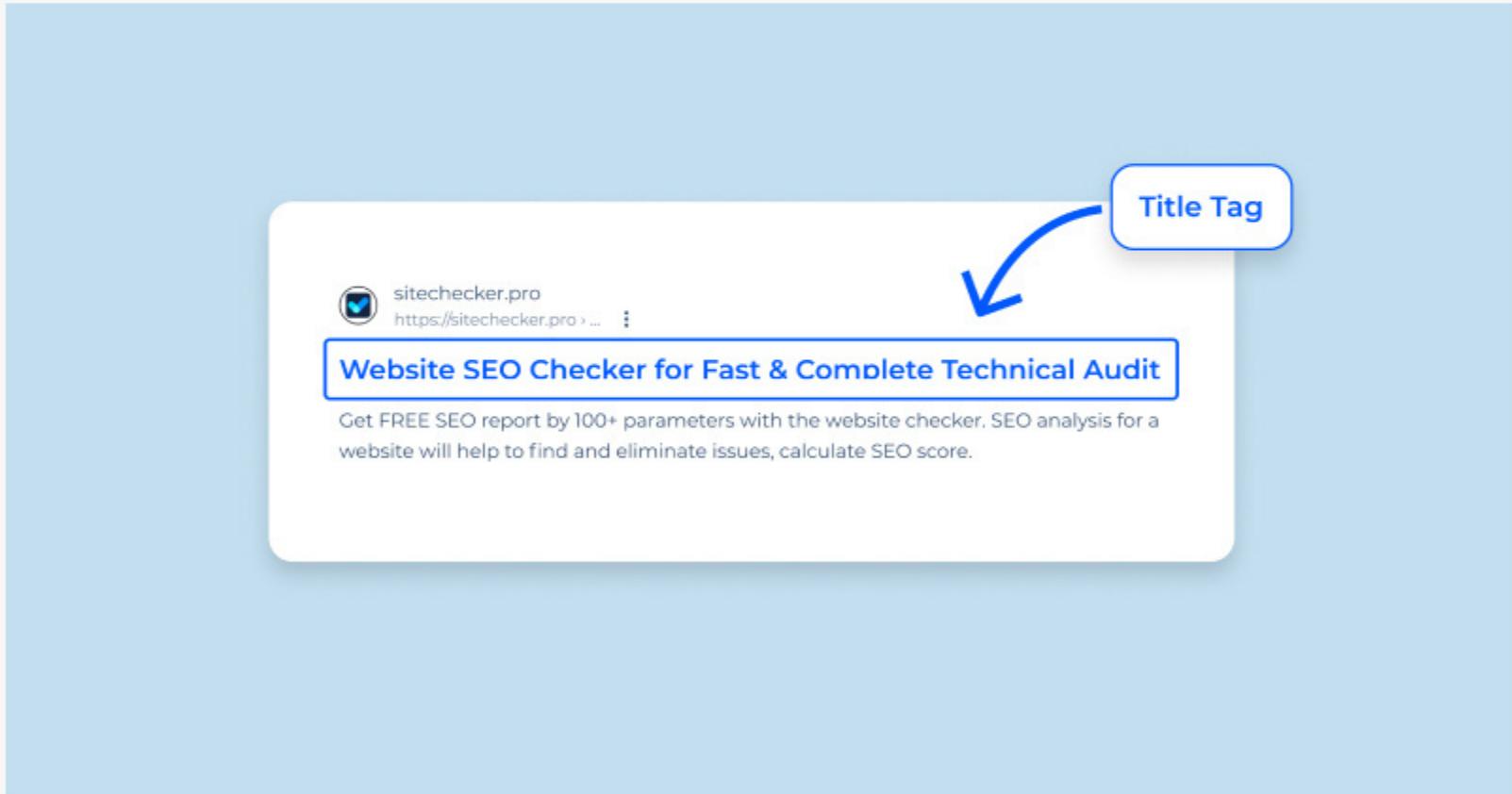
Word Count

Images

Video

@designer\_yinka

# Title Tags

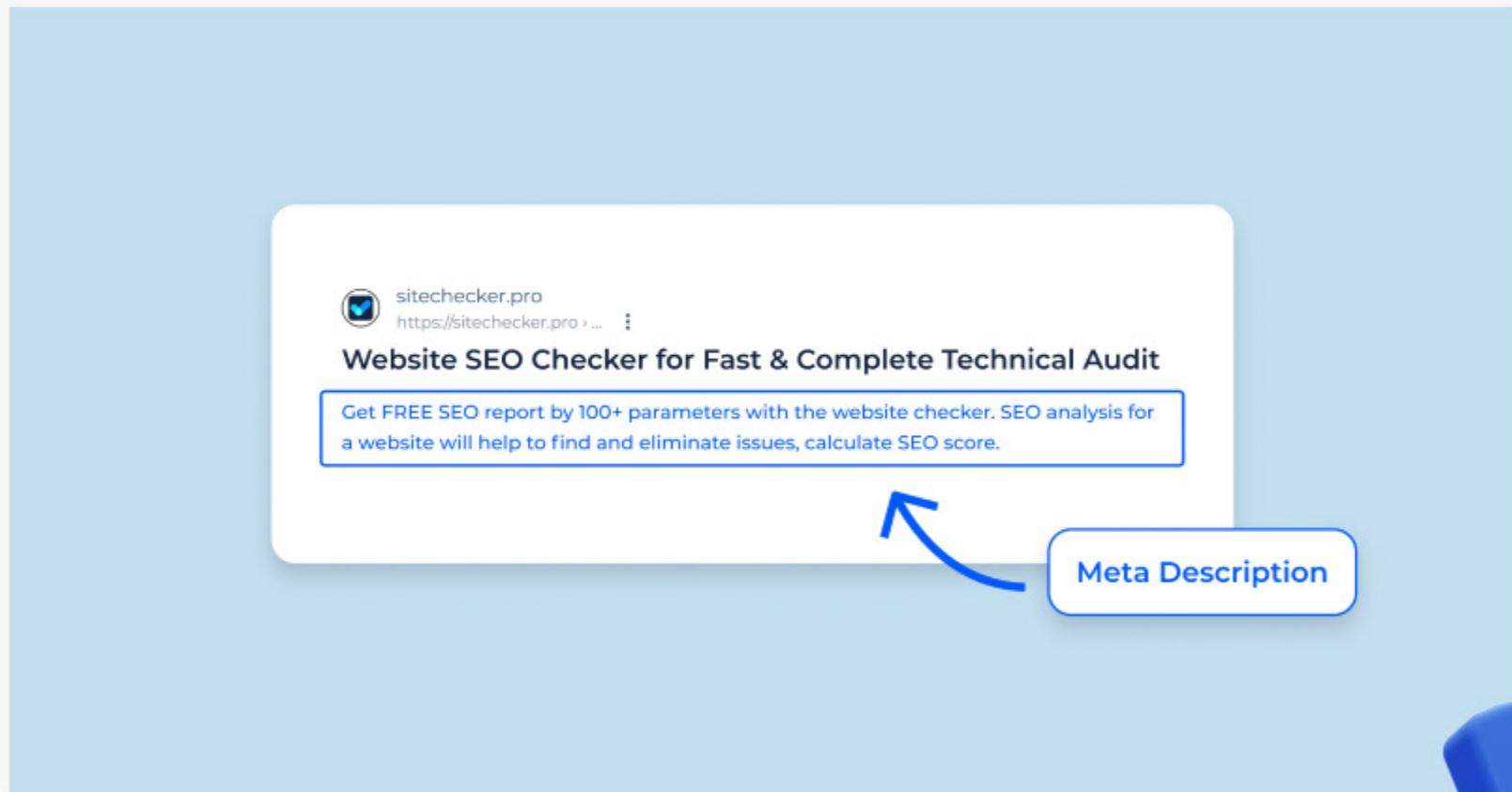


# Title Tags

- + Gives Users an Idea of the topic they can find on your page
- + Title that appears in Search Engine results
- + Appears on link during social share/ preview
- + Limit of 60 Characters
- + Should include your key word at the beginning



# Meta Description



# Meta Description

- + Gives Users more information about the content of the page
- + Should be convincing enough to get them to click
- + Impacts Click-through rate
- + 156 Character Limits
- + Include your keyword at the beginning



# URL, Link or Slug

- + Link users will have to click or type to get to a specific page
- + Easy to read and write link increase user experience
- + Should include target keyword on the page
- + Short url are better
- + Should be descriptive



# Content Quality

- + Most important thing in SEO
- + Should answer a question or solve a problem
- + Well written content will keep users on page longer
- + Which signals to google that your info is of high quality



# Word Count

- + approximately 2000 words ranks higher than fewer words
- + Longer content means more complete information
- + All pages including home page should have 2000+ words



# Readability

- + Content that are easy to understand
- + Avoid complex words/jargons
- + Includes: word complexity, paragraph length etc



# Heading Tags

- + Allows you break your content into sub topics
- + Six heading tags H1-H6
- + H1 is the most important tag
- + You'll often use H1-H3
- + Every page should have only one H1, multiple H2 and H3



# Anchor Text

- + Word or group of words used to link to another page
- + Should be descriptive, avoid words like **more, here, learn**, etc
- + Should be used for internal linking and off page linking



# Bullets & Lists

- + Breaks content into more digestible format
- + Helps user quickly find information
- + Improves readability



# Images

- + Improves time spent on page, trustworthiness and conversion
- + Breaks up written content, makes it more readable
- + Include one image for every 200 words
- + Avoid stock image
- + Use next-gen image format like webp



# Alt Text

- + Describes an image
- + It's how image get indexed in google image
- + Improves accessibility for those with visual impairment
- + Allows for additional key words
- + Keep it short and descriptive
- + Don't include "image of" or "photo of"



# Keyword Density

- + Amount of time you use a specific keyword related to the total word
- + Place keyword in the right places
- + Use variation of your keyword



# Video

- + Keeps users on page longer, increasing time spent
- + Google index on video per page
- + Helps break of content like image



# External Linking

- + Linking from your site to another website
- + Reference information found on other websites
- + Helps build credibility
- + Shows users you are not just making things up
- + Include at least one on per page



# Internal Linking

- + Helps users and search engine find related content on your site
- + Can reinforce the keyword of the page
- + Linking from one page to another on your site



# Beginner's SEO guide



# Off Page SEO

Variables you can't control



# Off Page SEO



## Elements

Link Building

Content Marketing

Local SEO(GMB and Citation)

Social Media

Reviews

# Link Building

- + Also Known as Backlinks
- + Links from another website to your website
- + High quality backlinks helps you rank better
- + Backlinks from untrusted site hurt your website
- + Very important in SEO



# Content Marketing

- + Creating free content that doesn't necessarily sell something
- + Helps build trust and create awareness
- + One of the best way to gain clients



# Social Media

- + Great content are usually shared by users on social media
- + Can increase website traffic



# Local SEO(GMB & Citation)

- + Provides google with signal that you are a legitimate business
- + Important for physical/local business
- + You should have listing on google map
- + Increases local visibility



# Reviews

- + Great reviews help you rank better
- + Helps with trust



# Beginner's SEO guide



# Technical SEO

Technical part of on page SEO



# Technical SEO



## Elements

- |                |                |
|----------------|----------------|
| Site Speed     | Crawl depth    |
| Responsiveness | Duplicate tag  |
| Core Web vital | Broken Links   |
| Schema Markup  | Orphaned pages |
| Site Map       |                |
| Robot.txt      |                |

# Responsiveness

- + Also called Mobile friendliness
- + Search engine prioritize website that are mobile friendly
- + Unresponsive website have higher bounce rate



# Site Speed

- + Site that load fast will quickly dominate search rankings
- + Slower loading sites will have higher bounce rate
- + High bounce rate lower search ranking



# Core Web Vitals

- + three metrics that measure a webpage's interactivity, visual stability, and speed
- + The three metrics are: Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS)



# Sitemaps

- + Tells google the important page on your site
- + Google let you upload site map directly to their search platform
- + Submitting a site map helps reduce the time google take to index and rank your website



# Robots.txt

- + Used to manage Google's crawler traffic to your site
- + Usually to keep a file or page off google
- + Can be used to tell google not to show orphaned pages, or not to index a page users need to be logged in to see



# Crawl Depth

- + How many click it takes to access any page on your site
- + Every page on your website should be accessible in 3 click or less



# Duplicate Tags

- + Every page on your site should be about a unique topic
- + If you have multiple pages with the same title tag, meta description or H1 tags, Google won't know which page is the right one for users, so it may not show any of them



# Broken Links

- + 404 Errors
- + Fix broken links as soon as it occurs to maintain ranking



# Orphaned Page

- + Its a page that is not linked to from any page on your site
- + Google cant find it -- Its useless





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