

SEO BEST PRACTICES





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SEO Best Practices

Search engine optimization is a hot topic, and one of the more confusing aspects of digital marketing. With all the different jargon, and millions of resources online, it can be difficult to sort through the noise and figure out what really matters when it comes to SEO.

In this resource, we're going to break down the most important SEO best practices for technical, on-page, and off-page SEO. You'll get a **comprehensive checklist of the most important actions** you can take to improve your overall SEO strategy.

Let's review the 3 categories of SEO really quick...

What is Technical SEO?

Technical SEO refers to optimizing all of the back-end settings on your website that affect how easy it is for Google to index and rank your website.

What is On-Page SEO?

On-page SEO refers to optimizing the content on or within individual website pages to improve that page's ranking.

What is Off-Page SEO?

Off-page SEO refers to optimizing the things you are doing outside your own website to help boost your site's authority and trust factors.

Now that you're familiar with the different types of SEO, let's review the most important SEO best practices that will improve your ranking and overall SEO strategy.

SEO Best Practices

#1 SEO best practice: Your content strategy should always prioritize content your customers want, first.

Technical SEO

- All duplicate (or nearly duplicate) pages should have a Canonical Tag that points to the specified original content. You should also ensure that Canonical Tags are placed on any other sites that repost your content
- Shareable content should have the proper **Open Graph Tags** so that you can dictate how they display on social media sites
- You should have a **Robot.txt** file that indicates any pages you don't want Google to crawl and index
- You should have a **Clean URL Structure** that organizes your site in a logical, hierarchical structure that is intuitive to users
- You should implement **HTTPS** across your site so that customers know your site is secure. Make sure your Redirect all HTTP pages to HTTPS versions
- Always, always, always **optimize for mobile**

On-Page SEO

- You should have **well-researched Keywords** that focus in on what your target audience needs, wants, and are searching for. Ideally, you should have 1 central keyword, and related keywords that help form more specific long-tail keywords.
- Title tags** should include an easily recognizable title and related keyword(s) in the front of the title where searchers (and crawlers) will see them.
- Your **URL** should include the keyword you want that particular page to rank for.
- Within your page content, try to include the **keyword in your headers**. You shouldn't be keyword stuffing but by including your keyword in the header helps tell crawlers what you are trying to rank for

Off-Page SEO

- You should have an external link-building strategy that is focused on **building linking partnerships** with other relevant companies in your market.
- You should **build your link equity** by having a variety of backlinks from other relevant and authoritative sites