

# SEO OPTIMIZATION GUIDE

The Complete Digital Marketing Guide



## Step 1: Keyword Research

- Use **Google Keyword Planner** to find relevant search terms.
- Look for keywords with **1K-10K searches** and **low competition**.
- Verify keyword difficulty using **Ahrefs Keyword Difficulty Checker** (aim for 0-10).

## Step 2: Create SEO-Friendly Content

- Write an **800+ word article** around a chosen keyword.
- Optimize with **internal & external links** (link to relevant sources).
- Add **images with alt text** to improve accessibility.

## Step 3: On-Page SEO

- Install **Yoast SEO** and enter your **focus keyword**.
- Write a **meta description** using ChatGPT.
- Ensure your blog post includes **headings (H1, H2, H3)** for readability.

## Step 4: Build Backlinks

- Offer free **product reviews** to bloggers in your niche.
- Find **related blogs** and request guest post opportunities.
- Monitor backlinks with **Google Search Console**.