SEO (Search Engine Optimization):

1. On page optimization:

It focuses on optimizing individual web pages. It can be done by –

1. Keyword optimization
2. Quality Content creation
3. Meta tags optimization
4. URL structure optimization
5. Heading tag optimization
6. Image optimization
7. Internal linking
8. Mobile optimization
9. Page speed optimization
10. Off page optimization:

It refers to actions taken outside of your website. It can be done by-

1. Link building
2. Social media engagement
3. Online reputation
4. Influencer marketing
5. Content promotion
6. Complete website analysis (Site Audit):

One site’s SEO report includes –

1. Organic traffic
2. Bounce rate
3. Average session duration
4. Average loading time
5. Conversion rates
6. Keyword rankings
7. Backlink
8. Keyword Research:

Generating seed keywords

Expand the keywords list

Analyze search volume and competition

Mapping keywords to content