

SEO and Ways of Increasing Traffic on a website

First and foremost, SEO stands for Search Engine Optimization which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. This is a very important Tool which every blogger must know and use in bringing traffic to his/her website.

There are more to SEO than just bringing traffic to a website, it involves lots of actions and processes which must be consciously implemented in each post in order to bring the required Traffic.

To understand what SEO really means, let's break that sentence down and look at the parts:

- **Quality of traffic.** You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- **Quantity of traffic.** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results.** Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

The image shows a Google search results page for "iPhone 6". It is divided into two main sections: "Paid" (top) and "Organic" (bottom).
Paid Section: This section contains several sponsored ads. At the top left is the Apple website. Below it is an ad for "iPhone 6 at T-Mobile". To the right of these are four ads for iPhone 6 models from various retailers: Apple (128GB, 16GB), Case-Mate (Naked Tough), and OtterBox (16GB).
Organic Section: This section contains search results from news sites. It starts with "In the news" featuring articles from The Verge, Mashable, and Engadget. Below these is a link to "More news for iPhone 6". At the bottom of the organic section is the official Apple website listing the iPhone 6.
Arrows labeled "Paid" and "Organic" point to their respective sections.

SEO is not like magic, it has rules that when you abide by them, you will have your contents optimized.

Here's how it works:

Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

The O part of SEO—optimization—is where the people who write all that content and put it on their sites are gussying that content and those sites up so search engines will be able to understand what they're seeing, and the users who arrive via search will like what they see.

Optimization can take many forms. It's everything from making sure the title tags and meta descriptions are both informative and the right length to pointing internal links at pages you're proud of.

Steps to optimize your website for both humans and search algorithm crawlers:

- ❖ **Step1: Get to know the Google ranking algorithm**

- ❖ **Step2: Assess your current search ranking**

- ❖ **Step3: Track and measure the right metrics**

- ❖ **Step4: Ensure your website is mobile-friendly**

- ❖ **Step5: Do keyword research**

- ❖ **Step6: Perfect your on-page SEO**

- ❖ **Step7: Use your keywords to create great content**

Let's get to explain some of these key steps that we can't really do without (Note all of them are very important)

STEP1: Getting to know the Google ranking algorithm: Google ranking algorithm is just the embedded in the SEO rules, google ranking is very dynamic, it changes frequently and google don't announce or tell you their changes, if everyone knew exactly how to rank in the first position without penalties for shortcuts or black hat SEO strategies, Google wouldn't succeed in ranking *only the best* results. Anyone could hack their way to the top without putting in the work.

While Google does make major update announcements, the exact inner workings of the algorithm are unknown (and a bit mysterious) to the general public. A good majority of information out there is just speculation from industry professionals.

Step 2: Assess your current search ranking

In order to improve your ranking, you'll need to know where you stand now. This is true even for new sites. Thankfully, there are several tools and resources that can help you. Verify where you stand, it's from there that you project yourself to where you want to be.

Things to consider under this are: **KEYWORD RANK**, **SITE SPEED**, and **SITE HEALTH**.

Step3: Track and measure the right metrics

Next, it's time to track some vital metrics of your site to find out what other factors you need to improve. Here are the most important metrics to assess.

- **Organic traffic:** how many visitors visited your site with good interest in what you offer? Or do they just come and drift back to where they started? This is what organic search is all about, it tells you the customers who really visited your site because they are interested in your services not just because google told them you offer such services. Another important factor is your ability to differentiate between **commercial keywords and informational keywords**.

Step4: Ensure your website is mobile-friendly

It's estimated that up to 60% of searches take place on a mobile device, and this number continues to grow. While some algorithm changes remain unclear, Google left nothing to the imagination when it comes to mobile. On January 10, 2017, the Google Webmaster Blog said:

“Starting today, pages where content is not easily accessible to a user on the transition from the mobile search results may not rank as high.”

Step5: Improving SEO with keyword research

When you have gotten rid of unnatural links, it's time to improve on-page SEO the right way. One essential element of an effective inbound marketing strategy is keyword research. You won't get far in your online business without understanding how it works.

- **Learn how your audience finds your site**

To be effective, you need to pinpoint the keywords that your target audience is using to find your site. Here's how that works.

Log into your Google account and visit [Google Keyword Planner](#). On the dashboard, click “search for new keyword and ad group ideas.”

When you research keywords, you're getting firsthand information about your target audience, the information that they want to know, and how they want it.

- **Spy on competitors**

If your competitors are ranking ahead of you in Google search results, it's time to spy on them.

If the search algorithm likes them, you can learn and copy their strategies.

Use Google Keyword Planner for this because it gives an accurate estimate of competitors' keyword targets.

Step6: Increase Google ranking with on-page SEO

Now that you know which keywords you want to target – *and should be targeting* – to maximize your performance, you're equipped to make meaningful on-page SEO changes.

Let's break down a few key considerations.

- **Optimize your title tags**

Title tags have withstood the test of time. They're still a big part of how your site will perform.

Make sure that every one of your title tags is descriptive, unique, and catered to your targeted keywords. Avoid using the same keywords and title tags over and over. This way, you'll diversify your opportunities while avoiding cannibalizing your own efforts.

- **Create a search engine sitemap**

A sitemap tells search engines about the organization of your site's content.

That way, when Googlebot reads the file, it can more intelligently crawl your content. This helps make it more readily available for ranking on SERPs.

Step7: Use your keywords to create great content

Although I've touched a bit on keyword placement, in this section, we'll look more at going after the keywords that you've researched. Sadly, a lot of people misunderstand the whole essence of keyword research and placement.

THE PIE CHART BELOW IS THE SUMMARY OF IT ALL

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)

