

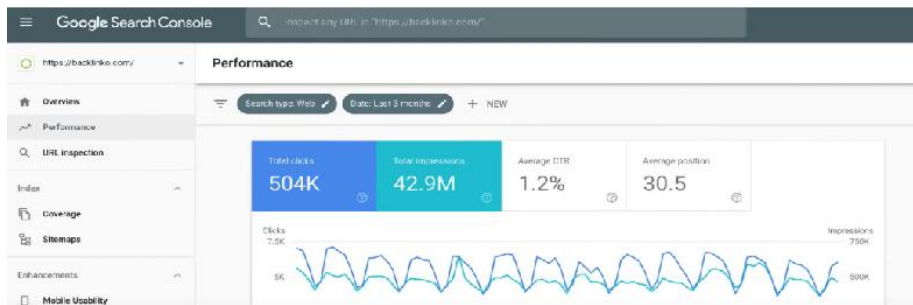
## SET UP ESSENTIAL SEO TOOLS AND PLUGINS

Google Search Console

Improve your  
performance on  
Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



and Google analysis( something that is google tool) whcih help us to analysis the our website ( like what traffic we should get and etc.....)

yoast SEO plugin (mostly used with wordpress) make our work easily, like its perpare scheme data and optimisation for seo and so-on for us

## FIND LONG TAIL KEYWORDS WITH "GOOGLE SUGGEST"

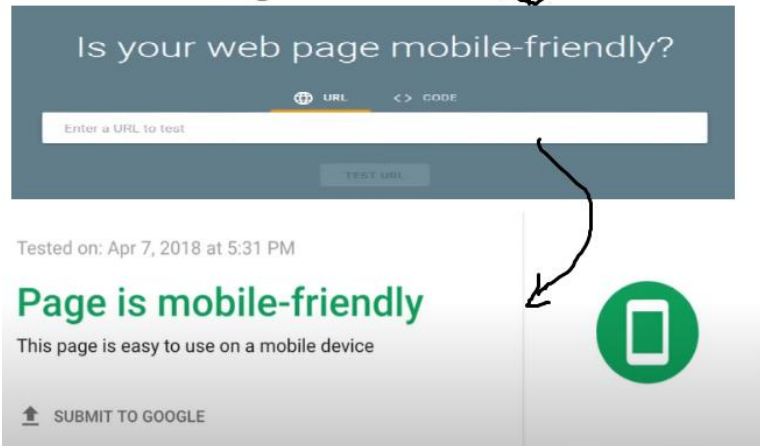
1) google keyword planner is a offical tool of the Google, which help us to get suggestion(note : these tools are used for google ads or bussiness

2) mana sub -role and title tag(h1) same uundali, its suggest by google and its help us in google seo and ranking  
NOTE : below that description/content(p tag) must and should have 100 words in a great/rich way

## FIND AND FIX TECHNICAL SEO ISSUES AND ERRORS

1) also be in upto date that , what user want and according to hime just chnage the content( h tag and p tag(description and title)

Google to move more sites to mobile-first index in coming weeks



1) the website which are mobile friendly, will get the ranking from the google SEO

**THE FASTER YOUR SITE LOADS, THE BETTER.**

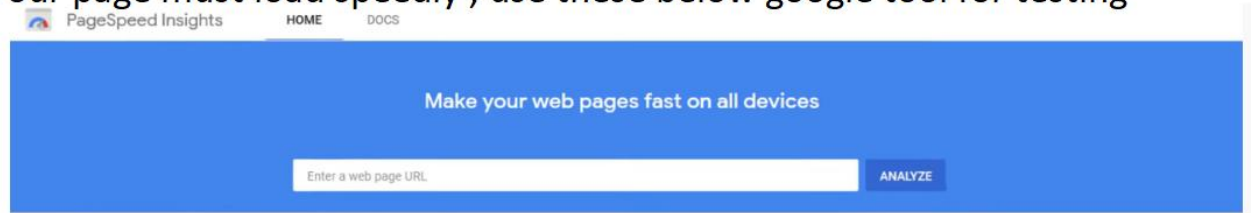
#### Data logging

Google works continuously to improve its products, including the use of customer data from Google consumer data to refine those products. For example, when you click a link in Google Search, Google considers your click when ranking that search result.

these is from offical google webiste

we can easily find the crawl errors in the Google console, and use google console

our page must load speedly , use these below google tool for testing



or webpagetest.org



when we are writing the conetent in our page, we must keep these points in our mind

**FIRST, IDENTIFY A PIECE OF POPULAR CONTENT IN YOUR INDUSTRY.**

**NEXT, CREATE SOMETHING EVEN BETTER.**

**FINALLY, PROMOTE THAT CONTENT.**



1) when we write description its must be in a Good way that is we msut break the conetent(<br/>) so that user can read the conetent in good way and feel the google experience ( not write the conetnt without <br/> , always make sure that ur website description has line breaks)


2) we must need to use the video, images and etc.. in our website it will boost our website and help in google ranking

3)use extranal poper links in our website, it will help us in google ranking

4) use the another popular website which most of people vist daily, then deal with that website and tell them to keep our website link in they page and so that we get high trffic

theme : here key point is give ur link those webiste which are releated to our caterogy, supoose our website is realted to hosiptal then if we promst our link in top website of hostpal, its wroth, but if w e post oir link in airline or shopping, it may not wroth

5) we must tag big people or big company in our website , ( like in b2p we may tag flipkart or amozan ) it help us

6)  "Narrow it down as much as you can. Don't create low quality and no value add pages. It's just not worth it because one thing is that we don't necessarily want to index those pages. We think that it's a waste of resources. The other thing is that you just won't get quality traffic. If you don't get quality traffic then why are you burning resources on it?"

said by the Google employ , that dont use zombiee pages(unused pages) in our website, if we use then google will descrease our ranking

use Google analatist to detect the webpages which are not creating the trafiic to our page and just delete them or direct them to another page

**IT'S BECAUSE, WHEN IT COMES TO CONTENT, I FOCUS 100% ON QUALITY. NOT QUANTITY.**

Even though backlinks continue to be the cornerstone of Google's algorithm, it's clear that **user experience (UX) signals** influence search engine rankings today.

case 1 : if we have title high quality hospital and user type just high quality , our website will come in top but user is not high quality user, then our website will drop, in this way only google ranking but when any user type high quality hospital the our website will come 1st and if any search the high quality, our website as well, if we have sufficient hospital at end then only our website will come in top

On the most basic level, Google could see how satisfied users were... The best sign of their happiness was the "Long Click".

note : if user stay long in our website , then we get high ranking, if user click and leave the page in same time , then google comes to know that, our website is not best suited for that user typed keywords, then from that on-wards our website will not come in top for that keywords

Whenever you have a place on your content where people might get bored and hit their "back" button, **add a bucket brigade.**

it means, we should have keywords in our website that, like

- 1) i told in the 1st page
- 2) if u want more info go to the bottom of page

\*) provide some click so that user can directly jump to that place to recall or know new thing

---

1) break ur content and make sure that have subheading in content itself( so that user can read what they want) and, sure that content cannot read he may have less time, so make ur description into small chunks and add sub-heading



**WHEN YOU CREATE A  
HIGH-VALUE RESOURCE,  
PEOPLE WILL WANT TO READ  
IT... EVEN IF IT'S REALLY LONG.**

**IF YOU HAVE A PAGE THAT YOU  
REALLY WANT TO RANK, MAKE  
SURE IT CONTAINS AT LEAST 1,890  
WORDS OF AWESOME CONTENT.**

## SEO Tools: The Complete List - Backlinko

[backlinko.com/seo-tools](https://backlinko.com/seo-tools) ▼

theme is: when we give sub url(router) we must search for the that sub url name in google , is its in demand and is it used by the most of people , by searching then we must use or decide or give the names to sub -url

- 1) title lo no and [] or % we must need to use, these makes / boost our website ranking in google
- 2) tell blogger to keep our website links in their blog so that we get high user redirect to our website
- 3) write the title in such way that it should match the our website content

**HAVING LOTS OF EXCESS  
PAGES ON YOUR SITE IS BAD  
FOR SEO.**

use wikipedia, for keyword search

remove un-used  
webpages from the our  
webiste

experience; recent data shows that improving site speed also **reduces operating costs**. Like us, our users place a lot of value in speed — **that's why we've decided to take site speed into account in our search rankings**. We use a variety of sources to determine the speed of a site relative to other sites.

these official say by google

**MY OWN SEO EXPERIMENTS HAVE REVEALED THAT GOOGLE DOESN'T REWARD FAST-LOADING WEBSITES...**

**IT PENALIZES SLOW-LOADING WEBSITES.**

anthe slowing loading website ki ranking will go down

PageSpeed Insights



Make your web pages speedier and save

these google tool to test the speed of our site

**BACKLINKO.COM/SKYSCRAPER-TECHNIQUE**

**IT DOESN'T MEASURE YOUR SITE'S ACTUAL LOADING SPEED.**

Analyze your site's speed and make it faster.

**GTMETRIX.COM**

Searches related to email marketing tools

best email marketing tools ←  
best free email marketing software ←  
email marketing tools free ←  
open source email marketing software ←  
free email marketing software download ←  
email marketing software free full version ←  
email marketing software reviews ←  
best email marketing software for small business ←

**You Tube**

**PALEO DIET**

PALEO DIET **BEFORE AFTER**  
PALEO DIET **EXPLAINED**  
PALEO DIET **TED TALK**  
PALEO DIET **VEGETARIAN**  
PALEO DIET **MYTH**

Goooooooooooooogle >  
1 2 3 4 5 6 7 8 9 10 Next

similar do for printest and bing and yahoo and facebook and etc..  
1) content must rich undali mana website lo

**TO RANK TODAY, YOUR CONTENT NEEDS TO COVER EVERYTHING THERE IS TO KNOW ABOUT YOUR TOPIC.**