SEO IN 2020

"SEO DOC FOR BEGINER TO ADVANCED"

1. Find Our Web Site Niche.

- Our niche is not difficult to rank our website on search engine so please find a proper easy niche for fast ranking.

2. Proper Keyword Research.

- Tools

  - ahref.com Or ubersuggest.com

  - Keyword Everywhere - extension for chrome browser.

  - Kwfinder.com

  - Moze

  - Buzzstream

- Use Keyword which have less than 20 SEO difficulty [SD ,PD]

- Use [Find] Top 3 Ranking Web Site Keyword For Our Article.

- Long Tail V/S Short Tail Keyword [Use Both Of Them For Batter SEO Rank].

  - Short Tail Ex :- Digital Marketing

  - Long Tail Ex :- Digital Marketing Free Course In 2020

❖ *<u>ON Page SEO</u>*

3. Write SEO Friendly Article.

- No Grammatical Error.Check Grammar Error By grammarly.com

- Quality Of Article [User Friendly Article].

- Use Interactive Element [Like Pictures And Videos].

- Write Info graphic based Article.

- Article Length Is 25 Line And 3000-4000 words Approximate.

- Write SEO Friendly Meta Description [Meta Description Increase CTR Rank].

- Use Up to 20 Different keyword And One Main keyword In Article. Always Highlight All The keyword In Article.

- Use Main Keyword On Article Title , Meta Title And Description.

- For Affiliate Web Site Article Use Date Time And Coupon And Review In Our Article Title And Description.

- Write Effective [Attractive] Description.

- Before Written Article Proper Research To Our Competitor Web Site Article.

- Write Main Keyword In image Alt Tag Always.

- Always Use Main Keyword In Bold and Highlighted On Our Article And Also Use [" "] Or Under Line For Main Keyword In Article.

- Use Proper heading tag.

- Use Internal Linking In Another Related Article In Our Web Site.

- Always Write Comprehensive Article.

- Use Date In Our Article URL And Title As Soon As Possible.

- Always Update Your Web Site Article [Content] Continually For Latest information.

- Use Compressed image in our Article by compressjpeg.com

- Use up to 7-10 images In our affiliate Web-Site Article.

- Proper Formatting Article.

- Increase Our User Signal Means User Interaction In Article There Are Two Factor 1. Bounce rate And 2.Time Spent On The Article.

- Use Google Webmaster tool to find the high impression keyword in our web site and use this keyword to create a new SEO friendly article in 300-500 words.

- CopyScape.com [Use To Find Duplicate Content On Internet].

- Hashtagify.me [find popular hashtag for your youtube videos and article].

- Use Paid Content Writer Web Site Like iwriter.com

■ Tag Optimization -

TAG OPTIMIZATION

```html
<html>
<head>
<title>Page Name | Most Important Keyword | Title 2</title>
<meta name="keywords" content="Keyword 1, Keyword 2, Keyword 3, ............. , Keyword 10"/>
<meta name="description" content="Here you should write meta description which length is 100 to 140 characters along with spaces but ensure that most important keywords and website name should include in meta description" />
<meta name="language" content="english" />
<link href="images/favicon_new.ico" rel="shortcut icon" type="image/x-icon" />
</head>
<body>
<h1>Most Important Keyword</h1><h2>Second Most Important Keyword </h2>
<b>Other Keyword-1, Keyword-2,.....................,Keyword-N</b>
<img src="image/image.jpg" width="100" height="100" alt="sample image" />
</body>
</html>
```

TAG LIMITS

Title	Meta	Heading	Bold	Hyperlink	ALT
• 70 Characters	• Keyword (140) • Description (100 to 140) • Language	• H1 (1) • H2 (2) • H3 • H4 • H5 • H6	• At Least Twice	• 70 Characters	• Use in Each and Every Images

Guidelines for Article Writing

➢ Select your topic.

➢ Address your audience's needs

➢ Research.

➢ Tighten your draft.

➢ Make it specific.

➢ Read, revise, repeat.

What is Article Submission ?

➢ SEO articles are written primarily to gain increased visibility on Google for your business.

➢ Articles must be keyword rich.

➢ The ideal word limit for an article is 800-1000 words.

- Use PDF Submission Web Site To Submit Our Article PDF.To Increase Our SEO Rank.

- Always Check Our Competitor Web Site And There Article For Latest Update Through Google Alert.

- Google Alert For Monitor Your Competitor.

Google Alerts

KEEP MONITORING YOUR BRAND

➡ ("wscube tech" OR "ws cube tech" OR "ws cubetech" OR wscubetech) -wscubetech.com

MONITOR QUESTIONS IN YOUR NICHE

➡ Digital Marketing site:quora.com

MONITOR YOUR COMPETITORS

➡ Backlinko -site:backlinko.com

NAP CITATIONS

➡ "Competitors Name" + "Competitors Address"+Competitors ph.no"

4. SEO Friendly Web Site Design.

- Build Your Brand.

- Target Your Site To Rank On First 3 Result.

- Check Your Web Site On backlinko.com Or google-ranking-factor

- Use White Hat SEO [Preferable].

- Black Hat SEO [Only For Some Case]. Ex - Movies Web Site.

- Test Your Web Site Page Speed On Google.

- ❖ **Website Load Time.**

  - Best   - Under 3 Second.

  - Average - Under 7 Second

  - Low   - 8 To Above

- Implement SEO In Practical.

- Use only relevant black-ling.

- Check SEO Audit In Every 30 Days.

❖ **For Web Site SEO Audit Tools =>**

- ahref.com [Paid].

- screamingfrog.co.uk [Free With Trail].

- ubersuggest.com [Free].

- Semrush.com [Paid].

- Moze [Free].

- Buzzstream [Free].

- SimilerWeb [Free].

- Check Our Web Site Alexa Rank
  - Alexa Rank Is Low = Batter
  - Alexa Rank Is High = Not Good

- Quicksprout.com [for website audit free]

- WebSite Responsive.com [csschopper.com].

- Google speed insight. [Page Speed Checker Free]

- Google Search Console [Analyse And Use For More Engagement].

- Google Trends. [for website audit free]

- Woorank.com [for website audit free]

- Smallseotool.com [for website audit free]

- Seositecheckup.com [for website audit free].

Tips for SEO

1. Understand about client's requirement and goal.

2. **Research Keywords** for website and **Analysis** which one is best for website.

3. Do **On-Page Optimization** for your website and make it 100% **SEO Friendly Website**.

4. Make sure about better **User Interface** and **Quality Content** on website.

5. Create **sitemap.xml** and **robots.txt** and upload it at website root directory then submit it at **Google/Bing Webmasters**.

6. Verify website at **Google Analytics** for all traffic information.

Tips for SEO – cont.

7. Place your **Local Business** at **Google Business**.

8. Increase your website **Online Reputation** through all possible methods.

9. Do **Off-Page Optimization** for your website with all **Targeted Keywords**.

10. Increase **Quality/Strong Backlinks** from several websites.

11. Do **Content Marketing** with **Article** and **Blog**.

12. Time to time **Monitor** your working strategies.

Introduction

✓ The **design** of a website is one of the most important key success factors and it does not only affect the **User experience**, but also the **SEO campaign**.

✓ Developing quality content is important but it's not the only part of your strategy that must be optimized. Displaying the content properly and having a **solid hierarchy** and **easy navigation** is the key for an effective web presence.

11 - Tips for SEO Friendly Website Design

1. Group the content by **relevance** and use **descriptive menu** items to help users find easily the information that they are looking for.

2. Use **text links** in footer to support navigation. Text links are very useful both for the users and for the search engines.

3. Use **breadcrumb navigation** to allow users keep track of their location within your website and help search engines understand your website structure.

11 - Tips for SEO Friendly Website Design

3

4 ➤ Consider each page as a **landing page** providing all the information to the user and inform him where he is and what to see next.

5 ➤ Don't change the **template** of your website in every category. It makes the navigation in your website more difficult for the average user.

6 ➤ **Avoid horizontal scroll**, it is not user friendly.

7 ➤ **Avoid Pop ups**– and unnecessary use of blurring images as they are annoying for most users.

11 - Tips for SEO Friendly Website Design

4

8 ➤ Make the content shareable by incorporating in your design the **social media buttons**.

9 ➤ Make sure you reserve space for **ad banners** and don't forget to use the Standard ad sizes.

10 ➤ Avoid using flash for **navigation**.

11 ➤ Make sure that the design fits to the standard **screen resolution**. Typically you should design the websites for 1024×768 screens.

- **Avoid These Mistakes**

SEO Mistakes in 2019

1

1- FIX BROKEN PAGES WITH BACKLINKS

Tool - CognitiveSEO Site Explorer

2- MANY POOR QUALITY PAGES

Manual Action

This site may not perform as well in Google results because it appears to be in violation of Google's Webmaster Guidelines.

Site-wide matches

Some manual actions apply to entire site

Reason	Affects
⚠ **Thin content with little or no added value** This site appears to contain a significant percentage of low-quality or shallow pages which do not provide users with much added value (such as thin affiliate pages, cookie-cutter sites, doorway pages, automatically generated content or copied content). Find out more.	All

REQUEST A REVIEW

Activate W
Go to Setting:

3- DUPLICATE CONTENT ISSUES

- Duplicate pages can occur due to many factors

- Duplicate content is definitely an issue affecting many websites.

4- YOU TARGET OUT OF REACH KEYWORDS

If Your Domain Authority is -	Target Key phrases with Monthly Searches of -	Key Phrases of Length
Less than 30	Fewer Than 100	5 Words
Less than 50	Fewer Than 1000	4 Words
Less than 70	Fewer Than 3000	3 Words

When you're first starting out, it's always better to start targeting lower competition keywords and build your way up.

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5. Web Site SEO For Social Media.

- Use Social Media Management Tool to Manage Our Social Media Account.

  - Zoho.in to manage our social account.

- Google Form Used For Viewer Engagement.

- Use Pinterest For SEO Marketing.

- Mailchimp.com [For Email Marketing].

-

Social Meta Tags for Facebook

```html
<meta property="fb:admins" content="Facebook numeric ID" />

<meta property="og:title" content="Title Here" />

<meta property="og:type" content="article" />

<meta property="og:url" content="http://www.example.com/" />

<meta property="og:image" content="http://example.com/image.jpg" />

<meta property="og:description" content="Description here with 165 characters limit" />

<meta property="og:site_name" content="Site Name, i.e. WsCube Tech" />
```

Social Meta Tags for Twitter

```html
<meta name="twitter:card" content="summary">

<meta name="twitter:site" content="@publisher_handle">

<meta name="twitter:title" content="Page Title">

<meta name="twitter:description" content="Page description less than 200 characters">

<meta name="twitter:creator" content="@author_handle">
```

Social Bookmarking Site List

6. Use Google Operator To Find Latest Update About Your Niche And Also Monitor Your Competitor.

Google Search Operators

- ❑ "Search Query"
- ❑ cache:https://www.indiatimes.com/
- ❑ Intitle:DigitalMarketing
- ❑ inurl:DigitalMarketing
- ❑ inanchor:Digital Marketing

Google Search Operators

- Intitle: "seo tips 2019" –website

- site:ahrefs.com filetype:pdf

- digital marketing intitle: "write for us" inurl: "write-for-us"

- seo intext:"Harsh Agarwal" inurl:author

- To Check the Relevancy - site:yoast.com & site:yoast.com seo

❖ *Off Page SEO*

- ◆ **Create Quality Back-Link [Back link From Related Web Site With High DA And PA].**

- ◆ **Create Do follow And No follow Back-Link.**

- ◆ **Internal Link.**

- ◆ **External Link.**

- ◆ **Anchor Tag [visible and highlight the main keyword].**

- ◆ **20% of back link is for our web site home not other page is high back link.**

- ■ **Tools -**

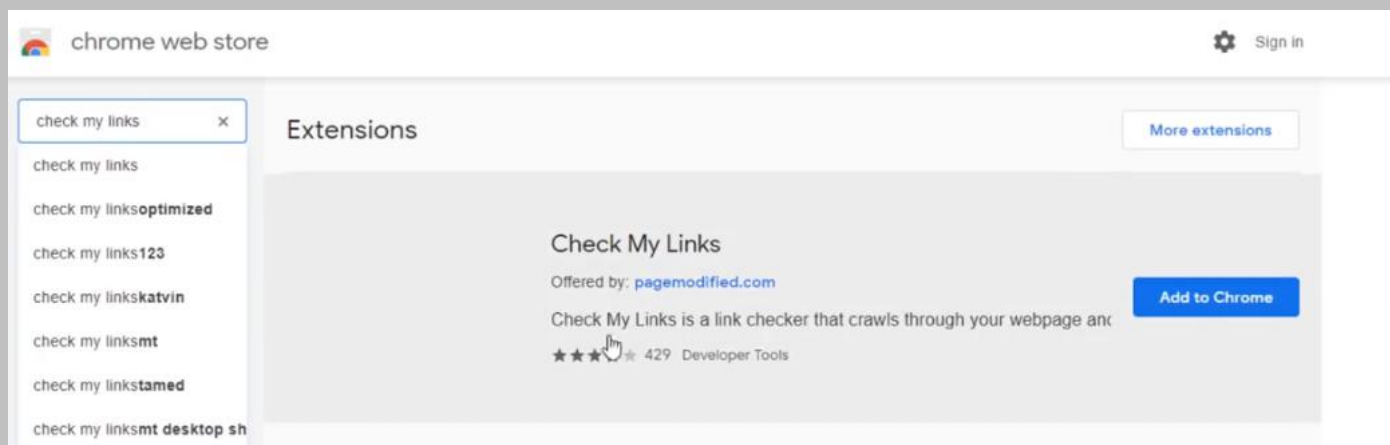   - ◆ **Gmass.com**

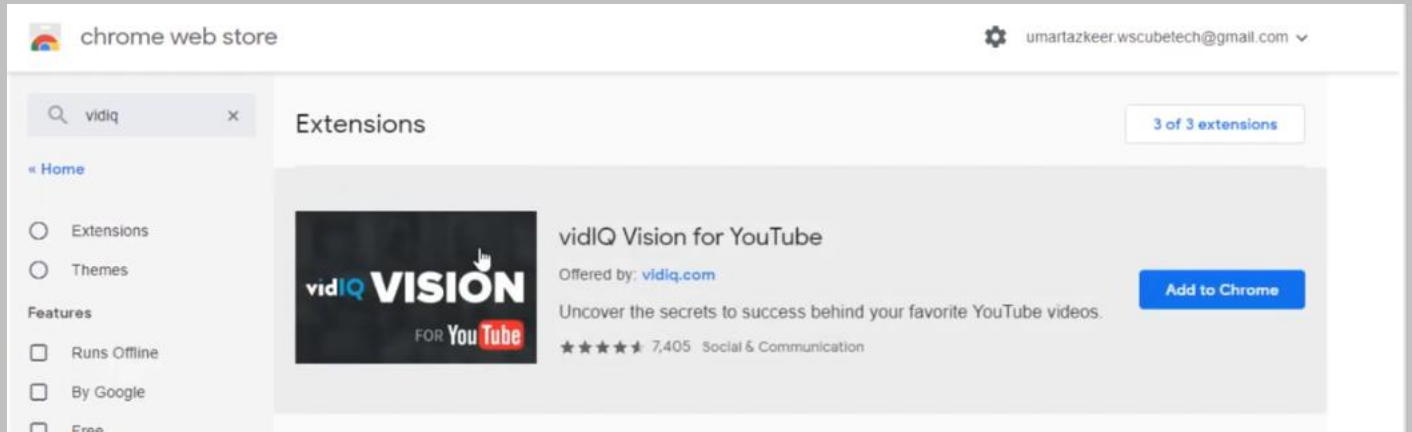# SEO TOOLS TO RANK YOUR WEBSITE HIGH

- ■ **Browser Extension**

- ■ **For Chrome**

  - ■ Keyword Everywhere.

  - ■ Check My Link [It Check The Broken Link On Our website.

  - ■ Email - Hunter [Extract The Emails On Page.

■ **For Fire Fox**

  ● **Tools.seobook.com .**

  ● **SEOQuake .**

❖ **WordPress -**

  ◆ **Yoast SEO Plugin.**

❖ **Canva,com [for badge creation].**