

# The Ultimate Guide to Safe SEO

Stop Worrying About Google  
Algorithm Updates



**By Santanu Debnath**

[www.bloggingjoy.com](http://www.bloggingjoy.com)

## What This eBook is All About?

If you are not sure how to start a blog so that Google algorithm updates can't affect it, then this eBook will help you to learn the core SEO activities that will work like charm for you.

Yes, these SEO tips or actions will always help you to grow your blog to its full potential without worrying about any upcoming Google Updates.

If you don't know what are the common updates and how they can penalize your blog, then this information will help you for sure.

**How To Do SEO & Grow Your Blog** will solve your problem of building a better SEO optimized website. I never encourage a short cut either in life or blogging. Only genuine efforts have the potential to turn things.

If you agree with me, then proceed further and read this eBook completely.

## About The Author

Hey there, I am Santanu Debnath, a passionate blogger. I share useful articles related to Blogging & WordPress on my blog [BloggingJOY.com](http://BloggingJOY.com).

I also run a small Facebook Group to help people get started with blogging & be a better blogger.

If you want to know more about me, then [here are few testimonials](#) that I have received from some of the top bloggers.

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# Introduction

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From 2008 to date, I have followed all the changes Google has released so far.

Yes, I have been blogging for more than a decade and have seen how this entire industry got affected with every single Google update.

People use a lot of tricks and SEO techniques to get good ranking which gets vanished with every single update. And after that, they start working on recovering their website from the penalty and regain the lost rankings.

As you know, it takes a huge time to get good rankings. And once you lost it due to a hit by Google Algorithm update, it may take you even harder to get that ranking back.

You have to consider the competition in blogging too as many people are trying for the same keywords to rank high. In that case, to be on the top of Google, you need solid planning & a better SEO strategy.

I would say, an evergreen SEO strategy that will stay as it was even after Google updates its algorithm. This eBook is all about that to educate you about the best practices in SEO to stay strong in this blogging game.

## **Does SEO Really Work?**

SEO or Search Engine Optimisation is not a simple checklist to follow blindly. It is the proven way to get better ranking in the search engines like Google, Bing, etc.

But all those so-called traditional SEO techniques are not at all safe.

Yes, if you do SEO keeping those old age checklist in mind then get ready to get hit by Google Algorithm updates in the future for sure.

## **Then How to Do SEO to Stay Safe?**

To get higher rankings in the search engine, most of the time we spend huge money on doing off-page SEO like buying backlinks, guest posting, buying social signals, etc.

But do you know that your on-page SEO plays a vital role in this ranking game?

Yes, your SEO must first start from your website itself. You have to design a quality website which is user-friendly, easily crawled by the search engines and ultimately provide value to the readers.

In this eBook, I am going to share **13 such actionable SEO practices** (covering both On-Page & Off-Page SEO) that will help you to set up your blog for the long run.

### ***Do you believe 13 is unlucky?***

Then this eBook with 13 SEO Tips will change your mindset and blogging journey for sure.

You just don't have to worry about what is going to happen after the next Google update.

Let Google improve its algorithm day by day. At the same time, your website should send the positive signal always, so that such updates can't ruin your day & night's effort of building a quality blog.

**Improve  
the  
Structural SEO  
Of Your  
Website**



# Chapter #1: Create A Mobile Friendly Website

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This is a very important point you can't ignore at all in 2019. Do you know how many people use mobile phones to perform everyday search activities?

We are at an age where people mostly access the internet through mobile phone & different devices, while traveling or on work.



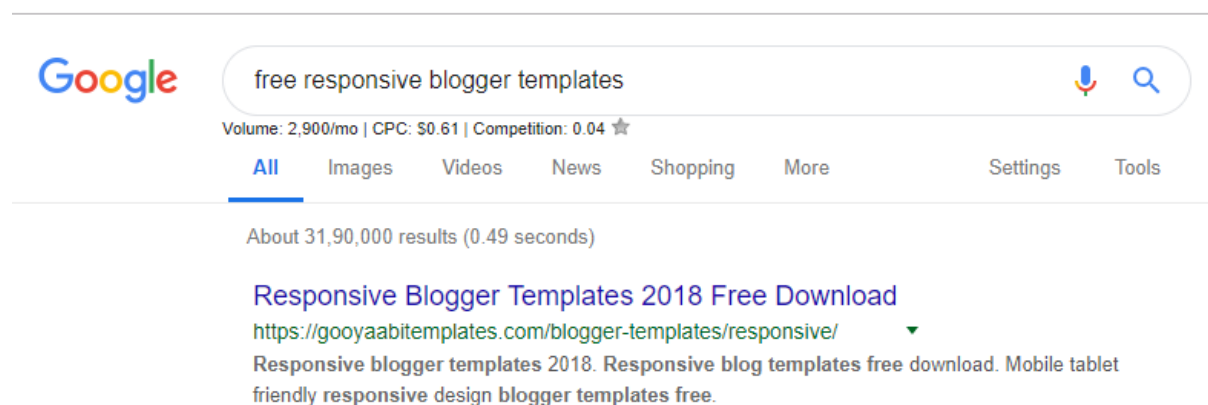
In that case, mobile-friendly websites are getting higher priority in case of ranking. This is obvious, as bad user experience can hurt users perception towards the search engine.

Not sure whether your website is mobile-friendly or not? [Use This Tool.](#)

So, make sure your website is highly mobile friendly. You don't have to worry about as there are many amazing free & premium responsive themes available which you can use on your blog easily to get the desired look.

E.g. if you are using a WordPress blog, then choose premium themes like [GeneratePress](#), [StudioPress Themes](#), [MyThemeShop](#), etc.

In case you are using a free blogging platform like Blogger.com, then go for responsive blogger templates. Just search on Google with best free responsive blogger template and you will get an abundance of options.



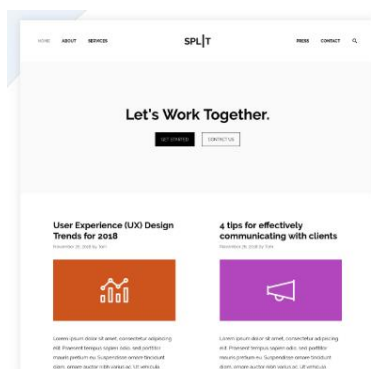
For better results, you can adopt Google AMP version too. But make sure you understand how AMP works and able to do the technicalities on your own. You can refer to this guide to set up your website for AMP.

**Pro Tip:** Your website look & design will represent your brand online. So, take some time to choose the best theme which suits your blogging niche. If you change your website theme frequently it will hurt the SEO structure and may impact in ranking as well.

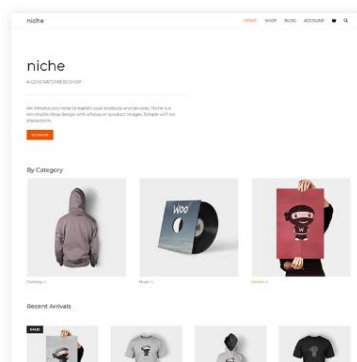
I don't refer FREE themes, as they may have malware inserted. Especially whatever happened recently with many themes & plugins where attackers hacked their Plugins and then ruined many websites.

So, make sure you invest after a quality theme which has a good support team behind. I use [GeneratePress](#), [StudioPress Themes](#), [MyThemeShop](#) themes on my different blogs. They are the best theme providers in this industry and offer quite cheap themes as well.

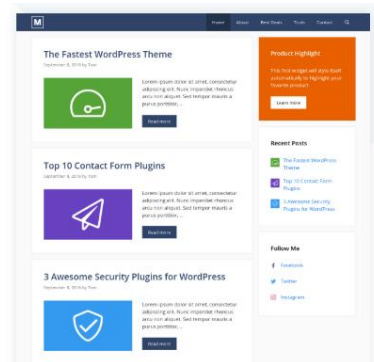
You can check my website [BloggingJOY.com](#) where I have used [GeneratePress theme](#). They have many ready to use designs which are fast loading, mobile responsive. Just pick the one as per your niche & stay tension free. I am using their Marketer template for my blog.



GeneratePress  
Split



Flint Skin  
Niche



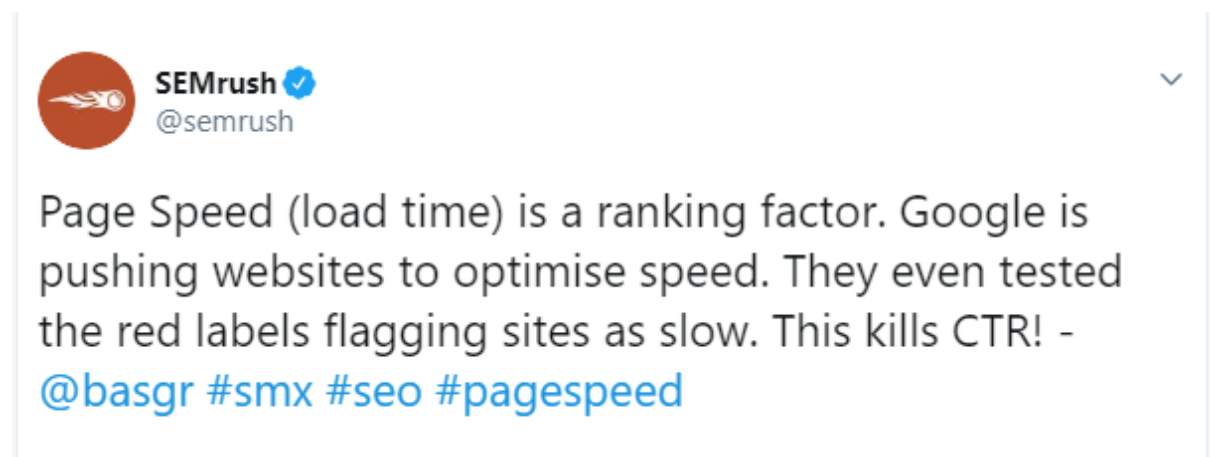
GeneratePress  
Marketer

## Chapter #2. Improve Your Website Loading Speed

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Do you know that website speed is a significant ranking factor? Yes, Google confirmed that already.

You will find many proofs for that on Twitter, here is one I found where [SEMRush](#) (#1 Keyword research Tool) shared the same.



You can [follow the official Google Webmaster update on Twitter](#).

Your website speed plays a huge role in your entire website SEO. Search engines like Google, Bing are giving huge priority to user behavior on your website.

The average retention time of a visitor on your website has gone down further. When a user searches something on Google and clicks on your website they will not wait for minutes to load your pages.



As page load time goes from:

**1s to 3s** the probability of bounce **increases 32%**

**1s to 5s** the probability of bounce **increases 90%**

**1s to 6s** the probability of bounce **increases 106%**

**1s to 10s** the probability of bounce **increases 123%**

Within a few seconds or fraction of seconds, the user will click the back button and look for another website. Even if you wrote a very high-quality article with lots of facts, the visitor will not stick to your page due to low website speed.

In 2019, website speed plays a huge role. People are spending a very huge amount of money to optimize their website and get the fastest loading website.

But, if you are in WordPress, you don't have to worry much. If I can do all necessary settings alone and **get a fast loading website** (less than 2 seconds) with 100/100 score in [GTMetrix](#) & [Google Page Speed Insight tool](#), then you can achieve the same too.

*So, what should you do to get a fast loading website?*

Let's follow the exact steps that I did.

### 1) **Host your website on a good WordPress hosting like**

**SiteGround.** You can read my detailed review of SiteGround to understand how their latest SPEED technology can help your website to load faster.

SiteGround was nominated as #1 WordPress in many Facebook Polls.

[Read the complete review of SiteGround hosting.](#)

As a beginner, people simply judge a web hosting by their pricing which is totally wrong. Even if you are on shared hosting, in 2019 your host must have infrastructure like SSD disk, Free Let's Encrypt SSL, Latest PHP, Better caching & staging technology.

Do you think your host has these features? I found all these features & great support from SiteGround. I have spent only \$178 for 3 years using their initial discount. It is worth spending on quality hosting.

## Order Details

Date: 2018-11-24  
Order ID: 3315670  
Transaction ID: 827201751669473713  
Payment Method: Visa \*

Product Description	Qty	Price
3 year GrowBig Hosting <a href="http://bloggingjoy.com">bloggingjoy.com</a>	1	179.28 USD


**Actual Price: \$19.95/mo (\$718.2 for 36 mo)**  
**75% OFF Price: \$4.98/mo (\$179.28 for 36 mo)**  
**Total Savings: \$539 for 3 years**

Subtotal: 179.28 USD  
VAT: 0%  
Total Paid: 179.28 USD

If you agree with me, [grab this 70% discount on SiteGround](#).



If you find SiteGround costly, then here are a few cheaper alternatives of SiteGround.


2) **Install a cache plugin.** You can go for [W3 Total Cache](#) for free, but I would recommend you to get [WP Rocket](#). I am using the WP Rocket Plugin for my website BloggingJOY.com and that is the big reason to get such a faster website.



### Latest Performance Report for:

<https://www.bloggingjoy.com/>

Report generated: Mon, Mar 11, 2019, 10:46 AM -0700  
Test Server Region:  Vancouver, Canada  
Using:  Chrome (Desktop) 62.0.3202.94,  
PageSpeed 1.15-gt1, YSlow 3.1.8

 Looks like you're running WordPress  
[Have a look at our WP optimization tips >](#)

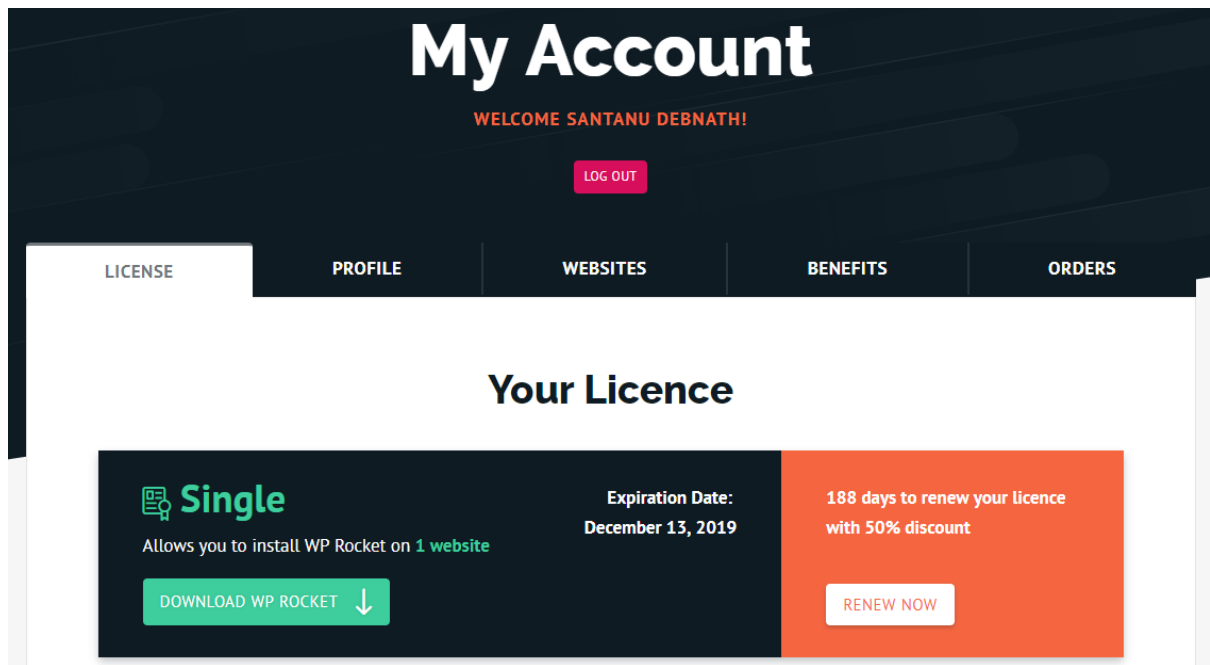
#### Performance Scores

PageSpeed Score <b>A (100%)</b> ^	YSlow Score <b>A (97%)</b> ^
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#### Page Details

Fully Loaded Time <b>1.4s</b> ^	Total Page Size <b>359KB</b> ^	Requests <b>21</b> ^
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If you think it is very costly, then you are wrong. I have spent only \$49 for the entire year on a single website. And while renewing, you will get a 50% discount.



This is a must-have investment if you are serious in blogging. And you will also get a 10% OFF coupon when you subscribe to their newsletter.

[Click Here To Avail 10% Discount on WP Rocket](#)

3) **Uninstall high CPU plugins which are not required.** Yes, when WordPress can do wonder by providing many awesome plugins, it can hurt your website performance as well by installing a bad plugin.

You must know that the plugin you are using is highly optimized and updated regularly. If not, then get rid of that soon and find out a better alternative.



Here are few examples of such high-CPU usage plugins:

- Contact Form 7
- Backup Buddy (use UpdraftPlus)
- Constant Contact for WordPress
- Google XML Sitemaps ([Use Rank Math Sitemap](#))
- Disqus Comment System
- Jetpack
- WordPress Related Posts
- WP Bakery (formerly Visual Composer)
- Yet Another Related Post Plugin

You can [check this list of recommended WordPress plugins](#).

## Chapter #3. Set Up HTTPS (Must Have Security Feature)

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Security is playing another major role in 2019. It is important to give your visitors the highest security while they are on your website. And that's the reason you must install HTTPS in your domain.

But do you know that there are different types of SSL certificates? If not then this image will make it clear for you.



FIGURE 1 SOURCE: COMODO.COM

Well, you may not need the advanced SSL certificates for your website, but you should not compromise below **Let's Encrypt SSL certificate**.

Many hosting companies offer a simple FREE SSL certificate. Also, you can even get FREE SSL using Cloudflare. But it is better to invest in a

good hosting plan, where you can actually get the Free Let's Encrypt SSL Certificates.

Google had [officially stated](#) that they use HTTPs as a ranking signal way back in 2014.

## Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

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### HTTPS as a ranking signal

Wednesday, August 06, 2014

Webmaster level: all

Security is a top priority for Google. We invest a lot in making sure that our services use industry-leading security, like [strong HTTPS encryption by default](#). That means that people using Search, Gmail and Google Drive, for example, automatically have a secure connection to Google.

This is not at all a big task these days as many good hosting companies offer FREE SSL certificates. Here are a few examples:

- [SiteGround](#)
- [A2 Hosting](#)
- [Bluehost](#)
- [FastComet](#)
- [WPX Hosting](#)

For my blog, I am using Let's Encrypt SSL Certificate and it is quite easy to install using their cPanel.

**Let's**

**Talk About**

**Safe**

**On-Page**

**SEO Factors**

## Chapter #4. Write on User Search Intent

### Keywords

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While creating content, do you still work the way people write content?

You have to change your thought here as people are looking for solutions to their problems.

That means the very first lesson in SEO is to find out the topics or questions where the user is not getting enough or proper answer.

Understand the user intent and provide them a better content which will solve that problem.

Here is a detailed guide on this topic from [Ahrefs blog](#). They got very good success after doing small changes in their articles.



If your answer will satisfy user problem, then that content will automatically earn the love of Google and rank higher in Google search

without much effort. Of course, there are various other factors, but the content should answer the user's questions.

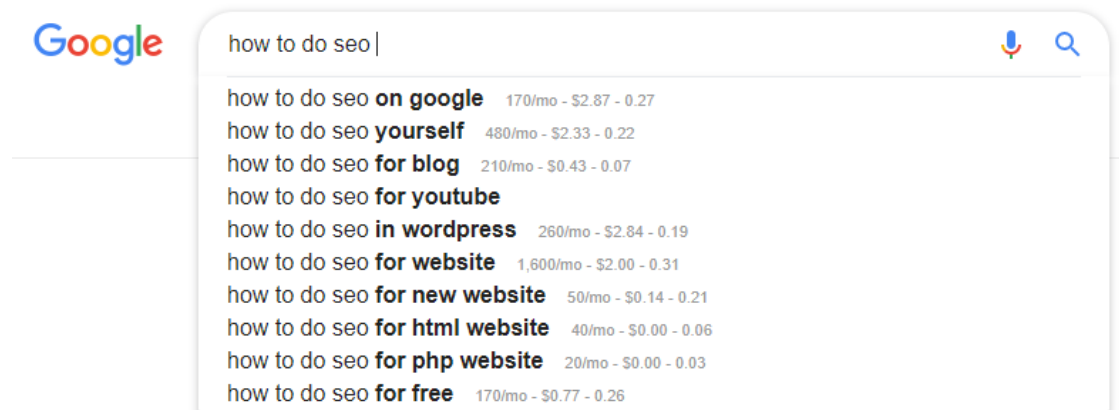
Ideally, if you were writing content on a subject related to Apple, the company, Google expects you to mention relevant words and terms that are common to the organization.



**Now the question is how to know what users are searching for?**

To make it clear for the beginners, you need to do a little research around your main keyword on different tools like [AnswerThePublic](#) or

Google relevant searches or Google recommended questions.



I found a very good article to understand this topic. [Read here.](#)



## Chapter #5: Keyword Placement & Semantic Terms

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Gone are the days when people used to type the main keyword multiple times within the article to get better ranking. But after Google Panda Updates, keyword stuffing concept is totally wiped out.



Brian's  
Take

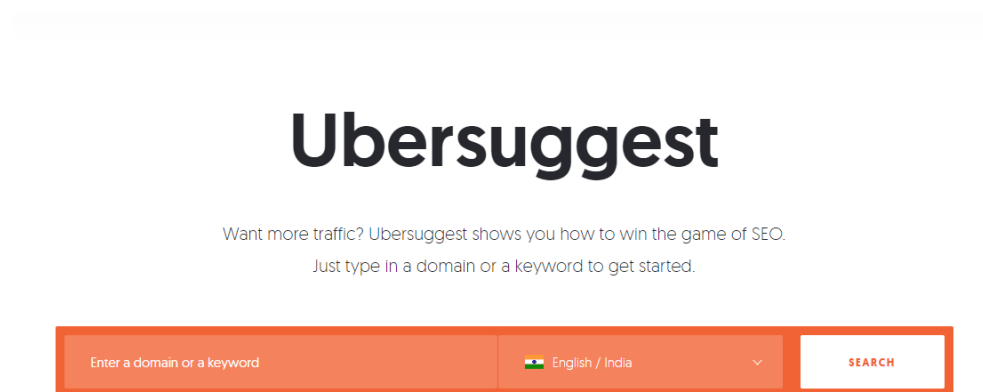
“ You don't always need to start your title with your target keyword. But if there's a keyword that you're gunning for, make sure to put it towards the beginning.

After that for many years, people were trying to use keywords smartly and talking about an optimized utilization of keyword density. Although this is debatable, this also doesn't work nowadays.

Just search for any keyword like “**WordPress SEO Tips**” and try to find out the #1 article on Google. How many exact search terms you are finding on that page? I am sure you will surprise by noticing that it's very rare.

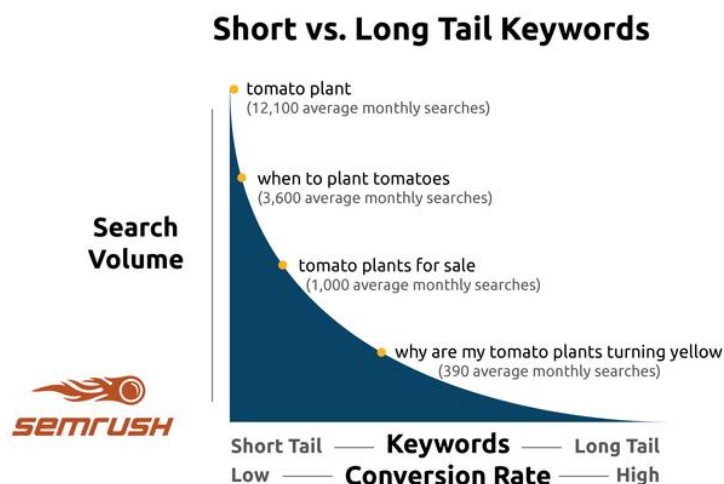
Then, how Google is deciding [how to rank a page](#)? Google Rankbrain is smart enough to understand the page content and the intent based on the placements of semantic keywords.

Make sure you collect all the long tail versions of the main keyword, similar search terms, etc. And try to use the different versions within the article as per the relevancy.



You can use free tools like [UberSuggest](#), which is quite handy. Although they are good to start with, you can explore up to a limitation only.

If you want to do in-depth research of your competitor, then there is no other tool better than SEMRush in the market right now.



**Bonus:** [Click Here to get FREE SEMRush account worth \\$49.](#)

## Chapter #6: Make Your Post Visually Appealing

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Just writing a plain text content not any more attracts the visitors. User attention has reduced significantly in the last few years.

These days people mostly prefer to listen to the podcasts, watch videos or read infographics.

In that case, you have to present your content differently to attract visitors and engage them to stick to your page.

You can use page builder tools like [Thrive Architect](#) or Elementor Pro to create visually attractive content. Use rich media like images, videos, charts, etc to engage users.



This will directly impact your website's bounce rate. A high bounce rate means Google will think people are coming out of your website quickly.

When a low bounce rate will improve your website Dwell time, increase the reputation and help in better ranking.

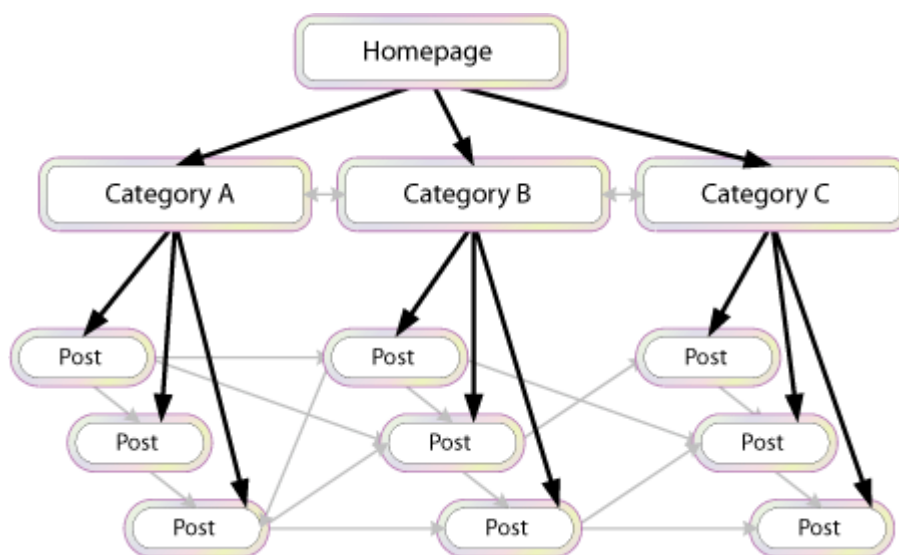
You can explore more about this topic by [reading this article](#).

## Chapter #7: Utilize Internal Linking Technique

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Yes, internal linking your own blog posts within your site is a great way to distribute your authority page value to others.

E.g. if you have a page with high authority and ranking high, you can interlink your other low traffic content on that page and pass authority. Make sure you are linking a related topic article only.



To get the best benefit of interlinking, you must link the article with a different version of your main keyword & long tail versions.

This will make sure your target article will get anchor text backlink from your website internal pages only.

## Chapter #8: Optimize Images Before Uploading

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Compress them and upload only the exact size images that your theme is using so that it can save the time of cropping while loading.

You can use any of the tools like

- [TinyPNG.com](https://tinypng.com)
- [Compressor.io](https://compressor.io)
- [JPEG Optimizer](https://jpegoptimizer.com)

Don't use any image optimization plugin as it may create different size images in your database. I use the first 2 websites and optimize the images first and then upload to WordPress.

So, these are few of the **SEO best practices** you must follow to make your website perfect in the eyes of the user as well as the search engines.

These few points will never change as they are the **core SEO checklist** of every website.

## Chapter #9: Link To Authoritative Sites

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Should I link to other websites? The answer is YES. Let's try to understand why linking to authority website is actually benefiting your content only.

E.g I am writing about Best SEO Practices in this article where I am explaining different topics.

But I can't explain each and every word and their meaning in detail.

E.g. In the 6th point, I have shared about visually appealing content. I have not shared the actual definition of visually appealing content there, but have linked another article which is actually talking about that topic in depth.

So, in case the user wants to know what is visually appealing content, they can visit that website and explore more information.

Harsh Agarwal shared a [detailed guide on this topic](#).



**SEO**

## How Outbound Link Improves Your Blog Authority & Ranking (SEO)

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22nd Mar, 2019 Harsh Agrawal 73 Comments

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But make sure you open that page on a new tab. As my intention is to provide the user with more information and after that get him/her back to my content to read further.

So, feel free to link authority website only if that is highly relevant. Search for the term in Google and try to link any of the top 2-3 articles, in case you did not find any obvious sites like Wikipedia or similar.

## Chapter #10: Install a Good SEO Plugin

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To optimize your website SEO, you need an SEO tool. There are many SEO tools available for WordPress users. Without any doubt, [Yoast SEO](#) will come into your mind. But you have more options to choose from like:

- Yoast SEO
- Rank Math
- All-in-One SEO Pack
- SEO Pressor

But right now I found [Rank Math](#) SEO Plugin as a better alternative to Yoast SEO Plugin. You can read the complete feature [differences between Rank Math & Yoast SEO](#).

But whatever it is, install an SEO Plugin and as per the suggestions you have to optimize the article to stick to simple SEO rules.

But don't over-optimize them, just make sure you are aware of everything and nothing is left for implementing.

**Go for A**  
**Safer**  
**Off-Page**  
**SEO Strategy**

## **How to do safe off-page SEO for your blog? Let's find out that.**

If you are not aware of the major Google updates that are continuously tracking your website's off-page SEO activities then they are Google Hummingbird, Penguin & Panda. You will [find the details of all the Google updates at one place here](#).

You can't save your website just doing any kind of off-page SEO activity in the long run. To stay safe, follow these 3 key things while investing for off-page SEO.

## Chapter #11: Build Relevant Links through Guest Posting

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Yes, there is no doubt that backlink plays a key role in building your website authority.

The more website referring to your article, chances are more that your article will go towards achieving #1 position in google search.

But that doesn't mean that you will start getting backlinks from wherever possible. **Relevancy** is the new term in the world of link building.



Yes, only quality relevant backlinks will do the right magic and you have to put your effort to get that.

No need to go for 100 guest posts, better to find out 10 relevant blogs for guest contribution. You can easily find blogs in your niche for guest posts.

There are a couple of ways you can easily start building backlinks

- Start commenting on blogs related to your niche
- Build profile pages in different platforms & get backlinks
- Comment on niche relevant forums
- Guest post of websites with real traffic & relevant niche
- Write compelling articles on burning topics to earn backlinks
- Build relationships with bloggers & pitch them properly
- Take interviews or host roundup posts with top bloggers in your niche. Most of the time they will give you a backlink by mentioning that interview on their About us page. [I have been featured on more than 12+ blogs.](#)

These are very basic and easy to achieve link building strategies for beginners. There are many advanced techniques available that you will learn gradually.

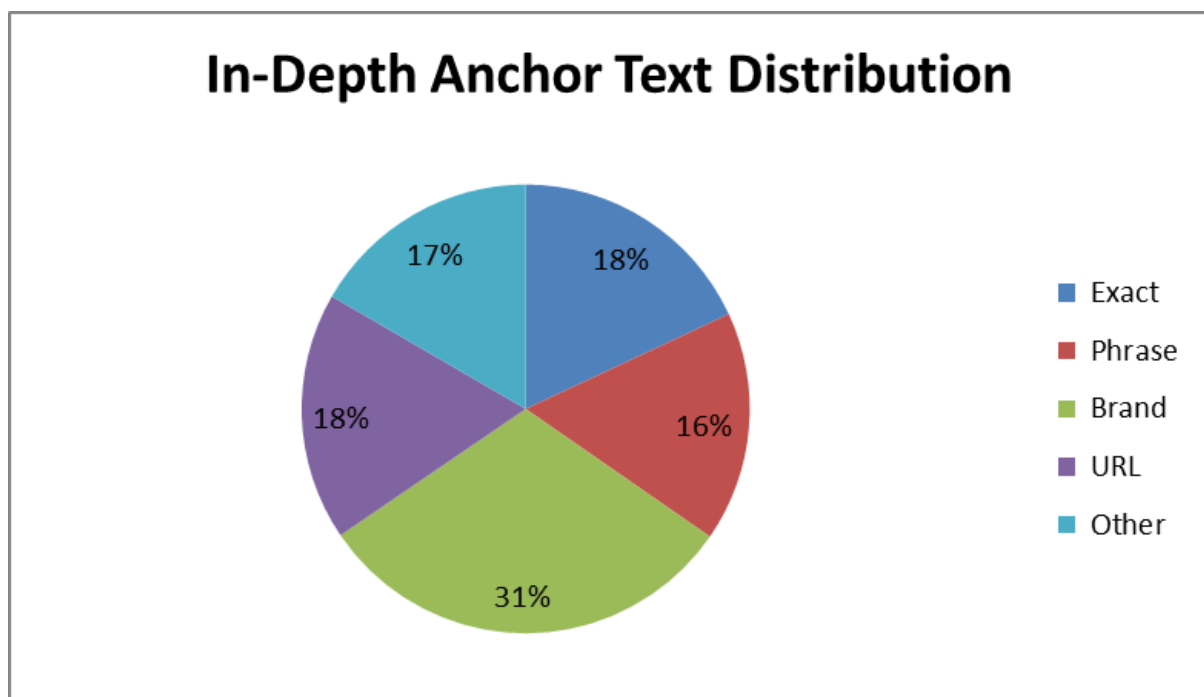
## Chapter #12: Diversify Your Anchor Texts

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The biggest mistake people do while building backlinks is the keyword anchor text. It is good to get a backlink on that exact match keyword to get better ranking.

But do you know that your overall anchor text plays a huge role to stay safe from Google penalties?

This is one of the black hat SEO techniques which got hit after the Google EMD update.

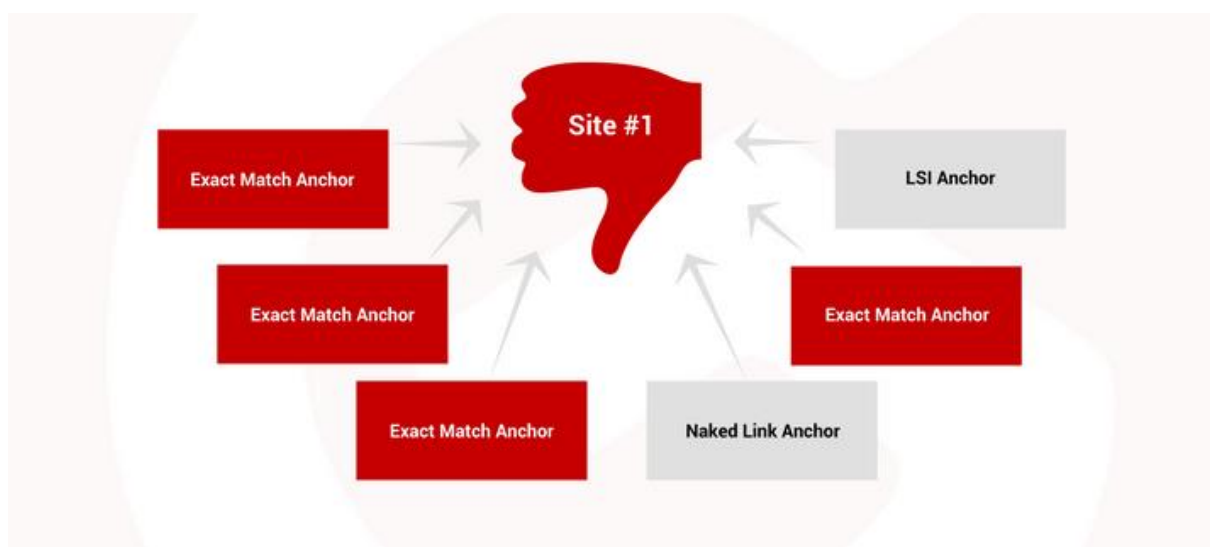


Reference: [MOZ](#)

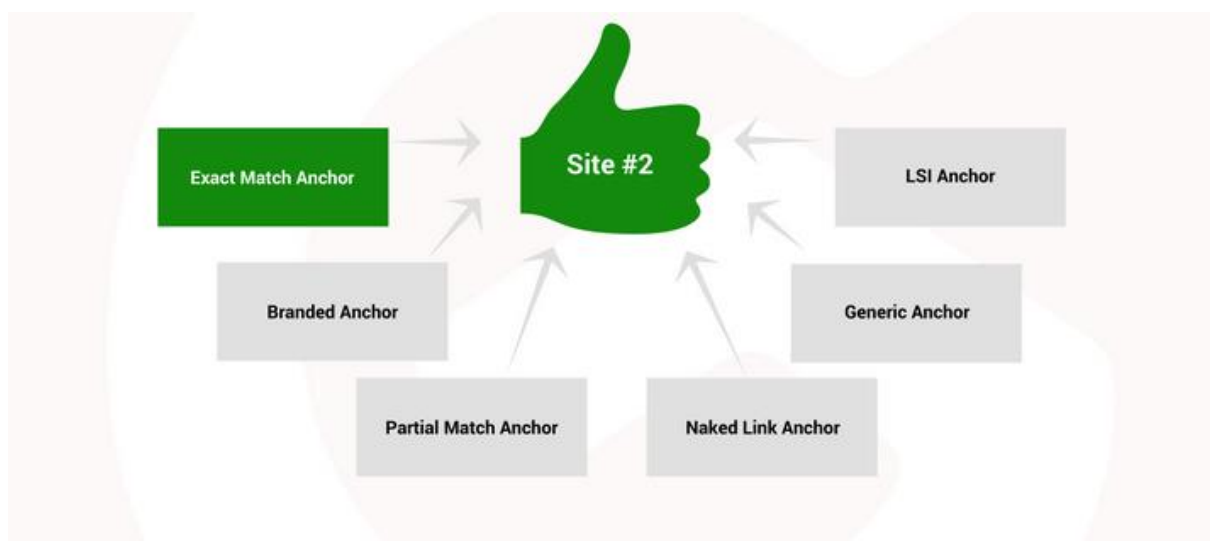
Nowadays, you have to make sure that you build backlinks stressing more on giving importance to brandable anchors. Here is the perfect example of anchor text flows that should work perfectly for your blog.

There is an awesome example set by GotchSEO.com.

**Site #1** with less diversified anchor has higher chances of penalty.



When site #2 with diversified anchor text will go smooth.





You can read the complete article on this topic [here](#).

## Chapter #13. Promote Your Content on the Social Platforms

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Social media is the place where genuine people spend time in 2019. If your content is liked by people in social media and get easy shares your website authority will increase at the same time you will get a ranking boost.

But do you think it is easy to get shares in the social platforms? No, you can't trick people or force them to share on social media. For that, you have to follow certain rules like:

- Create shareable content with lots of practical tips, stats, and useful problem-solving information.
- Connect with bloggers and readers personally and request them to review your content and if possible give it a share. I did the same thing with my [Best SEO Blogs article](#) and so far got 1000+ shares.
- Install a quality social share plugin on your website so that readers can get all the necessary social share buttons to share on different platforms. I am using [SocialSnap Pro](#), a better Social Warfare Alternative.

I just spent \$39 for one year and able to provide lots of social media sharing buttons, easily put sharing options for mobile & desktop

version separately. If you want to buy this plugin, then use the exclusive Coupon Code **BLOGGINGJOY** to get a 20% discount.

**Let's Conclude...**

Don't go for a short cut as it will increase the load of rework in the coming days. Always follow the proper way to build a blog naturally with time.

**Google is updating its algorithm** to filter out the spam activity very frequently, to provide better search results to their readers. So, if you can be on that list for all the time, that means you are doing good by providing exact information to your reader.

Google updates are not for you if you know how to play safe with SEO and build a better blog. But, if you do any kind of trick, Google is smart enough to catch you in the coming days.

So, it's **better to be a smart blogger**, creating awesome content and building relationships with fellow bloggers.

Personally, I never waste my time on such activities, rather, always try to connect with people by helping them without asking for anything.

And that's the ultimate tip I can provide you to build a quality blog.

**Thank You All**

**For Your**

**Love & Support!**

I want to say a big thank you to all my readers who motivated me to write this eBook. I hope this will help you to keep your blog safe from all the Google Algorithm updates.

Special Thanks To **Manidipa Bhaumik** for editing this eBook. She is an avid blogger, a freelance writer and my partner in work & life ☺

If you need any kind of blogging support or help, please feel free to drop a mail to me at [debtheblogger@gmail.com](mailto:debtheblogger@gmail.com).

You can also join my Facebook group, The Blogger's Team, where I am quite active and try to answer all the blogging queries.

If you want to know which tools I use to run my blog, then please check out the Toolbox page. I have invested a lot to build a quality blog for both the readers as well as the search engines.

## **Do Me a Favor...**

It took me a huge time to create this eBook. I have shared lots of information, provided screenshots to make it very easy to understand.

If you really find my efforts worthy and think that this eBook has good enough content to help someone, then please don't share this eBook directly.

Please share [\*\*this link\*\*](#) with your friends. This way, they can also subscribe to my Free Newsletter. You can join my Facebook group & YouTube channel, where I share regular FREE Blogging Tips.

- [\*\*Join My Facebook Group\*\*](#)
- [\*\*Visit My YouTube Channel\*\*](#)