



THE BLOGGER'S GUIDE TO

SEO Basics

HOW START MAKING
YOUR BLOG AWESOME
FOR SEARCHERS

Katalog

First and Foremost

Your blog has launched. Congratulations! I mean it. It's brave to start putting yourself out there online. It takes courage and real conviction. Kind of like applying for a job or going on that first date, right?

Now that your site is live I think that you deserve to get found. That's what I want to help you with today.

To start with, did you know that search engines like Google now process around 40,000 searches every second? That's about 3.5 billion searches a day! That means that people are definitely searching. They're searching all day long actually.

Whenever they can't find a coffee shop, they pull out their phones to run a search. When they can't find the answer to something during a conversation, again, they reach into their pockets to look up their answer.

More importantly for you, when they are stuck in line at the pharmacy or are at home looking for a great read, they run a search to find some entertainment. **The human need for instant answers and media is exactly how blogs like yours can earn organic search traffic.**

In this eBook, I will cover some of the technical things you can do today to begin earning that organic search traffic. I'll cover things like what the heck title tags, meta descriptions, and robots.txt files are. My hope is that you'll be able to see that these key elements of on-page SEO are easy to do and not at all complicated.

Before I dive into those technical aspects of SEO, I want to explain some general ideas about the ever elusive term "SEO."

“You should optimize a page to be the strongest it can be in search only after you've made it the best page for a specific need or topic.”

-REBECCA CHURT

I'm sure you know already that SEO stands for search engine optimization. Going by the name alone, it sounds like SEO is just a set of strategies you can use to trick search engines into listing your site as #1 on search engine result pages (SERPs).

Just typing that out makes me cringe by the way because that is the exact opposite idea I want you to take away from this guide. Instead, if you take away anything from your read today let it be this: **when you think about SEO, try to think about it as a way to ensure each page on your site communicates just how great your content is and how it can help searchers.**

As Rebecca Churt of HubSpot so eloquently puts it, *"You should optimize a page to be the strongest it can be in search only after you've made it the best page for a specific need or topic....Just ranking isn't enough: **You need to provide what people are looking for** with enough depth and insight that they stay on your site and are compelled to take action (contact you, share your content, etc.)."*

So here's the deal. Before I explain what SEO measures will begin to help your site rank, **try to focus first on creating amazing content.** Seriously. That should be your absolute number one priority.

That's because, at the end of the day, you don't want meaningless traffic anyway. Trust me. Those numbers might look awesome but they'll only translate as page bounces. (a.k.a people who came, saw, and left), which can hurt your site's rankings actually. *That's why you need to position your blog as a source of unique and relevant information that people will want to read.*





THE IMPORTANCE OF KEYWORDS

To get searchers who will stick around on your site and share it with others, your content will be key. You can find these searchers by speaking their language, relating to them, and providing content that will make them scream *“YES! This is exactly what I have been looking for.”*

Okay, now that I’ve completed my little speech, let me tell about how you can communicate your site’s value to search engines.

1. How Search Engines Function

Let’s first take a look at how search engines determine which sites are awesome.

To start with, search engines truly care about helping searchers find answers to their questions. In other words, they want to give users the best resources to help them answer their search queries. That’s why *search engines now work to promote sites that provide a clear value and a great experience for users.* Meaning, they reward three main things:

- Fast load times.
- Responsive designs.
- Clear explanations about what the content on your blog is about.

How does it work?

Search engines find the sites they want to include at the top of search engine result pages by assuming that the most visited sites have the most valuable and relevant information. That’s *usually* right. Still, they ensure a

site is popular and relevant with equations (or algorithms) that help sort out what is truly relevant for searchers.