

### 1 : Identify target keywords

Ans : target keywords are words or phrases that a page is optimized to rank for in search engine results pages (SERPs). The goal is to use relevant keywords in a page's headings, copy, and metadata to help people find the content.

### 2 : Optimize the title tag

Ans : Title has keywords, context, or urgency to click on your website and your brand.

A title tag/meta title is your result's page title. A meta description is the short description that appears below your meta title on a results page.

### 3 : Write your headline in an H1 tag

Ans : Always include an H1 tag. Use only one per page. Include the primary keyword for your content. Avoid populating the tag with too many keywords. Ensure that your target audience can easily read the H1 tag. Use up to 70 characters in the tag length. Make the tag unique.

### 4 : Write a meta description that boosts clicks.

Ans : Meta descriptions should be clear, exciting, and actionable to encourage click-through rates. Meta descriptions and meta keywords are not influential for ranking, but they help get click-through rates up. Meta descriptions should be around 155 characters in length, and use active voice and make it actionable.

5 : Check the URL slug for SEO-friendliness.

Ans : URLs that are designed to meet the needs of users and help search engines understand what a web page is about. They are typically short, descriptive, and include relevant keywords.

6 : Add target keywords to your body content.

Ans : Add your target keyword phrases at the beginning of your body text so that both humans and search engines can quickly understand what your content is about.

Try to use your keyword phrases in a natural way, rather than focusing on a specific number of instances.

Make sure your keywords are relevant and highly applicable to your content. If a word doesn't fit naturally, you can try using a different version that makes more sense, or you can leave it out.

7 : Review your content quality.

Ans : Readability: Use clear and concise language, avoid jargon, and break up content into short paragraphs with headings and subheadings. This helps keep the audience engaged and helps them understand and retain the information. You can also use tools like the Flesch Reading Ease score to assess readability.

Structure: Make sure your content is easy to digest and comprehend. You can try outlining the article, inserting a table of contents, and concentrating on key points.

Originality: Consider the value and originality of your content.

8: Mark up subheadings with header tags.

Ans : Using header tags, also known as heading tags, to mark up subheadings can help improve the readability of your content and help search engines understand the structure and relevance of your page. HTML supports six levels of header tags, from `<h1>` to `<h6>`, with `<h1>` being the most important and `<h6>` being the least important:

H1 : Use this tag for your blog post's title, ideally including your targeted keyword.

H2 : Use this tag for main points or ideas in your blog post. You can also use H2 tags to draw attention to certain information, images, or charts on your page.

H3 : Use this tag for sub-points or detailed explanations within your main points.

H4, H5, and H6 : Use these tags to provide further structure within your subsections.

9 : Improve navigation with internal links.

Ans : Internal linking is an SEO practice that connects pages on a website to each other, which can improve navigation for both users and search engines.

## 10. Add engaging visual content.

Ans : Visual content can help make your SEO content more engaging and boost your website traffic. Here are some tips for adding visual content to your SEO:

Use relevant, clear graphics: Make sure your images are easy to see and use fonts that stand out.

Create visual stories: Visual storytelling can help readers connect with your content on a personal level. You can use unique visuals to showcase your brand's personality.

Use custom images: Custom images can add life to your written content.

Consider different types of visual content: Infographics, screenshots, templates, and videos can all provide a good user experience.

Optimize for SEO: Make sure to optimize your visual elements for SEO.

Check file sizes: Be aware of the file sizes of your images and videos so your website doesn't take too long to load

## 12. Make sure your page is indexed.

Ans : Use sitemaps: Sitemaps help users find information on your site and can help your content get indexed. You can submit your sitemap to Google

Use robots.txt: A robots.txt file can help control which pages are indexed by search engines and improve your website's crawlability.

**Monitor your indexing status:** Tracking your site's indexing status can help you see how effective your SEO efforts are and make adjustments as needed.

**Build backlinks:** Backlinks, or inbound links, are when another website includes a hyperlink to your website. This establishes credibility and gives your website better authority.

**Check your noindex tags:** Noindex tags tell search engines not to index a page or make it appear in search results.

**Use internal links:** Internal links guide visitors to other relevant content on your website.

**Avoid duplicate content:** Search engines may not rank pages with the same or similar content as highly.

**13 : Increase page speed.**

**Ans :** Page speed (also called “load speed”) measures how fast the content of a page loads. From an SEO standpoint, having a fast page speed is essential.

**14 : Make sure your page is mobile-friendly.**

**Ans :** Mobile-friendliness is a website's ability to be easily accessed and used by mobile users.