

# SEO FOR NEWBIES



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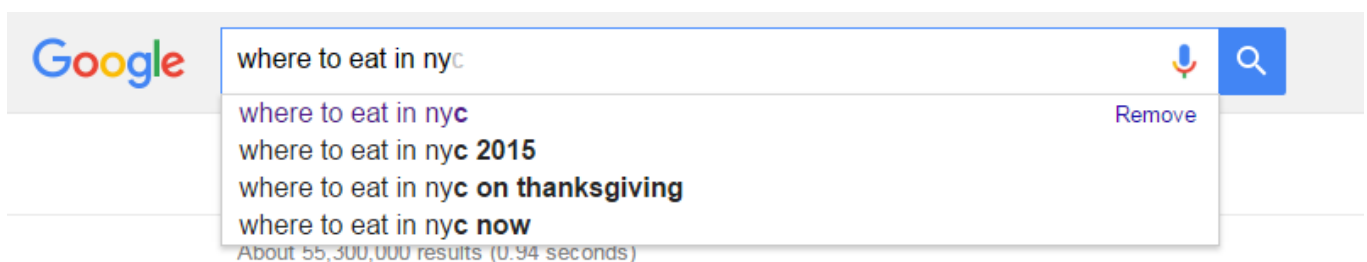
When I started my career in marketing a few years ago, I faced a completely new term for me – Search Engine Optimization. I was confused as I had to work in SEO industry but didn't know what exactly SEO was. To simplify your own way through SEO, I wrote this article for newbies. Make yourself comfortable and read those few paragraphs of precious information. Spend a few minutes of your time and obtain new knowledge in SEO.



## WHAT EXACTLY IS SEO?

Well, you know what this abbreviation stands for – Search Engine Optimization. But what does it mean? Have you ever searched for something online? I'm sure you have. Then you know about SEO more than you think. You put a word or a phrase into Google (or another search engine) and press 'search' button. SEO makes your website appear right on the first page of Google search results. If you want to get your profit, you'd better appear in Top.

Let me explain it with an example. Imagine, that I want to find a place to eat in New York. I may type in the keywords: 'where to eat in NY', 'place to eat in New York' or 'cheap place to eat in Brooklyn New York'. These words are keyword phrases. They are crucial in SEO as they bring visitors exactly where he or she needs.



Google shows you the most precise search results according to your query. You will probably refer to the results at the top and are unlikely to go to the second page of the search results. This is the reason why you need to always stay on [top of Google](#).

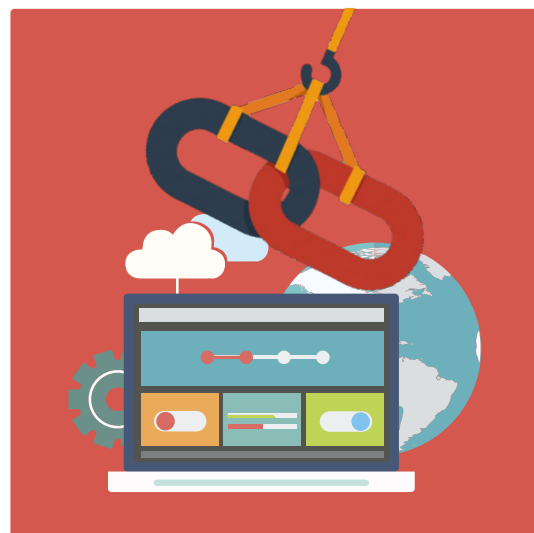


## WHAT EXACTLY DOES SEO?

SEO is aimed to help people find your website easier and faster. Ways of using SEO are different but there are some common practices to promote your website in search engines. They are the following:

- 1 [Website optimization](#). Google crawls through websites to find an information about them. SEO experts and webmasters use SEO to make sure Google crawler will easily find an information about their website. What you can do by yourself is to make sure that your website has a sitemap and it's easy for Google to index it.

- 2 [Keywords research and optimization](#). Keywords are the words you enter in a search engine, like 'where to eat in NY' or 'places to eat in New York'. Keywords research helps to understand what keywords are the best to target for a specific website. Keywords optimization is a process aimed to use keywords as often as needed and in those parts of the website where needed.
- 3 [Link building](#). There were times when Google was not able to personalize your search results and links were the only thing that helped it to understand what website was the most relevant and high quality. That is why link building appeared. Even now link building is a very effective process of building trust for your website. The more trusted websites link to yours, the more respected Google thinks your website is. For example, sources from .edu and .gov domains are the most credible and authoritative according to Google. If a trusted source links to you, then you're trusted by yourself. For this reason, Google shows such websites in the top of search results.
- 4 [Content creation](#). Now is the era of viral content. If you do not produce content, interesting to your audience, then you risk to fall down in the search results and stay there for good. People are eager to read valuable content and share it. Your website has high chances to skyrocket in search results if your audience shares your content and talks about it.



Now I want to get deeper and give you practical advice on how to optimize your website. Let's assume you know nothing about all this and start from the very beginning. These steps above are essential for understanding how SEO optimization works and what exactly should be done to show Google you have a perfectly optimized website. Don't screw it all up and become an expert of SEO.



## PAGE TITLES

Every page of your website will display a page Title in Google results. If your Title text is relevant for the search query, then it will be displayed. The title tells a user what this specific page is about. Don't neglect to write [Title tags](#) for your pages, as it's a crucial step in an effective SEO optimization. Use simple language and short phrases that will help your reader easily understand what this page is talking about. That will be great if you use a keyword in Title tag. But not many not to over optimize your title.

**Bad example:** Page title = "LinksManagement – homepage"

**Good example:** Page title = "Link building services and PR1-PR9 backlinks from LinksManagement"

Why so? The first example lacks keywords. And the word "Homepage" tells nothing about the page, actually. The second example includes keywords and a brief of what this page is about, that is why it is a successful one. The length of a Title tag varies, but, in general, is 55-60 characters.



## META-DESCRIPTION

Meta-description is a small snippet (shown on the picture below) that often gives the reader short information about what is there on the page. A clear description is crucial as your page is displayed in SERP (Search Engine Results Page) and you want to convince a user that your result is more relevant than those above and below you. Meta description is not displayed actually on your page but is very effective for increasing your traffic as it shows the reader, what he will see when he clicks the link.

### Link Building Service: Buy PR6 Backlinks from Quality Sites

<https://www.linksmanagement.com/> ▼

LinksManagement is the best one way link building service in USA, UK, AU to buy cheap, natural backlinks. Affordable manual links for high quality SEO.

13 Steps to Get Top 10 ... - SEO Case Studies - Blog - Free SEO Cost Calculator



## H1 TAG

H1 is a headline on the page. It differs from Title tag, as it is visible on the page but not in the SERP. Of course, they both should correlate as they logically reflect each other. Title tags forecast what readers will see on the page but they're not visible on the page themselves. Sometimes it's ok to have the same H1 as your page Title. Anyway, personally I think it would be better to diversify keywords by writing different H1 and page title.



**Bad example:** H1 = "Introduction"

**Good example:** H1 = "Link building services for SEO professionals and webmasters"

Why so? The bad example gives no information on what is there on the page. So why the reader would want to click it? Google highly rates pages with H1 that is why try best to make a precise but informative headline to your page.



## PAGES INTERLINKING

Do not forget to interlink pages of your own website. Internal linking is an SEO process when one page of a domain links to another page of the same domain. Why interlinking is important? It gives your reader an opportunity to further read other content of your website, helps to improve rankings for certain keywords and helps search robot to crawl the website. Yes, Google travels through your

pages by links. Search engine thinks that pages that have more incoming links are more important. Use this as an opportunity and make a clear structure of your website's pages. Remember, footer of the page is also a great place to put some valuable links in there.



## ANCHOR TEXT

Anchor is a visible text for the hyperlink, it's clickable part. The keywords used in anchor text are the main signals search engines use to understand the topic of the page behind the link.

**Bad example:** [click here](#) to get the best backlinks

**Good example:** check out our best [PR7-9 backlinks](#)

Why so? "Click here" gives no information to Google on what will be there if you click it. If you make your anchor text relevant to what is beyond the link, Google will appreciate it. But don't be too aggressive.



## ALT TAGS FOR IMAGES

Impeccable content is impossible without images. Always add Alt tags to them, as they are really important to search engines. An Alt tag is an HTML element that provides an information on an image if the image itself is not displayed for some technical reasons. Alt tags kill two birds with one stone – they let readers and search engines know what the image is about and increase your chances to be found through image search. But don't over spam your Alt tags with massive amount of keywords – let them look natural and precisely convey the main idea of the image.



## POLISH YOUR CONTENT

Take care of your content. Don't screw it up and do your best to create something really remarkable and viral. New Google algorithm puts emphasis on essential and valuable content. Determine your target audience – who are the people you're writing for? What is interesting for them? What content are they likely to share? Define, what kind of content you will create, that your readers will promote.

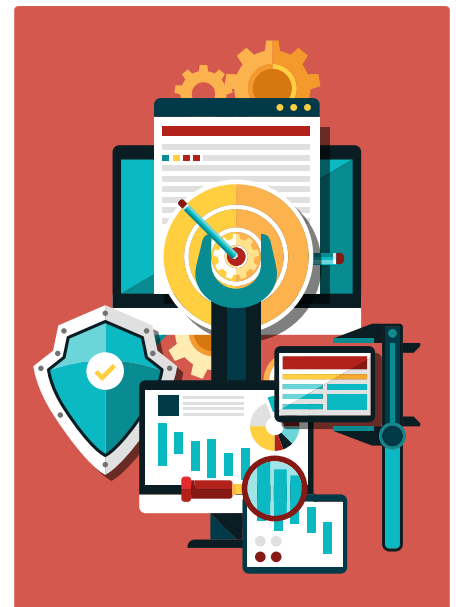


This may be articles, videos, whitepapers, ebooks, webinars, infographics etc. No limits here. The more content, the better. Be consistent in producing it and create only supreme content. This is very important – everything published on your website should be of impeccable quality and high value to your audience. Only this way your content will bring success to your website.

## INSTRUMENTS

Every SEO expert can't imagine his professional life without special tools. Google Analytics, Google Adwords, and Google Webmaster Tools are a few really irreplaceable.

- 1 [Google Analytics](#) helps to analyze your audience and shows you how it interacts with your website. This tool is completely free to use and absolutely essential for every webmaster.
- 2 [Google AdWords](#) helps to analyze keywords and offers a full range of key research capabilities. You can analyze what users are searching for and this will help you to create content interesting for them and adjust your services to their needs.
- 3 [Google Webmaster Tools](#) let you see how your own website is performing. You will see how pages work, what links they point to, what keywords work well and what nuances should be fixed. [Google Webmaster Guidelines](#) give you the fullest information on how to use this tool.



## **301** 301 REDIRECT

There are a plenty of pages on the web telling how to properly make a 301 redirect. You can search through all of them and implement their advice in practice. I will only tell you what 301 redirect is. For example, the website has two domains – linksmanagement.com and [www.linksmanagement.com](http://www.linksmanagement.com). There's a 'www' difference in there. The thing that matters that they both work and one redirects to another. Take care of it.

Hope, this article was informative and cracked opened before you the door in SEO. You're not supposed to become an SEO professional to promote your website higher in search engines but you should definitely understand how search engines work. This will help you to foresee your own website success and know what to amend to improve your website position.

For any further questions [contact us](#) or leave your comment below and I'll answer it promptly.

Think, this article may be interesting to others? Tell your friends about it!

 **WHAT WE OFFER:**

- **PR6** Backlinks with **DA60-DA90** from Actual **PR Pages** for only **\$15**
- **PR1-PR8** Contextual Links From Actual **PR Pages** with **DA40-DA100** Static, Permanent, In-Content From \$1 per Link
- Open inventory of more than 8 mln. pages
- [Money Back Guarantee](#)
- More than 150 [success stories](#) - [Learn how www.1trikes.com got 35,880 visitors / month from Google with only 57 authority backlinks.](#)
- [Free SEO Cost Calculator Tool](#) - find out **how many links you need** and **how much it will cost** you to outrank your competitors.
- [Free Dedicated SEO Expert](#) selects the best PR1-PR8 backlinks for you from our inventory or even manages your entire SEO campaign, performing [11 SEO services](#) for you, for FREE.

Contact us with all your questions and concerns and we will do our best to satisfy your needs and perform an efficient link building campaign for you!

[Contact Us](#)