IWANNABEABLOGGER

101 SEO TIPS AND TRICKS

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SEO Basics

1. Keep in mind that the point of SEO is to **help users find your page more easily**. Always think about your readers first, and only then should you take care of tricks with the search engines.

2. **Keep track of users' behavior on your blog**. This is one of the main ranking factors: bounce rate, time spent on the page, number of page views. The best assistant here is Google Analytics.

3. **Always improve the best**. With the help of Google Analytics: Behavior > Site Content > Landing Pages; identify your best pages, or those which have the most traffic.

4. **Always improve the worst**. You should understand why your readers and the search engines do not like your pages. He who owns the information, owns the world. Link your Search Console and Google Analytics accounts. Then browse from Analytics to Acquisition > Search Engine Optimization > Landing Pages. Pay attention to the following indicators: Clicks, Average Position, CTR.

5. Follow the advice of search engines from the very beginning. **Set up Google Search Console** and look through the section Messages regularly.

6. **Identify the keywords that direct users to specific pages**. Google Search Console: Search Traffic > Search Analytics. Create extra content based on the keywords you see on this page. Use different types of content.

7. **Check the recommendations for the mobile version of your blog**. Google Search Console: Search Traffic > Mobile Usability.

8. **Perform an SEO Audit of your blog from time to time.**

9. **Find out what your competitors are better at than you**. Make a list of the top 3 in terms of the major keywords that bring about the most traffic. Go over their pages, find out why they are more aesthetically pleasing. Pay attention to their Title, H1-H3, content length, and number of images. Steal the best from them!

10. **Find all technical errors**. Use the free version of the program Screaming Frog. Add your blog to Ahrefs and run a free analysis. These tools will show you the main issues you need to address.

11. **Analyze your competitors** with the free version of SEMrush. You can add 5 domains and get a list of indicators such as: the number of links, link types, traffic resources, keywords.

12. SEO is divided into **on-page and off-page** categories. Always follow basic rules and watch for any search engine algorithms updates (on my blog, for example).

Tips on On-Page SEO

13. **Use the main keyword in the Title** (Up to 55 characters will be displayed in Google search results.) Study your future competitors' title tags. In order to search for the clickable Title, use Buzzsumo and enter your keyword, or any news and sites you've visited. Incorporate your ideas into the Title.

14. Write unique text with a **Call To Action in the Meta Description** (Up to 117 characters will be displayed in Google search results.)

15. **Divide your content into titles and subtitles** based on meaning, which will facilitate the reading process. Use the keywords in the headings H1-H3.

16. Make your text appealing. Make sure that you **use lists and bullets** whenever possible. Ensure that the size of your font is at least 16px. Divide sentences into paragraphs of no more than 3-4 sentences. **Make sentences as short as possible**, since the information is perceived much easier in this way.

17. **Complete the keyword research before writing the article**. Enter your main keyword in Google Keyword Planner / KWFinder / Keyword Tool, and read the list of suggested new phrases.

18. When you look for new keywords, **use question and answer sites** like Quora, and **thematic forums** like Reddit. Type in your search query and closely examine the words and phrases used both in the headlines of questions and in the answer text.

19. Make a list of all the keywords you've found, and **check the frequency of queries in Google**. Type these queries into Google Keyword Planner and carry out the purge. If your blog is still young, remove the high-frequency queries, as it will be difficult to compete in them. **Choose keyword phrases that consist of three or more words** with the highest number of queries. This will make it easier for you to get traffic.

20. **Evaluate the promotional difficulty** of received and sorted keywords. To do so, you can use the free version of KWFinder. This took will make it easy to determine the difficulty of achieving results. All data will be displayed in the section Google SERP > Rank.

21. **Get instant access to your competitors' strength assessments** in Google results. Install the MozBar browser extension. Once it is enabled, you will be able to see indicators such as: DA (Domain Authority), PA (Page Authority), and the number of referring domains and social media shares. **Pay attention to the indicators PA and RDs** (unique domains). The higher these parameters, the more difficult it will be for you. Use the keywords in which your competitors are weaker.

22. Create the right amount of content for each article. Just **look at the content length of your Top 10 competitors** in Google. Do not write articles that are less than 800 words long. 2,000 or more words per article is considered the average index for all niches.

23. **Use a long-tail keyword strategy**. Select relevant keywords and synonyms for your article. Think it over, find out what words are used to describe your topic on forums and social networks. Determine which words your competitors use. Any tool that identifies keyword density will be of great help — for example, SEOquake browser extension.

24. **The main key phrase must be used at the beginning, in the middle and at the end of the article**. You shouldn't necessarily use the exact phrase. Rather, it can be a synonym, or another phrase with the same gist.

25. Do not reuse the keywords selected specifically for search engines more than you should. **Do not spam!** Elaborate on the subject matter, and you won't even notice when all the necessary words have been used.

26. Incorporate phrases such as *why*, *what*, *how to*, *free*, and *help* into your material. **Users' questions can't go without these words**. Otherwise put, these words will get you more traffic.

27. **Lend color to your pages**. Use different formats of media content (images, videos, slides, PDFs, spreadsheets, graphs, etc.).

28. **Add internal links** from other posts. By all means, this should be done within the meaning!

29. Internal linking is a powerful tool. **If you want to increase traffic** to certain articles, **add these articles to the sidebar** that is shown on each page. Do not use more than 10 links in the sidebar. Or, simply add the links to all necessary articles to the content of your old posts content. Specify the search query on Google to locate the suitable pages on your blog: "keyword" site:yourblog.com

30. **Use the right anchor text for internal links**. The exact match of keywords should not exceed 5% of all links. Use the expanded entry for anchors of no more than 20%. Other anchors should be of a general nature, not to mention diverse and relevant.

31. **Create clean and SEO-friendly URLs**. You shouldn't make them too long. Just include the main key phrases.

32. **Develop the structure of your blog**. Move from more important to less important pages. Add articles to the necessary pages, and post links to them.

33. **Breathe new life into your old posts**. Update the information, make it topical. Add clarifications and comments. Visualize the content, and add a bit of humor.

34. Carry out a purge of your menu. Since you have it on every page, **get rid of links to the sections users are not interested in** (Check their attendance in Google Analytics.) The fewer permanent links there are, the better it is for both users and search engines.

35. **Make a portrait of your ideal user** according to the data regarding your blog's and competitors' attendance. SimilarWeb will help you.

36. **Study your audience**. The sooner you do this, the easier it will be to achieve results. Conduct a brief survey using Google Forms, or question your readers in the newsletter and the comments section of the article. Just ask users what they want to know!

37. **Choose a clean and SEO-friendly template** for your blog. Replace the old template with a modern one that can adapt to any device (a computer, mobile phone, tablet, etc.).

38. **Reduce the load speed of your blog**. As soon as a new post has been published — or when you analyze old posts — open PageSpeed Insights from Google. Type in your URL and apply the recommendations. Also, check your speed in a free tool, such as GTmetrix.

39. In order to **increase the overall load speed of your blog**, use a reliable host. Test your competitors' load speeds (http://tools.pingdom.com/fpt/). With help from the site https://www.webhostinghero.com/who-is-hosting/, determine what hosts your competitors use. Select the suitable one for you in terms of price and speed.

40. **Optimize your images**. Choose the correct formats for each type. Use Photoshop or free tools such as https://compressor.io/, http://optimizilla.com/.

41. In order to receive traffic from your images, **add alt tag**, including a description of the image. **Use the keyword in the file name for the image**. This keyword must characterize the image in the best way possible.

42. **Create an xml site map**. If you have already done so, make sure it was compiled correctly, and that all new pages appear as needed. Add your site map to Google Search Console.

43. **Find the nonexistent pages of your blog** (404 pages). Use Search Console: Crawl > Crawl Errors and the program Screaming Frog (Response Codes).

44. Make your 404 error page a real knockout. **Add a Call To Action** so that users know how to proceed.

45. **Get rid of dead links**. Online Broken Link Checker is a free tool that will help you to find them.

46. Check the comments plugin on your blog. **Outbound links should be no-followed**. Carry out a purge of spam and unnecessary comments.

47. **Add a micromarkup schema.org, richsnippets or structure the data** (Search Console: Search Appearance > Structured Data), so that the search engines understand your content better and improve the CTR of your organic results.

48. **Increase your conversion using content upgrades** (free PDFs, checklists, cribs, movie tutorials, etc.). The longer the user stays on your blog, the more he or she will returns to it, and the better your blog is in the eyes of search engines.

49. **Check whether you have duplicate pages**. In terms of SEO, duplicate pages result in a significant disadvantage. It's very easy to find them — just open your Search Console account and browse to Search Appearance > HTML Improvements. Pay attention to Duplicate title tags, as the duplicates are very likely to be there. As soon as you find these pages, rectify the situation by removing them or disabling their indexing. You can also use the rel=canonical tag to indicate which page is the main one.

50. **At the end of the post, make sure to add a CTA** (instructions for the user to do something beneficial for you). This could be a call for comment, transfer to another post or subscription to your newsletter.

51. **Always optimize the page for no more than one keyword**. Don't aim to kill two birds, or a dozen of them, with one stone. Just try the remaining keywords that reveal the main topic of the seed keyword.

52. **Create different types of articles**: how-tos, list posts, guides, infographics. Learn what your competitors do, and keep track of the posts your audience prefers.

53. Use social sharing buttons, which are optimized for different devices. According to research, **floating buttons lead to better results**.

54. Do not be afraid to **place outgoing links to other bloggers' posts** in your articles. If this link helps your readers and reveals more information, it will certainly prove advantageous to your SEO. Google sees whether the link is relevant, and whether you manipulate its meaning.

55. One on-page SEO is not enough to occupy top positions and get heavy traffic. **You must work on off-page SEO** as well.

Tips on Off-Page SEO

56. Always follow the 80/20 rule. **You should spend 80% of your time on promotion** and 20% on writing your posts.

57. You must constantly **increase the number of sites and blogs that post links back to you**. Do this gradually, and never use paid services that promise to buy you links quickly and cheaply. I can assure you that you will get under the filters of search engines and lose traffic because of them.

58. **Diversify your link profile**. Different domains should post links to you, and links should come from different sources. The latter ones, however, must always be to authoritative and relevant sites.

59. **Use various anchor options** in these posted links. Do not abuse the exact match of keywords. The best practice is: 1-2% of exact match anchor text, 20% of partial match, 78% of other (the name of the brand, URL, service, goods, general words, and full or partial titles of your articles).

60. The easiest way **to get free links is to steal them from competitors**. Use the free version of tools such as Open Site Explorer, Open Link profiler, Ahrefs, SEMrush, and Majestic. Just type in the pages' URL and go over the your backlinks. Get in touch with the owners, or add yourself there. Do not post links in spam directories or on irrelevant websites.

61. **The best way to get quality links is through your relationships** with other bloggers. Do something useful for others, get acquainted; leave a comment or share their material on your social accounts, and then ask them to mention you in one of their articles.

62. Create an audio recording, and add it to audio sharing sites. For example: Reverbnation.com (PR6) and BandCamp.com (PR7). **Do not forget to leave the link to your blog**.

63. **Ask other bloggers to review your paid products or services**, with the link back to you. In return, give him or her the service or product for free.

64. **Donate to charity**. Such projects often provide an opportunity to post links to people who make donations. Try Google search to find relevant sites by using the queries: *donate to us* or *sponsors*.

65. **Use testimonials in your strategy of obtaining backlinks**. Make a list of programs, tools, products and services that you use regularly. Get in touch with the owners and suggest that they write a review on them. They will most likely to post the link to your blog or social account when they do so.

66. **Post the link to your blog in every social media** account you use: Google+, Facebook, Instagram, Twitter, LinkedIn, etc.

67. From time to time, simply **ask your friends or subscribers** (email subscribers, followers in social accounts) **to support you by posting links** to relevant pages of your blog, or your main page.

68. **Add your blog to thematic and relevant directories** like AllTop.com. Be careful — do not be posted in obvious spam directories that post links to everyone without any moderation. Pay attention to their ratings (DA, PA).

69. **Post the link in blog aggregators**. In order to find them, just type a query into Google: *submit blog*, *blog directory*, *blog directories*. Study these aggregators thoroughly before you post the link.

70. **Write guest posts** for other blogs and websites. Choose them carefully, taking into consideration their authority, topic, and the number of shares and comments. To find them in Google, type the queries: *keyword + guest post*, *keyword + guest author*, *keyword + write for us*, *keyword + guest article*. Get in touch with the top sites on your topic and suggest writing for them.

71. Take advantage of the opportunity to **post your link on the pages with a list of resources**. Find these pages on Google by using keywords related to your topic, plus terms such as: *top*, *resources*, *the list of the best*, etc.

72. Take advantage of the opportunity to **post the link in such lists, instead of broken links to pages that no longer exist**. Locate such opportunities with the tool <u>Check My Links</u> for Chrome. Contact the owner of the resource and tell him or her you have great new material with which to replace the broken link.

73. **Infographics are a great way to collect links**. People are very willing to post links to them, since visual information is more easily perceived. Create an infographic, or add the ability to easily copy the link to an existing one (using Embed Code).

74. **Guest infographics will also help you to get quality links**. Find articles that are relevant to your infographic on other sites. Write a letter to the site owner in which you will mention that their users will benefit from your infographic. Suggest writing a unique description based on the owner's article. Post the link in this description and send the file (with the infographic) to the owner.

75. **Add your infographic to special directories** and get inbound links. In order to find them, just type the following phrases into Google: *infographic submission sites* or *infographic directories*. You will get a list of 20, 50 or even 100 sites where you can post your infographic. Do not forget to write a unique description every time!

76. Use Brian Dean's <u>SKYSCRAPER TECHNIQUE</u>. **Identify the best content** pertaining to your topic using <u>Buzzsumo</u>. **Create something better**. Get in touch with those who have already shared this content on Twitter, and those who have posted backlinks to it.

77. **Create long lists of anything**. Once you have published your post, get similar lists of the same thing on Google. Find out who posts links to these topics (<u>Open Site Explorer</u>, <u>Open Link profiler</u>, <u>Ahrefs</u>, <u>SEMrush</u>, <u>Majestic</u>). Contact them via email or on social media.

78. In order to see who shared the material on Twitter for free, **use the free tool <u>Topsy.com</u>**. Simply type in the URL to your competitor's page, and you will get a list of all those who shared it. Follow them and write a short tweet communicating that you noticed they were interested in such-and-such topic, and that you have a stunning material related to that topic.

79. **Make sure to create an RSS feed** if you don't have one yet. There are many free plugins for WordPress, so install and configure them. Then add your rss feed to free rss directories. You can find an excellent selection here: http://www.toprankblog.com/rss-blog-directories/.

80. **Update to your blog posts** and get links as a bonus. Convert your content into an eBook and add your content to appropriate directories. For example: <u>E-BooksDirectory.com</u>.

81. People love contests and gifts, and they acquire hundreds of links. **Conduct contests and giveaways**. Share them with your readers and subscribers, and buy some paid advertising on Google Adwords or Facebook.

82. **Create presentations and slides**, and post links to your blog. In order to determine which sites which accept infographics, simply type queries into Google: *presentation submission sites* or *ppt submission sites*.

83. **Conduct interviews to give links**. Choose authorities in your niche; make a list of questions and go for it. Suggest placing your interview on their blog. Or contact the bloggers at your level and let them know that you are willing to give an interview. The link to you will be your reward.

84. **Write posts that attract links** of their own accord. These include: cases, full manuals, a list of resources, and independent research.

85. **Do not forget to send short messages to everyone you mention in your posts**. If your article is useful and interesting, then it is very likely that readers will post links to it, or share it on social networks. However, do not ask immediately; just inform bloggers that you have created the post on such-and-such topic. Add something personal to your messages, mainly information relates to others' blogs.

86. **Carry out short surveys of influential people in your niche**. The questions should be interesting and assume a rapid response, since the authorities are very busy people. Contact them as soon as the results of the survey have been posted, and tell them that your post has come to life. **Do not ask for a backlink** or to share it. If the post is worthy, it will be shared.

87. **Create your own ratings of anything** on the basis of other bloggers' articles and your research. We all love figures, data and comparisons. Posts like these get most links.

88. **The old way of obtaining links through commenting on other blogs still works**. Although the link is likely to be in no follow, if the comment is useful, your blog will attract new viewers. Google certainly appreciates this approach!

89. **Getting links with the help of forums and question and answer sites is also topical**. Find them by typing the right queries: *inurl:forum + keyword*, *question and answer sites*, *q&a sites list*. Sort the results by date in order to get fresh topics. Give answers or ask questions smoothly, including the link to your site. It must be useful and disclose the topic you are talking about in a more detailed way in order to keep from being removed.

90. **Occasionally check whether your posts images have been stolen**. You can use paid services for tracking, or sometimes just to check a piece of text (or post a link to your image) in Google. If there is no link posted to you, contact the owner. If he or she doesn't post the link to you, and does not remove the content, write a complaint to the host. The issue will be solved instantly.

91. **Take advantage of groups** on Facebook, Google+, LinkedIn, and Pinterest. Join interest groups, and establish a presence by commenting on other users' messages, and by incorporating links to your posts.

92. Do not forget that you can also **post links on YouTube in the video description**.

93. Add the link to your blog in the caption on forum profiles. **Use the link in email signatures** as well. The more people follow it, the more advantages you'll build up in your SEO piggybank. After all, Gmail is a service of Google. If people follow your link and remain on the page, then the resource is good.

94. **Help reporters whenever possible**, using the site HARO. The link to the source of the information received, which is you, will be your reward!

95. Sometimes, when you add the link to your blog, **it is easier to add it to the existing articles of other authors than to new ones**. It's very easy to find these articles. Use the following queries on Google: *top + keyword*, *best + keyword*, *keyword + resources*, *recommended sites + keyword*.

96. **Keep track of your brand**, including your name, on the internet. In order to do so, use Google Alerts and Mention.com.

97. **Use dead links on Wikipedia** for your own benefit. Replace the dead link with your own. Identify these pages by typing a query into Google: *site:wikipedia.org keyword + "deadlink"*. Browse the Wikipedia page and find the following note [deadlink]. The link text will be found on the left. Click on a link to, and browse, this website. If this page does not exist, check who else posts links to it using the tools Open Site Explorer, Open Link profiler, Ahrefs, SEMrush, and Majestic. Get in touch with those who post links to this page, and suggest that they replace this link with the one to you.

98. **Try to get links from .edu and .gov sites.** They carry weight in the eyes of search engines. If you have acquaintances, or an event is held in these areas, offer them your assistance. In return, you may be mentioned on such sites.

99. **Check who posts links to you at least once every few months**. Google Search Console: Search Traffic > Links to Your Site. Do not be lazy, and remember to write a short letter of gratitude. As a result, you will establish long-lasting and useful relationships. There is nothing better for SEO than having a lot of friends.

Safety and the Best Advice on SEO

100. **Always make a backup** of your blog and take care of security. There is nothing worse than losing information when someone hacks your blog and is teeming with viruses. Install the WordPress plugins Sucuri or Wordfence Security. When a site is infected, Google makes a note in the results, which will lead to a reduction in attendance until you solve the problem.

101. **Help others, and do not hesitate to ask for help** — this is the basis of Search Engine Optimization.