SEO

FROM CHIMP TO GORILLA

DEAN FORAN

CONTENTS

1. INTRODUCTION

H i and welcome to my book SEO Basics | From Chimp to Gorilla. This book is an easy-to-follow guide for getting the most from your SEO. I decided to write this book, as I have over 15 years of experience ranking websites at the top of Google, with over 500 sites ranked on the first page to date. I've ranked everything from super competitive keywords like casinos and real estate to local keywords like electrician Dublin and wax melts Dublin. The list is endless. Through my agency, The Gorilla Digital, I've helped countless businesses generate millions in revenue with SEO. Now, I want to share my knowledge with you all to show you exactly how I do SEO and make success stories for businesses. I hope you learn a lot from it.

What is SEO? Search Engine Optimisation?

Firstly, SEO is an acronym for search engine optimization. Search Engine Optimisation is all about optimising your website, app, or channel for Search Engines like Google, Bing, and even Youtube and TikTok, all to appear at the top of search for users matching search queries. For example, when someone types in 'Plumbers in Dublin' on Google, they expect to see a list of relevant websites, phone numbers, google map listings, and more to   appear. That's where SEO comes in. It is about getting your website up at the top. SEO is all about improving your website, app or channel to increase visibility. When people search for products and services related to your business, they find you. Sound like something you need for your business? Then keep

reading!

What are search engines?

Search engines are software tools that help users find information online. They work by crawling the web, indexing the content they see, and then returning results based on the user's search query. Google is by far the most popular search engine, though there are many others as well like Bing, Yahoo, and YouTube - In this book, we'll cover mainly Google.

Search engines have become an essential tool for navigating the internet, as the amount of information available online has grown exponentially over the past few years. They help users find relevant information quickly and efficiently by providing them with a list of links to web pages that match their search queries. This process is powered by complex algorithms that consider various factors, including the content's relevance, and the website's quality to determine how good it should rank on search results pages.

To understand how search engines work, starting with the basics is helpful. The first step is crawling, which involves software called "spiders" or "bots" scouring the internet for new web pages. These bots follow links from one page to another, indexing the content they find along the way. This process allows search engines to build a vast database of web pages that they can use to respond to user queries.

Once the crawling process is complete, the search engine will move on to indexing. This involves analyzing the content on each web page and categorizing it according to relevance and quality. This information

is then stored in the search engine's database, where it can be accessed quickly and easily.

The final step is ranking, which involves using complex algorithms to determine which pages should appear at the top of the search results. This is where factors like relevance, quality, and user behaviour come into play. Search engines will consider the user's search query, as well as their location, search history, and other factors, to determine which pages are most likely to be relevant to the users needs.

Google Search Engine

Google is one of the world's most well-known and widely-used search engines, and its story is one of the most remarkable in the tech industry. The company was founded in 1998 by Larry Page and Sergey Brin, two Stanford University students who developed a new algorithm for ranking web pages.

Their algorithm, which they called PageRank, was based on the idea that the relevance of a web page could be determined by the number and quality of links pointing to it from other pages. This approach was revolutionary at the time, allowing Google to return more relevant search results than its competitors.

Still today, Google is the number one search engine in the world.

Types of Google Search results

One of the things that makes Google search so great is its ability to show highly relevant content that matches user search queries. Let's take a dive into the many different types of search results that show on

Google for user search queries.

1. **PPC ads:** Pay-per-click ads are normally at the top when you search for a keyword. Pay-per-click (PPC) advertising is a digital advertising model where advertisers pay a fee every time their ad is clicked. PPC ads can be highly effective in driving traffic and generating leads, as they offer a cost-effective way to reach potential customers. Advertisers can set budgets, track ad performance, and optimise campaigns based on real-time data. Overall, PPC advertising is a powerful tool for businesses looking to increase online visibility and drive conversions. Here is an example of a pay-per-click ad for the keyword 'Dublin blinds'. See fig 1.1
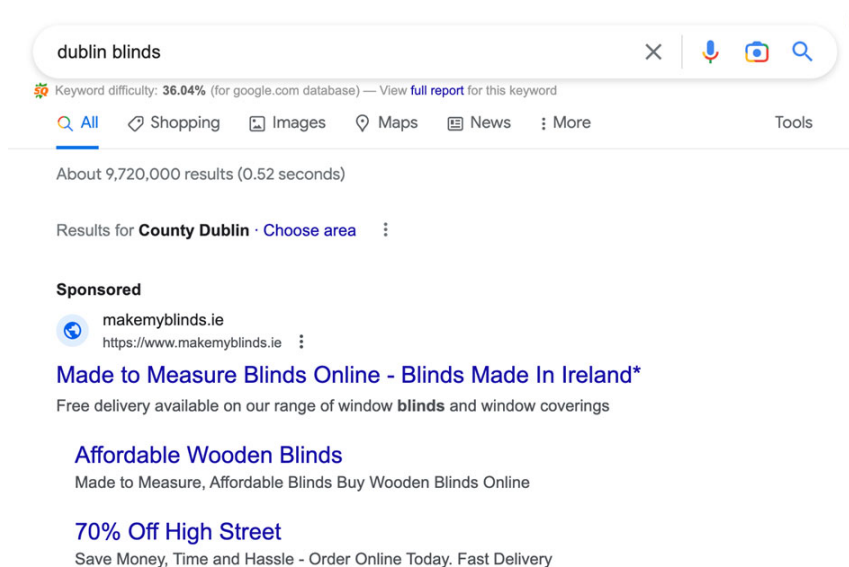

Fig 1.1

2. **Organic Search Results:** Organic results are the foundation of all SEO. These are the regular search results on the search engine

results page (SERP). On Google search results, they are ranked based on an algorithmic calculation of relevance and popularity. Organic search results usually include a title, a URL, and a brief content description. See fig 1.2.
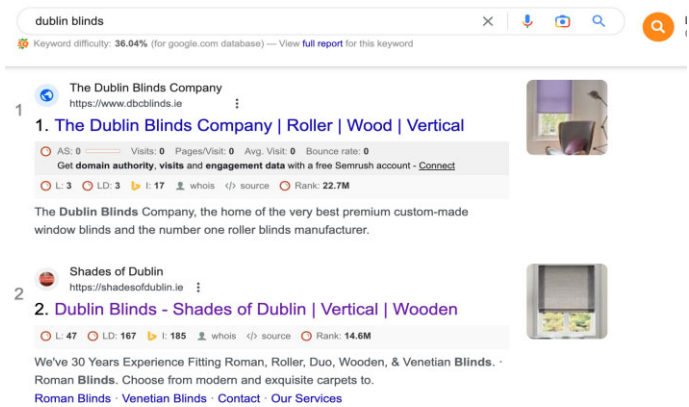

Fig 1.2

3. Featured Snippets: These are highlighted snippets of information that appear at the top of the SERP in response to a user's search query. They are designed to answer the user's questions quickly and accurately. Featured snippets can be in the form of text, lists, tables, or even videos. See in Fig 1.3: why is grass green?
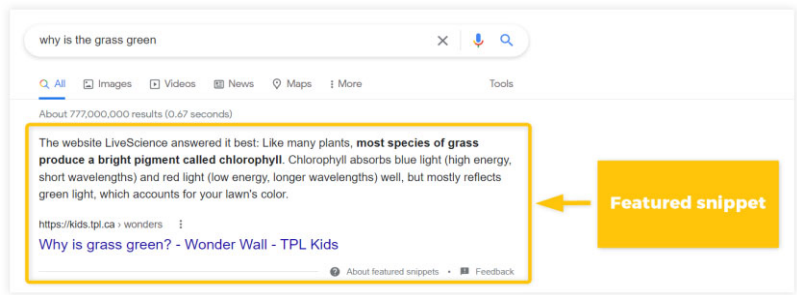

Fig 1.3

4. Knowledge Graph: This feature appears on the right-hand side of the SERP and provides users with a quick snapshot of information related to their search query. The Knowledge Graph includes images, definitions, and related topics and is designed to provide users with a quick and easy way to find the information they need. See our search for Neil Patel, showing a knowledge graph on the right-hand side of the screen   all about Neil Patel.
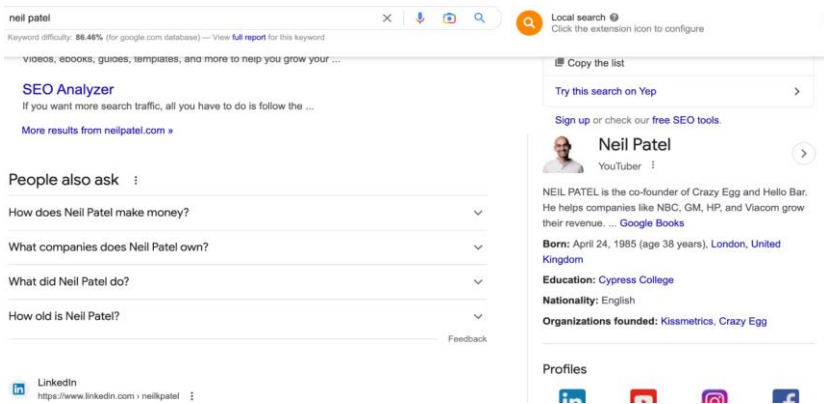
Fig 1.4

5. Video Results: Google also includes video results in its search engine result pages, SERP, which can have anything from educational videos to entertainment content. Video results usually appear at the top of the SERP and include a thumbnail image, a title, and a brief video content description. See our search for 'SEO Training Ireland', showing our video as number one on video search results in Ireland.
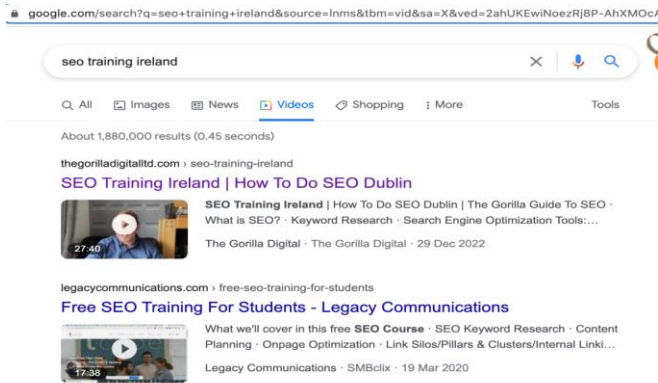
Fig 1.5

6. Image Results: When users search for visual content, Google displays image results on the SERP. These images can be filtered by size, colour and other parameters   and are accompanied by a title, description, and the originating website. See thesatinscent.ir. ranking number one in Google Image Search.
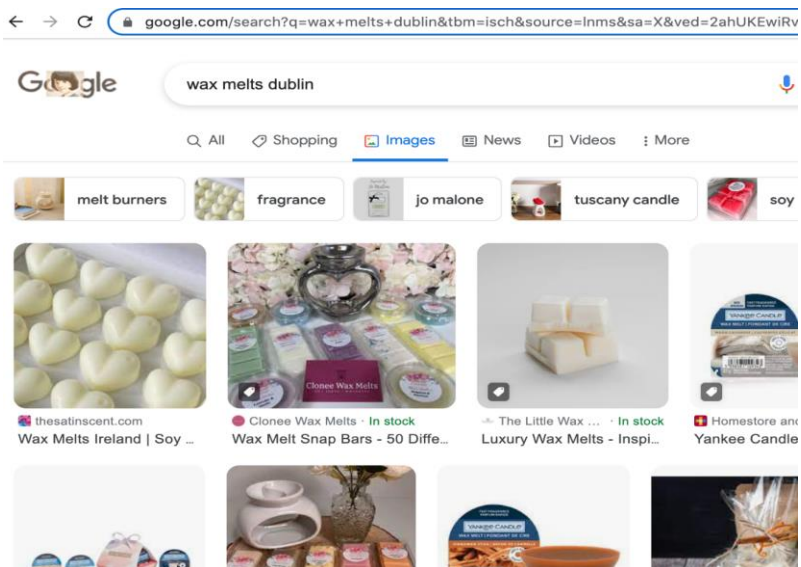
Fig 1.6

7. News Results: For users searching for news content, Google displays a separate section of the SERP that includes news articles related to the search query. These articles are typically sourced from reputable news outlets and are sorted by date and relevance. See top SEO news.
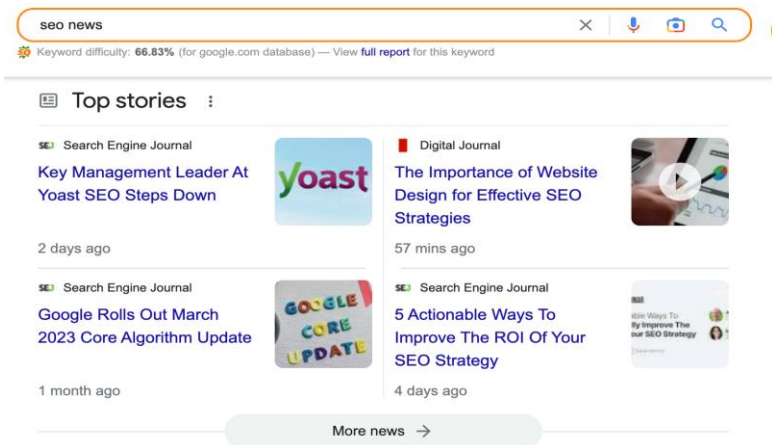
Fig 1.7

8. Shopping Results: Google also displays shopping results for users searching for products to purchase. These results include images, prices, other product information, and links to buy the product from various online retailers.
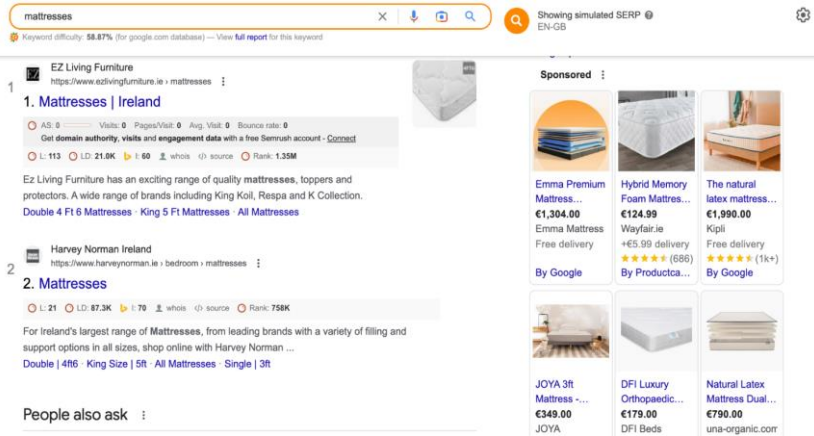
Fig 1.8

9. **Local Results:** For users searching for local businesses or services, Google displays a separate section of the SERP that includes a map of the area and a list of nearby businesses. These results can be filtered by distance, rating, and other criteria. These are better known as the Google Local Pack.
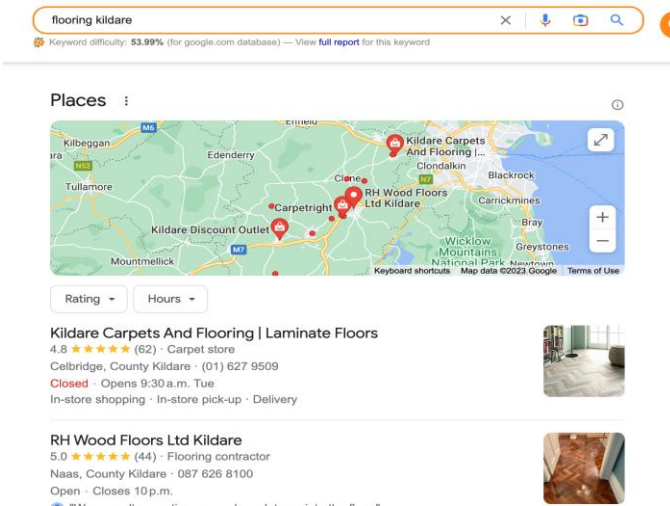
Fig 1.9

The Evolution of Google SEO

Let me tell you a little bit about the history of Google SEO and how it has evolved over the years.

1. 1998-2000: In the early days of Google, SEO was a relatively simple process. Webmasters could optimise their websites by using relevant keywords in their content, meta tags, and page titles.

2. 2001-2003: Google's algorithm became more complex during this time, and the practice of SEO began to evolve. Webmasters started to focus more on building inbound links to their websites to improve their search engine rankings.

3. 2004-2006: Google introduced the "nofollow" attribute, which allowed webmasters to tell Google not to follow certain links on their website. This made it more difficult for spammers to manipulate Google's search results by creating unnatural inbound links.

4. 2007-2009: Google's algorithm became even more sophisticated during this time, and the practice of SEO became more complex. Webmasters began to focus on creating high-quality content that would attract natural inbound links   rather than manipulating Google's algorithm with unnatural links.

5. 2010-2012: Google introduced several major algorithm updates, including the Panda and Penguin updates. These updates penalized websites with spammy SEO practices, such as keyword stuffing and link schemes.

6. 2013-2015: Google's algorithm continued to evolve, and the focus of SEO shifted to providing a good user experience. Webmasters began to focus on creating high-quality content optimised for mobile devices   as more and more users began to search on their smartphones.

7. 2016-2017: Google introduced the Accelerated Mobile Pages (AMP) project to make web pages load faster on mobile devices. Webmasters began to focus on creating AMP-compatible pages to improve their mobile search rankings.

8. 2018-2020: Google introduced several algorithm updates, including the Medic and BERT updates. These updates focused on understanding the intent behind search queries and delivering more relevant results.

9. 2021-present: Google continues to refine its algorithm and improve its search results. Webmasters now focus on providing a good user experience by optimising their website's loading speed, navigation, and content structure.

The history of Google SEO has been characterized by a shift away from bad tactics towards a focus on providing a good user experience. As Google's algorithm continues to evolve, the practice of SEO will also continue to grow. Webmasters focusing on creating high-quality content and providing a good user experience will likely be rewarded with higher search engine rankings.

2. WHERE TO START WITH GOOGLE SEO

It is believed within the SEO industry that Google uses around 250 factors to rank a website. These range from onsite SEO factors like using the right keywords in the right areas of your website and creating great content on your site or YouTube, to technical SEO like page load speed, and Offsite factors like how many backlinks or directory links are pointing to your website. There are so many factors to optimise for, and throughout this book, I will do my best to elaborate as much as possible on the factors in my experience that are the most important and carry the most weight.

It's also important to know that Google often changes the goalposts when updating the Google Search Algorithm. Experts believe these updates happen around 500-600 times yearly or once or twice a day. However, some of Google's algorithms are well-known and much more extensive than your typical minor update. In fact, so big that a lot of sites see a considerable increase or decrease in ranking positions. Some major updates are the Florida update, Panda, Penguin, RankBrain, and, most recently, the Google Core Vitals update. However, most changes are minor, and some Google algorithm updates go completely unnoticed because their search engine results pages (SERP) impact is so low.

Is your website indexed on Google?

The first and foremost part of SEO is to check whether your website is indexed on Google. If you search for your company name on Google or Bing and find that you are nowhere on page 1, 2, 3 or even in the top

100, your site is likely not indexed or properly indexed yet. There are a few ways to check whether your site is indexed, like using tools like the SEOquake chrome addon, Google shortcodes or manually checking it.

We'll start with checking on Google. Use the following shortcode in the search bar: site: (add your website name here - for example, The Satin Scent). When you enter 'site: thesatinscent.com', the page results will show so you can see how many pages are indexed. Do not use 'www' in the search. You now have a good idea of how many pages your website has indexed on Google. Watch out mainly for the home page indexing. If your homepage does not show up, something will likely be wrong.
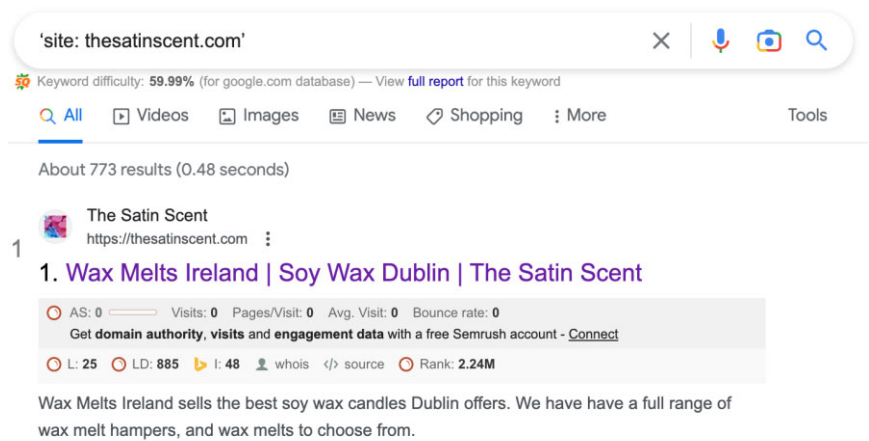
Fig 2.1

To check to see if an individual page is indexed on Google, type the URL of the page in the search bar - if it does not show up, then it is not correctly indexed.
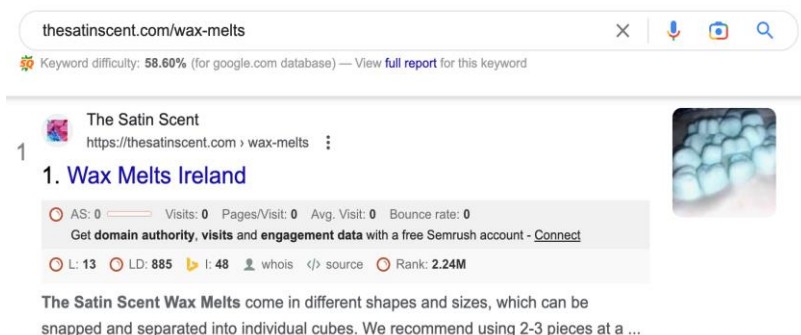
Fig 2.2

What to do if your site is not indexed:

It can be worrying to find out that your website is not indexed; however, there are always reasons behind it. These include:

1. You have not indexed your site with Google webmaster tools. This is imperative. And we'll show you how to do it in chapter 4..

2. You're not using Google Analytics. This can also help index. I'll show you how to do this in chapter 3.

3. New domain name: if your domain and website are a few days   or weeks old, then Google bots may not have yet visited the website. The older your website is, the higher the chances that google bots will have visited the website.

4. Maybe Google bots have not found your website yet. This is relatively easy to fix but will take time by indexing the site properly.

5. You might have bought an expired domain name previously penalized on Google; hence not eligible to rank.

6. Robot.txt is blocking access to your website.

7. Your navigation structure is not easily readable by Google.

8. A canonical tag on the website tells Google that all rankings should go to another website.

9. You have no backlinks pointing to the website. We'll talk about backlinking later in this book.

Your web server or hosting is unreliable. Make sure your website is loading correctly because if Google have issues loading it, you won't rank well on search results.

3. GOOGLE ANALYTICS INSTALLATION

Google Analytics is one of the most important things you can install on your website for tracking and analysing your website traffic and boosting your SEO. Installing Google Analytics 4 on your website is critical in monitoring and analyzing user behaviour, understanding your audience, and optimising your digital marketing efforts. It helps your SEO as Google can learn all about your website. In this guide, I will walk you through installing Google Analytics 4 on your website.

Before we get started, here are a few things you need to know:

1. Google Analytics 4 (GA4) is the latest version of Google Analytics and offers a more advanced and flexible approach to tracking and analyzing user behaviour.

2. To use GA4, you need to create a new property in your Google Analytics account specifically for GA4.

3. GA4 uses a new tracking code called the Global Site Tag (gtag.js) that replaces the Universal Analytics tracking code (analytics.js).

With that in mind, let's get started:

Step 1: Sign up for a Google Analytics account

If you don't already have a Google Analytics account, the first step is to sign up for one. Here's how:

1. Search for Google Analytics.
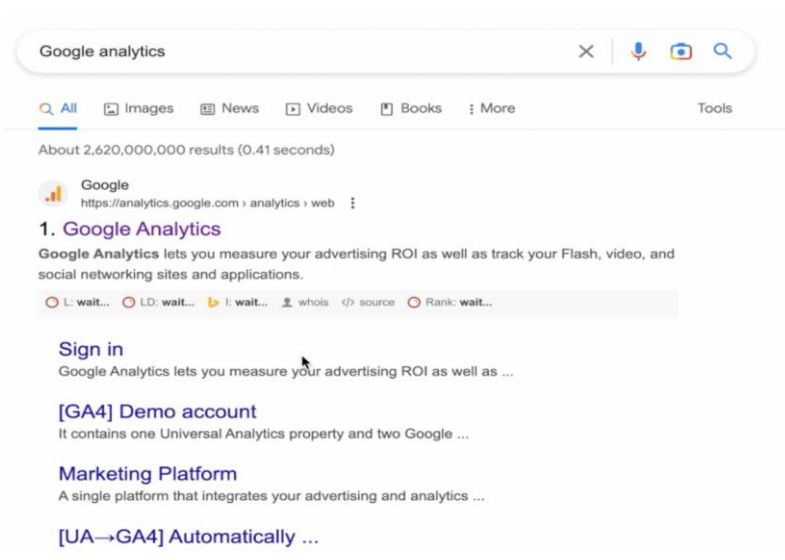
Fig 3.1

2. Go to the Google Analytics homepage
(https://analytics.google.com/analytics/web/) and click the "Start
Measuring" button.
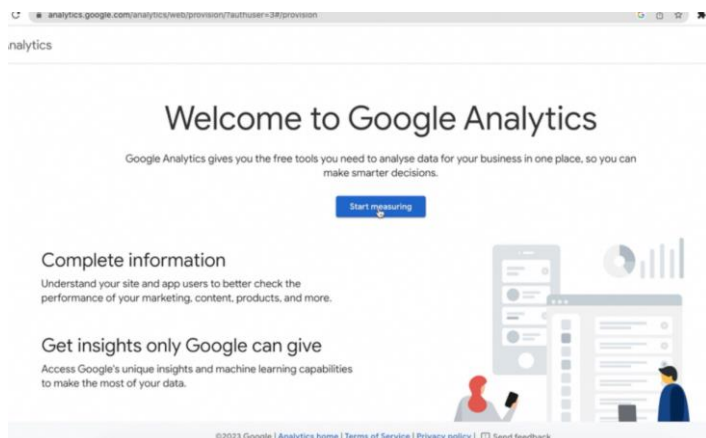
Fig 3.2

3. Follow the prompts to create a new account by entering your
account name, website name, and website URL.

Fig 3.3

4. Add the property name - you can make this similar to the account name.

5. Choose your country and currency.

6. Fill in the information Google requests about your business. Click Create and accept Google's terms and conditions.

7. Next, you'll reach a page to start collecting data. You'll be asked to choose from the web, Android and IOS apps. Choose web, as we want to start tracking the website.
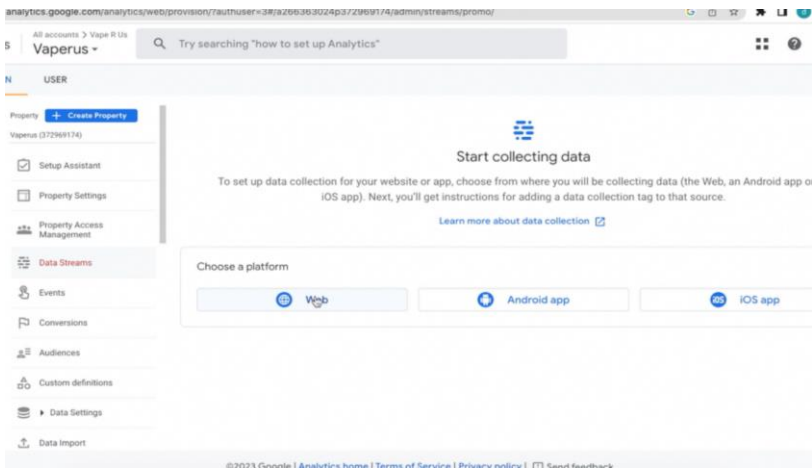
Fig 3.4

8. Next, create the Google data stream.
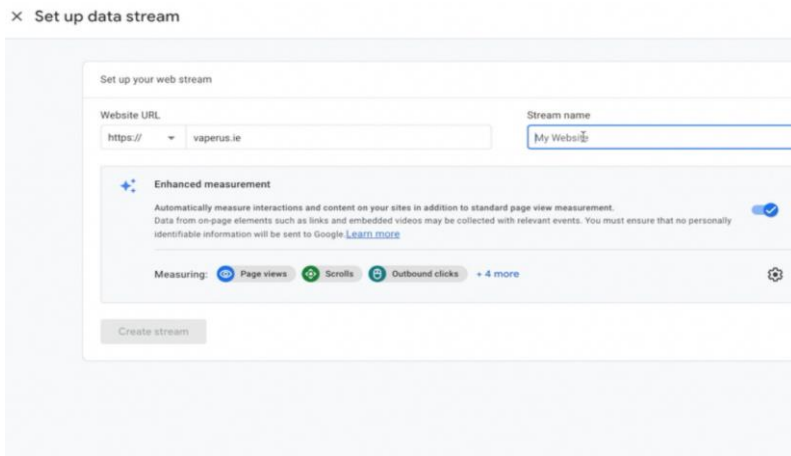
Fig 3.5

9. Next, you'll be asked to Install the Global Site Tag (gtag.js),
allowing Google Analytics to track your website. You need to
install this in the header of your website. There are many ways to
do this. If you're on WordPress, you can use the google analytics
plugin or the monster insights plugin - you can also install the code
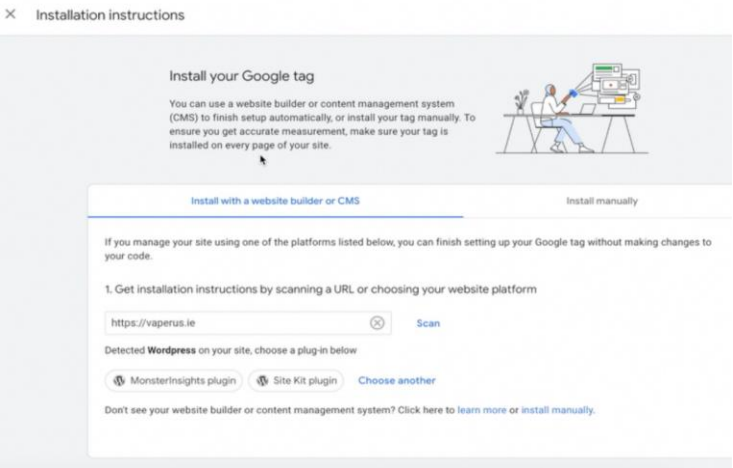
manually.

Fig 3.6

10. You can also install the code manually in the header of your website.
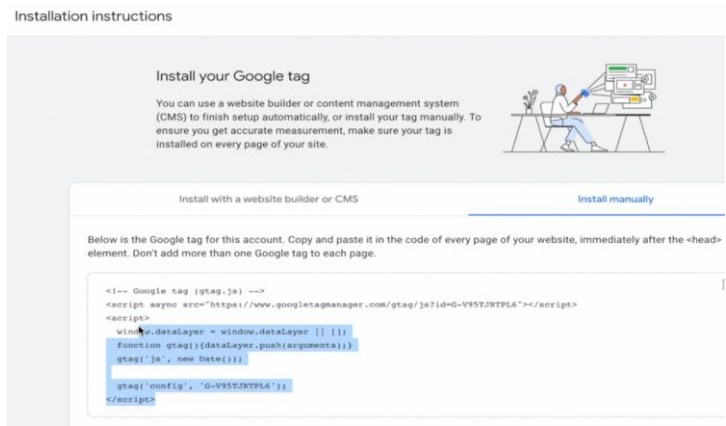
Fig 3.7

11. To learn more about Google Analytics, I recommend using the Google analytics academy. Here you can do courses for beginners up to the more advanced level.

Fig 3.8

4. GOOGLE SEARCH CONSOLE INSTALLATION

In this chapter, I will show you how to set up Google Search Console.

Getting started with Search Console is super easy. It's free. And there are many ways to set it up, depending on what works best for you.

Google already provides a walkthrough on how to set up Search Console and verify your site. But frankly, it's dull, wordy, and abrasive to the eyes. So I'm going to give a more user-friendly guide. Trust me; this is the only guide you'll ever need to set up Google Search Console correctly. So let's get started.

Why use Search Console?

Google Search Console (or GSC) is one of the most — if not the most — powerful SEO tools.

But why is it important? At its core, Search Console helps you monitor, maintain and optimise your website's organic search presence - it also enables you to get your site indexed on Google. The primary use of GSC is to view clicks and impressions. While that's cool, it has much more to offer. For example, it can:

▪ Find search queries that drive traffic.

▪ Find how well all your pages rank.

▪ Identify and leverage backlinks to boost link juice.

▪ Add sitemaps.

- Locate errors that need fixing.

- Ensure the eligibility for rich snippets and schema.

- Make your site more mobile-friendly.

- Monitor your Core Web Vitals.

- Show if your site has been hacked.

And did I mention it's free? So it makes a hell of a lot of sense to get it set up.

How to setup a Search Console account:

Step 1: Sign in to Search Console With Your Google account.

Note: You'll need a Google account for this method to work when setting up Search Console. Don't worry, that's free, too. You can use the same login if you already have Google Analytics, Adwords or Gmail.

Step 2: Enter Your Website's Domain (or URL-Prefix) to Add a Property.

After you sign in, you can add a property type via your domain or a URL prefix.
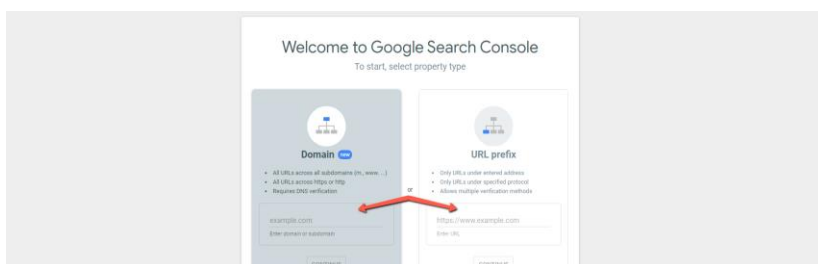
Fig 4.1

We recommend you set up Google Search Console using a domain.

Here's why, starting with some key definitions:

▪ **Property** – a catch-all term for a single website, URL, mobile app, or device with a un root directory (aka public_html) of your site tracking ID

▪ **Domain** – the name of your website (without HTTP (s):// and www.). Our domain is raddinteractive.com

▪ **Subdomain** – an extension added to a domain, like www.radddinteractive.com or shop.raddinteractive.com

▪ **URL** – an address for a web page. (Domain is the name of a site; URL leads to a page within that site)

▪ **URL Prefix** – the protocol that appears before your domain. For example, http:// or https://

Setting up Search Console via the "Domain" option creates your account as a domain-level property.

This means you're creating a single property that includes all subdomains and protocol prefixes associated with your domain. In other

words, this option connects Google Search Console to every aspect of your site.

So here's the next step for how to set up Google Search Console with a domain-level property. Enter your site's root domain in the entry field and hit "Continue."

Selecting "URL-prefix" sets up a URL-prefix property.

This means you're creating a single property for only one URL prefix for your site. As such, Search Console will only be connected to one version of your site – not the whole thing with all protocols/subdomains –so it may not provide accurate data. But sometimes, you have no choice but to use a URL   prefix.

To set up a URL-prefix property, enter a URL with a prefix in the field, and hit "Continue."

NOTE: To ensure Search Console provides accurate data with URL-prefix properties, create a GSC property for each of the following four URLs:

1. https://yourdomain.com

2. http://yourdomain.com

3. https://www.yourdomain.com

4. http://www.yourdomain.com

If you use other subdomains, like blog.yourdomain.com or shop.yourdomain.com, you'll want to create a property for each. You must repeat the entire Google Search Console setup process for each

URL.

Step 3: Verify Your Website.

To implement Google Search Console and gather data, you must verify that you own your site. The verification process varies depending on your chosen option in the previous step.

Jump to the instructions that apply to you:

▪ **Verification for a Domain Property:**

There is only one way to verify a domain-level property: through your DNS provider (or domain name system provider). Here's the screen you'll start with.
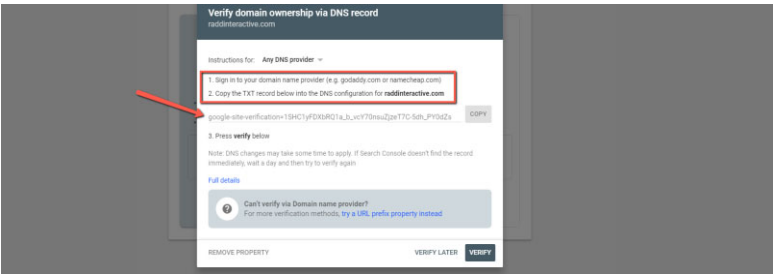
Fig 4.2

First, see if you can find your DNS provider (the company you pay to use your domain) in the dropdown:

Fig 4.3

29
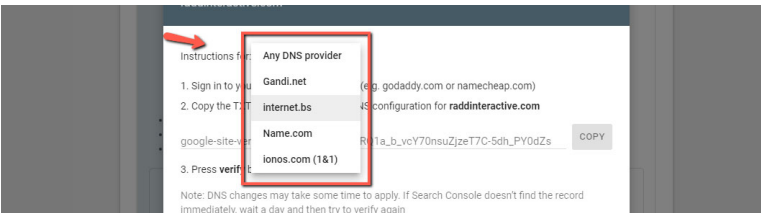
This will display detailed instructions specific to your provider. If you want to know how to implement Google Search Console for your digital marketing strategy   using this method, you might want to work with your developer or DNS provider. If you don't see your provider, leave it as "Any DNS service provider."

Next, hit the "Copy" button to copy the TXT record provided to you by Google.

2. Copy the TXT record below into the DNS configuration for **raddinteractive.com**

google-site-verification=1SHC1yFDXbRQ1a_b_vcY70nsuZjzeT7C-5dh_PY0dZs   COPY

3. Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record

Fig 4.4

Once you've copied the TXT record, open your domain registrar's site in a new tab (for example, GoDaddy, BlueHost, Hostgator, etc.) and log into your account with them.

Navigate to the list of domains you own and select the one you wish to configure. Find the option to manage your DNS records. Depending on your provider's site, this will be located in different places. Look for any mention of "DNS" and click it.

For example, on GoDaddy, you would go to "My Account > My Products" and select "DNS" next to your domain.
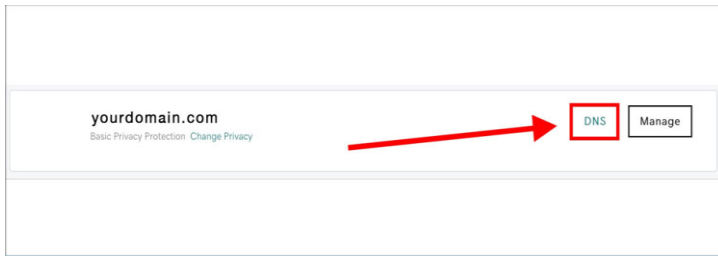
Fig 4.5

You'll then be brought to a Domain Management screen where you'll find a list of your DNS Records. Select "Add" to create a new one.
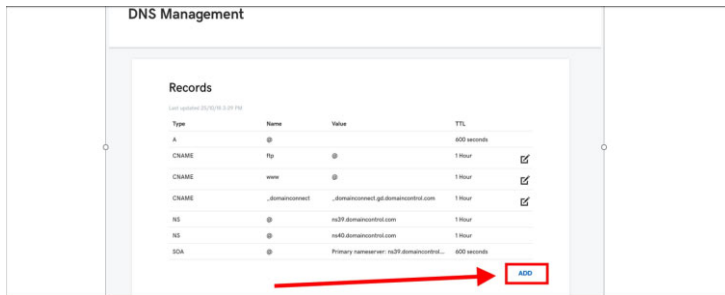
Fig 4.6

Select "Type" and choose TXT under "Host" Type in the @ symbol. Leave "TTL" at 1 hour. And most importantly, paste the TXT record you got from Google into the field for "TXT Value." Then hit "Save."
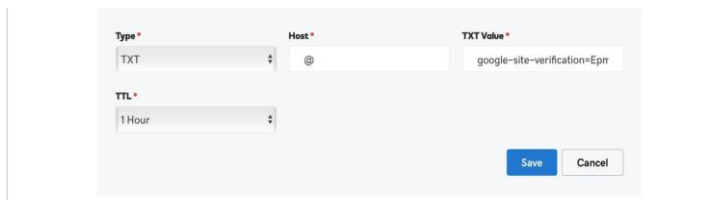
Fig 4.7

This will add a new TXT record for Google Search Console. (In case you're wondering, a TXT record provides info about your domain to an outside source.

The process we outlined above for GoDaddy is very similar for all domain providers. You can even use the duplicate entries for "Type," "Hostname," and "TTL." Some providers will ask for "TXT Record" instead of "TXT Value."

Return to the Google Search Console set up with your TXT record added and select "Verify."

If everything went according to plan, you should see a message like this:
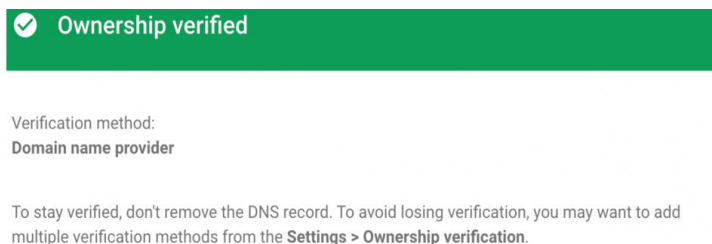
Fig 4.8

5. SUBMITTING YOUR SITE MAP

So what is next? Once you've set up your account and verified your website on Google Search Console, you might wonder, "How do I get my business listed in Google search results?"

Fortunately, that's very straightforward. Once you've finished the setup, the next step is to submit your sitemap to Google Search Console, GSC, which indexes the site - keep in mind this may not happen quickly and could take up to a few weeks to show on Google search.

Submitting your XML sitemap is a critical ranking factor for SEO, so you want to ensure you've done it correctly.

You can usually find your site's sitemap by adding "/sitemap.xml" to the end of your domain and visiting the file in your browser.
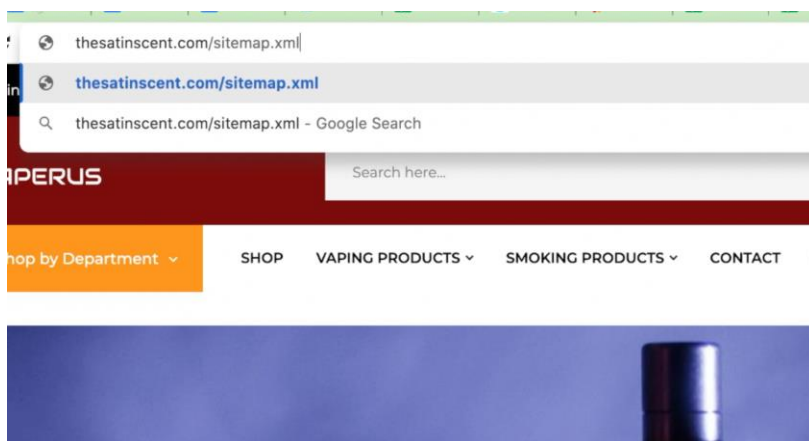
If this doesn't work, you may need to check your content management system (CMS) settings to see if it is creating a sitemap for you. You can also check your "robots.txt" file to see if it's listed there.

In your Search Console, navigate to Sitemaps in the left-side menu. Here you can add the URI for the location of your sitemap. Google can note the submitted URLs immediately; after a few days, your URLs should be mostly crawled and indexed!
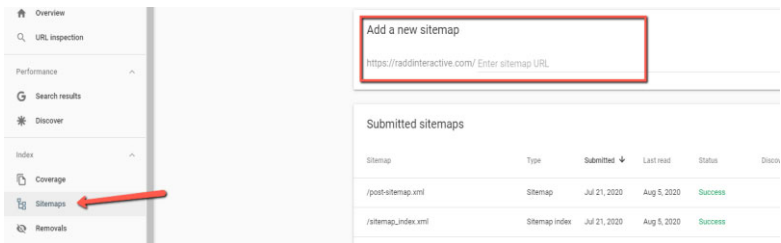
6. KEYWORD RESEARCH

Now it's time to start keyword research like a pro, and you don't need to be a genius to do it. It is pretty easy once you understand a few fundamental principles before going ahead. Let's get started!

Make Sure To Optimise for The Right Keywords:

I worked with a client many years ago, and they had a significant disadvantage on Google as they were not using the right keywords on their website. Their business was all about candles - which should have been straightforward. However, when I did my initial research on their website, I noticed they were optimising everything for 'cansticks', a keyword they were trying to optimise based on their brand. Their developer suggested that they optimise for the brand name instead of the keyword they need to rank for.

The result of this was their site had no rankings for candles. So I argued to them that they needed to optimise for the keyword to rank for it. To no luck, they did not listen therefore, their site never ranked on Google for candles. Today, their business is closed. Things could have been different if they had tried to rank for candles. The point being is you need to focus primarily on what the searcher is looking for when optimising for Google. Don't just optimise for what you feel suits the brand; instead, optimise for what the searcher is looking for. If it is electricians, optimise for that. If it is wax melts, optimise for that.

Keywords Explained:

When you use a search engine, you type in a keyword, and the search engine searches its index of sites for the most relevant match. Suppose that you typed in 'wax melts'. Generally, the search engines look for things like:

- Pages that contain the phrase wax melts

- Pages that have the terms' wax and melts on the page, but not even close together.

- Pages that have the phrase wax melts in the title of the website

- Links pointing to the website page using 'wax melts' in the anchor text

- Pages with synonyms like 'candle melts.'

There are two keyword structures: Longtail and Shorttail

When I say keywords, they can be one or more words. For example, 'candles' is different to 'candles in Dublin'. There are two types of keywords: Longtail keywords and then shorttail keywords. Shorttail keywords have one or two words like 'plumber'   or 'plumber Dublin'. At the same time, longtail keywords are key phrases of more than 3+ words, like 'plumber near me in Dublin', and 'bathroom plumbers Dublin'. It's good to use a variety of longtail and shorttail keywords in your content. For example, your page could be 'dentists Dublin', and within that page, you will have lots of long and shorttail keywords spread throughout the page - in later chapters, we will discuss where to add your keywords to optimise your web pages correctly.

Know the audience's intent:

The first thing you need to determine is the intent and context of the searcher's query.

The intent is what the searcher is looking for. For example, they might be looking for restaurants in Dublin City.

Context is why they are looking for something. For example, looking for restaurants in Dublin City, they want something to eat. That is the need they want to fulfill.

You must understand user intent and content before developing your keyword list.

Next   is to understand branded and non-branded keywords. For example, lifestyle sports use 'lifestyle sports' as a branded keyword. A non-branded keyword might be 'sports runners', 'tracksuit', 'sports leggings' etc.

Questions to ask when doing your keyword research:

What is the searcher's search intent? What is the reason for their search? What does the searcher hope to accomplish?

Let's get practical. The first thing you need to do is create an organised keyword research Google sheet or Excel sheet.

Step 1: Go to Google Drive and Create a Google keyword sheet.

Step 2: Name your sheet as 'Company + Keyword Research'.
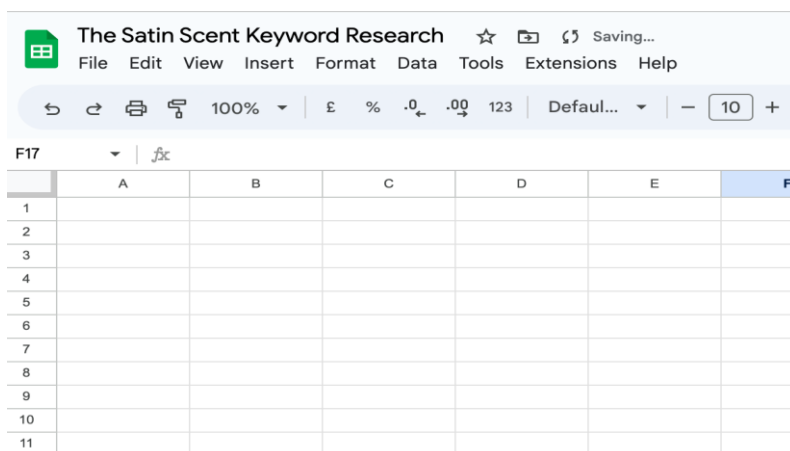
Fig 6.1

Step 3. Here you want to label down a few   primary intents:

▪ **Brand Intent:** First, start with branded keywords. This will be your brand name, 'The Satin Scent'. We will add 'The Satin Scent' under our brand name intent keywords for this example.

▪ **Intent to buy:** Searchers here are ready or almost ready to convert. They might search for something like 'wax melts in Dublin'   or 'buy wax melts'. These are different from other intent keywords. For example, someone typing in 'what are wax melts'   or 'how to use wax melts' are more in the search for knowledge than the ready-to-convert stage. The intent to buy is the last stage in the buyer's journey.

▪ **Intent to investigate and learn:** People want to know, so they search Google for knowledge like 'how to use wax melts' or 'Are wax melts safe?'. That does not mean this is not an essential keyword to target. These are the type of keywords often used when

blog writing. They are great for pulling inbound traffic to your site and educating searchers, which may result in a purchase later. For example, 'What are wax melts' might target someone wanting to know what wax melts are and how they work. They may later go ahead, and order wax melts from the website. One of our clients, The Satin Scent, generates a lot of traffic from their online blog, and some of the traffic finding those blogs later go on to purchase products.

While doing your keyword research, it helps to brainstorm as much as possible about your customer's wants, needs, and pain points. And from here, you can develop a more relevant list of keywords.

Once you have made the labels, it is time to start doing keyword research. For this, I recommend using Google Keyword Planner, as it is a free tool. You could also use SEMrush or Ubersuggest, but they are paid tools worth looking at. However, in this course, we will use Google Keyword Planner.

To get started with Google Keyword Planner, you first need to signup for a Google ads account which you can do here: https://ads.google.com/ - you don't need to pay anything for the Google account, though you do need to add a valid visa/credit card. Google will only bill you if you are running paid Google ads. Once you have signed up, go to the tools icon in the menu.

Step 1: Click keyword planner under the planning menu.
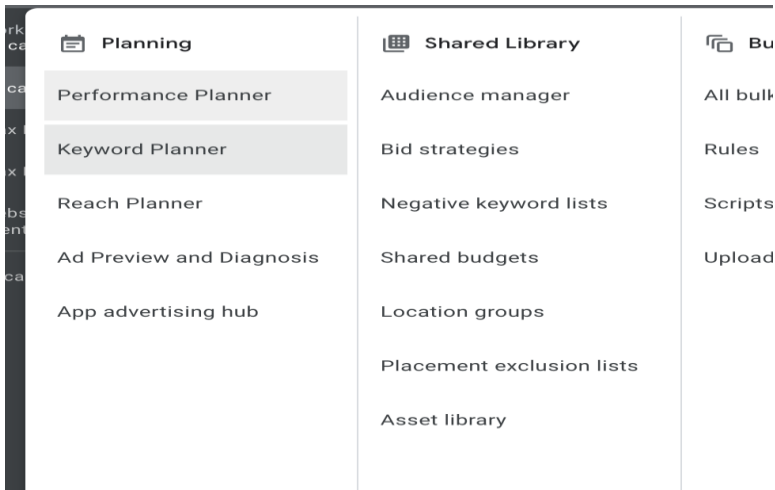
Fig 6.2

Step 2: Discover New Keywords:
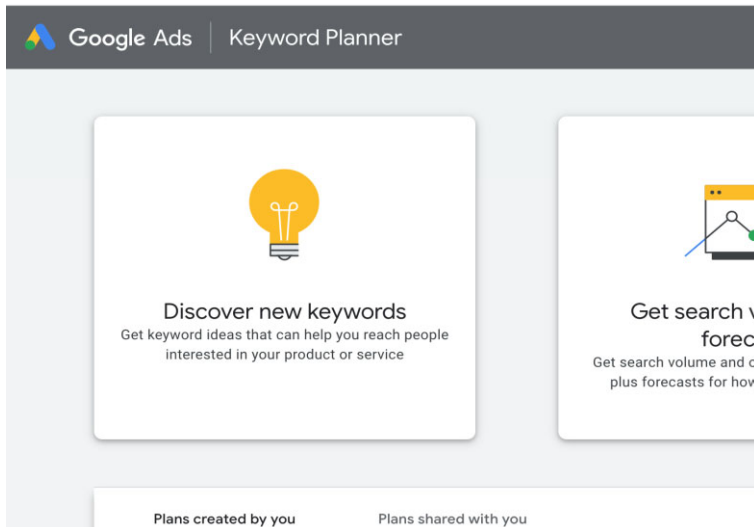
Fig 6.3

Step 3: Enter the keyword you want to research and start.

(In our case, we are inputting wax melts in Dublin. Here we get a list of

all the ranking keywords like wax melts and wax melts Dublin)

Fig 6.4

Fig 6.4

The 'Avg Monthly Searches' is the number of times a keyword appears in a search. This is an important metric as it shows how popular the keyword is. In our case, wax melts has 1000 searches making it the main keyword. It is essential to target high-volume keywords; however,

they are also the most difficult to rank for as there is a lot of competition for them. So it makes sense to target the high-volume keyword and lower volumes combined.

Avg. monthly searches	Three
1K — 10K	
100 — 1K	

Fig 6.5

You'll also notice 'Competition', which shows low, medium and high for keywords. It is another indication of how competitive a keyword is. For 'wax melts', the competition is high.

e	Competition	Ac
%	High	

Fig 6.6

Another thing to watch for is the 'avg price per bid', which indicates how much advertisers pay to show for that keyword on a paid Google search.

ion are	Top of page bid (low range)	Top
—	€0.34	
—	€0.17	

Fig 6.7

Note: paid Google ads are different from Google SEO. Google SEO is all about ranking keywords at the top of Google without paying for them. And Google ads are all about being at the top of Google and paying for each click. SEO and Google ads are great marketing tools, though we will cover SEO only in this course.

Here are ten tips for keyword research in the context of search engine optimization (SEO):

1. Know your audience: Understanding your target audience is essential to choosing relevant and meaningful keywords.

2. Use keyword research tools: Keyword research tools such as Google Keyword Planner, Ahrefs, SEMrush, and Moz can help you find

keywords relevant to your niche   and give you insights into their search volume, competition, and other essential metrics.

3. Focus on long-tail keywords: Long-tail keywords, which are more specific and descriptive than short, generic keywords, tend to have lower competition and can be easier to rank for.

4. Use related keywords: In addition to your main keywords, consider using associated keywords in your content to help search engines understand the context of your content.

5. Use keyword clusters: Keyword clusters are groups of related keywords that can help you rank for multiple keywords with a single piece of content.

6. Consider intent: When choosing keywords, consider the purpose behind the search. For example, if someone is searching for "best running shoes," they may be ready to purchase, whereas someone searching for "running shoes explained" may be in the research phase.

7. Use location-based keywords: If your business has a physical location, include location-based keywords in your content, as this can help you rank for relevant local searches.

8. Look at the competition: Researching your competitors can give you insights into what keywords they are targeting and their tactics to rank for those keywords.

9. Monitor your rankings: Regularly monitoring your keyword rankings can help you track your progress and make adjustments to

improve your SEO.

10. Update your keywords regularly: As your business grows and evolves, it's important to periodically reevaluate your keywords and make changes to stay up-to-date and relevant.

Gorilla Tip

Another great way to research keywords is to prompt chat GPT to give you a list of related keywords.
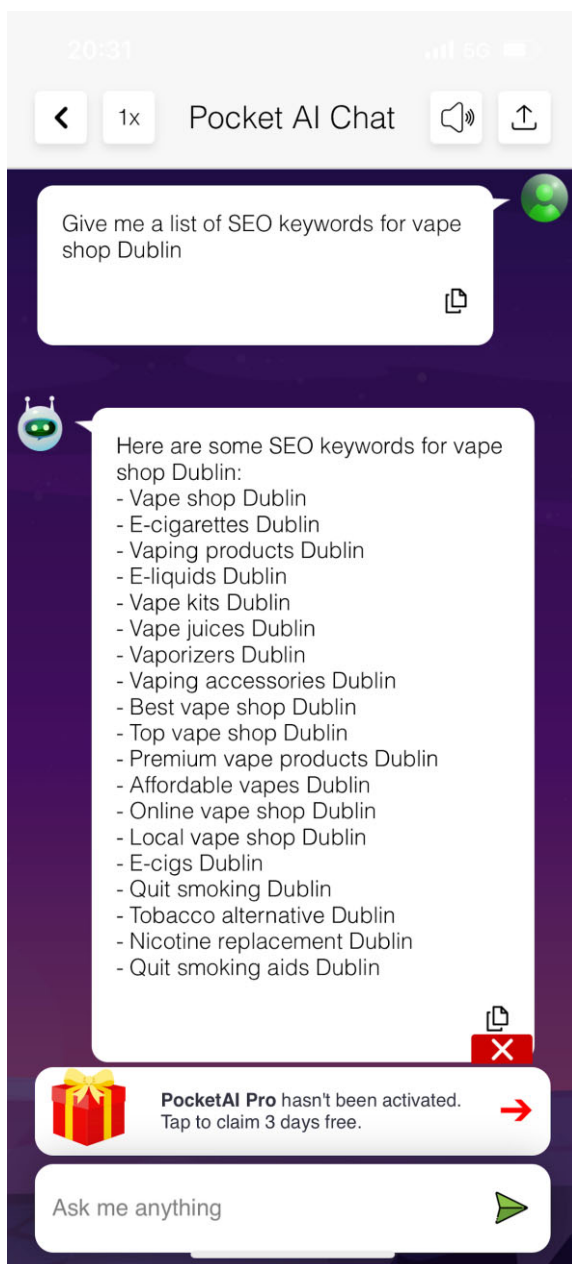
Once you get a list of keywords from chat gpt, put them into the Google keyword planner tool to make sure they have search volume.

7. CREATING CONTENT FOR YOUR SITE

Content is one of the most essential factors in ranking high on search engines. In fact, in 2023, content is still king. It has been for a long time. Content is everything that makes up your website, like writing, images, videos, graphics etc. A content-rich website allows people to read, see, and use.

Where search engines are concerned, words are the most essential thing and search engines like lots of words. So if you want to rank well on Google, Bing and other search engines, you need to add lots of content around the keyword topics you want to rank for on Google. You don't need to worry too much about images and videos as search engines use mostly text to determine a site's content; however, you must choose relevant keywords for the alt, titles, and descriptions so search engines understand their context.

Where words are concerned, the more, the better. This does not mean you can't rank excellent with a small amount of quality, keyword-optimised content.

Writing content can be daunting, especially when you look at some of your competitor's sites and see they have tonnes of high-quality rich content pages, sometimes 100s   or even 1000s. Getting lots of good, keyword-rich content done for your website can be daunting, but remember, it is essential to getting your website ranked on Google.

4 Ways to Write Content:

When it comes to creating content, there are various ways to go about it. One way is to write your content, which lets you put your ideas and thoughts into words and showcase your unique perspective. Alternatively, you can use someone else's content by hiring a writer through platforms like Fiverr.com or referencing articles, blog posts, or other written material.

Another option is AI content writing, which uses advanced algorithms to generate written content often indistinguishable from human-written content. Finally, if you provide proper attribution and avoid plagiarism, you can incorporate writing from other sources, such as press releases or newsletters. Each method has its advantages and disadvantages, and choosing the right approach depends on various factors such as your goals, audience, and resources.

1. Writing yourself:

Writing your content can be a rewarding experience that allows you to express your ideas and thoughts uniquely and authentically. Whether you're writing blog posts, articles, or social media updates, creating content can help you connect with your audience, establish your expertise, and build your brand.

One of the key benefits of writing your content is that it allows you to showcase your unique voice and perspective. By using your own words and sharing your personal experiences, you can create authentic, relatable, and engaging content. This can help you build a loyal audience that connects with your brand on a deeper level.

In addition to helping you establish your voice and brand, writing your content can be a valuable tool for building your expertise. By researching topics and writing about them in your own words, you can deepen your understanding of your industry or niche and position yourself as a thought leader. This can lead to new opportunities like speaking engagements, collaborations, and partnerships.

Another benefit of writing your content is that it can help you improve your writing skills. Like any skill, writing takes practice; the more you write, the better you'll become. By consistently creating new content, you can hone your writing skills, experiment with different styles and formats, and discover what works best for your audience.

However, writing your content can also be challenging, mainly if you're not accustomed to writing regularly. Many writers struggle to come up with new ideas and topics to write about. To overcome this, it can be helpful to create an editorial calendar or brainstorm ideas in advance so that you always have a backlog of content ideas to draw from.

2. Using someone else to write for you:

If you are short on time, lack the skills to write effectively, or prefer to delegate the task of content creation to someone else, you can hire a writer to write for you. Thanks to the rise of the gig economy and freelance marketplaces like Fiverr.com, finding a writer to create content for you has never been easier.

When you hire a writer, you can save time and focus on other aspects of your business or personal life. For example, you can spend more time

developing your products, building customer relationships, or pursuing other creative endeavours. Additionally, when you outsource content creation, you can benefit from the expertise and insights of a professional writer with experience crafting compelling content.

Another advantage of hiring a writer is getting high-quality content tailored to your needs and preferences. A good writer will take the time to understand your goals, target audience, and brand voice and craft content that reflect your unique personality and values. They can also provide valuable feedback and suggestions to improve your content's overall quality and impact.

However, knowing the potential drawbacks of outsourcing content creation is essential. For one, it can be expensive, especially if hiring a highly skilled and experienced writer. You also need to ensure that the writer you choose is reliable, trustworthy, and capable of delivering quality work on time. To mitigate these risks, it is advisable to research potential writers thoroughly, read their reviews and portfolios, and communicate your expectations and requirements.

3. Using AI:

Another option that has taken off in 2023 is AI writing with ChatGPT. ChatGPT is a language model based on the GPT (Generative Pre-trained Transformer) architecture   developed by OpenAI. It is one of the largest and most advanced language models available, capable of generating human-like responses to text-based prompts. ChatGPT has been trained on a vast amount of data from the internet, including books, articles, and social media posts, allowing it to understand natural

language and generate relevant and coherent responses. ChatGPT has many applications, including language translation, content creation, chatbots, and more. Its ability to understand and develop human-like text can revolutionize how we interact with computers and the internet.

ChatGPT can be a valuable tool for writing content in 200 words or less. Here are some ways in which ChatGPT can assist you:

1. Idea Generation: If you're struggling to develop ideas for your content, ChatGPT can help by generating unique and relevant concepts based on the topic you provide.

2. Summarization: If you have a lengthy piece of content that needs to be condensed into 200 words or less, ChatGPT can assist by summarizing the content concisely and clearly.

3. Editing and Proofreading: ChatGPT can also help edit and proofread your content to ensure it's error-free and grammatically correct.

4. Social Media Posts: ChatGPT can generate short and engaging posts perfect for platforms like Twitter and Instagram, where character limits are imposed.

5. SEO Optimization: ChatGPT can help optimise your content for search engines by generating relevant and targeted keywords and phrases to help your content rank higher in search results.

4. Using Other Sources for your writing:

Using other sources, such as press releases (PR) and newsletters, can effectively generate content for your brand. By leveraging content other

sources have already created, you can save time and effort while providing valuable information to your audience.

One way to use PR is to repurpose press releases distributed by your company or others in your industry. This can be an effective way to share news and updates about your brand, such as new product launches or industry partnerships. You can also use PR to provide insights and commentary on industry trends or news events, positioning your brand as a thought leader in your field.

Another way to use other sources is to repurpose newsletters. Newsletters can be a valuable source of content for your brand, providing insights, tips, and updates to your audience. By repurposing newsletter content, you can share helpful information with your audience while showcasing your brand's expertise and knowledge.

Finally, syndicating content from other sources can help generate content for your brand. By syndicating content, you can share high-quality content from other sources with your audience, providing valuable insights and information while enhancing your brand's reputation and authority.

However, knowing the potential drawbacks of using other sources to generate content is essential. For example, using too much-syndicated content can harm your SEO efforts by diluting the uniqueness and relevance of your content. Additionally, using other sources exclusively can make developing your brand's unique voice and perspective difficult.

Different Types of Content:

Creating high-quality content cannot be overstated in today's digital age. With so much information available at our fingertips, businesses and individuals need to create content that stands out and captures their audience's attention. But what types of content should you make, and where should you add it?

Landing Pages:

One of the most important types of content to create is landing pages. These pages encourage visitors to take specific actions, such as signing up for a newsletter or purchasing a product. Effective landing pages typically feature strong calls to action, visually appealing design, and concise messaging highlighting the benefits of taking the desired action.

Product Pages:

Another necessary type of content to consider is product pages. Product pages provide detailed information and specifications about a particular product or service, helping customers decide to purchase. In addition to providing the basics, such as pricing and features, effective product pages often include customer reviews, high-quality images or videos, and clear descriptions of how the product can benefit the customer.

Service Pages:

Service pages are also essential, particularly for businesses that provide services rather than products. These pages should give clear information about the services offered, pricing, and any additional information potential customers might need to decide whether to use the service.

Like product pages, service pages should be visually appealing and easy to navigate.

Blogs

Blogs are another popular type of content that can be a great addition to a website. Blog posts can provide readers with valuable insights and tips and keep customers informed about news, events, and updates within a company or industry. Compelling blog posts should be well-written, engaging, informative, and optimised for search engines to help drive traffic to the website.

Press Releases

Press releases are another essential type of content, particularly for businesses that need to communicate important news to the media and their audience. Well-written press releases can help build brand awareness and establish credibility within the industry.

Other Content Types

In addition to these types of content, it's also important to consider questions and answers and message boards as potential content options. A Q&A section on a website can be a great way to address common customer questions and concerns. At the same time, message boards can be a valuable addition, allowing customers to connect with the company to discuss products and services.

When it comes to where to add content to a website, there are several key areas to consider. We'll discuss in the next chapter how you can add content and keywords to your website in the most optimal way for SEO.

Gorilla Tip

1. Creating landing pages for every keyword you want to rank for still works. This applies for location based keywords as well. For example, if your a plumber in dublin and you serve the whole county Dublin including all towns and areas, you could build out landing pages for each location. Like plumbersindublin.ie/plumber-artane , plumberindublin.ie/plumber-coolock . You can replicate this for every location but make sure that you use somewhat unique content for each. And like locations, you can do the same for relevant keywords. Example, make landing pages for 'residential plumber' , 'plumbing services', 'plumbing near me'. There are endless keyword opportunities when it comes to land pages. It's worth focusing on creating lots of them.

2. Add a section for frequently asked questions to the bottom of your service or product based landing pages. This gives you the opportunity to add the questions people are searching for when looking for your product or service. For example as a plumbing business you could ask questions like 'how much does a plumber cost in Dublin?' or 'where to find a qualified plumber?' . You can find related questions by researching on google search, checking competitor sites or using google chrome plugins like SEO Minion.

8. ADDING KEYWORDS TO YOUR WEBSITE

Now that you know how to research keywords and write great content, it's time to show you how to add keywords to the most optimal places on your website. For this guide, we'll use the SEOquake Chrome plugin for analysis.

To download the plugin, head over to Chrome extensions, search for it, and download it.
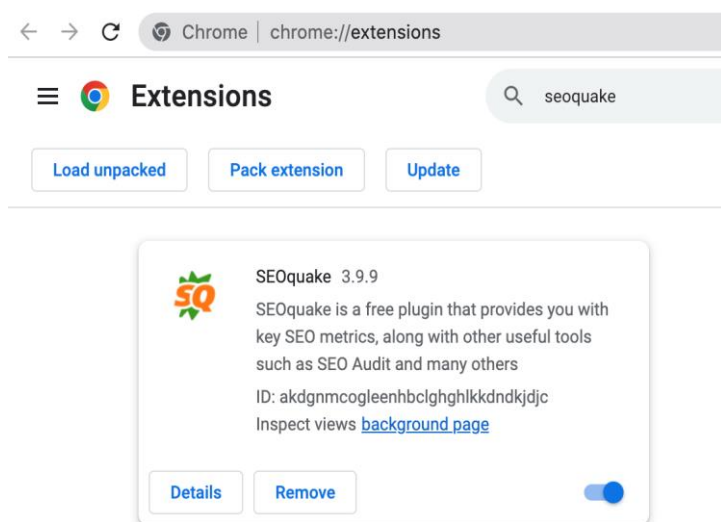
Fig 8.1

We will use one of my client's websites as an example, vaperus.ie. On the top right corner of Google Chrome, click Extensions, open SEOquake.
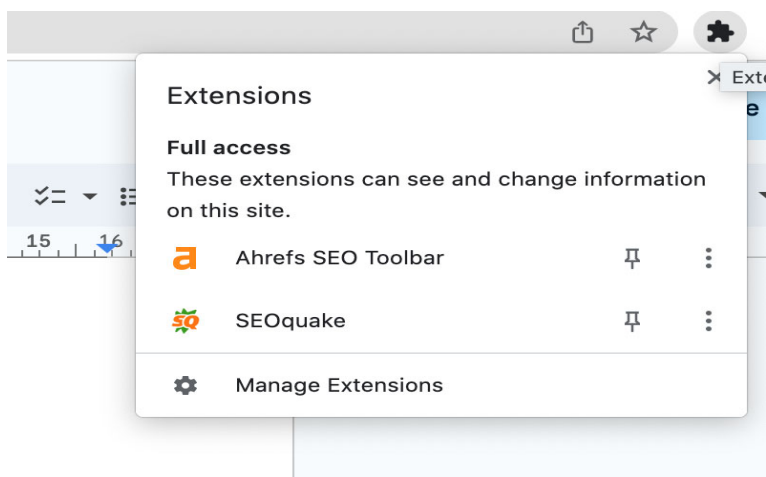
Fig 8.2

You'll be greeted with the SEOquake Dashboard. Click on the diagnosis.
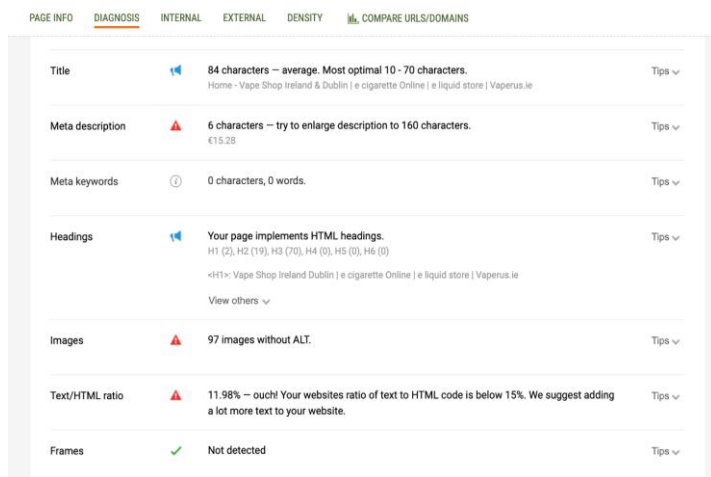
Fig 8.3

1. Title:

The first thing we'll look at is the title of the site. I can't express enough the importance of adding your keywords to your site's title and page

titles.

Title   84 characters — average. Most optimal 10 - 70 characters.
Home - Vape Shop Ireland & Dublin | e cigarette Online | e liquid store | Vaperus.ie

Fig 8.4

The homepage title of a website usually carries the highest value for SEO. So it would be best to get the primary keyword you want to rank for in the homepage's title. For example, thesatinscent.com home page uses 'wax melts Dublin' as the main keyword for the site. The whole homepage is completely optimised for the keyword 'wax melts'.

The other pages on the site are also important. Try and optimising each page for one main keyword is essential, so you should add it to your title. For example, thesatinscent.com uses snap bars as a page title, clamshells as a page title, and many more. The front of a title also carries the most weight, so you should make sure to get your main keyword as early on in the title as possible. More title tips:

1. **Keep it concise:** Your page title should be no longer than 60 characters, as Google typically displays the first 60 characters in its search results.

2. **Use keywords:** Incorporate relevant keywords in your page title, as this can help search engines understand what your page is about.

3. **Make it descriptive:** Make sure your page title accurately describes the content on your page. Avoid using vague or misleading titles, which can negatively impact your search engine rankings.

4. **Make it unique:** Each page on your website should have its unique

title. Avoid using the same title for multiple carriers, as this can confuse search engines and reduce your search engine rankings.

5. **Place keywords at the beginning:** Place essential keywords at the beginning of your page title, as this can help them get more emphasis from search engines.

6. **Avoid keyword stuffing:** While keywords are important, avoiding "keyword stuffing" in your page titles is essential. This means using too many keywords to manipulate search engine rankings can hurt your rankings.

7. **Make it catchy:** While your page title should be descriptive and optimised for search engines, it should also be catchy and appealing to users. After all, users are the ones who will be clicking on your page in the search results.

2. **URL (Uniform Resource Locator):**

The page URL is also essential to include your primary keyword. For example, thesatinscent.com/snap-bars. All inner page URLs should target the primary keyword you want to rank for on Google. The URL carries equal weight to the homepage title.

URL	✓	11 characters – optimal.
		vaperus.ie/
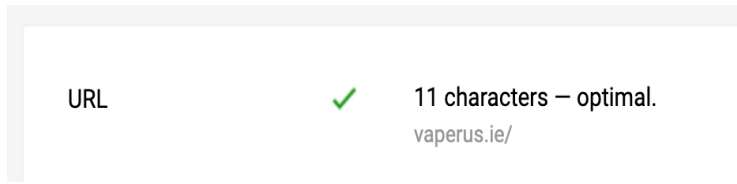
Fig 8.5

1. **Use keywords:** Incorporate relevant keywords in your URL, as this can help search engines understand what your page is about.

2. **Keep it short:** Concise URLs are more accessible for users to remember and for search engines to crawl.

3. **Use hyphens to separate words in your URL, making** it easier for search engines to read and understand.

4. **Make it meaningful:** Your URL should accurately reflect the content of your page and be easy for users to understand.

5. **Avoid dynamic URLs:** Dynamic URLs contain a string of random numbers or letters and are less search engine-friendly than static URLs. If possible, use static URLs that clearly describe the content of your page.

6. **Avoid excessive parameters:** Excessive parameters, such as "?id=123" in your URL, can make it difficult for search engines to crawl your page and understand its content.

7. **Use a hierarchical structure:** If you have a large website with many pages, use a hierarchical structure in your URLs to make it easier for search engines to crawl and understand the content of your pages.

8. **Canonicalize your URLs:** If multiple URLs lead to the same content, use a "rel=canonical" tag to specify the preferred URL. This can help search engines avoid indexing duplicate content.

9. **Avoid using stop words:** Stop words, such as "and," "the," and "a," don't add much meaning to your URL and can make it longer. Consider removing them from your URL where possible.

3. **H1 (Tag):**

The H1 tag on your website is the main heading tag for each page. H1 is written in HTML like <h1>. The H1 tag on your website should include the main keyword, the focus keyword you want to rank for on Google. If your site is about 'iPhone cases in Dublin', you should ensure that the main keyword used for the H1 is added. Also, you should only use one H1 tag on each page.

Headings   ◄   Your page implements HTML headings.
H1 (2), H2 (19), H3 (70), H4 (0), H5 (0), H6 (0)

<H1>: Vape Shop Ireland Dublin | e cigarette Online | e liquid store | Vaperus.ie

View others ∨
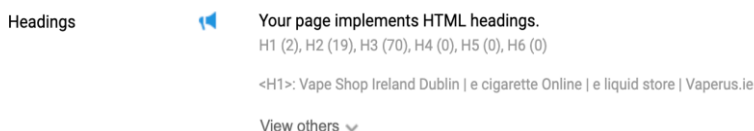
Fig 8.6

1. **Use only one H1 tag per page:** Each page should have only one H1 tag, as this helps search engines understand the structure of your content.

2. **Make it descriptive:** The H1 tag should accurately reflect the content of your page and provide a clear and concise description of what the page is about.

3. **Incorporate keywords:** Use relevant keywords in your H1 tag, as

this can help search engines understand the context of your content.

4. **Keep it concise:** Keep your H1 tag brief and to the point, making it easier for users to scan and understand.

5. **Make it unique:** Make sure each H1 tag on your website is special and accurately reflects the content of the corresponding page.

6. **Use it near the top of your page:** The H1 tag should be placed near the top, making it one of the first things search engines see when they crawl your page.

7. **Avoid over-optimising:** While keywords in your H1 tag can be helpful, it's essential to avoid over-optimising and using excessive keywords in an attempt to manipulate search engine rankings. This can hurt your rankings.

4. **H2 and H3 (Tag):**

Each heading size on website pages carries a different name. Subheading sizes usually come as h2, h3, and h4. It is essential to break down your pages with different heading tag sizes.

Headings   🔊 Your page implements HTML headings.
H1 (2), H2 (19), H3 (70), H4 (0), H5 (0), H6 (0)

<H1>: Vape Shop Ireland Dublin | e cigarette Online | e liquid store | Vaperus.ie
<H1>: Home
<H2>: Disposable Vapes
<H2>: VAPERUS.IE
<H2>: Disposable Vapes
<H2>: VAPERUS.IE
<H2>: Disposable Vapes
<H2>: New Disposables Vapes
<H2>: Let customers speak for us
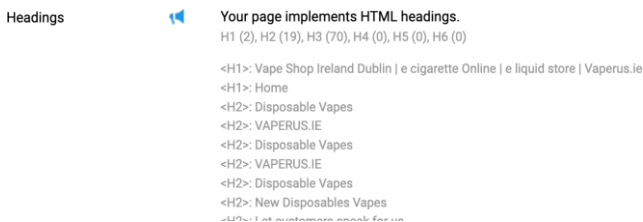
Fig 8.7

Here are some tips for optimising your H2 and H3 tags for search engines:

1. **Use H2 and H3 tags to structure your content:** Use H2 and H3 tags to create a clear structure for your content and make it easier for users and search engines to understand.

2. **Make them descriptive:** Like H1 tags, H2 and H3 tags should accurately reflect the content of your page and provide a clear description of the section they are labelling.

3. **Incorporate keywords:** Use relevant keywords in your H2 and H3 tags, as this can help search engines understand the context of your content.

4. **Keep them concise:** Keep your H2 and H3 tags brief and to the point, making it easier for users to scan and understand.

5. **Use them in a logical order:** Use H2 and H3 tags in a logical order that reflects the hierarchy of your content, with H2 tags being used for primary headings and H3 tags for subheadings.

6. **Make them unique:** Make sure each H2 and H3 tag on your page is special and accurately reflects the content of the corresponding section.

7. **Style them appropriately:** Style your H2 and H3 tags properly using CSS, which can help them stand out and attract more attention from search engines and users.

8. **Avoid over-optimising:** While keywords in your H2 and H3 tags can be helpful, it's essential to avoid over-optimising and using excessive keywords in an attempt to manipulate search engine rankings. This can hurt your rankings.

5. Image ALT Tags:

Image alt tags, also known as "alt text" or "alt descriptions," are HTML attributes that provide a text description of an image on a web page. They serve several purposes in the context of search engine optimization (SEO):

Images   ✓   All images have ALT attribute.

Fig 8.8

1. **Accessibility:** Screen readers use image alt tags to describe images to visually impaired users, providing them with information about the image's content.

2. **Search engine optimization:** Search engines use image alt tags to understand the content of an image and the context in which it is used on a web page. This information is used in the ranking algorithms, which can help your page rank higher in search engine results pages (SERPs) for relevant keywords.

3. **Fallback content:** If an image on a web page fails to load, the alt text describes the image that can be displayed in its place.

When writing image alt tags, it's essential to keep them concise and descriptive and to include relevant keywords when appropriate. Over-optimising or stuffing your alt tags with keywords can hurt your SEO efforts, so it's best to write them in a natural, descriptive manner.

6. Paragraph Content:

Make sure to add your main keywords in the paragraph content a few times. Here you can use the main keywords, synonyms, and relevant keywords. For example, physiotherapy in Dublin would be the primary keyword, but physiotherapists in Dublin, or physio etc., are all related. Here are a few paragraph ideas:

1. **Know your audience:** Understanding your target audience is essential to choosing relevant and meaningful keywords.

2. **Use keyword research tools:** Keyword research tools such as Google Keyword Planner, Ahrefs, SEMrush, and Moz can help you find keywords relevant to your niche and give you insights into their search volume, competition, and other essential metrics.

3. **Focus on long-tail keywords:** Long-tail keywords, which are more specific and descriptive than short, generic keywords, tend to have lower competition and can be easier to rank for.

4. **Use related keywords:** In addition to your main keywords, consider using associated keywords in your content to help search engines understand the context of your content.

5. **Use keyword clusters:** Keyword clusters are groups of related keywords that can help you rank for multiple keywords with a single piece of content.

6. **Consider intent:** When choosing keywords, consider the meaning behind the search. For example, if someone is searching for "best running shoes," they may be ready to purchase, whereas someone

searching for "running shoes explained" may be in the research phase.

7. **Use location-based keywords:** If your business has a physical location, include location-based keywords in your content, as this can help you rank for relevant local searches.

8. **Look at the competition:** Researching your competitors can give you insights into what keywords they are targeting and their tactics to rank for those keywords.

9. **Monitor your rankings:** Regularly monitoring your keyword rankings can help you track your progress and make adjustments to improve your SEO.

10. **Update your keywords regularly:** As your business grows and evolves, it's important to periodically re-evaluate your keywords and make changes to stay up-to-date and relevant.

7. **Meta Descriptions:**

Meta descriptions are the text you see under each search result on Google. The meta titles play an important role in search engine optimisation; though they don't directly impact rankings, they indirectly help by increasing the ctr on your website. It helps to add the primary keyword you want to rank for into the text.

1. **Keep it concise:** Meta titles should be brief, typically no longer than 60 characters, as longer titles may be truncated in search results.

2. **Use keywords:** Including your target keywords in your meta title can help search engines understand the context of your page and

increase the chances of it appearing in relevant search results.

3. **Make it unique:** Each page on your website should have its meta title that accurately reflects the content on that page.

4. **Include your brand name:** Including your brand name in your meta title can help increase brand recognition and awareness.

5. **Make it compelling:** Your meta title should be written effectively and relevant to your target audience, as this can help increase the chances of users clicking on your link in search results.

6. **Use separators:** Using separators, such as "|" or "–", can help differentiate your meta title from other content in search results.

7. **Avoid duplicate meta titles:** Duplicate meta titles can confuse search engines and harm your SEO, so ensuring each page has a unique meta title is essential.

8. **Consider the search results:** When writing your meta title, consider how it will look in search results, as this can help increase the chances of users clicking on your link.

By following these tips, you can help create compelling meta titles that are both SEO-friendly and user-friendly, which can help improve your search engine rankings and increase the chances of your content appearing in relevant search results.

8. **Internal links:**

Internal and external links: Including keywords in internal and external links can help search engines understand the context of your content and

increase the chances of it appearing in relevant search results.

9. Anchor Text:

Anchor text, including keywords in the anchor text, can help search engines understand the context of your content and increase the chances of it appearing in relevant search results. Use descriptive anchor text: Anchor text is the visible, clickable text that appears as a link on a page. Using descriptive anchor text that includes keywords can help search engines understand the context of your content and improve the relevance of your internal links.

10. Keyword Density:

Keyword density refers to the percentage of times a keyword or phrase appears on a web page compared to the total number of words. In search engine optimization (SEO), keyword density measures how relevant a web page is to a specific keyword or phrase.

The one from Small SEO tools is an excellent tool for checking keyword density.
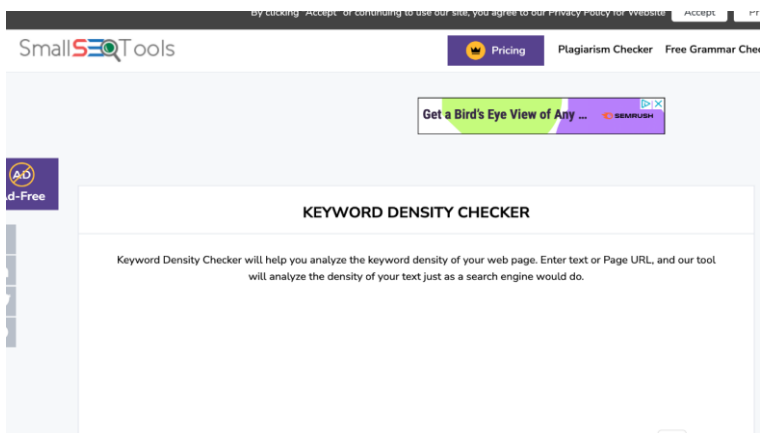
Fig 8.9

Having the proper keyword density is important because search engines use keyword density to determine a web page's relevance to a particular search query. A web page with a high keyword density signals to the search engine that the page is highly relevant to the keyword or phrase. On the other hand, if the keyword density is too low, the page may be considered less relevant and may not rank well in the search results.

However, it's important to note that having a high keyword density does not guarantee a high ranking in the search results. Search engines use a variety of factors to determine relevance, including keyword density, but also the quality and relevance of the content, the structure and organization of the page, and the number and quality of inbound links.

Therefore, the goal of keyword optimization should not simply be to increase the keyword density but to create high-quality, relevant content optimised for both users and search engines. Most keywords typically have a good keyword density between 1-3%.

In conclusion, keyword density is just one of many factors that search engines use to determine the relevance of a web page, and it should not be the sole focus of your SEO efforts. Instead, focus on creating high-quality, relevant content optimised for users and search engines.

9. GOOGLE MY BUSINESS

Google My Business is an essential tool for businesses looking to improve their local SEO. By creating and optimizing a Google My Business page, businesses can increase their visibility in local search results, attract more customers, and improve their overall online presence. Google My Business allows businesses to provide accurate and up-to-date information about their business, including their address, phone number, website URL, business hours, and customer reviews. By providing this information to Google, businesses can improve their chances of appearing in local search results when customers search for products or services related to their business. Overall, using Google My Business is crucial for businesses looking to improve their local SEO and attract more customers in their area.

Here's a step-by-step guide on how to set up and optimize your Google My Business page with image examples:

Step 1: Go to Google My Business website and sign in with your Google account or create a new account if you don't have one.
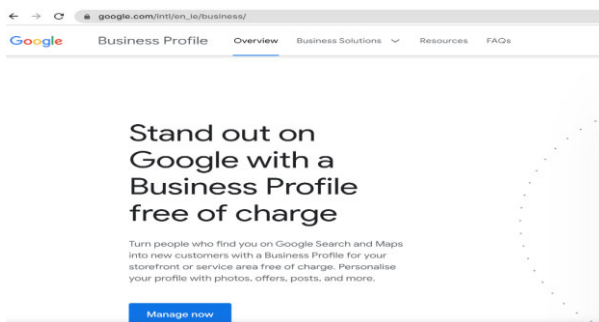
Fig 11.1

Step 2: Once you're signed in, click on the "Manage now" button to start creating your business profile.
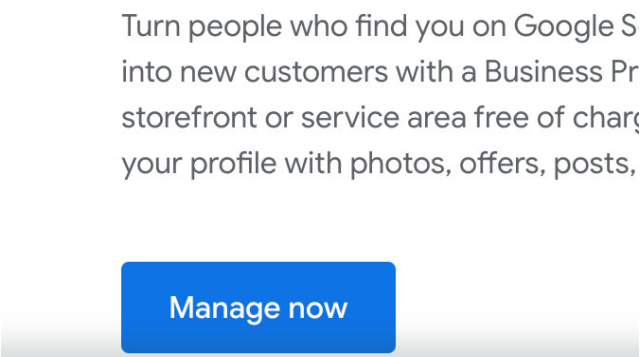
Fig 11.2

Step 3: Enter your business name and select the appropriate category for your business. You can also add your business location if you have a physical store or office.
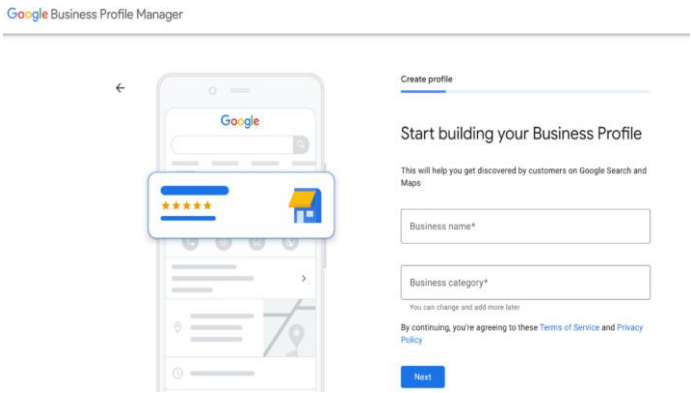
Fig 11.3

Step 4: Add your business contact information, including your phone number and website URL.

Step 5: Verify your business by mail or phone. Google will send a

verification code to your business address or phone number to ensure that you are the owner of the business.

Step 6: Once your business is verified, you can start optimizing your Google My Business page for SEO. Here are a few tips:

▪ Add a detailed business description that includes relevant keywords.

▪ Add high-quality photos and videos of your business, products, and services.

▪ Ensure that your business hours and contact information are accurate and up-to-date.

▪ Encourage customers to leave reviews on your Google My Business page.

▪ Post updates and promotions on your Google My Business page regularly.

By following these steps and optimizing your Google My Business page for SEO, you can increase your visibility in local search results and attract more customers to your business.

GORILA TIPS

1. Use the create posts option to create posts on a weekly basis. You can use this to update customers on company news, events, products and more. A really clever tactic I use is to geo tag images before adding them to posts. This shows google that your image is local thus boosting it up for local search. Again, I recommend doing this atleast twice per week if possible even if it's just posting up your

products. For geo tagging I recommend www.geoimgr.com

2. Encourage customers to use target keywords when they are leaving reviews. The more detailed the review, the better. For example if you are an escooter business, the customer could mention the keyword 'escooters' in the review plus location keywords, product keywords. The more the better. I know it won't be possible in every case, but it's worth the effort.

3. You can also use your reply to reviews option to your benefit, whether the review is good or bad. Try to leave long answers to reviews filled keywords and product information.

10. LOCAL DIRECTORIES AND REVIEW SITES

There are many places you can submit your business to help with your local search, such as local directories, business directories, review sites and more. Some examples are Hotfrog, review sites like Yelp, apple maps, and search engines just to name a few.

So Why Submit Your Business to Multiple Directories?

1. **Increased Visibility:** By submitting your business to multiple local directories, you increase your chances of appearing in search results and reaching a larger audience.

2. **Improved Local Search Rankings:** Submitting your business to multiple local systems can also improve your local search rankings. Search engines look for consistent and accurate business information across multiple platforms, so having your business listed on multiple platforms can help boost your rankings.

3. **Increased Credibility:** Having your business listed on multiple local systems can also increase your credibility with potential customers. It shows that your business is active and engaged in the local community.

How to Submit Your Business to Multiple Directories:

1. **Create a List of Local Directories:** Start by creating a list of local systems, directories that you want to submit your business to. This may include popular review sites like Yelp, industry-specific directories like Yext, and search engines.

2. **Create a Business Profile:** Next, create a business profile for each local system, directory. This may involve filling out a form with your business name, address, phone number, website, and other relevant information.

3. **Verify Your Business:** Some local directories and business directories may require you to verify your business before your profile is published. This may involve receiving a postcard or phone call with a verification code.

4. **Monitor Your Profiles:** Once your business profiles are published, be sure to monitor them regularly for accuracy and respond to any customer reviews or comments.

Tools to Make the Process Easier:

Submitting your business to multiple local directories can be a time-consuming process. Fortunately, there are tools available to make the process easier.

1. **Citation Builder Pro:** Citation Builder Pro is a tool that allows you to submit your business to multiple local systems at once. It automatically creates business profiles on over 100 local systems, including popular review sites like Yelp and industry-specific directories. Citation Builder Pro also monitors your profiles for accuracy and sends alerts if any changes are needed.

2. **Yahoo! Local Works:** Yahoo! Local Works is another tool that allows you to submit your business to multiple local systems at once. It will enable you to create and manage your business profiles across

over 60 local systems, including Yahoo, Yelp, and Facebook. Yahoo! Local Works also provides analytics to help you track your local search performance.

3. **BrightLocal:** BrightLocal is a tool that allows you to manage your local search presence across multiple platforms. It will enable you to create and manage business profiles on popular review sites like Yelp, Google My Business, and Facebook, as well as industry-specific directories. BrightLocal also provides analytics to help you track your local search rankings and performance.

Submitting your business to multiple local systems can help improve your visibility, local search rankings, and credibility with potential customers. While the process can be time-consuming, tools are available to make it easier, such as Citation Builder Pro, Yahoo! Local Works, and BrightLocal. By using these tools, you can save time and improve your local search performance.

To get started, Here are ten popular directories in Ireland:

1. Golden Pages - https://www.goldenpages.ie/

2. Yelp - https://www.yelp.ie/

3. Hotfrog - https://www.hotfrog.ie/

4. Cylex - https://www.cylex.ie/

5. Foursquare - https://foursquare.com/

6. Your Local - https://yourlocal.ie/

7. 11850 - https://www.11850.ie/

8. Irish Business Link - https://www.irishbusinesslink.ie/

9. Find It Ireland - https://www.finditireland.com/

10. Localsolo - https://localsolo.ie/

Here are ten popular business directories in the UK:

1. Yell - https://www.yell.com/

2. Google My Business - https://www.google.com/business/

3. Bing Places for Business - https://www.bingplaces.com/

4. Yelp - https://www.yelp.co.uk/

5. Scoot - https://www.scoot.co.uk/

6. Thomson Local - https://www.thomsonlocal.com/

7. 192.com - https://www.192.com/

8. Citylocal - https://www.citylocal.co.uk/

9. FreeIndex - https://www.freeindex.co.uk/

10. The Independent - https://directory.independent.co.uk/

Here are ten popular business directories in the USA:

1. Google My Business - https://www.google.com/business/

2. Yelp - https://www.yelp.com/

3. Bing Places for Business - https://www.bingplaces.com/

4. Yellow Pages - https://www.yellowpages.com/

5. Yahoo! Local - https://local.yahoo.com/

6. Whitepages - https://www.whitepages.com/

7. Angie's List - https://www.angieslist.com/

8. Manta - https://www.manta.com/

9. Better Business Bureau - https://www.bbb.org/

10. Citysearch - https://www.citysearch.com/

Identifying Important Review Sites

Identifying important review sites is an essential aspect of local SEO. Here are some steps to help you remember important review sites:

1. **Start with Google:** Conduct a search for your industry or business type and look for review sites on the first page of search results. Sites that rank high on Google are generally considered to be more critical in terms of local SEO.

2. **Check social media:** Check social media sites like Facebook, Twitter, and Instagram for relevant business pages or groups where reviews are posted. These reviews can be important for local SEO as social signals are increasingly crucial for search engine rankings.

3. **Use review monitoring tools:** Tools like ReviewTrackers and ReviewPush can help you monitor and track online reviews across multiple review sites. This can help you identify which sites are most important to your business.

Once you have identified important review sites, it's essential to understand why they are necessary for Google SEO. Here are some

reasons:

1. **Reviews can impact search rankings:** Google considers online reviews when ranking businesses in search results. The more positive reviews a business has, the higher it may rank in search results.

2. **Reviews can improve click-through rates:** Positive reviews can also improve click-through rates on your website. Customers are likelier to click on a business with positive reviews than one with negative or no checks.

3. **Reviews can improve customer trust:** Positive reviews can also improve customer trust in your business. Customers are likely to choose a business with positive thoughts and may even be willing to pay more for products or services from a good reputation.

In conclusion, identifying important review sites and managing your online reputation are essential for local SEO. Monitoring and managing your online reviews can improve your search rankings, increase click-through rates, and build customer trust in your business.

How to deal with bad reviews:

Dealing with bad reviews can be challenging, but addressing them professionally and promptly is essential. Here are some tips on how to deal with bad reviews for your business:

1. **Respond promptly and professionally:** Respond to negative reviews promptly and professionally. Acknowledge the customer's complaint, apologize for any negative experience, and offer to

address the issue. It's essential to keep the tone of the response respectful and professional, even if the review is not.

2. **Address the issue:** If the customer has a specific complaint, address the issue directly. Offer to resolve the issue in a way that will satisfy the customer. This can include offering a refund, a replacement, or other forms of compensation.

3. **Take the conversation offline:** Whenever possible, take the conversation offline to resolve the issue. Provide the customer with a phone number or email address where they can reach you to discuss the matter further. This can help prevent a public back-and-forth that could harm your business's reputation.

4. **Encourage positive reviews:** Encourage satisfied customers to leave positive reviews on review sites. This can help offset negative thoughts and improve your business's online reputation.

5. **Learn from the experience:** Use negative reviews to learn from your mistakes and improve your business. Consider implementing changes to prevent similar issues from occurring in the future.

In conclusion, dealing with bad reviews can be challenging, but addressing them professionally and promptly is essential. By responding promptly and professionally, addressing the issue, taking the conversation offline, encouraging positive reviews, and learning from the experience, you can improve your business's reputation and prevent future negative reviews.

11. BACKLINK BUILDING

So you've spent your time working on keyword research   and content, optimising your website speed and other technical things, creating your google my business and working on your local SEO by submitting your website to local directories. All of these things are super important but may not be enough to rank your site at the top of search engines. 'Content is King' for sure, but it can only be king with the help of link building, better known as backlink building in the SEO world.

Search engines, Google in particular, determine where a website should rank on Google based on the number of backlinks pointing to it, making it a critical part of SEO. If you don't know what backlinking is, it is when one website points a link to another website. For example, a vaping review website could have a blog about the '10 best disposable vapes', and in that blog, there could be a link pointing to another site as a recommendation for 'disposable vapes'. This would be considered a backlink.

Why Search Engines Love Links:

Just over a decade ago, all you had to do was get your website listed on search engines, and if you were lucky, your site would appear at the top. Then in 1998, Google came along, and everything changed. They introduced link building as a ranking factor to determine where a website should rank on Google. Each link was considered a vote, so the more links you got, the better. It opened the door to link farms and spam link building. People were building 1000s or millions of links and the

more you had, the better. This has evolved a lot since then, with Google algorithms like the penguin update clamping down on spam links and aiming more on quality link building - promoting the idea that it is better to get backlinks from relevant sites than getting 1000s of spammy backlinks just to try and rank better.

Google and Links:

Google's original name was BackRub. Strange, but that was its name. In 1996, Larry and Sergey, now Stanford computer science students, started working together on a search engine that they called BackRub. In 1997, They decided to give BackRub a new name. And Google was born. The idea for Backrub was originally based on ranking websites with links. Like 'you rub my back, and il rub yours'.

Using links to rank websites was what made Google revolutionary. It made it what it is today.

So What Do Links do For Your website:

1. Backlinks make it simpler for search engines like Google to find a website page

Search engines use crawlers to scan through the web and discover new pages. When no links are pointing to a page, search engines may have difficulty finding and indexing it. Backlinks from other websites act as a signal to search engines that your website is worthy of being discovered and indexed. Therefore, having high-quality backlinks can help improve the visibility of your website on search engines.

2. The number of links directing to a particular page is considered by

search engines as an indicator of the page's significance.

Backlinks are considered to be a vote of confidence in your website. The more backlinks your website has, the more valuable it is perceived to be by search engines. This is because backlinks are an indication that other websites find your content to be informative, useful, or engaging. Search engines, therefore, use the number of backlinks pointing to a page as a ranking factor in their algorithms.

3. The more links you have, the more your website will be indexed

Backlinks not only help search engines find your website but also help them crawl and index more of your website's pages. When search engines discover a new page through a backlink, they follow the link and index the new page. This means that the more high-quality backlinks your website has, the more likely it is that all of your website's pages will be indexed by search engines.

4. Backlinks are a good way of indicating what your site is actually about

Backlinks not only tell search engines that your website exists but also provide information about the content on your website. The anchor text of a backlink provides context about the page it is linking to. This helps search engines understand the content of your website and improve its visibility in search results.

5. Links are good for both bringing search bots to your site as well traffic

Backlinks not only help search engines find your website but also

bring traffic to your website. When people click on a backlink, they are directed to your website, increasing its traffic and potential customer base. High-quality backlinks from reputable websites can also improve the credibility of your website and help establish your brand as an authority in your industry.

Backlinks are a very important part of SEO. They are often the deciding factor in whether a website ranks on Google or barely ranks at all. They are the difference between getting lots of traffic and no traffic..

As mentioned earlier, a backlink is a link back to your website. They help Google and other search engines see the importance of your website and where it should be positioned on search engine results pages (SERPs). Links should not be looked at as separate from your website, but instead as an integral part of your website.

Search engines are trying to determine what pages should rank at the top. They want to show their users the most relevant information for a user search query. For example, if someone is searching for 'electricians London', they want to see the most relevant and best electrician companies in the area. Google uses link building and other websites pointing to it as a way to determine how reputable a website is. If a site has many good website sources pointing to it, it shows Google that it must be of high quality.

Backlink Value:

All backlinks do not carry the same value. For example, a backlink from a high-authority page is worth more than 1000s links from a low-page authority site. Relevancy is also essential. It makes no sense to get a

backlink from a home builder blog all about building pointing over to your dental practice, or a furniture page pointing over to your veterinary site. Unless of course, it is relevant, like 'furniture for pets' - it is important that you make it relevant. Now, this does not mean that getting backlinks from non-relevant sources will not help your ranking because they often can. Things like the location of a website can also help. For example, an Ireland-based .ie website pointing to your Ireland site is seen as more relevant than a Russian-based website pointing to your site or even a .co.uk site pointing to your site. The same goes for a UK site; it helps more if the backlinks are coming from .co. UK-based sites.

Top Level Domains:

A top-level domain (TLD) is the part of a domain name that appears after the final dot, such as ".com" or ".org" .ie .co.uk and more. It is the highest level in the hierarchical Domain Name System (DNS) and is typically used to indicate the purpose or type of organization associated with the website. There are two types of TLDs: generic top-level domains (gTLDs) and country-code top-level domains (ccTLDs). Examples of gTLDs include ".com", ".org", and ".net", while examples of ccTLDs include ".uk" for the United Kingdom, ".de" for Germany, and ".jp" for Japan. The use of TLDs helps to provide an organized and structured way of identifying websites on the internet.

Page Rank:

Google, for example, assign a value to a website based on the amount of links and the quality of the links pointing to it. Google PageRank is

a system used by Google to rank web pages in their search engine results. It was named after Larry Page, one of the co-founders of Google, and is one of the most important factors that determines how high up a website appears in search engine results. Google PageRank was created by Sergey Brin and Larry Page while they were studying computer science at Stanford University.

The PageRank algorithm works by analyzing the quality and quantity of links pointing to a web page. The idea behind PageRank is that the more high-quality websites that link to a particular page, the more valuable that page is likely to be. The algorithm assigns each page a score between 0 and 10, with 10 being the highest possible score. Pages with higher PageRank scores are more likely to appear at the top of search engine results pages (SERPs) for relevant search queries.

One of the reasons that PageRank was so successful was because it significantly improved over the previous methods used to rank web pages. Before PageRank, search engines primarily used keyword density to determine the relevance of a page to a particular search query. However, this was easy to manipulate by website owners who would stuff their pages with keywords to appear at the top of search engine results.

On the other hand, PageRank was much harder to manipulate because it relied on external factors such as the quality and quantity of links pointing to a page. This made it a much more accurate representation of the value of a webpage.

Despite its importance, Google no longer publicly displays

PageRank scores. However, it is still used as a ranking signal, as confirmed by John Mueller, a Senior Webmaster Trends Analyst at Google. Instead of using PageRank as a standalone metric, Google uses a complex system of hundreds of factors to rank web pages.

There are many tools available to help website owners measure their PageRank. One popular tool is the Google Toolbar, which displays a website's PageRank score when users visit that site. However, these tools' accuracy has been questioned in recent years, as Google has stopped updating PageRank scores regularly.

As a result, many website owners have turned to alternative metrics to measure the value of their pages. One popular alternative is MozRank, calculated by analyzing the quality and quantity of links pointing to a page. Another alternative is Domain Authority, which is also calculated by analyzing links but takes into account other factors, such as the age of the domain and the quality of the website's content.

Another alternative metric is Majestic Citation Flow, which measures the quality and quantity of links pointing to a page as well as the relevance of those links to the page's content. While these metrics are not directly comparable to PageRank, they can still provide valuable insights into the value of a website's pages.

Ultimately, the best way to improve a website's ranking in search engine results is to focus on creating high-quality content relevant to the needs and interests of the website's target audience. This content should be optimized for search engines, with keywords used in a natural and relevant way throughout the page.

In addition to creating great content, website owners can improve their PageRank (and other ranking metrics) by building high-quality links from other reputable websites. This can be done by guest posting on other websites, participating in online forums, or simply creating great content other websites want to link to.

Domain Authority and Page Authority, also known as DA/PA, are measures created by MOZ, a highly regarded digital company. These indicators estimate the potential ranking of a webpage in search engine results. The DA/PA score is computed through an algorithmic process that assigns a value ranging from 1 to 100.

Keywords In Links:

One of the key components of search engine optimization (SEO) is the use of relevant keywords. Keywords are essential because they provide search engines with a clear understanding of the content on a webpage, making it easier to rank the page for specific search queries. One way to optimize keywords for SEO is to include them in links.

When a search engine crawls a webpage, it looks at the links on the page to determine the page's relevance and ranking. Links that include relevant keywords help search engines understand the content on the page and the topic it covers. For example, if a webpage is about "digital marketing," including that keyword in the link text helps search engines identify the page as relevant to that topic.

However, it's essential to use keywords in links naturally. Overusing keywords, also known as "keyword stuffing," can result in a penalty from search engines, negatively affecting a page's ranking. To avoid

this, use relevant keywords in links only when it makes sense and fits naturally in the context.

Overall, including relevant keywords in links is an effective SEO strategy that helps search engines understand the content on a webpage and improve its ranking. However, it's important to use keywords naturally to avoid penalties and maintain a positive ranking.

The Google Bomb:

The Google Bomb was a phenomenon that occurred in the early 2000s, where individuals or groups attempted to manipulate Google's search results by creating large numbers of links with specific anchor text pointing to a particular website or page.

The goal of the Google Bomb was to make the targeted website or page appear at the top of the search results for a specific keyword or phrase. This was achieved by creating a massive number of links using the targeted keyword as the anchor text, which tricked Google's algorithm into thinking that the website or page was highly relevant to that keyword.

One of the most famous examples of the Google Bomb occurred in 2003 when a group of bloggers created a large number of links using the anchor text "miserable failure", pointing to the biography page of former US President George W. Bush. As a result, when someone searched for the phrase "miserable failure" on Google, the top result was the biography page of George W. Bush.

Google eventually made changes to its algorithm to prevent Google

Bombs from working. Today, the effectiveness of Google Bombing is greatly reduced, and it is much more difficult to manipulate search results in this way.

Good Links Vs Bad Links:

Not all backlinks are created equal. Some backlinks can positively impact a website's ranking, while others can harm it. Here are some examples of good and bad backlinks:

Good Backlinks:

1. **Relevant Backlinks -** A backlink from a website that is relevant to your website's content is considered a good backlink. For example, if your website is about fitness, a backlink from a health and wellness blog would be relevant.

2. **High Authority Websites -** A backlink from a high authority website, such as a government or educational site, can significantly improve your website's ranking.

3. **Natural Backlinks -** Natural backlinks are links that are earned naturally through quality content and outreach efforts. These backlinks are considered the best because they indicate that other websites find your content valuable.

Bad Backlinks:

1. **Irrelevant Backlinks -** Backlinks from websites that are not related to your content or industry are considered bad backlinks. For example, if your website is about fitness, a backlink from a gambling site would be irrelevant.

2. **Low-Quality Websites -** Backlinks from low-quality websites, such as link farms or spammy sites, can harm your website's ranking.

3. **Paid Backlinks -** Paid backlinks are links that are purchased, and they are a violation of Google's guidelines. Paid backlinks can result in a penalty or even complete removal from search engine results.

In summary, good backlinks come from relevant, high-authority websites and are earned naturally through quality content and outreach efforts. Bad backlinks come from irrelevant, low-quality or paid sources and can harm a website's ranking. It's essential to focus on building high-quality, natural backlinks to improve a website's ranking and avoid any penalties.

Do Follow Links vs No Follow Links:

When it comes to building backlinks for SEO, it's important to understand the difference between no follow and do-follow links. Both types of links have their own set of characteristics, and they can impact a website's ranking in different ways. In this article, we'll explore what no follow and do-follow links are and how they affect a website's SEO.

Do Follow Links:

A do-follow link is a link that allows search engine crawlers to follow it and pass on link equity from the linking site to the linked site. In other words, when a website links to another site with a do-follow link, it is telling search engines that it trusts and endorses the linked site's content. Do follow links are often considered to be more valuable than no follow

links because they pass on link equity, which can help boost a website's ranking in search engine results pages (SERPs).

No Follow Links:

A no follow link is a link that contains a rel="nofollow" tag in its HTML code. This tag instructs search engine crawlers not to follow the link or pass on any link equity to the linked site. No follow links were introduced by Google in 2005 as a way to combat spammy link-building practices. By using the no follow tag, webmasters can prevent spammers from taking advantage of their website's authority and credibility by linking to irrelevant or low-quality sites. The main purpose of no follow links is to tell search engines that the website owner is not endorsing the linked site's content or vouching for its credibility. No follow links are often used for external links to user-generated content, such as comments or forum posts, and paid links or advertisements.

No follow links do not pass on any link equity, which means they do not contribute to a website's ranking in search engine results pages. However, they can still provide other benefits, such as referral traffic and brand awareness. Even though no-follow links do not pass on any link equity, they are still important for a healthy backlink profile because they can diversify a website's link portfolio and help prevent a penalty for unnatural linking.

Do Follow vs   No Follow Links:

Do-follow links are valuable for building a website's authority and credibility, while no-follow links can still provide referral traffic and brand awareness. A healthy backlink profile should include a mix of

both types of links. However, it's important to note that Google's algorithm is constantly changing, and its interpretation of do-follow and no follow links may vary over time.

It's also important to consider the context and relevance of the linking site when evaluating the value of a backlink. A do-follow link from a high-authority and relevant website in your industry can be much more valuable than a no follow link from an irrelevant and low-quality website. When building backlinks, focus on creating valuable content that other websites will want to link to, and be sure to evaluate the quality and relevance of the linking site before pursuing a backlink.

12. HOW TO GET BACKLINKS

Getting backlinks is essential for your website to rank well in search engines. Backlinks are one of the most critical factors that determine the ranking of a website. In this chapter, we will discuss in detail how to get backlinks.

How To Get Backlinks:

1. **Create high-quality content:** The first and most important step to get backlinks is to create high-quality, original, and informative content that people would naturally want to link to. Make sure that your content is valuable and relevant to your target audience. When creating content, consider conducting original research, publishing expert opinions, or providing in-depth analysis on a particular topic.

2. **Conduct a competitor analysis:** Identify your main competitors and analyze their backlink profiles to see where their links are coming from. Look for opportunities to replicate their backlinks, such as guest posts or directory listings. Use tools like Ahrefs, Moz, or SEMrush to conduct a thorough analysis of your competitor's backlinks.

3. **Use social media:** Social media platforms like Twitter, Facebook, and LinkedIn are great for promoting your content and getting backlinks. Share your content on social media and encourage your followers to share it as well. The more your content is shared on social media, the more likely it is to be linked to.

4. **Reach out to bloggers:** Find blogs that are relevant to your niche and reach out to the bloggers. You can offer to write a guest post for their blog in exchange for a backlink. Make sure that your guest post is informative and relevant to their audience. Alternatively, you can ask them to link to your content if they find it useful.

5. **Build relationships with influencers:** Influencers in your niche can be a great source of backlinks. Follow them on social media, engage with their content, and build a relationship with them. You can also reach out to them and ask them to share your content with their followers or link to it on their website.

6. **Use broken link building:** Broken link building is a tactic that involves finding broken links on other websites and offering to replace them with your content. Find websites in your niche that have broken links and reach out to the website owner to offer a replacement link. Make sure that your content is relevant to the broken link and provides value to the website owner and their audience.

7. **Submit to directories:** Many directories allow you to submit your website for inclusion. Submitting your website to relevant directories can help you get backlinks and improve your search engine rankings. However, be cautious when using directories, as some may be low-quality and can harm your rankings.

8. **Participate in forums and online communities:** Find online communities and forums that are relevant to your niche and participate in them. Share your expertise and provide valuable

insights to the community. You can also include links to your content when it's relevant to the conversation.

9. **Create infographics:** Infographics are a great way to visually present complex information in a way that's easy to understand. Create an original and informative infographic that people would naturally want to link to. Share your infographic on social media and reach out to bloggers and website owners to encourage them to share it as well.

10. **Offer to write testimonials:** If you use products or services from other businesses, reach out to them and offer to write a testimonial in exchange for a backlink. Make sure that your testimonial is genuine and provides value to the business.

In summary, getting backlinks requires effort, patience, and a strategic approach. By creating high-quality content, conducting a competitor analysis, reaching out to bloggers and influencers, and participating in online communities, you can build a strong backlink profile that will help improve your search engine rankings and drive traffic to your website.

Softwares For Doing Backlink Analysis:

Ahrefs and SEMrush are two of the most popular and powerful tools for backlink analysis. They provide a range of features that help you to evaluate the backlink profile of any website, including your own. Here is a detailed look at how these tools can be used for backlink analysis:

1. **SEMrush:** SEMrush is a popular SEO tool that offers a range of

features for backlink analysis. It has a large database of backlinks and provides a range of features for analyzing the backlink profile of any website. Here is how you can use SEMrush for backlink analysis:

- Enter the URL of the website you want to analyze in the Site Audit tool.

- Once the audit is complete, you will see a summary of the website's backlink profile, including the number of backlinks, referring domains, and referring pages.

- To get more detailed information about the backlinks, click on the Backlinks tab. Here, you will see a list of all the backlinks pointing to the website.

- You can filter the backlinks based on a range of parameters such as domain authority, page authority, anchor text, and more.

- SEMrush also provides a range of other features, such as the Backlink Audit tool, which helps you to identify potentially harmful backlinks, and the Brand Monitoring tool, which helps you to monitor brand mentions and track backlinks.

Overall, both Ahrefs and SEMrush are powerful tools for backlink analysis. They provide a range of features that help you to evaluate the backlink profile of any website, identify potential link-building opportunities, and monitor your backlinks. By using these tools, you can gain valuable insights into your backlink profile and that of your competitors, which can help you to improve your SEO strategy and

drive more traffic to your website.

Bad Backlinks Removal:

The Google Disavow Tool is a powerful tool that can help you remove unwanted or harmful backlinks from your website's link profile. Here's a step-by-step guide on how to use it:

1. **Identify the backlinks to disavow:** Before you start using the Disavow Tool, you'll need to identify the backlinks that you want to disavow. Use a backlink analysis tool to review your website's link profile and identify any low-quality, spammy or irrelevant backlinks.

2. **Create a disavow file:** Once you've identified the backlinks you want to disavow, you need to create a disavow file. This is a plain text file that contains a list of the URLs or domains you want Google to ignore. The file should be saved with a .txt extension.

3. **Format the disavow file correctly:** It's important to format the disavow file correctly so that Google can understand it. Each line in the file should contain either a single URL or a domain preceded by the "domain:" tag. For example, to disavow all links from example.com, you would add the following line: "domain:example.com".

4. **Upload the disavow file to Google Search Console:** Once you've created and formatted the disavow file, you need to upload it to Google Search Console. Go to the Disavow Tool section and select your website. Click on "Disavow Links" and then choose the

disavow file you just created. Click "Submit" to upload the file.

5. **Monitor your backlink profile:** After using the Disavow Tool, it's important to monitor your backlink profile to ensure that you're not still receiving harmful backlinks. Use a backlink analysis tool to regularly review your link profile and continue to disavow any new spammy or irrelevant backlinks that you identify.

It's important to note that the Disavow Tool should be used with caution, as it can have significant impacts on your website's search engine rankings. Only use it to disavow backlinks that you're confident are harmful or irrelevant, and always try to remove unwanted backlinks through outreach and link removal requests first.

13. SOCIAL MEDIA

Though social media is not massively important for SEO, it does have some benefits. I won't go massively into social media as this book focuses mainly on SEO; however, I will discuss it on some scale in this chapter and how it can help.

Social media refers to online platforms that enable individuals and organizations to create and share content, interact with one another, and network with like-minded people. Social media has revolutionized the way people communicate, access information, and interact with each other. Social media platforms are typically free to use and accessible to anyone with an internet connection. They allow people to connect with friends and family, share photos and videos, join communities, participate in discussions, and much more.

Main Social Media Channels in 2023:

As of 2023, the main social media channels include:

1. **Facebook:** With over 2.9 billion monthly active users, Facebook is the largest social media platform in the world. It offers a wide range of features, including profiles, pages, groups, and messenger, making it a versatile platform for personal and business use.

2. **Instagram:** Instagram is a photo and video-sharing platform that has gained immense popularity in recent years. It has over 1.2 billion monthly active users and offers features such as Stories, Reels, and IGTV.

3. **Twitter:** Twitter is a microblogging platform that allows users to share short messages known as tweets. It has over 353 million monthly active users and is widely used for news updates, real-time conversations, and marketing campaigns.

4. **LinkedIn:** LinkedIn is a professional networking platform that enables individuals and organizations to connect, share career information, and build professional relationships. It has over 760 million members and is popular among job seekers, recruiters, and business professionals.

5. **TikTok:** TikTok is a short-form video-sharing platform that has gained a massive following among younger generations. It has over 1 billion monthly active users and is known for its viral challenges, music, and dance videos.

How Social Media is Growing:

Social media is growing at an unprecedented rate. As of 2021, over 4.9 billion people around the world use social media, which is roughly 63% of the global population. This number is expected to continue to grow in the coming years, with experts predicting that the number of social media users will surpass 5 billion by 2025.

The growth of social media is driven by several factors, including the widespread availability of internet access, the rise of mobile devices, and the increasing importance of digital communication in people's lives. Social media has become an essential tool for businesses, marketers, and influencers, allowing them to reach a massive audience and engage with consumers in real time.

Moreover, social media platforms are constantly evolving, introducing new features and capabilities that keep users engaged and interested. For example, Instagram's recent introduction of Reels has made the platform more competitive with TikTok, while Facebook's introduction of Facebook Shops has made it easier for businesses to sell products directly on the platform.

In conclusion, social media has become an integral part of modern life, offering individuals and businesses alike an unprecedented level of connectivity and engagement. With the continued growth of social media and the introduction of new features and capabilities, it is clear that social media will continue to play a significant role in shaping the way we communicate and interact with each other.

Social media has become an essential component of digital marketing strategies, and it can play a significant role in improving a website's search engine optimization (SEO). Here are some of the benefits of social media for SEO:

1. Increased Brand Awareness and Traffic:

Social media platforms provide an opportunity for businesses to increase their brand awareness and reach a wider audience. By sharing content and engaging with followers, businesses can attract more visitors to their websites, which can improve their SEO rankings. When more people visit a website, it signals to search engines that the website is popular and relevant, which can result in higher rankings.

2. Improved Link Building:

Link building is a crucial factor in SEO, and social media can help businesses build high-quality links to their website. By sharing valuable content, businesses can attract backlinks from other websites and social media platforms. These backlinks signal to search engines that a website is reputable and valuable, which can improve its rankings.

3. Enhanced Social Signals:

Social signals refer to engagement and interactions on social media platforms, such as likes, shares, and comments. Social signals can influence SEO rankings as they provide search engines with an indication of a website's popularity and relevance. Websites with higher social signals tend to have higher rankings in search engine results pages (SERPs).

4. Improved Local SEO:

For businesses that rely on local customers, social media can be an effective tool for improving local SEO. By engaging with local customers on social media, businesses can increase their visibility in local searches. Social media platforms, such as Facebook and LinkedIn, also offer location-based features that allow businesses to target specific geographic locations with their content.

Are Social Media Links Good For SEO?

Social media platforms provide businesses with a powerful tool for promoting their content. By sharing blog posts, infographics, and other content on social media, businesses can attract more visitors to their

websites, which can improve their SEO rankings. Additionally, by promoting high-quality content on social media, businesses can attract backlinks from other websites, which can improve their SEO rankings.

Social media links can be good for SEO, but they may not directly impact a website's search engine rankings. Here are some factors to consider:

1. **Social Signals:** Social media links can indirectly impact a website's SEO through social signals, such as likes, shares, and comments. Social signals indicate to search engines that a website is popular and relevant, which can improve its search engine rankings. However, the impact of social signals on SEO rankings is debated among experts, and it is unclear how much weight search engines give to social signals.

2. **Link Building:** Social media links can also be beneficial for link building. When a website's content is shared on social media, it can attract backlinks from other websites, which can improve its search engine rankings. Additionally, social media links can drive traffic to a website, which can improve its search engine rankings over time.

3. **Brand Awareness:** Social media links can also help improve brand awareness, which can indirectly impact SEO rankings. When more people become aware of a brand through social media, they are more likely to search for it on search engines, which can improve their search engine rankings.

4. **More search engine real estate:** Google often show social media snippets and channels on social media for user search queries. So it

makes sense to utilize it so you can get there as much as possible.

5. **Social Networking Sites are search engines:** Social networking site Facebook gets more searches a month than Ask.com, so it makes a lot of sense to use it.

Overall, while social media links may not have a direct impact on SEO rankings, they can indirectly impact SEO through social signals, link building, and brand awareness. Therefore, businesses need to include social media as a part of their overall digital marketing strategy to improve their online visibility and search engine rankings.

There is no single social media channel that is most important for SEO. The impact of social media on SEO rankings is debated among experts, and the effectiveness of social media channels for SEO can vary depending on the industry, target audience, and marketing goals of a business. That being said, here are some of the most popular social media channels that can be effective for improving SEO:

1. **Facebook:** Facebook is the largest social media platform, with over 2 billion monthly active users. By creating a business page on Facebook and regularly sharing valuable content, businesses can increase their brand awareness, attract more visitors to their website, and improve their search engine rankings.

2. **Twitter:** Twitter is a popular social media platform with over 330 million monthly active users. By regularly sharing relevant and engaging content, businesses can attract more followers, increase their social signals, and attract more backlinks to their websites, which can improve their search engine rankings.

3. **LinkedIn:** LinkedIn is a professional networking platform with over 740 million members. By creating a business page on LinkedIn and sharing industry-specific content, businesses can attract more followers, build high-quality backlinks to their websites, and improve their search engine rankings.

4. **Instagram:** Instagram is a visual-based social media platform with over 1 billion monthly active users. By sharing high-quality images and videos related to a business's products or services, businesses can increase their brand awareness, attract more followers, and improve their search engine rankings.

5. **YouTube:** YouTube is a video-sharing platform with over 2 billion monthly active users. By creating engaging and informative videos related to a business's products or services, businesses can increase their brand awareness, attract more visitors to their website, and improve their search engine rankings.

The benefits of SEO are not just for search engines like Google and Bing   but also for the social media channels themselves. Facebook gets more searches each month than Ask.com, so it proves that people are searching for information on the platform and also on other social media platforms. This makes it a perfect opportunity to learn how to do SEO for Facebook and other channels to get your page or business to the top of search results. Over the rest of this chapter, we'll discuss how you can do SEO for various social media channels to maximise your impact on each of them.

Facebook SEO:

Facebook SEO involves optimizing a business's Facebook presence to improve its visibility in search engine results pages (SERPs) and attract more traffic to its website. Here are some tips for doing Facebook SEO:

1. **Optimize the Facebook page name and URL:** The Facebook page name and URL should reflect the business's name or brand and include relevant keywords. This can help improve the page's visibility in search engine results.

2. **Use relevant keywords in the page description:** The page description should include relevant keywords related to the business's products or services. This can help improve the page's visibility in search engine results and attract more traffic to the page.

3. **Use descriptive titles for posts:** The titles of Facebook posts should be descriptive and include relevant keywords. This can help improve the visibility of the post in search engine results.

4. **Use hashtags:** Hashtags can help improve the visibility of Facebook posts in search engine results and make them more discoverable to users who are interested in the topic. Businesses should use relevant hashtags that are popular in their industry or niche.

5. **Post regularly and consistently:** Regularly posting high-quality, relevant, and engaging content on Facebook can help attract more followers, increase social signals, and improve the visibility of the Facebook page in search engine results.

6. **Encourage engagement:** Encouraging engagement on Facebook,

such as likes, comments, and shares, can help increase social signals and improve the visibility of the Facebook page in search engine results.

7. **Link to the website:** Including links to the business's website in Facebook posts and on the Facebook page can help drive more traffic to the website and improve its search engine rankings.

TikTok SEO:

TikTok SEO involves optimizing a business's TikTok presence to improve its visibility in search results and attract more followers. Here are some tips for doing TikTok SEO:

1. **Optimize your profile:** The TikTok profile should include a clear and concise bio that describes the business and its products or services. The username should be easy to remember and relate to the business.

2. **Use relevant hashtags:** Hashtags are an important part of TikTok SEO. Businesses should use relevant hashtags that are popular in their industry or niche to help their content be discovered by users who are interested in the topic.

3. **Use trending sounds:** Using trending sounds can help increase the visibility of TikTok videos in search results and attract more followers. Businesses should use trending sounds that are relevant to their industry or niche.

4. **Post regularly and consistently:** Regularly posting high-quality, engaging content on TikTok can help attract more followers and

increase the visibility of the business in search results.

5. **Use captions:** Captions are an important part of TikTok SEO. Captions should be descriptive and include relevant keywords to help the content be discovered in search results.

6. **Encourage engagement:** Encouraging engagement on TikTok, such as likes, comments, and shares, can help increase the visibility of the business in search results and attract more followers.

7. **Cross-promote on other social media platforms:** Cross-promoting TikTok content on other social media platforms can help increase the visibility of the content and attract more followers.

In conclusion, businesses can improve their TikTok SEO by optimizing their profile, using relevant hashtags and trending sounds, posting regularly and consistently, using captions, encouraging engagement, and cross-promoting on other social media platforms. By following these tips, businesses can increase their visibility on TikTok, attract more followers, and grow their business.

LinkedIn SEO:

LinkedIn SEO involves optimizing a business's LinkedIn profile to improve its visibility in search results and attract more leads. Here are some tips for doing LinkedIn SEO:

1. **Optimize the headline:** The LinkedIn headline should include relevant keywords related to the business's products or services. This can help improve the visibility of the profile in search results.

2. **Use relevant keywords in the summary:** The LinkedIn summary

should include relevant keywords related to the business's products or services. This can help improve the visibility of the profile in search results.

3. **Use descriptive job titles:** The job titles on the LinkedIn profile should be descriptive and include relevant keywords related to the business's products or services. This can help improve the visibility of the profile in search results.

4. **Use multimedia:** Adding multimedia, such as videos or images, to the LinkedIn profile can help increase engagement and improve the visibility of the profile in search results.

5. **Publish high-quality content:** Publishing high-quality, relevant, and engaging content on LinkedIn can help attract more followers and increase the visibility of the business in search results.

6. **Encourage engagement:** Encouraging engagement on LinkedIn, such as likes, comments, and shares, can help increase the visibility of the business in search results and attract more leads.

7. **Use LinkedIn groups:** Joining and participating in LinkedIn groups can help increase the visibility of the business in search results and attract more leads.

8. **Optimize the page for mobile:** Many LinkedIn users access the platform from their mobile devices. Businesses should ensure that their LinkedIn profile is optimized for mobile devices to provide a good user experience and improve the visibility of the profile in search results.

In conclusion, businesses can improve their LinkedIn SEO by optimizing the headline, summary, and job titles, using multimedia, publishing high-quality content, encouraging engagement, using LinkedIn groups, optimizing the page for mobile, and staying active on the platform. By following these tips, businesses can increase their visibility on LinkedIn, attract more leads, and grow their business.

Twitter SEO:

Twitter SEO involves optimizing a business's Twitter profile to improve its visibility in search results and attract more followers. Here are some tips for doing Twitter SEO:

1. **Optimize the Twitter handle:** The Twitter handle should be easy to remember and relate to the business. It should also include relevant keywords related to the business's products or services.

2. **Use relevant keywords in the bio:** The Twitter bio should include relevant keywords related to the business's products or services. This can help improve the visibility of the profile in search results.

3. **Use relevant hashtags:** Hashtags are an important part of Twitter SEO. Businesses should use relevant hashtags that are popular in their industry or niche to help their content be discovered by users who are interested in the topic.

4. **Use multimedia:** Adding multimedia, such as images or videos, to Twitter can help increase engagement and improve the visibility of the profile in search results.

5. **Publish high-quality content:** Publishing high-quality, relevant,

and engaging content on Twitter can help attract more followers and increase the visibility of the business in search results.

6. **Encourage engagement:** Encouraging engagement on Twitter, such as retweets, likes, and replies, can help increase the visibility of the business in search results and attract more followers.

7. **Use Twitter analytics:** Twitter analytics can help businesses track the performance of their tweets and identify what content is resonating with their audience.

8. **Cross-promote on other social media platforms:** Cross-promoting Twitter content on other social media platforms can help increase the visibility of the content and attract more followers.

In conclusion, businesses can improve their Twitter SEO by optimizing the Twitter handle, bio, and hashtags, using multimedia, publishing high-quality content, encouraging engagement, using Twitter analytics, and cross-promoting on other social media platforms. By following these tips, businesses can increase their visibility on Twitter, attract more followers, and grow their business.

Instagram SEO:

Instagram SEO involves optimizing a business's Instagram profile to improve its visibility in search results and attract more followers. Here are some tips for doing Instagram SEO:

1. **Optimize the Instagram handle:** The Instagram handle should be easy to remember and relate to the business. It should also include relevant keywords related to the business's products or services.

2. **Use relevant keywords in the bio:** The Instagram bio should include relevant keywords related to the business's products or services. This can help improve the visibility of the profile in search results.

3. **Use relevant hashtags:** Hashtags are an important part of Instagram SEO. Businesses should use relevant hashtags that are popular in their industry or niche to help their content be discovered by users who are interested in the topic.

4. **Use multimedia:** Adding multimedia, such as images or videos, to Instagram can help increase engagement and improve the visibility of the profile in search results.

5. **Publish high-quality content:** Publishing high-quality, relevant, and engaging content on Instagram can help attract more followers and increase the visibility of the business in search results.

6. **Encourage engagement:** Encouraging engagement on Instagram, such as likes, comments, and shares, can help increase the visibility of the business in search results and attract more followers.

7. **Use Instagram analytics:** Instagram analytics can help businesses track the performance of their posts and identify what content is resonating with their audience.

8. **Use Instagram Stories:** Instagram Stories can help increase engagement and improve the visibility of the business in search results.

9. **Cross-promote on other social media platforms:** Cross-

promoting Instagram content on other social media platforms can help increase the visibility of the content and attract more followers.

In conclusion, businesses can improve their Instagram SEO by optimizing the Instagram handle, bio, and hashtags, using multimedia, publishing high-quality content, encouraging engagement, using Instagram analytics, using Instagram Stories, and cross-promoting on other social media platforms. By following these tips, businesses can increase their visibility on Instagram, attract more followers, and grow their business.

14. VIDEOS FOR SEO

Videos can be used effectively for SEO (Search Engine Optimization) to enhance a website's visibility and improve its rankings in search engine results pages. Here are some ways videos can be utilized for SEO, along with their benefits:

1. Increased Visibility: Including videos on your website can help increase its visibility in search results. Videos often appear in the video carousel or blended results on search engine result pages, giving your website more exposure.

2. Higher Click-Through Rates: Videos in search results tend to attract higher click-through rates compared to text-only results. This can lead to more traffic to your website and potentially higher conversion rates.

3. Improved User Engagement: Videos can significantly improve user engagement on your website. When visitors spend more time watching videos, it signals to search engines that your content is valuable, resulting in improved rankings.

4. Diversified Content: Adding videos diversifies your content and provides a different format to engage with your audience. This can attract a wider range of users and keep them on your website for longer periods.

5. Enhanced Social Sharing: Videos are highly shareable, and people are more likely to share videos they find interesting or informative. Increased social sharing can lead to more backlinks to your website, which can positively impact SEO.

6. Increased Backlink Opportunities: Videos can attract backlinks from other websites and social media platforms. Backlinks are an essential factor in SEO, as they indicate to search engines that your content is authoritative and valuable.

7. Improved Mobile Experience: Videos are particularly effective for mobile users who prefer consuming content in a visual format. Since mobile optimization is crucial for SEO, incorporating videos can enhance the overall mobile experience and boost your rankings.

8. YouTube SEO: YouTube is the second-largest search engine, and optimizing your videos for YouTube SEO can drive additional traffic to your website. By including relevant keywords, compelling titles, descriptions, and tags, you can increase visibility on YouTube and Google search results.

9. Enhanced Conversion Rates: Videos have the potential to improve conversion rates by showcasing products or services in action, providing demonstrations, or sharing customer testimonials. Engaging videos can positively impact user trust, leading to higher conversions.

10. Extended Reach and Brand Awareness: Videos have a higher chance of going viral or being shared across different platforms, helping to increase brand awareness and reach. This exposure can lead to more organic search traffic and improved SEO performance.

To maximize the benefits of videos for SEO, it's crucial to optimize them by incorporating relevant keywords, creating high-quality and

engaging content, optimizing titles and descriptions, and promoting them through social media and other marketing channels.

How to optimise videos on your website?

Here are some tips for optimizing videos on your website for SEO:

1. **Choose the right video hosting platform:** There are several video hosting platforms available, each with its own set of SEO benefits. YouTube is a popular option that is owned by Google, so videos hosted on YouTube are more likely to appear in Google search results.

2. **Optimize the video file name:** Use descriptive and relevant keywords in the video file name to help search engines understand the content of the video. For example, if your video is about a recipe for chocolate cake, use a file name like "chocolate-cake-recipe.mp4".

3. **Write a descriptive video title and description:** Use relevant keywords in the video title and description to help search engines understand the content of the video. Write a compelling title that accurately reflects the content of the video, and write a detailed description that includes relevant keywords and a summary of the video's content.

4. **Add video schema markup:** Schema markup is a type of code that helps search engines understand the content of a web page. Add video schema markup to your video page to provide search engines with more information about the video, such as the title, description,

thumbnail image, and duration.

5. **Use a transcription or closed captioning:** Providing a transcript or closed captioning for your video can help improve the accessibility of the video for users with disabilities   and can also help search engines understand the content of the video. Use relevant keywords in the transcription or closed captioning to help improve the video's SEO.

6. **Create a video sitemap:** A video sitemap is a file that lists all the videos on your website and provides information about each video, such as the title, description, and URL. Submit your video sitemap to search engines to help improve the visibility of your videos in search results.

7. **Optimize the video thumbnail:** Choose a high-quality, relevant, and engaging thumbnail image for your video. This can help attract more clicks and improve the visibility of the video in search results.

In conclusion, optimizing videos on your website for SEO involves choosing the right hosting platform, optimizing the file name, title, and description, adding schema markup, providing a transcript or closed captioning, creating a video sitemap, and optimizing the video thumbnail. By following these tips, you can improve the visibility and search engine rankings of your videos and drive more traffic to your website.

Youtube SEO:

Google also has a section on search results for videos, and they show

mainly youtube videos, so it makes a lot of sense to create videos with the intent of getting them ranked on Google video search.

YouTube is the second largest search engine in the world, making it an important platform for businesses and content creators to reach their target audience. However, with so much content on YouTube, it can be challenging to stand out and get your videos seen. Here are some tips for doing YouTube SEO to improve the visibility and search engine rankings of your videos:

1. **Keyword research:** Just like with any other type of SEO, keyword research is important for YouTube SEO. Use tools like Google Keyword Planner or YouTube's built-in search bar to find keywords related to your video topic. Choose keywords that are relevant to your video, have a high search volume, and have low competition.

2. **Optimize video title and description:** Use your target keywords in your video title and description. Make sure your video title is descriptive, catchy, and accurately reflects the content of your video. Your description should include a summary of your video, relevant keywords, and links to your website and social media channels. Use timestamps in your video description to help viewers find specific sections of your video.

3. **Use tags:** Tags are keywords that help YouTube understand the content of your video. Use relevant tags in your video to improve its visibility in search results. Choose tags that are specific to your video, and include both broad and narrow tags.

4. **Create a custom thumbnail:** A custom thumbnail can help your

video stand out in search results and attract more clicks. Use a high-quality, engaging, and relevant thumbnail image that accurately reflects the content of your video. Avoid using clickbait thumbnails that misrepresent the content of your video.

5. **Engage with your audience:** YouTube's algorithm takes into account engagement metrics like likes, comments, and shares. Encourage your viewers to engage with your video by asking questions, responding to comments, and creating content that inspires discussion.

6. **Use closed captions:** Closed captions can improve the accessibility of your video for viewers who are deaf or hard of hearing. They can also improve your video's visibility in search results, as YouTube uses closed captioning to understand the content of your video. Use accurate and detailed captions that include relevant keywords.

7. **Promote your video:** Promoting your video on social media, your website, and other platforms can help improve its visibility and engagement. Share your video on social media, embed it on your website, and collaborate with other YouTubers to reach a wider audience.

In conclusion, doing YouTube SEO involves keyword research, optimizing your video title and description, using tags, creating a custom thumbnail, engaging with your audience, using closed captions, and promoting your video. By following these tips, you can improve the visibility and search engine rankings of your videos on YouTube and reach a wider audience.

GORILLA TIP

Create a slide show video for your business using canva.com and Input your business address and a link to your Google My Business map listing within the video description. This is a very good way to boost up your local listings. If your a small local business like a landscaper based with a town or city, this could be a very helpful tactic. Do it for lots of videos to reap the rewards.

15. VOICE SEO

In 2023, the voice search industry is continuing to grow rapidly. With more people using voice assistants like Amazon Alexa, Google Assistant, Siri, and others, optimizing for voice search has become a crucial component of any successful digital marketing strategy. The rise of voice assistants and smart speakers has also led to the emergence of a new field of SEO known as voice search optimization or voice SEO.

Voice SEO refers to the process of optimizing your website and content to rank higher in voice search results. Voice search is different from traditional text-based search in several ways. Voice search queries tend to be longer and more conversational, with users asking questions more naturally and informally.

Voice assistants also tend to provide only one or two answers, which means that ranking at the top of the search results is more important than ever.

Here are some key strategies for optimizing your content for voice search in 2023:

1. **Use Natural Language and Conversational Keywords:** Voice search queries tend to be longer and more conversational, so it's important to use natural language and conversational keywords in your content. This means focusing on long-tail keywords that mimic how people speak. For example, instead of targeting the keyword "best restaurants in New York City," you might target a long-tail keyword like "What are the best restaurants to eat at in New York

City?".

2. **Optimize For Featured Snippets:** Voice assistants tend to read out the top result or featured snippet when responding to a voice search query. This means that optimizing for featured snippets is more important than ever. To optimize for featured snippets, focus on creating content that answers specific questions and provides valuable information. Use bullet points, numbered lists, and tables to make your content easy to read and understand.

3. **Leverage Schema Markup:** Schema markup is a type of structured data that helps search engines understand the content on your website. By adding schema markup to your website, you can help search engines better understand your content and improve your chances of ranking in voice search results. Several types of schema markup are particularly useful for voice search, including FAQ schema, How-to schema, and Q&A schema.

4. **Focus On Local SEO:** Voice search queries are often location-specific, so optimizing for local SEO is crucial for businesses that rely on local customers. This means creating local content, optimizing your Google My Business listing, and targeting location-specific keywords. For example, if you run a restaurant in New York City, you might target keywords like "best pizza in New York City" or "Italian restaurants near me".

5. **Optimize For Mobile:** Voice search is heavily reliant on mobile devices, so optimizing your website for mobile is crucial. This means creating a mobile-friendly website that loads quickly and is

easy to navigate. It also means using mobile-friendly formats like AMP (Accelerated Mobile Pages) and ensuring that your website is optimized for voice search by following the strategies outlined above.

Examples of Voice SEO in Action:

Let's take a look at some examples of businesses that are successfully optimizing for voice search in 2023:

1. **Domino's Pizza:** Domino's Pizza is a great example of a business that is leveraging voice search to drive sales. The company has integrated its ordering system with Amazon Alexa, Google Assistant, and other voice assistants, allowing customers to order pizza simply by speaking to their device. The company has also optimized its website and content for voice search by targeting conversational keywords like "order pizza near me" and creating FAQ pages that answer common questions about its products and services.

2. **The Home Depot:** The Home Depot is another business that is successfully optimizing for voice search in 2023. The company has created a voice app that allows customers.

3. **Hertz Car Rental:** Hertz Car Rental is using voice search to improve its customer experience. The company has created a voice assistant that allows customers to make reservations, manage their accounts, and get answers to frequently asked questions using natural language. Hertz has also optimized its website for voice search by targeting long-tail keywords like "rent a car near me" and

using schema markup to provide additional context about its services.

4. **Nestlé:** Nestlé, the global food and beverage company, is also optimizing for voice search. The company has created a voice assistant that helps customers find recipes, cooking tips, and nutritional information using conversational keywords. Nestlé has also optimized its website for voice search by using schema markup to provide recipe instructions and nutritional information in a format that is easy for voice assistants to read and understand.

5. **Capital One:** Capital One, the financial services company, is using voice search to improve its customer experience. The company has created a voice assistant that allows customers to check their account balances, make payments, and get answers to common banking questions using natural language. Capital One has also optimized its website and content for voice search by targeting conversational keywords like "check my account balance" and creating FAQ pages that answer common questions about its services.

Voice search is rapidly changing the SEO landscape, and optimizing for voice search is becoming increasingly important for businesses that want to stay competitive. By focusing on natural language and conversational keywords, optimizing for featured snippets, leveraging schema markup, focusing on local SEO, and optimizing for mobile, businesses can improve their chances of ranking in voice search results. Examples from businesses like Domino's Pizza, The Home Depot, Hertz Car Rental, Nestlé, and Capital One shows how companies are successfully integrating voice search into their marketing strategies and

improving their customer experience. As the voice search industry continues to grow and evolve, it will be important for businesses to stay up-to-date with the latest trends and best practices in voice SEO.

How to optimise voice search?

Optimizing for voice search requires a different approach than traditional SEO. Here are some tips on how to optimize your website and content for voice search:

1. **Focus on Natural Language and Conversational Keywords:** When optimizing for voice search, it's important to focus on natural language and conversational keywords. Voice search queries tend to be longer and more conversational than traditional text-based queries. To optimize for voice search, you should target long-tail keywords and use natural language in your content. For example, instead of targeting the keyword "best pizza" for your pizza restaurant website, you could target a conversational keyword like "Where can I find the best pizza near me?" This is more likely to match a voice search query and improve your chances of appearing in voice search results.

2. **Optimize for Featured Snippets:** Featured snippets are a key feature in voice search results. When a user performs a voice search, the voice assistant will often read out the featured snippet result. To optimize for featured snippets, you should focus on creating high-quality, informative content that answers common questions related to your industry or niche. You should also format your content in a way that is easy for voice assistants to read and understand. This

includes using header tags, bullet points, and short paragraphs to break up your content into digestible chunks.

3. **Leverage Schema Markup:** Schema markup is a type of structured data that provides additional context to search engines about your website and content. By leveraging schema markup, you can provide more information about your business, products, services, and content to voice assistants. For example, you can use schema markup to provide information about your business's location, hours of operation, phone number, and other relevant information. You can also use schema markup to provide information about your products and services, such as price, availability, and ratings.

4. **Focus on Local SEO:** Voice search queries often include local intent, such as "find a pizza restaurant near me." To optimize for local SEO, you should focus on creating content that is relevant to your local area and targeting local keywords. You should also optimize your Google My Business listing by providing accurate and up-to-date information about your business, including your address, phone number, website URL, and hours of operation. This will improve your chances of appearing in local voice search results.

5. **Optimize for Mobile:** Voice search is often performed on mobile devices, so it's important to optimize your website for mobile. This includes using a responsive design that adapts to different screen sizes and loads quickly on mobile devices. You should also make sure your website is easy to navigate and use on a mobile device, with clear calls-to-action and easy-to-read content. This will improve your user experience and increase your chances of

appearing in voice search results.

In conclusion, optimizing for voice search requires a different approach than traditional SEO. By focusing on natural language and conversational keywords, optimizing for featured snippets, leveraging schema markup, focusing on local SEO, and optimizing for mobile, you can improve your chances of ranking in voice search results and improve your overall SEO strategy.

16. SEO Myths

SEO (Search Engine Optimization) is a constantly evolving field that requires staying up to date with the latest best practices and techniques. Unfortunately, many myths and misconceptions about SEO can lead to ineffective or even harmful strategies. Here are 12 common SEO myths and the truth behind them:

Myth 1: Keywords are the most important factor in SEO.

1. Truth: While keywords are important for SEO, they are no longer the sole or even the most important factor in ranking. Google's algorithms have become much more sophisticated and now prioritize factors like user experience, quality content, and backlinks.

Myth 2: The more backlinks, the better.

2. Truth: While backlinks are an important factor in SEO, not all backlinks are created equal. High-quality, relevant backlinks from authoritative websites are much more valuable than a large quantity of low-quality or spammy backlinks.

Myth 3: Meta descriptions and meta keywords are critical for SEO.

3. Truth: While meta descriptions can impact click-through rates, they are no longer a direct ranking factor in SEO. Meta keywords are completely ignored by search engines.

Myth 4: SEO is a one-time fix.

4. Truth: SEO is an ongoing process that requires consistent effort to maintain and improve. Search engine algorithms are constantly evolving, and website content, backlinks, and user experience must be regularly updated and improved to stay competitive.

Myth 5: Paid search advertising can improve organic search rankings.

5. Truth: Paid search advertising has no direct impact on organic search rankings. However, it can indirectly improve organic rankings by increasing brand awareness and driving more traffic to a website.

Myth 6: SEO is all about optimizing for Google.

6. Truth: While Google is the dominant search engine, it's important to also consider other search engines like Bing and Yahoo. Additionally, optimizing for user experience and quality content will benefit SEO regardless of the search engine.

Myth 7: The higher the keyword density, the better.

7. Truth: Keyword density is no longer a significant factor in SEO, and overuse of keywords can harm rankings. Instead, focus on incorporating relevant keywords naturally within high-quality content.

Myth 8: Social media signals directly impact search rankings.

8. Truth: While social media can indirectly impact search rankings by increasing website traffic and backlinks, social media signals are not a direct ranking factor in SEO.

Myth 9: SEO is all about technical optimization.

9. Truth: Technical optimization is an important part of SEO, but it's only one piece of the puzzle. Quality content, user experience, and backlinks are equally important for successful SEO.

Myth 10: SEO results are immediate.

10. Truth: SEO results can take time to see, especially for new websites or websites with low domain authority. It's essential to be patient and consistently work on improving SEO over time.

Myth 11: SEO is only for large businesses.

11. Truth: SEO can benefit businesses of all sizes, from small startups to large corporations. Smaller businesses may have an advantage in targeting specific niche keywords and local searches.

Myth 12: SEO is a one-size-fits-all solution.

12. Truth: SEO strategies should be tailored to each website and industry. What works for one website may not work for another, and it's essential to stay up to date with the latest best practices and adapt strategies as needed.

Myth 13: You need to know how to code to do SEO.

13. Truth: You don't need to know how to code in the likes of Javascript, PHP, or even HTML. However, it does help to have some basic HTML knowledge so you know how titles, tags, and meta descriptions work on web pages. But that is as far as you need to know.

In conclusion, understanding and dispelling common SEO myths is critical for successful SEO. By focusing on quality content, user experience, backlinks, and ongoing optimization efforts, businesses can improve their search rankings and drive more traffic to their websites

17. TECHNICAL SEO

There are 100s of technical SEO things to watch out for when trying to rank your website on Google. Some of the main ones are website speed, and https-SSL. In this chapter, we will explore the realm of technical SEO, focusing on optimizing website speed, understanding HTTPS and SSL, and utilizing robots.txt files effectively. These aspects play a crucial role in improving search engine visibility, user experience, and website security. We will discuss the significance of website speed, tools to measure speed, the importance of HTTPS and SSL, and how robots.txt files impact SEO.

Optimizing Website Speed

Website speed is a critical factor for user experience and search engine rankings. A slow-loading website can lead to increased bounce rates and negatively impact conversions. Therefore, optimizing website speed is essential. Here's an overview of how to approach this optimization:

Measuring Website Speed

To measure your website's speed, you can employ various tools designed for this purpose. The following tools are popular options:

1. PageSpeed Insights: Provided by Google, this tool analyzes your website's speed on both mobile and desktop devices. It offers performance metrics such as First Contentful Paint (FCP), Largest Contentful Paint (LCP), and Cumulative Layout Shift (CLS). PageSpeed Insights also suggests optimizations to improve your

website's speed.

2. GTmetrix: GTmetrix offers detailed reports on website speed performance. It provides insights into metrics such as page load time, page size, and the number of requests made. GTmetrix also offers optimization recommendations based on its findings.

3. WebPageTest: This tool allows you to test website speed from multiple locations worldwide. It provides a comprehensive breakdown of loading stages and identifies bottlenecks that may be slowing down your website. WebPageTest offers valuable insights for improving website speed.

Enhancing Website Speed

To optimize your website's speed, consider implementing the following techniques:

1. Enable Compression: Compressing resources like HTML, CSS, and JavaScript files reduces their file sizes. Gzip compression is commonly used to achieve this, resulting in faster loading times.

2. Minify CSS, JavaScript, and HTML: Removing unnecessary spaces, line breaks, and comments from your code reduces file sizes. Minification can be done manually or through automated tools to eliminate redundant code and improve website speed.

3. Optimize Images: Images often contribute to a significant portion of a webpage's file size. Compress and resize images while maintaining visual quality to improve loading times. Utilize image formats like WebP, which offer better compression, when supported.

4. Leverage Browser Caching: Caching instructs visitors' browsers to

store certain resources locally, reducing the need to fetch them with subsequent page visits. By setting cache headers and utilizing browser caching effectively, you can enhance website speed, especially for returning visitors.

Understanding HTTPS and SSL

HTTPS (Hypertext Transfer Protocol Secure) is the secure version of HTTP, the protocol used for communication between web browsers and servers. HTTPS encrypts data transmitted between the user's browser and the website, ensuring data integrity and security. SSL (Secure Sockets Layer) and its successor, TLS (Transport Layer Security), are cryptographic protocols that establish an encrypted connection between a web server and a user's browser.

Importance of HTTPS and SSL

Implementing HTTPS with an SSL certificate offers several advantages:

1. Security: HTTPS encrypts sensitive data, such as passwords, credit card information, and personal details, preventing interception by malicious parties. It instills user trust and safeguards their privacy.
2. SEO Ranking: Google considers HTTPS as a ranking signal, prioritizing secure websites over unsecured ones. Migrating to HTTPS can potentially boost your search engine rankings.
3. Referrer Data: HTTPS preserves the referral source of incoming traffic, allowing you to track and analyze where your website visitors are coming from accurately.

Understanding Robots.txt and Its SEO Significance

A robots.txt file is a text file that provides instructions to search engine bots on how to crawl and index your website's pages. It can help control access to specific areas of your website and prevent search engines from wasting resources on irrelevant or sensitive content.

SEO Importance of Robots.txt

A well-optimized robots.txt file can benefit your SEO efforts in the following ways:

1. Crawl Efficiency: By instructing search engine bots on which pages to crawl and which ones to exclude, you can improve crawl efficiency. This ensures search engines focus on indexing relevant content, enhancing your website's visibility.

2. Sensitive Content Protection: You can use robots.txt to prevent search engines from indexing pages containing sensitive information, such as login pages or private data.

3. URL Structure Control: Robots.txt allows you to control how search engines crawl and index specific sections of your website. You can direct search engine bots to prioritize important pages or exclude certain sections entirely.

Conclusion

Technical SEO plays a vital role in optimizing websites for search engines. By focusing on website speed optimization, implementing HTTPS with SSL, and effectively utilizing robots.txt files, you can enhance user experience, improve search engine rankings, and ensure website security. Measure your website's speed using tools like PageSpeed Insights, GTmetrix, and WebPageTest, and implement the

necessary optimizations based on the findings. Embrace HTTPS and SSL to secure your website and enjoy potential SEO benefits. Lastly, leverage robots.txt to guide search engine crawlers and optimize your website's crawlability and indexability.

18. THINGS SEARCH ENGINES HATE

While doing good white hat SEO can help rank your website higher on Google; there are also things you can do to prevent your website from ranking well or even ranking at all if it gets hit with a penalty. I will discuss things you should try to avoid on your website.

1. Frames:

Frames are a method of displaying multiple HTML pages within a single webpage. Each frame is an individual HTML page that can be scrolled independently of the other frames. They were commonly used in the early days of the web, but their use has declined in recent years due to various disadvantages.

Advantages of using frames include the ability to display multiple pages within a single window, the ability to have a fixed header or footer that stays in place as the user scrolls, and the ability to load content into one frame while leaving other frames unchanged.

However, there are also several disadvantages to using frames, including poor SEO performance, increased complexity, difficulty with bookmarking, and accessibility issues. Search engines may have difficulty indexing content within frames, and users may have difficulty bookmarking specific pages or navigating between frames. Additionally, frames can create accessibility issues for users who rely on assistive technologies, such as screen readers.

Today, frames have been largely replaced by other methods for

displaying multiple pages within a single window, such as iframes, JavaScript and CSS. If you are designing a website, it is recommended to use these alternative methods instead of frames.

2. Invisible Navigation Systems:

Invisible navigation systems are a common SEO problem that can negatively impact the visibility and ranking of a website in search engine results pages (SERPs). Invisible navigation systems refer to navigation menus or links that are hidden from users but can still be crawled by search engines. These menus or links may be hidden using CSS styles or JavaScript, and are often used to improve the design and user experience of a website.

However, the use of invisible navigation systems can create SEO problems because search engines may not be able to crawl and index all of the pages on a website. This can result in lower visibility for those pages in search results, as search engines may not recognize their existence or value.

In addition to hindering the visibility and ranking of individual pages, invisible navigation systems can also result in duplicate content issues. When search engines crawl a website and find the same content accessible through multiple URLs, they may see it as duplicate content and penalize the website in search rankings.

To avoid these SEO problems, it is important to use visible and accessible navigation systems that allow search engines to crawl and index all of the pages on a website. This can be achieved by using clear and descriptive links within the HTML code, and by avoiding the use of

scripts or styles that hide navigation links from users.

In conclusion, invisible navigation systems may seem like a convenient way to improve the design and user experience of a website, but they can also create serious SEO problems that can impact the visibility and ranking of a website in search results. By using visible and accessible navigation systems, website owners can ensure that their website is properly indexed by search engines and can maximize its visibility and ranking in SERPs.

3. Flash Animation:

Flash animation is a multimedia platform that was widely used for creating animations, games, and interactive content for the web. Flash animations are typically created using Adobe Flash and can include a variety of elements such as text, graphics, and sound.

However, Flash animations can be problematic for SEO (Search Engine Optimization) for several reasons:

1. **Search engines cannot crawl Flash content:** Flash content is essentially an image to search engines and therefore, they cannot crawl the text and links within it, which makes it difficult for search engines to index and rank the content.

2. **Slow loading times:** Flash animations can be slow to load, which can negatively impact the user experience and lead to higher bounce rates.

3. **Unsupported on some devices:** Flash is not supported on many mobile devices and can therefore lead to a poor user experience for

users accessing a website from those devices.

4. **Accessibility issues:** Flash animations can present accessibility issues for users with disabilities, as the content may not be accessible to screen readers or other assistive technologies.

4. Duplicate Content:

Duplicate content is a common issue in SEO (Search Engine Optimization) that can negatively impact a website's visibility and ranking in search engine results pages (SERPs). Duplicate content refers to content that is identical or similar to content that appears on multiple pages within a website or multiple websites.

Search engines view duplicate content as a low-quality user experience, and may penalize a website by lowering its ranking in search results or not indexing certain pages. This can result in reduced visibility and potentially, a decrease in traffic to a website.

There are several causes of duplicate content, including:

1. **Print versions of web pages:** Websites often have separate print versions of their pages that include the same content as the main pages, but with a different layout.

2. **URL parameters:** Some websites use URL parameters to sort or filter content, which can result in multiple URLs that lead to the same page.

3. **Non-canonical URLs:** Different URLs may lead to the same page, for example, through the use of www vs non-www URLs, or HTTP vs HTTPS URLs.

4. **Scraped or copied content:** Some websites may copy content from other websites, which can result in identical content appearing on multiple sites.

To avoid duplicate content issues, it is essential to implement best practices for SEO, such as using canonical URLs to specify the preferred version of a page and using 301 redirects to redirect non-canonical URLs to the select version. Additionally, it is essential to regularly monitor and identify any duplicate content on a website and take steps to resolve it.

In conclusion, duplicate content can be a severe issue of SEO that can negatively impact a website's visibility and ranking in search results.

5. **Cloaking:**

Cloaking is a search engine optimization (SEO) technique that involves serving different content to search engines than is served to users. The goal of cloaking is to manipulate search engines into ranking a website higher than it would otherwise, by showing them a different version of the website that contains more keywords or other content that the website owner believes will be more attractive to search engines.

Cloaking is considered an unethical and manipulative practice by search engines, and it is against their guidelines. Search engines use cloaking detection algorithms to identify websites that use this technique, and they can penalize or ban websites that are found to be cloaking.

There are several reasons why you should avoid cloaking:

1. **Penalty or Ban:** As mentioned, search engines will penalize or ban websites that are found to be cloaking, which can significantly hurt the website's visibility and traffic.

2. **Poor User Experience:** By serving different content to users than what is served to search engines, cloaking can result in a poor user experience, which can harm the reputation of a website and reduce its credibility.

3. **Inefficient Use of Time and Resources:** Creating and maintaining two different versions of a website can be time-consuming and resource-intensive, and it is unlikely to result in any long-term benefits for the website.

4. **Unsustainable:** Search engines are constantly updating their algorithms to identify and penalize manipulative practices such as cloaking. This means that even if a website is successful in using cloaking to achieve higher rankings, it is unlikely to be sustainable in the long term.

5. **Better Alternatives:** Instead of cloaking, there are several legitimate SEO techniques that website owners can use to improve their rankings, including creating high-quality content, optimizing for relevant keywords, and building high-quality links.

In conclusion, cloaking is a manipulative and unethical SEO technique that should be avoided. Instead, website owners should focus on using legitimate and sustainable SEO techniques that can improve their rankings and visibility in a way that is both effective and ethical.

19. GOOGLE UPDATES

Google is constantly updating its search algorithms to improve the quality of search results and ensure that users have the best possible search experience. While minor updates are made regularly, major algorithm updates can have a significant impact on search rankings and website traffic. In this chapter, we'll take a closer look at some of the major algorithm updates that Google has released in recent years.

1. Panda:

First released in 2011, the Panda algorithm update targets low-quality content and websites that use spammy or manipulative techniques to improve search rankings. This algorithm update primarily focuses on the quality of content on a website, penalizing sites that have thin, low-quality content or duplicate content.

To avoid being penalized by Panda, website owners should focus on creating high-quality, original content that provides value to users. This includes avoiding keyword stuffing, writing for users instead of search engines, and removing any duplicate or low-quality content from your website.

2. Penguin:

The Penguin algorithm update, first released in 2012, targets websites that use manipulative link-building techniques to improve search rankings. This includes tactics like buying links or participating in link exchange programs.

To avoid being penalized by Penguin, website owners should focus on building high-quality, natural links through content marketing, guest blogging, and other legitimate link-building tactics.

3. Hummingbird:

Released in 2013, the Hummingbird algorithm update focuses on improving Google's ability to understand the meaning behind search queries and provide more relevant search results. This update uses semantic search to understand the intent behind a search query, allowing Google to deliver more accurate results.

To optimize your website for Hummingbird, focus on creating high-quality, relevant content that answers common user questions and addresses their needs. This includes using natural language and incorporating long-tail keywords into your content.

4. Mobilegeddon:

Released in 2015, the Mobilegeddon algorithm update targets websites that are not mobile-friendly by penalizing them in mobile search rankings. This update was released in response to the growing number of users who use mobile devices to search the web.

To avoid being penalized by Mobilegeddon, website owners should ensure that their website is mobile-friendly by using responsive design, optimizing images for mobile devices, and ensuring that website content is easily readable on mobile devices.

5. RankBrain:

Released in 2015, the RankBrain algorithm update uses machine

learning to improve Google's ability to understand the meaning behind search queries and deliver more relevant search results. This update uses artificial intelligence to learn from user behaviour and adjust search results accordingly.

To optimize your website for RankBrain, focus on creating high-quality, relevant content that addresses common user questions and uses natural language. You should also focus on improving user experience by making your website easy to navigate and providing clear calls to action.

6. Medic:

Released in 2018, the Medic algorithm update primarily focuses on websites in the health and medical industry. This update targets low-quality content and websites that use manipulative tactics to improve search rankings, especially in the health and medical industry, where inaccurate information can be harmful.

To optimize your website for Medic, focus on creating high-quality, accurate content that is written by experts in your industry. You should also ensure that your website is authoritative and trustworthy by including citations and links to reputable sources:

1. BERT:

Released in 2019, the BERT (Bidirectional Encoder Representations from Transformers) algorithm update targets natural language processing and improves Google's ability to understand the context and intent behind search queries. This update uses deep learning techniques

to analyze search queries and deliver more accurate search results.

To optimize your website for BERT, focus on creating high-quality, natural language content that addresses common user questions and uses long-tail keywords. You should also focus on providing a great user experience by making your website easy to navigate and providing clear calls to action.

2. Mom or Mum:

Released in 2020, the Mom or Mum (Mobile-Only Indexing) algorithm update targets mobile search rankings and prioritizes mobile-friendly websites in search results. This update reflects the growing number of users who use mobile devices to search the web and ensures that mobile users have the best possible search experience.

To optimise your website for Mom or Mum, focus on creating a mobile-friendly website that is easy to navigate and provides a great user experience. This includes using responsive design, optimising images for mobile devices, and ensuring website content is easily readable.

3. Core Web Vitals:

Released in 2021, the Core Web Vitals algorithm update targets website user experience by measuring website speed, responsiveness, and visual stability. This update reflects the importance of providing a great user experience and ensures that websites prioritising user experience are rewarded in search rankings.

To optimise your website for Core Web Vitals, focus on improving

website speed, minimizing page load times, and ensuring website content is visually stable. This includes optimising images and videos, using lazy loading techniques, and using a content delivery network (CDN) to improve website speed.

More about Google Core Web Vitals:

Google Core Web Vitals is a set of metrics that measure the user experience of a website in terms of loading speed, interactivity, and visual stability. Optimising for Core Web Vitals can improve your website's user experience, leading to better search rankings and increased traffic.

Here are some tips to optimise your website for Core Web Vitals:

1. Improve Loading Speed:

The first Core Web Vital metric is LCP (Largest Contentful Paint), which measures the loading speed of the most significant element on the website. To improve LCP, you can:

- **Optimise images:** Use compressed images that are correctly sized and formatted for the web.

- **Minimize HTTP requests:** Reduce the number of files that need to be downloaded by combining files or using a content delivery network (CDN).

- **Use browser caching:** Save website elements on the user's device so that they don't need to be downloaded every time the website is accessed.

2. Enhance Interactivity:

The second Core Web Vital metric is FID (First Input Delay), which measures the time it takes for the website to respond to user input. To improve FID, you can:

- **Minimize JavaScript:** Remove or defer JavaScript that is not essential for the initial page load.

- **Optimise CSS:** Use efficient CSS styles and minimize unused CSS code.

- **Use a fast web host:** Choose a web host with fast server response times.

3. Ensure Visual Stability:

The third Core Web Vital metric is CLS (Cumulative Layout Shift), which measures the visual stability of the website during loading. To improve CLS, you can:

- **Reserve space for elements:** Use the correct image and video dimensions and reserve space for ads to prevent layout shifts.

- **Add loading animations:** Use loading animations to indicate that the website is still loading.

- **Use lazy loading:** Load images and videos only when needed rather than all at once.

In addition to these tips, it's essential to regularly monitor your website's Core Web Vital metrics using Google's PageSpeed Insights tool or other website speed testing tools. This will help you identify any

issues and prioritize your optimization efforts.

Conclusion:

Optimising for Core Web Vitals can improve the user experience of your website and boost your search rankings. You can create a fast, responsive, and stable website that users will love by improving loading speed, enhancing interactivity, and ensuring visual stability.

With the proper optimization techniques and monitoring tools, you can stay on top of the latest SEO trends and improve your website's performance over time.

Google EEAT:

Google EEAT (Expertise, Authoritativeness, and Trustworthiness) is a set of criteria that Google uses to evaluate the quality of a website's content. It is essential for websites that provide information related to health, finance, and other topics that can significantly impact a person's life.

Here's a closer look at each of the three factors that make up Google EEAT:

1. **Expertise:** The first factor that Google looks for is expertise. This refers to the level of knowledge and experience the content creator has in their field. For example, a medical website should have content created by medical professionals or experts in the field.

2. **Authoritativeness:** The second factor that Google looks for is authoritativeness. This refers to the level of authority the content creator has in their field. This can be demonstrated by the author's

credentials, qualifications, and experience.

3. **Trustworthiness:** The third factor that Google looks for is trustworthiness. This refers to the level of trust that users have in the website and its content. Trustworthiness can be demonstrated by providing accurate and unbiased information, citing reliable sources, and having a clear and transparent website design.

To evaluate a website's EEAT, Google uses a combination of human evaluators and machine learning algorithms. Human evaluators are trained to assess the quality of a website's content based on the EEAT criteria, while machine learning algorithms use data to evaluate the relevance and usefulness of a website's content.

It's important to note that optimizing for EEAT is not a direct ranking factor for Google search results. However, it can indirectly impact a website's search rankings by improving user engagement and reducing bounce rates. Additionally, websites that fail to meet the EEAT criteria may be penalized by Google, which can negatively impact their search rankings.

To optimize for EEAT, website owners should focus on creating high-quality content that is accurate, informative, and trustworthy. They should also ensure that their website has a clear and transparent design, with easy-to-navigate menus and clear calls to action. Finally, it's important to regularly update and review website content to ensure that it remains relevant and up-to-date. By following these best practices, website owners can improve their website's EEAT and provide a better user experience for their visitors.

20. HOW TO STAY UPDATED WITH SEO

I hope you've learned a lot about SEO throughout this book. We covered everything from keyword optimisation to backlink building and more. It is important though to keep up with the latest SEO news and trends. Here are 15 places to keep updated on SEO:

1. **Matt Cutts' blog** - Cutts is a former Google employee who provides insights into the world of SEO and search algorithms.

2. **Neil Patel's blog** - Patel is a digital marketing expert who shares SEO tips and tricks on his blog.

4. **HubSpot** - HubSpot provides a wide range of resources on SEO, including blog posts, guides, and tools.

3. **Search Engine Journal** - This online publication offers news, analysis, and insights on the latest SEO trends and strategies.

4. **Search Engine Land** - Another leading publication in the SEO industry, Search Engine Land offers in-depth coverage of search algorithms and industry developments.

5. **Google.com/webmasters** - Google's official Webmaster Central blog provides updates and insights into Google's search algorithms and best practices for website owners.

6. **Moz** - Moz offers a range of SEO tools and a blog that covers the latest trends and developments in the field.

7. **WP Beginner** - This website offers beginner-friendly guides and

tutorials on SEO and other digital marketing topics.

8. **Backlinko** - Backlinko is a leading SEO blog that covers topics such as link building, on-page optimization, and content creation.

9. **Yoast** - Yoast offers a popular SEO plugin for WordPress, as well as a blog that covers SEO topics for website owners.

10. **SEMrush** - SEMrush offers a range of SEO tools, as well as a blog that covers the latest trends and strategies in the industry.

11. **Content Marketing Institute** - The Content Marketing Institute offers resources and insights on content marketing, including SEO strategies.

12. **Danny O'Sullivan** - O'Sullivan is a leading SEO expert and provides insights and analysis on the latest trends and strategies in the industry.

13. **Ahrefs** - Ahrefs offers a range of SEO tools, as well as a blog that covers topics such as keyword research, link building, and on-page optimization.

By following these resources, website owners and SEO professionals can stay up to date on the latest developments and best practices in the field, ensuring that their SEO strategies are effective and competitive.

It can be tough trying to keep updated on all of these sites, so what I do is use the Feedly App - you can download it from the Apple or Android app store. It allows you to put all of your blogs in one place and see the most recent updates each day from the sites that post information. This is much easier than trying to search for everything

manually.

I wish you the best of luck with your SEO going forward! For more SEO tips and tricks, you can check out my website, deanforan.com and follow my social channels for Dean Foran on Youtube, Tiktok, Instagram, and Facebook. Thank you.