# SEO Fundamentals Playbook

This playbook outlines core practices for improving a website's visibility in search engine results. It covers the essentials of SEO including keyword research, on-page optimization, and link building techniques.

### Step 1: Keyword Research

Identify relevant keywords that your target audience uses to search for products or services similar to yours. Utilize tools like Google Keyword Planner, SEMrush, or Ahrefs to analyze keyword difficulty, search volume, and user intent.

### Step 2: On-Page Optimization

Optimize individual web pages to rank higher and earn more relevant traffic. Include the targeted keywords in title tags, meta descriptions, header tags, and throughout the webpage content. Ensure the website is mobile-friendly, has a fast loading speed, and provides a good user experience.

### Step 3: Quality Content

Create high-quality, engaging, and original content that fulfills the searcher's intent. Incorporate targeted keywords naturally and use synonyms and related terms. Regularly update the content to keep it fresh and relevant.

### Step 4: Link Building

Acquire high-quality backlinks from reputable websites. This can be achieved through guest blogging, creating shareable infographics, engaging in industry forums, and getting listed in relevant directories. Avoid spammy practices that can lead to penalties.

## General Notes

### Google Algorithm

Keep updated with Google's algorithm changes as they can significantly impact SEO strategies. Always follow white-hat SEO practices to avoid penalties.

### Analytics Monitoring

Regularly monitor your site's performance with tools like Google Analytics. Look at metrics like bounce rate, time on page, and conversion rate to understand user behavior and optimize accordingly.