SEO Fundamentals Guide

This playbook outlines the essential steps to understand and implement the basics of Search Engine Optimization (SEO). It covers keyword research, on-page SEO practices, and the significance of backlinks in improving website visibility.

Step 1: **Keyword Research**

Identify and analyze relevant keywords that potential visitors might use to find your website. Tools such as Google Keyword Planner or SEMrush can be used to find keywords related to your content, understand search volume, and determine the competitiveness of the keywords.

Step 2: **On-Page SEO**

Optimize individual web pages to rank higher on search engines and earn more relevant traffic. This includes:

- Creating quality content that is original, informative, and includes the targeted keywords naturally.
- Ensuring that title tags, meta descriptions, and header tags (H1, H2, etc.) contain the primary keyword.
- Optimizing images by using descriptive, keyword-rich file names and alt tags.
- Improving page loading speed.
- Making sure the site is mobile-friendly.
- Structuring URLs to be clear and include target keywords where possible.

Step 3: **Build Backlinks**

Acquire high-quality backlinks from reputable and relevant websites. This includes creating valuable content that others want to link to,

guest blogging on relevant sites, and engaging in legitimate link-building strategies that comply with search engine guidelines.

General Notes

Ongoing Process

SEO is a continuous process that requires regular monitoring and adjustment. Keep track of your website's performance using analytic tools, and stay updated with the latest SEO trends and algorithm changes.

Avoid Penalties

Abstain from using any black-hat SEO techniques that can result in penalties from search engines, such as keyword stuffing, cloaking, and using private link networks.