

SEARCH ENGINE OPTIMIZATION (SEO) Guide

**SECRETS TO RANK AT THE TOP OF GOOGLE AND
OTHER SEARCH ENGINES TO GROW YOUR BUSINESS**

By

Elvis Mcdon

Copyright

All rights reserved. No part of this publication- Search Engine Optimization (SEO) Guide may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning without permission in writing by the author.

Printed in the United States of America

© **2021 by Elvis McDon**



Excel Publishing House
USA | UK | CANADA

Table of Contents

Table of Content	i
About the Author	v
Introduction	ix
Dedication	xiii
Chapter One	
Search Engine Optimization (SEO): What the Heck, is it?	1
Benefits of SEO to Businesses and Organizations	3
Chapter Two	
Search Engines	14
How Search Engines Work	14
Crawling	16
Indexing	18
Ranking	19
Types of Search Engines	20
Chapter Three	

Types of SEO	33
Guidelines	33
Optimization	36
Strategy	43
Chapter Four	
Keywords and Phrases	45
Research Keyword Like a Pro	47
Driving the Right Traffic	47
Keywords and Phrases Research Tools	49
Keyword Concept	54
The Intent	56
Keyword Goals	57
Understanding Customer Goals	59
Influencers Authority	60
Steps to Keyword Success	61
Chapter Five	
Research Your Customers	70
Types of Keywords	76
Longtail Keywords and Phrases	78
Short Tail Keywords and Phrases	80

Broad Keywords	83
Keyword Types to Avoid	84
How to Discover Competitive Keywords and Phrases	90

Chapter Six

On-Page SEO	102
What On-Page is Today and Going Forward	105
How to Optimize Your Page for Improved Keyword	106
Page Content Optimization to Rank	107
Content Ideation	111
Backlinks Relevance to Pages and Content	113

Chapter Seven

Search Engine Optimization and social media Relationship	119
How social media Can Help Improve Your Ranking on Search Engines	120
Developing Strategic Social Platform Persona	125
Goal Setting	127
Data Gathering	128

Audience Report	131
Optimizing Social Platform Profile	134
Social Platform Profile Handles	138
Social Network Bios & Descriptions	139
Conclusion	142
Other Books by the Same Author	145

ABOUT THE AUTHOR



Elvis McDon is a full-time trader and digital entrepreneur. He has been a player in the financial markets industry for more than a decade. Specifically, he trades both in the forex and stock markets sectors with a bias in other financial

instruments. He is also skilled in digital entrepreneurship and e-commerce.

Elvis is the CEO of Elvis Digital Entrepreneurs Academy. A firm he established to impact the knowledge of digital entrepreneurship on the youths and the elderly alike who are interested in having detailed exposure in the world of financial assets education. Many of his proteges are doing well in the digital market today.

Graduated from college as a financial analyst, Elvis went a step further to study financial derivatives at the Master's degree level. He worked for a firm for three years before deciding

to go into full-time trading, digital entrepreneurship, and coaching. In his career in the digital space, he discovered a niche in forex trading, digital business, and e-commerce; ever since has given it all the attention they deserve. The results have been simply phenomenal! The outcomes of his exposure endeared him to bring his experience to bear in coaching and writing. The essence is to spread the knowledge that has positively impacted his life and family to others, so they too will live the life they have always desired.

He is married, and they are blessed with four lovely children. He currently lives in the United States of America.

INTRODUCTION



A survey conducted and published online by Statista, a research firm, opined that in early 2021, over 4.6 billion people are actively using the internet. That number represents more than half the global population. The firm went ahead to share its finding of the worldwide internet penetration rate, which is discovered to be over

59%. Indeed, “the internet is a core pillar of the modern information society.”

Research also shows that 94% of consumers and businesses search the internet before buying any product or service. These online users type in intended keywords on the search bar, which returns a list of websites resulting from the search. People tend to visit the first few sites on the list because they are appealing and relevant to their search. A study has shown that you will not find reaching your customers difficult if your website is at the top of the list.

It is no longer news that competition is rife among different industries and organizations. Everyone wants to rank number one; everyone wants their product or service to be visible to their customers and clients; everyone wants to drive a ton of traffic to his business. Therefore, getting your business at

the top of the search engines is imperative to reach your customers and subscribers as quickly as possible to optimize your offering. To get more business, your website or landing page must get in front of people looking for the products and services you offer. But, how do you go about getting your products and services in front of your customers or clients in search engines? If, also you have asked why your competitor's product and service is getting a better search ranking than yours?

The above questions and more are answered inside this book- Search Engine Optimization Guide. I have explained strategies you can apply immediately to advance your business in the digital space. You will also find the essential tips to get you going in any of the funnels you choose.

Besides, suppose you desire to become an SEO professional. In that case, you will find the step-by-step approach you need to get you not only started but ensure you become profitable, helping businesses scale up maximally.

DEDICATED TO ALL DIGITAL
ENTHUSIASTS'

CHAPTER ONE

SEARCH ENGINE OPTIMIZATION (SEO): WHAT THE HECK IS IT?

SEO is a digital marketing type that helps websites and other landing pages to occupy vantage positions in search engines, such as Google, Bing, Yahoo, Amazon, etc.

SEO can also be a tool that businesses, including website owners, bloggers, social media experts, etc., can deploy to ensure they rank in the first pages of search queries.

For a better understanding of what search engine optimization means, please follow this analogy:

Ted is a chef and runs a restaurant. Seeing how business is moving, he decides to expand his business by having an online presence. He first set

up a blog to promote his business, and he writes regularly about the different cuisine served in his restaurant and other captivating posts in the food industry.

Search Engine Optimization (SEO): What the Heck is it?

SEO is a digital marketing type that helps websites and other landing pages to occupy vantage positions in search engines, such as Google, Bing, Yahoo, Amazon, etc.

SEO can also be a tool that businesses, including website owners, bloggers, social media experts, etc., can deploy to ensure they rank in the first pages of search queries.

For a better understanding of what search engine optimization means, please follow this analogy:

Ted is a chef and runs a restaurant. Seeing how business is moving, he decides to expand his business by having an online presence. He first set

up a blog to promote his business, and he writes regularly about the different cuisine served in his restaurant and other captivating posts in the food industry.

However, with the rich information, he shares on his blog, barely any visitors showed up in his restaurant. Deciding not to give up, Ted, having an idea of the power of the internet to help grow businesses, decided to search online. That was when he came up with the word SEO, a term he has not heard before. After much findings, he discovered that he could drive tons of traffic to his blog with SEO, which will help him grow his business.

Search engine optimization is a method or tool that can improve the quality and quantity of the audience coming to your blog or website from search engines, such as Google, etc. SEO could

increase brand awareness, attract near and distant customers, and improve credibility and trust.

SEO takes time and effort; it is like climbing a mountain, and you might even want to stop and turn around. But with determination and commitment, you get to the top. The traffic you attract in the end makes it worth the effort.

All the above is possible without you spending a dime. To bring visitors to his website, Ted will have to deploy the two types of SEO, as we shall see shortly.

BENEFITS OF SEO TO BUSINESSES AND ORGANIZATIONS:

In this section, it is essential to discuss why Search Engine Optimization is needed in your organization. If you are running a growing

business, it is no longer a question of whether you need to optimize your offering. Still, you must know why you should include the digital marketing type to scale up your operations. You will also get to find out why SEO is so important with statistics put out here.

SEO brings different challenges and options from time to time. For many businesses and marketers, SEO sometimes is a big struggle. However, the benefits are so high that you cannot ignore them. Let's dive into the benefits.

1. SEARCH ENGINE OPTIMIZATION BRINGS IN TO ANY BUSINESS CONSISTENTLY HIGH-QUALITY LEADS:

Businesses that engage in SEO the right way enjoy high-quality leads.

According to a recent finding, 60% of marketers attest that SEO is their highest source of leads for

growing their clients' businesses. SEO gives such a high-quality lead that is straightforward- it focuses on increasing web traffic for any business. On the other hand, lead generation ensures that the number of effective customers and prospects is on the increase.

SEO and lead generation have a strong correlation, as it is not just any web traffic; instead, it focuses on high-quality and targeted traffic for your site or page.

Another research finding shows that 57% of Business-to-Business (B2B) marketers opined that SEO generates more leads than any other marketing campaign effort. That means bringing people with searches that are related to your products or services. With SEO, you can start capturing your customers' attention and those interested in your business; it does not matter

whether you are at work, sleeping, or holidaying; as long as people are searching your websites, you keep generating leads.

1. LEAD GENERATION: Lead generation involves your actions to arouse customers' interest in your business or service. Leads are also known as prospects, activities to generate sales, and other phrases marketers use to explain the term.

Lead generation on your website can translate to sales. Therefore, the higher the quality of leads you generate on your site, the higher the possibility to record huge sales from your business. Your SEO campaign can drive high-quality leads to your site, translating to high-value customers for your business.

2. SEO ENSURES HIGHER RETURNS ON INVESTMENT (ROI):

According to a Search Engine Journal Audience report, SEO has the highest ROI vis-à-vis the other digital marketing efforts.

Kindly note that it does not mean you should leave out other digital marketing activities and focus only on SEO. The information presented here shows how important SEO is in your business to grow and expand. There is a need to create a comprehensive marketing campaign for your business to drive growth.

Remember, SEO is a long-term investment, and it takes a while to see the expected result from your investment. It is essential to understand that it is an asset investing in SEO to see your organization grow.

3. SEO IMPROVES TARGETING AND CONVERSION RATE:

As already mentioned above, SEO is focused on targeting visitors who are actively searching for your product or service. For a reason identified above, SEO is an excellent tactic for lead generation.

It is not surprising; therefore, leads from SEO have a 14% conversion rate. For comparison's sake, the long-established strategies such as print ads and direct mail produce only a 1.6% conversion rate.

Publishing quality content on your page or site is crucial to building up search engines to rank you on the front page of searches. Detailed, quality content is necessary to position you as an industry leader, helping you boost your business's conversion rate and improve your backlink. These are essentials that help you rank better in the search engines.

CONVERSION RATE:

According to the Oxford dictionary, the conversion rate is “the process of changing or causing something “or someone” to change from one form to another.” Following that definition, in digital marketing, conversion rate implies the measures you take to ensure that visitors who come to your site or page take the action you require. Such acts could include- clicking the “buy now” button, subscribing to a newsletter, etc. It involves ensuring that lead generation becomes buying customers.

You can calculate your business or products conversion rate thus- the total number of conversions divided by total leads generated.

Sales from website or page ÷ Lead generated.

For example, if you have an e-commerce site and applied SEO strategies, which in turn increased your lead generation to 500 daily. At the same

time, if the people that bought or converted from the lead is 200, then your conversion rate is:

$$200 \div 500 = 0.4$$

Converting to percentage $0.4 \times 100 = 40\%$.

That implies 40% of people visited your site or page and took action or bought your product or service.

4. SEO BRINGS TO YOUR BUSINESS OR SERVICE LONG-TERM BENEFITS:

As already mentioned above, SEO takes a lot of time and effort to get it going. It is all about consistency in what you are doing. The fact is, there are no quick fixes in the SEO strategy. Many businesses find it challenging to accept that SEO takes a lot of time and does not bring results right away. It takes about six months to one year to begin to see the effect of your SEO efforts.

However, once you pass the building up stages and your SEO starts taking off, you can be confident that your investment is paying off. You will start seeing exciting results for a long time. Unlike advertising such as Pay Per Click (PPC), you pay and get the leads and conversion there and then, but once you stop paying, leads and conversion dwindle. That could be a quick win for your type of business or service. However, note that it is expensive to drive traffic by PPC.

On the other side, the more you invest in SEO, the more your traffic positioning improves; even if you stop your SEO campaign, you will continue to see the result for a long time that will make you keep smiling to the banks. However, kindly know that if you eventually leave it for a long time, your SEO will start falling as well. Though, not that it will stop driving traffic immediately.

SEO ENHANCES BRAND CREDIBILITY:

The better the ranking you have on your website or landing page, the better you appear in the eyes of search in your niche area. When your products, service, website, or landing page keeps popping up with the first 3 or 4 spots regularly, it gives searchers the impression that you have probably been in the business for a long time. It, therefore, implies you are an expert in that niche. That is essential for your business.

It is crucial to understand that the more people trust your brand, the more likely they will buy from you. Businesses that heavily invest in SEO get to the top of the ranking and, therefore, earn customers' credibility and trust, resulting in continued growth and profitability.

No doubt, Search Engine Optimization brings in much more benefits than the ones mentioned above. You must start engaging SEO for your

business; the level that business is now does not matter.

If you cannot handle your SEO campaign effectively, you can check up on Fiverr and Upwork for professionals who can do that for you.

CHAPTER TWO

SEARCH ENGINES:

Search engines are online programs developed to enable users to search the internet for documents, products, and services containing keywords entered into the engine's search bar.

It is necessary to understand how search engines work and how to access information with them.

The possibilities of search engines are endless. If you understand how search engines work and how they will benefit your business, you are sure to grow your business and enhance profitability.

HOW SEARCH ENGINES WORK:

This section will have the basics of how search engines find web pages, what they do with the pages they find, and how they decide to index them.

For instance, when you use the search engine to find the closest restaurant, you probably do not think about the technology behind how your search results show up almost instantly. However, you might wonder- how did the search engine do that? How did it search the entire internet so quickly and choose the results that show up on the page?

Kindly understand that each search engine uses its unique software program. However, all the search engines work similarly. Now, all search engines perform three (3) basic tasks in the cause of performing the functions expected of them. These tasks include:

- They examine the content they know about and are permitted to see. That is called “crawling.”
- They categorize each piece of content, which is called “indexing.”

- Search engines decide which content is most beneficial to the searchers. That is called “ranking.”

CRAWLING:

Search engines crawl the internet to discover content like web pages, images, and videos.

Each search engine uses a computer program to make its way through the pages. These programs are known as crawlers, spiders, or bots (robots). The bots hop from page to page by following links to other pages. Robots never stop fulfilling the purpose they are set up, which is to visit pages looking for new links and content to include in the index.

INDEXING:

Indexing is the second part of the task search engines performs. The process involves accurately identifying a gigantic list of all the web pages and content found by the robot. The search engine uses the index as a source of information displayed on the search result pages. However, not everything the bots find makes it to the index. Search engines may find multiple pieces of the same content located on different websites. You might wonder if that is even possible.

Here is an instance, imagine you are not searching for bakery shops around you but a baker. You might notice that the bakery description showed up in the search results displayed by many websites with the same content. The bakery makers might have provided the narrative. Now, the search engine has to decide which version to keep in the index. There is no need for hundreds of

duplicates. Therefore, it is unlikely that every page will make it to the list.

What if you own a website selling baked food, you are better off writing your description of “Best baker in recent history.” That move makes your baking shop to be indexed by the bot. Does that make sense?

RANKING:

Think about what happens after you type in a search. The search engine compares the words and phrases to its index and looks for matching results. But what if it brings up thousands of matching results? That is where search engines' next important task starts- ranking.

The way search engines rank pages is top secret. It is shrouded in deep algorithmic secrecy. There are hundreds of ways search engines determine rank.

For instance, search engines use the words on the page (keywords), the number of other websites linking to it (backlink), and the freshness of the content. However, no matter what formula is used to determine rank, the goal remains the same: to connect the searchers with what they are looking for.

Please note that search engines are constantly working, scouting the net, organize it, then display the most relevant results to searchers. Understand how these process works are essential to ensure your business optimization efforts are well targeted to produce the expected results.

Types of SEARCH ENGINES:

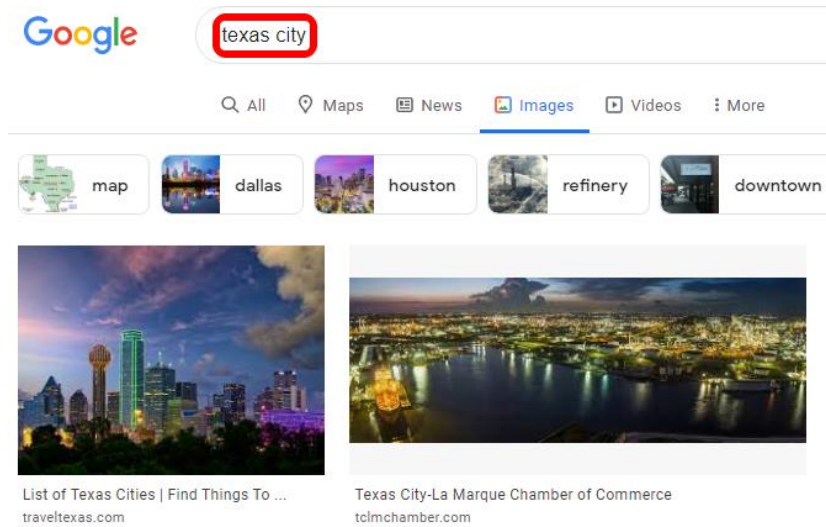
Many of the search engines people use on the internet are called crawlers or indexing engines, as identified above. They are called crawlers because

of the program that drives them, which are called bots or robots.

Each search engine gives different weights to different things. They classify indexing based on specific criteria, such as keywords, links, positioning, positioning on a page, etc. These factors make up the search engine's algorithms.

Google:

Google has a search engine market share of more than 90% globally. Information from Wikipedia shows that the tech giant handles over 3.5 billion search queries daily. That position makes it the most popular search engine by users.

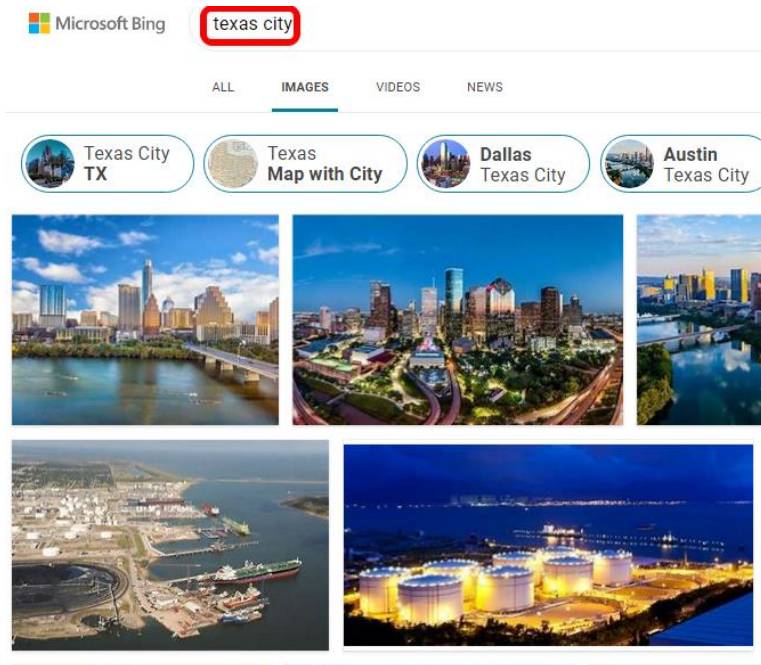


Google has more than three thousand (3,000) algorithm changes to list every year. You know SEO changes so frequently because of the number of algorithms that are affected yearly. It is necessary to continue to review your SEO strategy to reflect these changes and rank better in your niche.

MICROSOFT BING:

Bing occupies second place in the search engine global market share.

When searching, you will notice that the layout is similar to what you find on Google. However, from my experience, the image search is far more superior to Google's.



Bing has a more user-friendly layout. Besides, they have a reward program known as “Bing Reward.”

Bing reward lets the user earn points while searching. Such points could be redeemed on the site.

Yahoo:

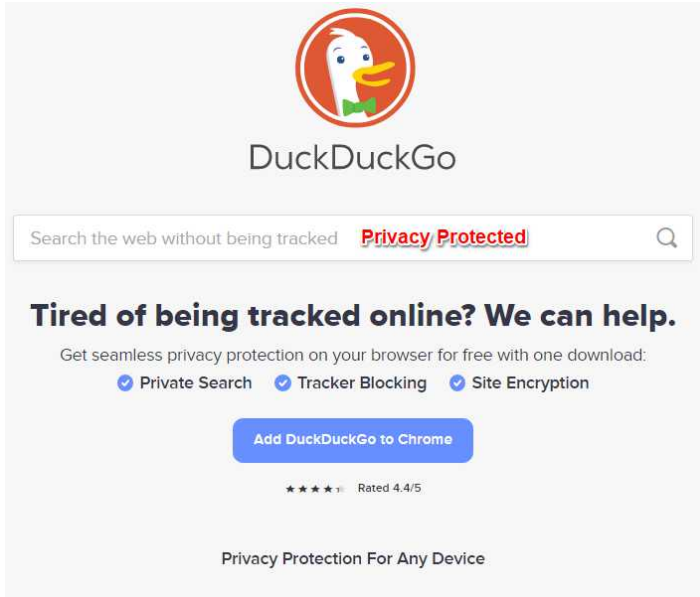
Before Google came on board, Yahoo was the dominant search engine. Competition and superior offering and penetration have made it slide to number three globally.

When searching on Yahoo, you will notice it looks similar to Bing. Yahoo search is now fully powered by Bing. So, if you use Bing, you may discover there is no need for Microsoft Bing.

DuckDuckGo:

If you are tired of having your personal cracked and locked by Google and the other already mentioned search engines. You might consider

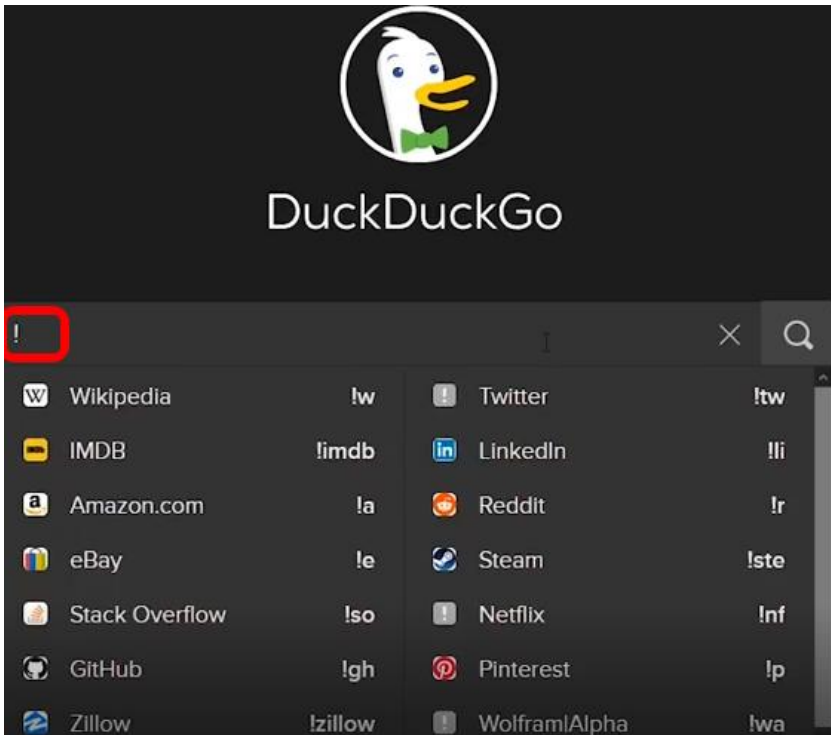
some privacy-focused search engines, such as DuckDuckGo.



Get on track of your searches and other online activities with the tracker blocking, privacy-protected, and site encryption search engine.

Using DuckDuckGo, your searches are aggregated from more than one hundred (100) sources, including Bing, Yandex, and many others.

A unique feature on DuckDuckGo is called “Banks,” which quickly takes users to other search results. That is, from over ten thousand (10,000) sites.



For example, if a user types in exclamation (!) mark on the search bar and starts typing in the website's name, the photo bubble will show them how to complete the rest. Once they click the

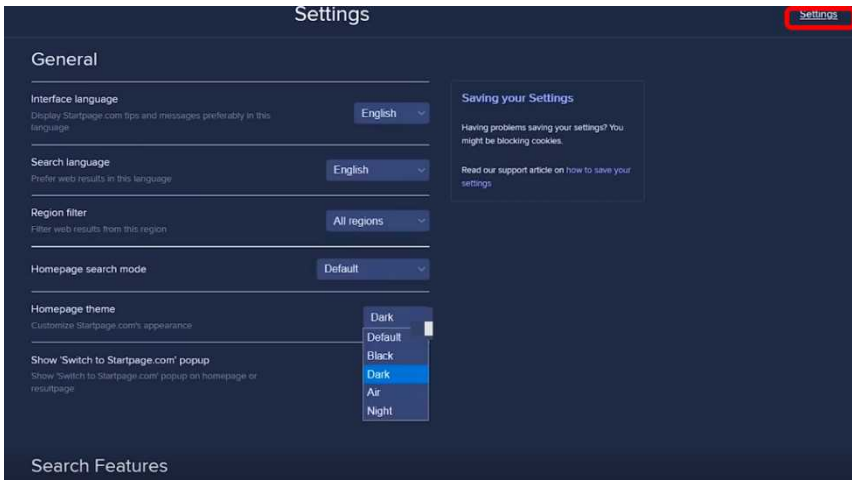
enter button, the engine will take them directly to the website offering the product or service.

STARTPAGE:

Startpage.com is another data-privacy protection search engine you can engage in your SEO campaign.

Startpage is perfect for people that perform searches without having their search history tracked. By the developers' policy, they do not store the internet protocol (IP) address of the searcher. In other words, they do not know who the searchers are because no database to track users' identities.

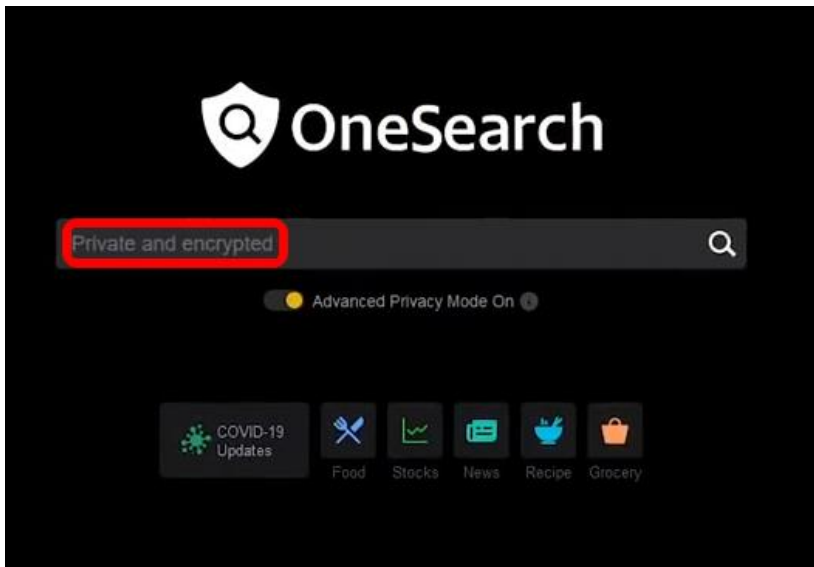
Using the Startpage search engine, users have the option to use the “Settings” feature to choose their options preferences, as shown below.



VERIZON ONESEARCH:

OneSearch is another privacy-focused search engine whose result is powered by Bing and owned by Verizon.

OneSearch has six (6) key privacy-focused features, including “No Cookies,” “No User Tracking,” “No Search History,” “Pure Unfiltered Results,” “Share Links with Confidence,” and “Keyword Encryption.”



When users share the link with others, that link will expire within an hour. It is interesting to know that Verizon owns both Yahoo and OneSearch. Yahoo has had data breaches in the past. However, OneSearch has yet to have any issues bordering on privacy that the search community is aware of and that sometimes-affected yahoo.

Hopefully, with the extra layers of privacy protection, data breaches are a thing of the past.

SwissCows:

Swisscows is a privacy-safe web search engine developed in Switzerland which has one of the strongest privacy laws.

The Search engine never collects, stores, or cracks users' data. It is user-friendly data with a built-in filter for pornographic, violent, and other offensive content.

When a search is done on Swisscow, there is a handy option with suggestions, which is extremely useful to help the user find the result of their search quickly.

Other search engines available which you can consider in your business SEO campaign include:

Yippy powered by IBM Watson

Qwant

Peekier with search result powered by Bing.

Ecosia which has been around since 2009. The owners of the search engine use the profit generated to plant trees around the world. So far, they have planted more than one hundred million (100,000,000) trees worldwide.

1. GiveWater. GiftWater gives its charity partners the profits generated from the search engine to distribute clean water and sanitation. Bing powers the search results of GiveWater.

Kiddle: The internet can be a dangerous place, especially for children. Kiddle is another search engine that is a customized version of Google,

mainly targeting kids. The search results are children-friendly.

There is an avalanche of search engines for specific searches available today, such as:

JUSTWATCH: Helps users locate streaming services

THANGS: Thangs boasts of the largest 3D community.

CCSEARCH: CCSearch was developed for users to search for websites with Copywrite-free content online.

CHAPTER THREE

Types of SEO:

Before you embark on your SEO journey, it would be good to know the types of SEO there to help you make the most choices.

To make it easy for understanding, I'll break it up into three (3) categories, viz:

Guidelines

Optimization

Strategy

Let's go ahead and these down for better penetration.

GUIDELINES SEO:

Guidelines SEO type consists of two types, which are Black Hat SEO and White Hat SEO.

Black Hat:

Guidelines SEO type consists of two types, which are White Hat SEO and Black Hat SEO.

Black Hat SEO consists of a search engine that uses sneaky tactics and loopholes to gain a position in search engines like Google.

In most cases, the technique used in Black Hat goes against Google policies. You would wonder why anyone would use the Black Hat technique against the search engine policies? Well, the reason is that the method works, and it works very fast.

Black Hat techniques involve keyword stuffing, content duplication, and. These techniques work for a while, and the results are short-lived. Worst case scenario, applying the Black Hat technique might get your site banned by Google, for example. My recommendation about the Black Hat technique- kindly do not try it at all; it leads to

regret. It is mentioned in this book, so you know such exist.

WHITE HAT SEO:

Instead of the Black Hat technique, use White Hat. White Hat SEO are techniques that consistently comply with the Google and other SEO's guidelines. White Hat SEO takes longer time to build. However, it is sustainable and has a longer time reward vis-a-vis Black Hat.

White Hat SEO involves being honest, legal, and playing by laid-down principles in growing your traffic in search engines.

White Hat techniques includes

High quality backlinks

Unique and quality content

Well researched keywords and right stuffing

Ensuring your website, pages, and landing pages load fast

There are many other White Hat techniques that abound. As we move on subsequent chapters, such techniques will be better understood.

OPTIMIZATION:

Three types of SEO come to mind when discussing Optimization SEO type. These include:

On-Page SEO

Off-Page SEO

Technical SEO

ON-PAGE SEO:

On-Page SEO has to do with all the optimization changes you made to your website or landing page that enhance your ranking on the search engines. For example, the most significant On-Page changes you can make on your site may include the following:

Mobile Optimization:

This optimization type ensures you make your website or landing page mobile-friendly. You optimize your site so visitors can quickly view your pages on mobile devices. Do not forget that most online searches are done using smartphones and other mobile devices worldwide.

Speed Optimization:

This On-Page SEO optimization type involves techniques such as image optimization to make your site load as fast as possible. The speed optimization technique is necessary because site visitors are always encouraged when visiting site load more quickly; it ensures they spend more time on such sites while scrolling to the different pages.

UNIFORM RESOURCE LOCATOR (URL) OPTIMIZATION:

Your site's URL should be concise and have the right focus keyword for your page. When you have such, it increases your ranking and hence traffic on the search engines.

TITLE PAGE:

Title page optimization SEO involves crafting engaging titles, which should include your focus keyword.

HEADING TAG OPTIMIZATION:

This optimization type involves coming up with website headers that help the search engines algorithm understand your page's content. That is keyword-focused heading tag optimization.

On-Page optimization is the foundational part of SEO; step one. Without On-Page SEO, Google and

other search engines will have a tough time understanding what your site or page is all about. It is necessary to get the proper On-Page SEO on your websites or pages to get a position on search engines and drive the much-needed traffic to your business.

Off-PAGE SEO:

Off-Page SEO involves the actions you take or perform that do not directly take place on your website or page but significantly influence higher search engine ranking.

Loads of Off-Page actions you can take abound; some of them include the following:

Link Building:

Link building involves getting backlinks from other websites. We shall discuss more details on

how to get backlinks from other websites in subsequent chapters.

SOCIAL MEDIA SHARING:

Facebook, Instagram, Twitter, etc. are examples of social media channels you can share your website links and pages to draw more traffic.

Social media constitute a huge platform from which you can drive traffic to your pages. For instance, Facebook reported over 1.8 billion daily active users on its platform. It equally announced that over 450,000 new accounts are created daily. Those figures are staggering, aren't they!

GAINING POSITIVE REVIEWS:

Reviews are important off-page action to help rank high on your pages and sites. Gaining positive reviews on search engines such as Google My Business, Amazon search, etc., impacts positively

on search engines and can help you get to the top to drive much traffic.

It is an excellent decision to request reviews from your page visitors to drop a review, especially if they get what they want from your page.

Off-Page SEO is a boom because it helps build your site or page to gain a better ranking. Take Off-Page SEO as a good recommendation. With Off-Page SEO, you have a higher chance of getting jobs or someone recommending you professional service. The same thing applies to your site or page. When others recommend you by linking to your site or page or gaining higher engagement on social media, it sends the proper signal to Google, for instance, that your page is relevant.

TECHNICAL:

Technical SEO points to the changes you make that affect the ability of Google, Bing, Amazon, and

other search engines to crawl your website, page, product, or service.

Technical SEO involves two actions that you can take to achieve your goal. These are:

Structured Data

Site Map

STRUCTURED DATA:

Structured data is composed of an organized way you make information available for a website or page and making such available for search engines.

SITE MAP:

This include a list of pages on your site search engines can crawl. If the search engines have difficulty crawling your site or page, it will be challenging to rank well. That makes a site map an

essential technical SEO step to take to ensure you rank better.

STRATEGY SEO:

When discussing the strategy type of SEO, two major ones come to mind, and they are:

Local SEO

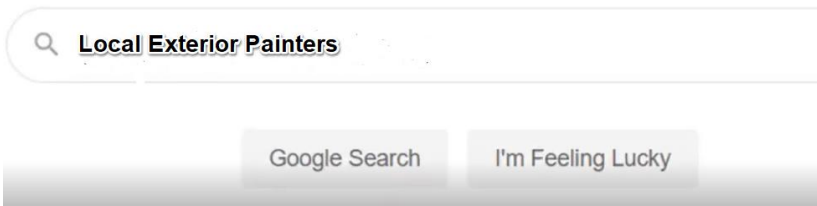
National SEO

LOCAL SEO STRATEGY:

As the name implies, regional or local SEO strategy implies your actions to ensure your site or page ranks well in local searches.

Local searches involve searches that take into account your location and only show you options within and around your area.

For example, you want to find a painter to paint your house to reflect the color of choice.



Once you type that, a listing of all the painters specific to your location will show up on the search engine. The result will be different if another individual in another region should search for a similar service.

On the other hand, local SEO is a must for you if you are a painter whose service is in a particular region and you want to show up in search within your locality. If your products or services are in an area, city, state, or country, you need local SEO. Local SEO optimization includes the following strategic actions:

- Local keywords and website or page copy targeting your kind of service.
- Optimizing your Google My Business. This involves listing the areas, regions, cities, states, or countries you serve.
- Taking actions that earn you backlinks from another local website.

NATIONAL SEO STRATEGY:

National SEO, unlike the local, involves all optimization actions on your website that are not locally domiciled but covers national levels.

Please understand that everything described above regarding On-Page SEO, Off-Page SEO, and Technical SEO is also applicable to the National SEO strategy.

CHAPTER FOUR

KEYWORDS & PHRASES

RESEARCH KEYWORDS LIKE A PRO:

Keyword research is one of the most fundamental steps in the Search Engine Optimization journey. Keywords are where it all starts. That is how people find you on the search engines. Getting the right keywords will not only drive traffic to your site or landing page, but you are sure to amass lots of sales.

Please note that if you do keyword the wrong way, you may get loads of traffic but not convert to sales.

You will learn the strategies needed to avoid making the wrong keyword choices and decisions

in this chapter. No doubt, you need traffic that converts into the required action, which could be product sales or subscription to a service.

DRIVING THE RIGHT TRAFFIC:

Quoting the Chief Executive Officer (CEO) of Alphabet, the owners of Google, Sundar Pichai “Anytime you type in a keyword, as Google we have gone and stored copies of billions of pages in our index. We take the keyword and match it against their pages and rank them based on 200 plus signals- things like relevance, popularity, and how other people are using it.”

In the above quote, Sundar is talking about a lot of things. You do not need to worry about the over 200 factors or signals many people refer to. The algorithm changes seem too complicated.

However, here is a breakdown of what it is all about.

The fact is, getting the right keyword will make you keep smiling to the banks while the reverse is the case if you keep getting the wrong keyword. Traffic is not everything but the right keyword to drive the right traffic that converts to sales is.

Google has a free keyword planner it calls “Google Keyword Planner,” most people start with that. When you roughly pick a keyword, Google tells them how much traffic such keywords bring, what it costs, etc. However, there is something I have discovered wrong with that method.

That approach tells you, “Hey, here’s the keyword it drives traffic or not and other things.” But it does not reveal the necessary part, which is the right traffic audience you are looking for. The traffic it

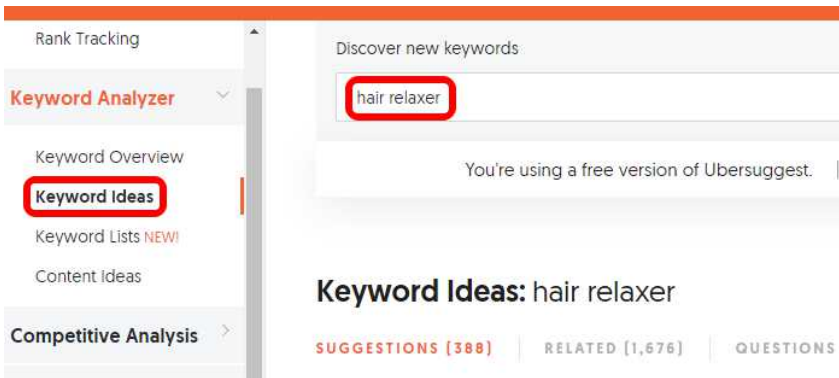
shows you, does it generate leads that convert at the end of the day? Because of these noticeable flaws, I would recommend skipping using Google Keyword Planner. Instead, use “Ubersuggest.”

KEYWORDS & PHRASES RESEARCH TOOLS:

Ubersuggest is a keyword research tool developed by Neilpatel, an SEO professional site. Ubersuggest has a free version that anyone can use. The software will give you tons of keyword ideas. It breaks such keywords down, not just on popularity but also what is most likely converts and generates revenue for your business. Loads of testimonials from people who are using the tool abound.

For you to maximize the software, it is necessary to first sign in or create an account.

Once you have done that, on the left side, navigate to “keyword ideas.”



Once that opens, type in the keyword or phrase related to your search. For example, you can type in the keyword search bar- hair relaxer.

Once you type in your search, the result will tell you what is popular, the cost per click, the SEO difficult of such keyword, and the paid difficulty.

When the SEO difficulty is under 40, it is easier to rank well, and when it is over 40, it gets harder to rank well.

Typically, when a keyword has a high cost per click (CPC), it means people are spending a lot of money because the keyword is generating leads.

<input type="checkbox"/>	KEYWORD	VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
<input type="checkbox"/>	hair relaxer Search Results	14,800	\$0.66	100	70
<input type="checkbox"/>	hair relaxer for men Search Results	2,400	\$0.75	99	52
<input type="checkbox"/>	hair relaxer natural Search Results	2,400	\$1.19	100	44
<input type="checkbox"/>	hair relaxer men Search Results	2,400	\$0.70	100	44
<input type="checkbox"/>	hair relaxer before and after Search Results	1,000	\$0.26	96	65
<input type="checkbox"/>	hair relaxer treatment Search Results	720	\$1.16	100	54
<input type="checkbox"/>	hair relaxer damage Search Results	590	\$0.15	97	56
<input type="checkbox"/>	hair relaxer for kids Search Results	480	\$0.40	100	54

It is akin for companies spending lots of money on ads because it is generating lots of revenue.

On the keyword's search result right side, you will see how many people rank for that keyword, how many visits are likely coming from that keyword, how many backlinks there are, and site authority alternatively called domain score, which is a metric from 0-100. The higher the score, the better

the ranking and vice versa. A site ranking like 40 or 50, means a lot of positions are competing for that keyword, but do not have much authority. Therefore, it is a much easier keyword to engage. All the above will give an idea if a keyword is good because you have the CPC data, the SEO difficulty data, etc. You can also see which brands are hunting for the particular keyword with the domain score metric.

There are many other ways you can find good keywords for your business if you do not wish to Ubersuggest. It is recommended you use a combination of all other sources. The reason is that the more you have a wider view, the better your keyword search is.

Wikipedia:

Wikipedia is another keyword research tool you can use. If you type in a keyword on the Wikipedia search bar, it will return with vital information to help your SEO growth.

When you are on competitors' sites, kindly observe words they are mentioning frequently. At first, you may not notice it but when you have that thought in your mind, you will start noticing what they mention often.

Other keywords and phrases research tools available include the following:

Google Search Console.

Ahrefs Keywords Explorer.

SECOckpit.

Google Keyword Planner.

Moz Keyword Explorer.

Jaaxy.

KeywordTool.

Answerthepublic.

Exploding Topic.

The above list is by no means exhaustive. However, you can research more about them to choose the one you are most comfortable with.

KEYWORD CONCEPT:

Your first assignment is to find keywords. These are keywords you create content around. You have to find great, low-competition keywords.

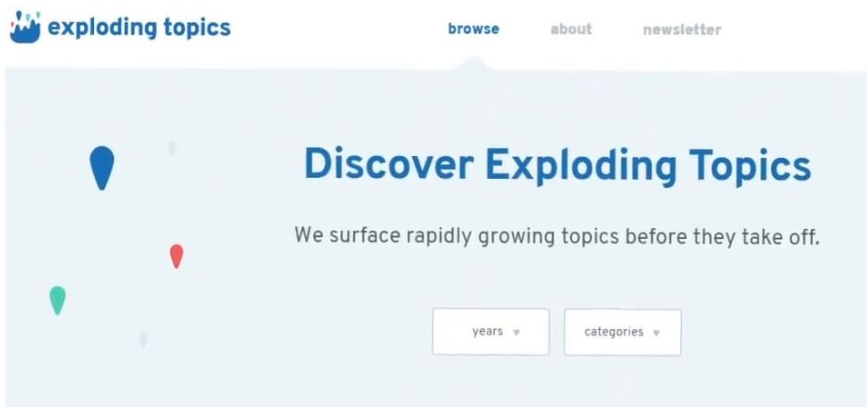
Here's how to find the keyword that will propel you to growth. A few websites exist to help you find the right keywords people are engaging with. For instance, [answerthepublic](https://www.answerthepublic.com).

Answerthepublic is a free tool that helps you find the questions people ask all the time on forums, blogs, and social media. It turns those questions into fantastic keywords.

The best part, the keywords you get from answerthepublic are usually longtail keywords. People often search for longtail keywords, but they are not doing it right, so they are not getting super competitive keywords.

Another place to get keywords is on Reddit. The website is straightforward. It records a network of communities based on people's interests. When you visit the site and locate where your target audience hangs out, take a look at the topics most people are talking about.

You can pick topics that people are talking about from Reddit and pop it into answerthepublic to get the longtail keyword versions of the topic.



Exploding topics is another great place to find great keywords. It is a free tool that pops up trending topics in many different industries, such as, tech, fashion, marketing, etc. Because some topics are relatively new, the keywords people type in the search bar are usually competitive. However, you can find keywords related to your business from the website.

The concept of keyword is similar to the three musketeers. They have a slogan, “All for one and one for all.”

Here’s what that means.

THE INTENT:

Your intent should sound similar to that of the customer, which is, “Hey, I am looking for a keyword because it solves a problem.” You want to

rank because you need the traffic to be able to solve customer's problems. If you solve their problem, you are much more likely to rank well.

As you are thinking of solving the customer's problem, you are also considering the influencers. That is, why will people want to share your articles and link to it? If you get more people linking to you, your rankings will be higher.

In essence, when you are doing keyword research and creating content, you have to ensure the intent aligns with each group.

KEYWORD GOALS:

Appropriately defining your keyword goals will help give credence to research effectiveness. What is it you want to achieve with the right keywords? That is a crucial question to answer if you desire the right keywords.

For instance, your keyword goals can be any or a combination of the following:

- To generate more sales or leads for your products or services.
- To ensure different sections of your sales channels get optimized for traffic.
- To build brand awareness. You want people to have better knowledge about your product or service. It can even be to create awareness for your site. For example, DHL, American Express, etc.
- To get organic traffic so that you can remarket other websites for impressions and paid traffic. People can keep coming back to your site through ads.

The goals for keyword research vary. However, it is necessary to define what that goal is from the onset to help your search.

UNDERSTANDING CUSTOMERS GOALS:

It is necessary to understand that your customers are people, real human beings, and not robots.

All customers start up the buying process, which is like a journey, and finally buying that product or service. Although, not every customer goes through all the steps.

But generally, customers go through various steps before finally buying a product or service. Whether visiting your site, opening up an email, watching a TV ad, listening to a radio commercial, etc., Eventually, they start up at the same position and end up at the same point. They are stuck with having a problem or looking for something, in the end, they end up finding a solution to their problem or find the information they are looking for, which is they buy the product or service. It can also become a lead to learn more about the product or service.

You will, as much as possible, target the right keywords related to them vis-à-vis your product or service, when you know your customers have emotions and are real people,

For example, if you are selling cars, you will not be targeting children. You will be wasting a lot of time when you don't have a better understanding of your customers,

INFLUENCERS AUTHORITY:

Keywords are not just about you or the person searching for a product or service, but also about authority. The reason is authority is what leads to social search and backlink.

You may not get the links, making it harder to rank if you are not getting the correct authority by going after influencers,

Backlinks are an essential part of your ranking at the top of the search engines. Interestingly, influencers have the key to backlinks.

STEPS TO KEYWORD SUCCESS:

Keywords are such a massive part of SEO ranking on search engines.

I have articulated five essential steps to a successful keyword ranking. The steps below are by no means exhaustive. However, meticulously following the recommendation, your product or service will rank higher on the search engines.

ENSURE TO BUILD KEYWORDS LIST:

Building an effective keywords list is one reliable way to ensure your website or landing ranks at the top of the search engines and attracts floods of clicks.

An excellent keyword is a foundation for any business SEO strategy. Imagine SEO as a game; if you have better keywords, you will play better and wins all the time.

It is best to understand if you rank well from the search query related to your site, product, or service. For example, assuming you have are a female clothing company, the relevant question is, do you rank in the search queries from customers who patronize such a niche? That is what keyword list building helps you to achieve. You got to build keywords that rank.

When building a keyword list, you are not only focusing on your website as a whole but also the content inside. The reason is that the content is what attracts loads of leads and converts.

There are four (4) items to consider when building a keywords list. These are:

CUSTOMER KNOWLEDGE:

As a matter of simplicity, customer knowledge is also referred to as customer persona in marketing terminology. It means having the better insight or the profile of the customers you think will buy your product or service. The reason customer profile is necessary is because people type as they talk.

So, when you are profiling your customers, you are dealing down to things like demographics. For example, you want to know how much money such customers make on average, where they come from, live, or work, etc. This information is colloquial and original phrases that need to factor into your keyword list. You will only get this info if you have an excellent customer knowledge list.

COMPETITORS KNOWLEDGE:

Another excellent move to build your keyword is to know who your competitors are. Knowing your

customers on the internet is one thing and knowing who they are in real life is another. This is because who you are competing with online may be different from the one in real life. This is especially necessary if you are running a small location-based business. For example, if you have a barbershop downtown Columbus, Ohio. You want to know not just your online competitors but also those around you who may not be on the internet.

Importantly, know who your online competitors are and what strategies they are using. Visit their website, figure out what words and phrases they are ranking for. You may have a long list of keywords that you need to start sieving. The reason this is important is that if your competitors are getting a flood of leads and conversion, it means there is something they are doing differently and you want to find out.

You can sign up to Ubersuggest, Answerthepublic, and other SEO-building websites to help you carry out such research.

GIVE PRIORITY TO KEYWORDS:

Keywords prioritizing is necessary because you might come across a long list of keywords that may be confusing, prioritizing them will help you to understand the essential ones.

The matrix system is a good way to prioritize keywords and phrases. A simple way to engage the matrix system is to use the Search Engine Result Page (SERP) analysis.

A number of tools on the internet can help you to carry out a SERP analysis of keywords and phrases list. Such tools include- Serpwatcher, Growtraffic, Ubersuggest, Searchengineland, etc. When using any or combination of the above tools, you will give come across numbers. Such numbers include- how many people are searching for such keywords; it

will give you information on whether such keywords or phrases are worth using on your SEO campaign.

Once you are done with these tools with firsthand knowledge about the keywords and phrases, you prioritize the keywords and create the ones that you can use in each of your content. You can do this by having top-tier, 2nd tier, etc. keywords you can use every time you write or develop content for your product or service.

USE THE KEYWORDS AND PHRASES YOU HAVE CRAFTED:

If you are not using the keywords and phrases you have researched, it will not benefit you in any way. So, use the keywords on your search engine optimization campaign to get the requisite results.

There is a strategy to how you use these keywords and phrases. That is, if you have a list of the

prioritized keywords arranged in tiers, then use them as you have done.

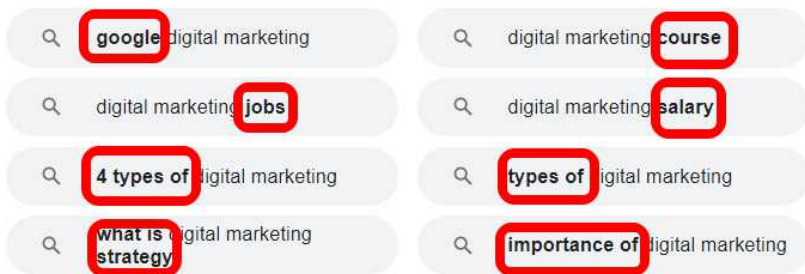
Your first target is to put the prioritized keywords at strategic places on the content. That way, Google will understand your page is about that specific topic. For instance, you want to add your keywords in the title, in the first 100 words of your article, in your image tag. You can also add the keywords on H1, H2, and H3 tags and the last 100 words of your page.

Give Google more context about your page. Latent semantic indexing (LSI) is the best way to do that. LSI keywords are words, terms, and phrases that are closely related to your target keyword. They are terms that tend to show up next to your keywords around the web. For example, suppose your target keyword is Jeff Bezos. The LSI keywords will look like- amazon, Seattle, Alexa, the richest man

globally, Blue Origin, etc. When Google sees these LSI keywords on your page, article, or content, it concludes that the content is actually about that topic.

You can find LSI keywords by searching for your keyword on the search engine. Scroll down to the bottom of the page to see the bold suggested keywords. The picture below shows how a better LSI keyword.

Related searches



Spread some of these LSI keywords on your page and you are good to go.

CHAPTER FIVE

KEYWORDS & PHRASES 2

RESEARCH YOUR CUSTOMERS:

Researching your target audience has also featured again. We have already established in this book that your customers are real people; they are robots. That means whatever you need to do has to focus on the people you are targeting.

Let's examine this example and see how researching your target audience works. Dollar shave club is a company that offers shaving products like clippers, shaving sticks, etc., headquartered in California, USA. The mission of the coy is to help guys take care of their minds and bodies so they can be their best selves.

As identified earlier, the Dollar Shave Club sells razors, which they send to people monthly, making

purchasing the product straightforward and affordable.

Other places you can visit to understand your customers are:

FORUMS:

Forums are places that have focused online groups that discuss topics on almost everything you can think of. Forums are like having live focus groups at your fingertips every hour of every day.

Forums are great places to get firsthand information about people, and what kind of solutions are available to them. It is all about understanding people. When you understand the challenges of people, it will help you get the right keyword to direct them to your site.

There are a good number of forums online. It depends on the niche or topic of interest you are focused on. Examples of forums include the following:

Reddit

Quora

Stack Overflow

XDA-Developers

Game Spot

You can get to know what it is people are interested in and how the solution is provided for problems that are raised in these forums. That way, you can understand what kind of keyword or phrase suites your audience.

Wikipedia:

Wikipedia is a great place to go. Though, that depends on what it is you are looking for; there are different sections on the site to get what it is. For instance, if you type in the word razor into the search bar, the result will give you the history, shaving in religion, myths about razors, etc. You will have informed knowledge about what people are looking for.

The way people write Wikipedia articles is such that they keep adjusting it and expanding the discussion with new and updated info. Wikipedia is a community where everyone goes to get information about any kind of topic.

AMAZON REVIEWS:

Amazon reviews give you ideas about what people think, like, or dislike. The site enhances your knowledge ideas about the keywords you are interested in.

GOOGLE TRENDS:

Type in keywords, and it will tell you what is trending around that word or phrase. This is great because you want to be proactive and not reactive in market trends.

The other thing you can do is Google any keyword and look at the top ten results. That will give you

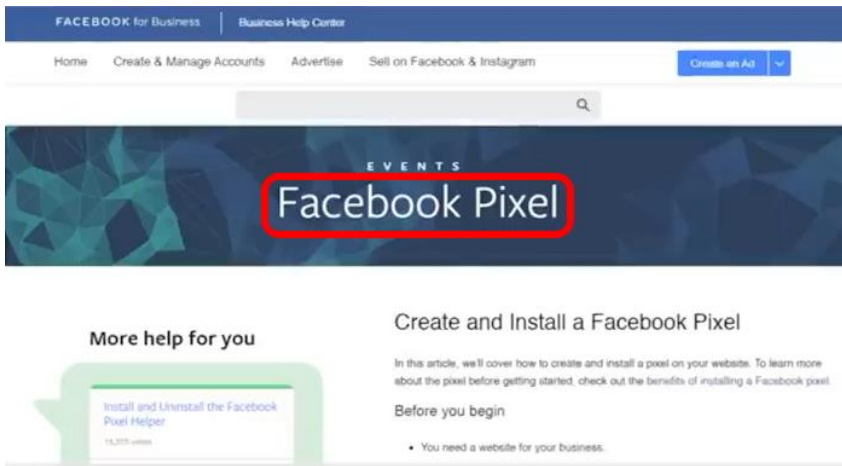
an idea of what people want to read about. The is because Google is looking at things like popularity and experience. That suppose, many people are reading an article, and they stick around for ten minutes versus two seconds from another competitive article. The one that people stick around for longer will rank higher.

Facebook Audience Insight:

Select Facebook Audience Insight. It does not mean you will be spending money on Facebook to run ads or anything of such.

What is exciting about Facebook insight is that it will let you know all the people visiting your website, things they like, and their interests. The essence is so that you can do better with your targeting.

The way you do this is by looking at the Facebook Pixel guide and install the pixel.

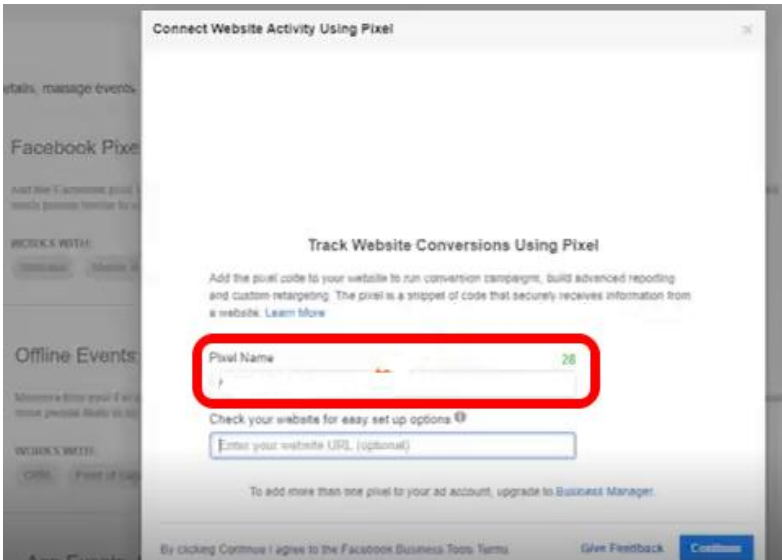


When you install the Facebook pixel, the social media giant will end up tracking the data on your website and giving you, sort of, demographic data on the people visiting your site or page.

To get the Facebook pixel installed, you first log in to your account.

Go to “Events Manager.” You can use the search icon to locate that.

Once you are there, click “Get Started” on the right side. You can name your pixel whatever suits you, maybe the name of your site.



Once that is done, you can get a specialist to help you install your pixel. Alternatively, you can do it yourself. It is akin to installing Google Analytics. It involves copying the pixel code into the header of your website.

Types of Keywords:

Various keywords types exist to help you set target-specific words. Target-specific words resonate with your audience and send the right people to your blog or product landing page.

Competitive keywords ranging from engineering to cosmetics and virtually in every other sector, you can think about are available today.

Targeting the right keyword is necessary for a better SEO ranking. But can you get the right keywords and phrases without knowing the types available?

That is why in this section, a number of the different keyword types that exist have been explained.

Short tail keyword

Longtail keyword

Short-term keyword

Exact Keyword

Broad Keywords

Geo-targeting keyword

Intent targeting keyword

Please note that each keyword comes with its benefits and disadvantages. It is, therefore, necessary to pick the right type of keyword to focus on to achieve your SEO objective.

LONGTAIL KEYWORDS AND PHRASES:

Longtail keywords and phrases give you more specific search ideas. longtail keywords make up about 70% of search rankings on search engines. They sometimes have less search traffic but with high intent.

For example, “best vacation shoes for boys,” “which sports shoes can help me run faster,” “Facebook ads marketing benefits,” etc.

Longtail keywords and phrases are the best types to go after in your SEO campaign.

Longtail keywords typically have the least competition but they bring the highest conversion rate. If the longtail keyword falls within the buyer keyword type is always the best to go after.

The buyer keyword type is one in which people are ready to hand over their money and buy your product or service.

Longtail keywords usually include the last searches people will make before deciding to part with their money. It usually includes brand terms.

However, the most used keywords are the short tail and longtail. Every keyword identified above has its strength, when you use them correctly, your SEO efforts will yield the expected result. You get a better result, especially, when they are used in the right situation.

SHORT TAIL KEYWORD & PHRASES:

Short tail keywords are almost the direct opposite of longtail keywords. Short tail keywords are keywords that people mostly target to get something for free. For instance, they usually search for things like “learn how to play a keyboard for free” “how to start a free website building.”

Short tail keywords always have a high search volume but always deliver the lowest quality of traffic.

That does not mean you should ignore short-tail keywords completely. However, you need to have an intelligent reason to target them. For example, if you want to build your email list, you can make a free to people on how to build a blog. Before anyone gets onboard that teaching, they have to subscribe with their emails or phone numbers.

Research has shown that offering people freebies has a way of helping you grow your email subscriber base, which in turn will convert to sales. Though that may not be immediate, as you keep sending relevant content to them, they might just make that move.

Well, you probably will be wondering which type of keyword you should be targeting. The fact is there is no single best type of keyword to target. It all depends on the type of business or service. It also depends on the type of content you want to

deliver to your audience. Each of these contents has its purpose or objective. However, you should focus more on the longtail keywords because its high percentage conversion rate.

It borders more on traffic, competition, and intent which, when well blended will grow your business efficiently.

Always base your keyword search on intent rather than search volume or leads. But if your business model is to serve banner ads or affiliating, then search volume is necessary. The reason is that you want to serve as many banner ads to as many people as possible.

The bottom line, it is always good to serve 10,000 people that buy from you than 1000,000 people who leave your site immediately they visit. Longtail keywords with high levels of intent that

fall within the transactional or informational categories.

BROAD KEYWORDS:

Where the search is getting a bit more specific. Instead of searching just for shoes, they are now looking for basketball shoes, running shoes, or dress shoes. However, broad keywords still lack intent. For instance, you like to know if searchers want to learn about the shoes or buy them.

EXACT KEYWORDS:

Exact keywords give a clear understanding of intent and topic. For example, best vacation shoes or football shoes reviews.

Exact keywords and phrases have no room for interpretation. But in its case, the search normally

has a clearer idea of the product, service, or content they are looking for.

Keywords Types to Avoid:

Loads of extremely competitive keywords and phrases are out there. Multibillion companies are investing huge amounts of dollars to go after certain types of keywords that are necessarily recommended for small business owners. The reason is that if you go after them, you may not have the expected conversion rate you are looking for.

There are keywords you need to stop wasting time going after, which do not generate any sales or conversion.

GENERIC KEYWORDS:

Generic keywords, as the name suggests are words that are general in nature without narrowing down to the specifics. For example, shoes, watches, clothes, etc. Generic keywords attract visitors that are not interested in your offer.

Generic keywords and phrases have the highest search volumes but with a low conversion rate. The reason is that it is not targeting exactly what people are looking for. It is not specific in targeting. For instance, you do know if people are searching for corporate dress shoes or vacation clothing when they type in just dress or shoes on the search bar.

Generic keywords are difficult to rank by the search engines and therefore, must be avoided.

INDUSTRY-SPECIFIC (JARGON) KEYWORDS:

If you can avoid using technical jargon kind of keywords that will get your SEO campaign. The reason is most people who are searching for your kind of business or service may not know about such specific industry terms. Your competitors know about those terms but they are not the ones you are targeting. So, it is a better decision to stop using industry-specific keywords in your SEO strategy. However, if you must use them, it is better to do so with caution.

Using these technical jargon keywords may get you some traffic but may not convert. Reason being that most of the searchers do not know what these jargons are. Instead, they use simple terms on the search bar to find what they are looking for. Those simple keywords and phrases are what you should be looking out for.

WRONG INTENT KEYWORDS:

As earlier identified, keywords that only bring visitors for freebies. For instance, if you use keywords such as “free counseling,” “free college advice,” “free car maintenance advice,” etc. Chances are not many people will spend money with you. However, as earlier recommended, if you must use such keywords, it has to be with the right intent. For example, to collect your visitors’ emails or phone numbers for marketing purposes. Otherwise, kindly avoid wrong intent keywords.

OUT of CONTEXT KEYWORDS:

When someone is searching for things like “Apple,” “Surge,” “Cloths,” etc. it is not clear what they are looking for. You are not sure if they are looking for “Apple iPhone 12” or something else. You want to ensure you avoid keywords that are generic and out of content. The reason is unlikely

to convert and your SEO matrix will be messed up. So, it is better to avoid such keywords because they will hurt your search rankings.

Avoid Keywords with UNRELATED INFORMATIONAL INTENT:

If you focus on keywords that do not have to do with your product or service, they will give you the wrong type of traffic. They may give you top awareness traffic but may not convert to sales or subscriptions to your objective. If you need to make revenue for your organization, is advisable to avoid such unrelated informational intent keywords. However, if your business is already established, you can go after such keywords, but in the early stages, kindly avoid them.

Avoid Keywords AND PHRASES THAT ARE TOO COMPETITIVE:

Avoid keywords that always have buyer intent within them. That is, keywords that the competition on them is too high. For instance, keywords such as “cheap TV sets” or “where is the best place to buy Apple devices?” These examples have specific buyer intent keywords. They are super competitive and hard to go after.

If you are not sure if the keywords or phrases are too hard to go after, use some online tools to know more about such keywords if they are competitive enough and can convert. Tools like Ubersuggest, Bliq from KeypointIntelligence, etc. which are already mentioned in this book.

Avoid Focusing Only on Longtail Keywords:

It is true that longtail keywords are easier to rank. But if you only depend on longtail keywords alone, your traffic volume will grow fast enough but you will not make that many sales.

It is necessary to know how to blend the keywords and phrases to know when to use a particular type.

As earlier identified, there is no one fits all kind of keywords and phrases. It all depends on your kind of industry, the intent, and the content of your offer.

How to Discover Low Competitive Keywords and Phrases:

Everyone wants to rank for competitive keywords. But sometimes, it is not just possible, especially for

the short term. That is why everyone likes low-competitive keywords.

The reason SEO professionals and businesses like low competitive keywords is because they are easy to rank for, you do not need many of them, and in some cases, any backlinks to the page, and they consistently send you a decent amount of search traffic.

In this section, you will learn how to find low competition keywords and phrases and determine if they are low competition.

Low competition keywords or phrases are keywords that are easy to for in the search engines.

As we already know, there are lots of factors that Google and other search engines use to rank websites and pages, such as backlinks. People

generally think of low competitive keywords as topics that do not require a lot of backlinks to rank high. But the thing is ranking high on Google, for instance is not always just about backlinks.

In this tutorial, you will familiarize yourself with five steps that will help you find low-competition keywords. You will also know how to validate such keywords if they are easy to rank for in search engines.

BRAINSTORM A LIST of Topics:

Topics here relate to broad keywords that are related to your niche. These topics are generally referred to as “seed keywords.”

For example, if you have a site on daycare, your seed keywords include:

Kids

Parents

Stroller

Babies

Baby entertainment, etc.

It is important to try to think up 5 to 10 topics that are related to your niche. They should be specific enough that the keywords can be interpreted in many different ways.

USE KEYWORD RESEARCH TOOLS:

The next step you want to take is to try to expand the keywords and phrases you have identified using keyword research tools.

Keyword research tools are often used to ascertain how often keywords and phrases are searched on the internet. Keyword research tools are one major

way your SEO experts and businesses generate high-ranking keywords and phrases.

Lots of keyword research tools are available today on the internet. A few of them you can look out for include- Ahref, Ubersuggest, Bliq, and a host of others. Already, in the previous chapter, we have demonstrated how to use Ubersuggest to get top-notch keywords. Kindly follow the pattern for the exercise.

FILTER KEYWORDS AND PHRASES:

Once you are done with researching the keywords and phrases you have already listed using any of the tools, you will realize that the keywords idea research will produce hundreds and thousands of results. That is the reason keyword filtering comes in.

It is necessary to filter such keywords and phrases to get low difficulty scores. That involves narrowing down the keywords and phrases you got from step two above. A lot of keywords research tools provide some kind of ranking difficulty Matrix.

Using the Ubersuggest SEO keyword research tool, for example, you can choose to filter keywords using the metrics provided on the website. For instance, you want to know the SEO (keyword) difficulty, the Cost-per-Click (CPC), the number of searches such keywords have in a month (Volume), etc.

These terms are clearly explained so you know what each of them means. For instance, SEO difficulty deals with the estimated competition of that keyword in searches generated organically. Now, the higher the number is seen on the result,

the more competitive such keywords or phrases are. While the CPC handles the average cost per click. For instance, if you want to pay Google so your website, product, or service is seen as an ad, the higher the cost per click, the more valuable such keywords are assumed to be.

When keywords and phrases are narrowed down using the filtering method on the research tools, you'll get a better insight as to whether such keywords are worth giving the attention they deserve.

MATCH SEARCH INTENT:

Search intent attempts to know the reason why someone is searching the internet with a keyword or phrase. What is the reason behind the search query? You want to find out. Matching search intent helps you to rank better on search engines.

That means, even if the keyword is a low competition one.

For example, when someone searches for the “best baby toy.” You want to know if such a person is looking for a product, blog post, or an e-commerce category page. The easiest way to find out the intent of such a query is to Google and look at the top-ranking websites. When you do that, look out for the three Cs of search intent. These Cs are:

CONTENT TYPE: Find out at the top-ranking pages if they are blog posts, product pages, or category pages.

About 4,890,000,000 results (0.83 seconds)

<https://www.verywellfamily.com/best-infant-toys/>
Traffimo (us): 2300/2.58M - Kw (us): 354/313.39K
The 20 Best Infant Toys of 2021 Verywell Family
 Blog Post

What new babies will love - Manhattan Toy Winkel Rattle & Sensory Teether Toy at Amazon

The First Years Stack Up Cup Toys at Amazon - VTech Sit-to-Stand Learning ...

MOZ DA: 72/100 (-1%) Ref Dom: 41.08K Ref Links: 835.14K Spam Score: 1%

E-Commerce
Category
<https://www.amazon.com/zgbs/toys-and-games/>
Traffimo (us): 2300/2.58M - Kw (us): 210/55.56M
Amazon Best Sellers: Best Baby & Toddler Toys

Best Sellers in Baby & Toddler Toys - #1. Mombella Mimi The Mushroom Super Soft Silicone

Baby Soothing Teether Toy, Pacifier & Breast Shape For - #2. Splashin'kids ...

Bathtub Toys - Musical Toys - Car Seat & Stroller Toys - Balls

MOZ DA: 96/100 (+0%) Ref Dom: 4.05M Ref Links: 5.1B Spam Score: 28%

Blog Post
<https://www.babylist.com/best-baby-toys-first-6-months/>
Traffimo (us): 5000/8.00K - Kw (us): 534/111.71K
13 Best Developmental Toys & Gifts for Babies 0-6 Months

5 Nov 2020 — Baby Einstein Bendy Ball Rattle Toy - Manhattan Toy Wimmer-Ferguson Double-

Feature Mirror - Fisher-Price Deluxe Kick & Play Piano Gym - Tiny Love ...

Child Guidelines: Ages 0-12 months

From the example in the picture above, you could identify that the first item on the search result is a blog post, followed by an e-Commerce post, and blog post again, the third.

CONTENT FORMAT:

The next C is the content format. The things you look out for in such a search to ascertain the content format are- Are the content presented in form of a list? Are they presented as How-tos? Are they opinion articles? You also want to know if

such content is all about a step-by-step tutorial. For the picture above, the content on each site appears to be presented in form of a list.

CONTENT ANGLE:

The third C you want to know is the content angle, which captures the dominant selling proposition the top-ranking pages are using. For instance, in the picture below, the top-selling proposition of first and third-ranking sites is 2021 and 0-6 months, while the e-Commerce category is “Amazon best sellers.”

<https://www.verywellfamily.com> > best-infant-toys-416... ▾ **Traf/mo** (us): 2300/2.58M - **Kw** (us)
The 20 Best Infant Toys of 2021 - Verywell Family
What new babies will love - Manhattan Toy Winkel Rattle & Sensory Teether Toy at Amazon -
The First Years Stack Up Cup Toys at Amazon - VTech Sit-to-Stand Learning ...
MOZ DA: 72/100 (-1%) Ref Dom: 41.08K Ref Links: 835.14K Spam Score: 1%

<https://www.amazon.com> > zqbs > toys-and-games ▾ **Traf/mo** (us): 2100/744.62M - **Kw** (us): 2
Amazon Best Sellers: Best Baby & Toddler Toys
Best Sellers in Baby & Toddler Toys - #1. Mombella Mimi The Mushroom Super Soft Silicone
Baby Soothing Teether Toy, Pacifier & Breast Shape For - #2. Splashin'Kids ...
Bath tub Toys - Musical Toys - Car Seat & Stroller Toys - Balls
MOZ DA: 96/100 (+0%) Ref Dom: 4.05M Ref Links: 5.1B Spam Score: 28%

<https://www.babylist.com> > best-baby-toys-first-6-months ▾ **Traf/mo** (us): 5000/849.60K - **Kw** (us): 1
13 Best Developmental Toys & Gifts for Babies 0-6 Months
5 Nov 2020 — Baby Einstein Bendy Ball Rattle Toy - Manhattan Toy Wimmer-Ferguson Double-

If you have a blog or e-Commerce site you will rank well with the “best baby toy” keyword phrase.

Please note that there is more to search intent than the three Cs explained above. However, the three Cs, when applied can help you rank well on the search engines. You can also carry out further research on the subject.

KNOW if THE SEARCH QUERY is Low Difficulty:

Low-difficulty keywords, like that of high-difficulty one, are necessary to ascertain to rank well. Low-difficulty keywords and phrases are keywords that do not show many websites as backlinks to rank. Again, using the SEO keyword research tools, you can know if such keywords or phrases are low keywords.

That is not to say if you have lots of backlinks to your content you will outwit the others and rank. Do not forget that some of the websites have brand equity and higher authority. That is, people already trust these sites and may want to buy from them.

That is to say, there is no tool that can accurately determine ranking difficulty, but with the research tools, you can make a better judgment.

Backlinks are generally a prominent ranking signal.

Low completion keywords and phrases with high traffic and conversion potential are necessary to discover. The reason is they will help you find entirely new groups of low competitive keywords in almost any niche.

CHAPTER Six

ON-PAGE SEARCH ENGINE OPTIMIZATION (SEO):

On-Page SEO, in a nutshell, is the practice of ensuring your pages and blogs rank in vantage positions on the search engines.

On-Page SEO heavily pivots around optimizing products and services pages, blogs, and landing pages for search intent.

Besides, On-Page SEO also involves creating and optimizing Hypertext Markup Language (HTML) tags, such as headlines (titles) and meta descriptions.

Not a few who have been exposed to the practice of On-Page SEO have got the wrong advice and

recommendations. Therefore, in this tutorial, you will learn what On-Page SEO is and is not.

A few outdated pieces of SEO recommendations are still prevalent today but do not yield the requisite result. Some of these old school pieces of advice include:

On-Page SEO is not about stuffing your content with exact matching keywords or phrases. Before now, the practice used to be in vogue; that is, padding your blog with the same keywords and phrases you wanted to rank for in your title, Uniform Resource Locator (URL), and content.

For example, if you want to rank for brake pad dealer in Texas, you will stuff that keyword in almost every part of your content or page, even when it makes the entire content look clumsy. Please get this fact that Google and other search

engines algorithms are smart enough to understand things like connecting words like “of,” “with,” “and.” It also understands synonyms like “metal,” and “steel,” and “iron.” It also understands inclusive-related words.

Unfortunately, stuffing the same keywords and phrases is still being practiced today. Such exercise leads to poor user experience and readability.

On-Page SEO is not about using your keyword or phrase a specific number of times on your page or content.

On a study of over two million posts, it was discovered that on average, the top-ranking page has ranked around 700 other keywords in the top 8. Could you imagine what it will be like if a top-ranking page had to mention all 700 of those keywords and phrases about 4 times; that makes

no sense at all. The content will be unnecessary clumsy and not make a good user experience.

It is also necessary to note that On-Page SEO is not about meeting a minimum word count on your blog or page.

Studies have shown that the average content of the top 10 results is over 2,000 words. As a result, many SEO practitioners recommend that you create pages that are at least that number. However, that is not a piece of excellent advice.

WHAT ON-PAGE IS TODAY AND GOING FORWARD:

Recall that the keyword in the definition of On-Page SEO, as captured above is “search intent.”

That implies the goal of your page or blog post is to satisfy the intent of the searcher. Recall in the previous chapter, we discussed the three Cs of

search intent, kindly refer to that for better understanding.

Besides the three Cs, your content is expected to address the questions or information visitors want to get.

It is also necessary to talk about the core items, such as titles, subheadings, page internal linking's, readability and, the overall content itself.

How to Optimize Your Page for Improved Keyword:

No matter what, getting the right keywords is vital to search engine optimization. On-Page Keyword optimization is an essential part of building your overall SEO campaign.

In this section, you will learn how to create a page that is optimized with the right keywords to the rank better.

For your page to rank with the right On-Page keyword or phrase, which translates to giving you floods of traffic, you need to make two essential moves:

1. PAGE CONTENT THAT IS OPTIMIZED TO RANK:

In your SEO campaign, it is necessary to build your page to satisfy search intent. What is the use of a blog or page anyway, if it does not proffer solutions to problems users are looking to solve?

To solve the search intent, recall the three Cs already covered in the previous chapter that will give you insight on how to satisfy the search intent aspect of page content optimization. However, for the sake of mentioning, the three Cs you need to search out for are- the type of content to create vis-

à-vis your niche, the content format, and the angle to follow it up.

The second part of the page content that is optimized is the content itself.

The actual content on your page can either do one of two things: leave your visitors satisfied or dissatisfied.

The challenge, therefore, is what you have to write about, products and services to promote to ensure your potential customers are satisfied.

one way to give searchers satisfying content is to learn from the competition. Understand what your competitors are doing in that niche to make them stand out. kindly understand that the top-ranking pages are at the top as the effect of the actions they have taken, which got them there. As a result of the

strategies they have undertaken, Google and other search engines see them as better than others in that niche. They are doing what satisfied the algorithms of the search engines to rank high.

Kindly understand that page content varies depending on the topic treated. You may notice that some pages will rank high in one topic and lesser in another.

For example, if you want to create content that targets a search such as “best vacation cloth for women.” You can use Ahrefs “Keyword Explorer,” or Ubersuggets “Keyword Ideas,” or any other research tool and type in the phrase “best vacation cloth for women.” Let us assume you are using the Ahref SEO tool.

Once you enter the phrase, the next window that opens, scroll down and locate the Search Engine

Results Page (SERP) view to see the top-ranking pages in the area of interest.

Looking at the SERP view, pick up the first three relevant ranking sites that show. Using the strategy of the three Cs above, which include: type of content, content format, and content angle. Please refer to the previous chapter for details.

Once you've done that, open the three top pages in new tabs. The essence is to look for similarities in their content. Specifically in the sub-topics.

Now, when you open the first site and look closely at the first page, you will find a list of categories the page owner created.

A closer look at the pages, you will notice that they all have sub-headings that appeal to either beginners, intermediate, or professionals. That

tells you how to structure your content also since you are competing in the same niche.

Before you start your content or developing your content, you must do a content gap analysis at the page level. A content gap analysis at the page level ensures you get common keywords or phrases that the top pages are ranking for. That way, you can follow the same pattern on your page or blog content.

With this information, after running the page keyword search on the relevant tool, it is expected that your page will rank well on the search engines.

2. CONTENT IDEATION:

Another method you can also use to generate the correct On-Page content is to use content ideation.

Content ideation is a process you can adopt to determine the most relevant keywords or topics capable of engaging your audience and can rank effectively.

To achieve a result-oriented content creation, check out what your competitors are writing. You can do that by using the Google Keyword Planner. Instead of typing broad keywords or phrases, you type in the URL of your competitor to scoop the keywords they often use on their site. Once that is done, it becomes much easier to determine what your audience is looking for in the area of interest.

It would help if you came up with topics that are targeted to your audience. By doing this, you will have an idea of what is working and what is not. It will also break it down to search traffics and backlinks.

Ideally, you want posts and pages that have a lot of search traffic because, that way, you can diversify your traffic sources.

3. BACKLINKS RELEVANCE TO PAGES AND CONTENT.

The second step you have to take to ensure correct On-Page ranking is to create backlinks.

Google and other search engines determine how to rank websites based on SEO. The subject of SEO is a vital one to your online product or service success. Much more than that, these search engines have over 200 factors to determine which sites or pages occupy what position. Of course, these factors, to large extent are carried out by their software known as algorithms. One factor stands out among the rest and that is backlinks.

Most of the SEO companies interviewed some marketers; one of the questions asked them was “what factors affect Google rankings the more? Their answer was almost unanimous and that is backlinks.

Backlinks, by simple definition, are one page or website linking to another page or website. Google and others look at it this way- the more your page links to others, you will rank better.

Besides, they are also looking out for quality. For example, if amazon links to your page, that is a way quick way to rank high.

These search engines are also looking at how related is that link to your page. For instance, if DHL links to you as an e-commerce site, it is not the same as Amazon linking to you. The reason is simple- Amazon is an e-Commerce site like yours. So, there is a quality relationship.

The algorithms are also looking at the relevance of the linking websites to yours. Also, if Amazon links to you as an e-commerce site, it is much more relevant than one not related to your niche.

Google and others are looking at how many backlinks you are getting? How many of these backlinks are you getting overtime?

They are also interested in organic backlinks. They do not want you to pay people to link to you. Instead, your links should be organically developed.

One other interesting factor these search engines are looking at is the domain authority. How authoritative are your linking websites backlinks are to the area of interest? Domain authority is usually calculated on a scale of 0 to 100. The most notable brands like google.com, Facebook, Twitter

occupy the numbers. That is, the higher the authority, the higher the numbers.

Domain authority is an important consideration for any site that links to yours. To know what domain authority any site linking to yours has, you can visit [Ahrefs.com](https://ahrefs.com) and use the tool they have developed to get that knowledge. Once you type in the URL of such a site, the domain authority level will show. Ahrefs is a paid tool. However, they have a free version known as Open Site Explorer. Once you search for Open Site Explorer, you will be directed to the appropriate site to get the domain authority-Moz.com. An example of domain authority for Amazon.com using the Moz site tool is shown in the picture below.

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

[Track in a Campaign](#)

root domain [Analyze](#)

9 of 10 queries available until 09/10



Quick Downloads

All Links

[Export CSV](#)

Follow Links

[Export CSV](#)

Linking Domains

[Export CSV](#)

Follow Linking Domains

[Export CSV](#)

Top Pages

[Export CSV](#)

Discovered and lost linking domains [?](#)

Knowing how backlinks work is one thing, another is knowing how to get backlinks.

To get backlinks, the quickest way to go about it is to do a random post. That is, emailing every expert within your niche. It involves asking them random questions to every one of them. You can begin by asking every one of them the same question. They all may likely oblige you in return for free promotion.

Once they all participate and give you their response, write a blog post showcasing their

responses. While doing that, including their names, link to their websites, Facebook, Twitter, etc. handles. Then, publish the blog.

Once you are done publishing the post, email each of those people again, this time asking them to publish it on their various social media platforms. By taking that bold step, your blog, page, etc. will experience more traffic. The more people that see your site, the higher the probability that someone is going to link to you. The more backlinks you get, the more your page on site will get a better ranking from the search engines.

CHAPTER SEVEN

SEARCH ENGINE OPTIMIZATION (SEO) AND SOCIAL MEDIA RELATIONSHIP:

No doubt, SEO and social media have a synergistic relationship. SEO involves all activities you carry out to ensure your page, blog, website, product or service listing, etc. ranks well on the search engines. While, on the other hand, social media involves the actions and activities you carry out on social media networks to promote your content, blog, product, or service, which in turn enhances traffic drive.

Both SEO and social media are seen as two different types of digital marketing. While SEO involves the correct use of the right keywords and phrases, tags, and backlinks to make your website, product, or service discoverable; social media

involves making use of the various social media platforms to ensure you get a better call-to-action to your sites and pages. However, when used correctly SEO and social media can help grow your traffic, hence, business.

Social media compliments SEO more deeply and strongly. Ranking at the top of the search engines can be directly impacted by your social media activities. Networks such as Facebook, Instagram, Twitter, etc. help you to increase your ranking through direct and indirect links. Such actions on social media influence the search engines to index your pages and sites in search results.

How social media can Help Improve Your Ranking on Search Engines:

There are various methods or strategies you can adopt to help improve your site's search result

ranking. Some of these steps you can take on social media for better ranking include the following:

USING THE CORRECT KEYWORDS AND PHRASES:

Establishing a strong presence on social media can help strengthen your SEO campaign. Facebook, Instagram, Twitter, etc. allow your content to be discoverable online.

For instance, using the right keywords to tweet, ensure to use the right hashtags on your content, and important words that highlight your story increases your SEO activities and in turn, grows your traffic.

It is necessary to maximize all areas where words, pictures, and videos are present.

In uploading videos, use the same keywords and hashtags you used on your content and titles.

Create Post



click the link in my bio to learn how to use Facebook to enhance your seo campaign and maximize search engine ranking.

#digitalmarketing #seo #socialmedia #facebookmarketing #Twitter
#onlinebusiness #onlinemarketing #videocontentmarketing
#entrepreneurship #motivation



Add to Your Post



Post

Ensure to use keywords and phrases with high search volumes.

Avoid repeating the same keywords. As already identified, the social algorithms are smart enough to identify synonyms, connecting words, etc. It will also help you to avoid penalties from the network.

EXPAND YOUR BACKLINKS:

Search engines such as Google put a premium on high-quality link building to help index your content and page.



Social media networks often consider high-quality links. The reason is these platforms have high web rankings and are highly regarded as well respectable sites.

Maximizing social media backlinks involves ensuring you share the contents with your links on Facebook, Twitter, etc. Also, encourage others

to reshare such posts. Every share made by another user on Facebook, for example, helps build on the link posted and could increase your backlink growth.

Besides, you can paste a working link to specific landing pages not only in your content but also in all profiles and buyers as well. By placing these links on Twitter or Instagram, you can maximize effective link building to your website or page for a higher search engine ranking.

Boost Your Following:

It is not out of place to use your following on social media to ask for user feedback, comments, questions, replies on your posts. Ensure such feedback, etc. link back to your post. Doing this will increase the activities and content on your

page, which has the potential to help you rank well with longtail keywords in the search queries.

Also, ensure to make effective use of user-generated content by pushing other content creators and curators by pushing to get the links you shared by building content around them. You can do that by building a genuine connection with content creators and curators, as explained earlier. Start engaging and reaching out to their posts.

You can also use the method described above in the previous topic to enhance your backlink gathering.

DEVELOPING STRATEGIC SOCIAL MEDIA PERSONA:

Social media persona has always been an essential part of creating a media presence that helps grow your business. The impact is such that with a

strategic social media persona, you are sure to drive robust traffic to your page or site to rank better on search engines queries.

Social media persona, in a nutshell, could be said to be a model of your potential customer's data and media personalities you want to engage. In other words, it could mean people who are going to buy from you. That is referral customers, etc. When a model of your potential customers, for instance, is developed, it gives you a better perspective for effectively crafting out strategies that will produce a fantastic result.

The most essential thing to do is to know about the persona that has to be established around a specific goal. It has to do with what you want to accomplish with the persona you create. Goal setting is the first thing to do, then you create a persona around that goal.

A strategic social media persona is necessary for SEO because it allows you to create specific content and market to a particular type of audience.

GOAL SETTING:

As earlier identified, to create an effective social media persona it is vital to establish the goal to accomplish with such data or information you gather.

Your goal setting could be to get enough data to maximize your SEO campaign efforts as in the case of this title.

It could also be to create brand awareness so people will get to know you and your brand better. It could also be to create revenue streams out of your social media platform.

Your goal could be any other aside from the ones identified above. The bottom line is that it is necessary to define the goal you want to achieve to help you effectively craft a winning persona strategy.

DATA GATHERING:

After you have set your goal, the next thing to do is to set out a mechanism to gather data to help you achieve your set goal.

For example, if you go into Twitter analytics, you will see some amazing data that you probably did not know was there. You can use such data to build a persona.

Twitter has things like the

Demographics Tab

The Consumer Behavior Tab

The Lifestyle Tab

The Mobile Footprint Tab.

If you have a Twitter account with a decent following, that will give you a piece of firsthand information about people who are interested in following your brand.

Facebook also has incredible insight into data. For instance, if you log into Facebook Insight, you will find data on:

The People Report

Post Report

Like Report

The people report will give insight about the demographic: the male, female, age, location, etc.

YouTube also has great data and information for you to develop a strategic social media persona. If you log in to YouTube and get into the analytics, you'll find your:

Audience Retention Report

Demographics Report

Playback Location Report

Traffic Sources Report

The three highlighted social media networks can give you a solid data report that will help you build a strategic social media persona.

However, please note that there are others that can also give you amazing information, like LinkedIn, Instagram, etc. Any one of them you are familiar with can help you with the data you need for your persona development.

Besides, Google Analytics is the biggest source of data to create your social media persona and any other persona for that matter.

Audience Report:

An audience report entails gathering lots of information about your target customers.

The audience report has:

Demographics

Age

Interests

Gender

Geolocation

Behavior, and much more.

An Audience report contains so much information about your customers, including how often they return to your site, the frequency, and how long they stay on the site. It also captures the technology they are using to access your pages, such as iPhone, Samsung Galaxy, Tablet, or laptop. It also shows how much traffic you are getting from each. It displays how people migrate

through your website inside the Google analytic. You can learn so much from an Audience report.

You can take each of the points above and build it into a model.

It is necessary to look at other tabs, like the Acquisition and Behavior tabs. The acquisition tab has two different channels.

The Acquisition tab has two different channels, which are:

The media resources

The organic

The direct

The referring site traffics

The list goes on. But what you need to do is go through social media and Google analytics and find out the main traits each of your customers has, save that information. You will use it to build that customer's model.

Now, if you don't have a large social media following, you can use the BuzzSumo tool to help you look at what your competitors are doing. The third-party software looks at profiles adds content. BuzzSumo is a fantastic tool to gather information for your persona development.

When you are building personas, it is always good you look at the traffic numbers from both the social networks and Google Analytics. It is necessary to look at the data from current customers, check out the reviews from paying customers, and all that. When you combine these pieces of information, you can build a strategic persona you can use in your SEO campaign and other marketing efforts.

The persona should encompass the information so far gathered. You can make up to five personas to use in your On-Page activities.

You can use these personas you created over and over again, showing people the types of customers, you track.

Optimizing Social Media Profile:

Optimizing your social media profile involves ensuring that your profile looks more professional and presentable to attract the right audiences and ultimately drive more traffic to your site or page.

In optimizing your social media profile, a few steps are essential to you ensure you deliver the best of results. Some of the steps you need include:

Profile Images and Photos:

It is essential to check every cover, display, and background photos that you use for your profiles. Ensure each fall within the dimensions specified by each of the networks. Not all profile networks are the same, therefore, their dimensions may also

not be the same. For instance, photos on Facebook may be a no for the one on Instagram or Twitter. Every one of them has optimum image specifications to make sure they are seen and highlighted. It is also vital to make sure such photos perfectly fit inside the provision made for such. Please see below the current photo or image sizes for a few of the social media platforms.

Facebook-

Profile picture display- 170 x 170 pixels for computers.

128 x 128 pixels for smartphones

36 x 36 pixels for most feature phones

Cover photo- 828 x 465 pixels

Twitter-

Profile picture- 400 x 400 pixels for computers.

Header image- 1500 x 500 pixels

INSTAGRAM-

Profile picture- 110 x 110 pixels

YouTUBE-

Profile picture- 800 x 800 pixels

Cover photo- 2560 x 1440 pixels for desktop systems.

Kindly note that social media changes all the time. A quick Google search will help you know what the current photo and cover image sizes are.

Besides the photo and image sizes, it is also necessary to optimize with the best photos on the profiles. Photos you place on profiles should be professional also on pages. For instance, the Twitter photo has a close-up on the face; the

Instagram photo should be rich in High Definition (HD).

Ensure that these photos show the mood you want to establish.

Ensure info-consistency. That is, do not have multiple photos for different sites. Having a consistent picture will help you be recognized effortlessly by your audience and visitors. That way, it enhances the chances of people following you. The more frequently you display your logo or picture, the more regularly you get a user to follow you across all your channels.

Manage and contain all the different photos that have been posted or tagged on your page. Also, and ensure that they align with your branding message. One option to do this is that you can put restrictions on your “Settings” so that you can

approve each photo before they appear on your page.

Social Media Profile Handles:

Your social media profile handle is another step you can take to enhance your take on social media networks.

Just like profile photos, keep your handles, also called user names the same across all networks. Doing that enhances easy recognition by users. Having one handle across all profiles makes you effortlessly searched for and provides quick search results for you and your content.

One way to go about consistency in your profile name is to always utilize the custom handles feature and do not settle for ones generated by computers. For instance, when you make a page on

Facebook, it will appear like- Facebook/385753. Instead, insert your username in space, rather than the computer-generated one. That is, the same handle you have on Instagram, Twitter, etc. Now, keep your handles simple. Do not make the same mistake you made, perhaps when choosing a sixth-grade email address, funny, right! Using your name, companies, or brands will make it straightforward for people to tag you or mention you elsewhere; that way, you will ultimately promote your backlink and traffic.

SOCIAL NETWORK BIOS AND DESCRIPTIONS:

Bios and descriptions are the most discoverable part of your profile. To this end, it is necessary to start putting search terms or keywords on your bios and descriptions. That way, search engines can automatically understand and index you easily.

A few tools come in handy in this regard. You can use Google Keyword Planner, SEMrush, etc., to search for niche keywords or phrases in your category. Ensure that these keywords and phrases are placed at the appropriate locations. Also, ensure to use them on your description, copy, interests, and any other place you can enter a text that does not need your name.

Kindly note that it is vital that you do not leave any spaces empty. It may make you appear unprofessional and unprepared in the eyes of your audience.

Link Profiles Together:

An essential step to take to optimize your social media profile is to cross-promote. Please note that you must not leave your media profile to fade for itself. It is not advisable to link other people's

profiles to your other social media accounts. Display your profile across the board so that people in the other aisle will be able to follow you as well. For instance, on Facebook, link to Twitter and tell them to follow you, the same thing on Instagram, etc.

Conclusion

Search Engine Optimization (SEO) is so huge a category that it can stand alone in the digital marketing space. Learning how to leverage and its benefits and deploy such to your business is one best decision to make as a business owner or a professional SEO practitioner.

It is necessary to review your objectives online. For instance, perhaps trying to connect with people to let them know what you have to offer; it could be to let people know what you know and want them to be aware of, etc.

Brand awareness is one massive aspect of SEO. When people search for you on Google, for example, they should straightforwardly see you, your name, or product & service.

SEO entails findability. That is users', searchers, and potential customer's ability to find you easily on the search engines. Engaging in SEO activities enhances your discoverability through better ranking by the search engines.

Paying the right attention to SEO is one effective way to attract floods of traffic to your business or organization which ultimately translates to profitability.

SEO is a type of digital marketing that is always evolving.

Websites, content, pages, and blog visibility cannot be over-emphasized. Engaging the right SEO tools to be discoverable is a step in the right direction. As a digital marketer, business owner, blogger, copywriter, etc. SEO is a vital digital

marketing tool to help you accelerate your discoverability in search.

OTHER Books by Elvis Mcdon

