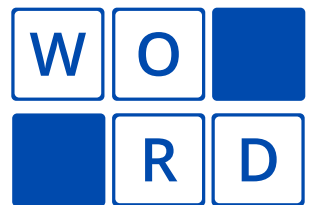


SEO

5 STEPS TO IMPROVE SEARCH RANKING

RELEVANT KEYWORDS

01



IDENTIFY AND TARGET KEYWORDS

The keyword is a word or phrase that describes the content on your page or post. People searching for that term on Google should easily find your page.

Use tools like Google Keyword Planner, Ubersuggest, or SEMrush.

02

PERFORMANCE

Page speed & mobile optimization



Improve your website's loading speed and ensure your site is responsive across mobile devices.

Tools: Google PageSpeed Insights, GTmetrix, and Mobile-Friendly Test



LINK BUILDING

Work on internal and external backlinks

03

Backlinks from reputable websites increase your site's authority. Google sees quality backlinks as a trust signal

Use guest posting, directories, and broken link outreach.

04

ON-PAGE OPTIMIZATION

Meta titles, meta descriptions & headings



Meta tags help search engines understand your content.

Make sure each page has a unique title and description.

Use headers (H1, H2, etc.) and include relevant keywords naturally.

ALT TEXT

Image optimization

05

Alt text helps describe images for users and search engines.

It improves accessibility and helps your content rank in Google Images.

Keep it short, descriptive, and include keywords where appropriate



QUICK TIPS

Leverage AI-generated content (like outlines, FAQs) but always review for quality.

Regularly update old content to stay relevant and maintain rankings. Optimize for voice search (long-tail keywords + question formats).