

Complete SEO

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1. Google Search Console

- The very first step of SEO is to submit sitemap and verify our site ownership in Google Search Console. Go to www.search.google.com and Follow the standard procedure.
- Search Console will ask you to place an HTML Tag in Head section of website home page. Please follow the instructions and if you don't have access to HTML ask the website owner to place this HTML Tag in the head section accordingly.
- Come back to google search console, and click on Verify. If errors are there during verification correct it and finally get the verification done.

Keyword Research for SEO

- Now we have to perform keyword research for SEO. In this phase we will be using two tools like Google Ads Keyword Planner and ahrefs. We should get a list of keywords from keyword planner and note the Monthly search volume in your country. Then, for these same keywords we have to use ahrefs and get SEO Difficulty. This value will range from 0 to 100 and less than 40 indicated easy and medium possibility.
- So now we have to finalize some keywords for this website. Finalizing is a trade-off between high search volume and Low SEO Difficulty.

Keyword insertion

- Now in this keyword insertion phase we have to place the finalized keywords, which we got in previous phase, in different places of HTML pages. We have to use only one keyword per page of HTML.

Following are the places for keyword insertion

Title

Meta Description

Alt Tag for Images

Header 1 (Mandatory)

One more Header in (2 to 5)

Between Text (100 words and one keyword)

Reindexing

- Once keywords are placed in proper position go to Google Search Console and place request for inspection/reindexing.
- Once Reindexing is done we are done with On Page SEO.
- One important thing to be noted by website developer is that the website should have at least 5 internal links and 5 external links.
- Now check your keyword position in Google SERP.
- If it is above 5, you now need to go for Off Page SEO.
- If it is below 5, you can try click thro rate and wait for few weeks until it naturally comes to Rank 1.

Off page SEO (Back Link Generation)

- First check the count of backlinks you have, by using Semrush web tool.
- Now start generating new backlinks for your website using any of the following methods.
 1. Search Engine Submission.
 2. Free Classified Submission.
 3. Image Submission.
 4. PDF/PPT Submission.
 5. Social Bookmarking.

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6. Form Posting.

7. Guest Blogging.

8. Press Release Submission.

9. Q & A Submission

10. Video Submission

Note: One quality link from a website with DA more than 50, is equal to 10 or more normal backlinks.

Thanks

Wish you Goodluck in Digital Marketing

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