



The Ultimate SEO Training Manual

**Master SEO For Wordpress
Websites**

CHRISTINE SHEY

The Ultimate SEO Training
Manual:
SEO For Wordpress Websites

Praise for the Ultimate SEO Training Manual

“Thanks a ton Shey. This is the best SEO book out there. Very relevant to current SEO rules and best practice. Hands down in terms of the clarity, structure, content and most importantly the strategies. Anyone who is serious about SEO and wish to make a career in SEO, then this is the best starting point for you. It explains all information relevant to 2021 Wordpress SEO. Go ahead and you will not be disappointed.”

-Sheryl Morris

“If you're on the fence about buying this book, just make the jump! This is the best A-Z course on SEO I've found. I took his introductory SEO course and I'm so happy he has now written a book.”

-Gary S.

“Great book learned a lot about SEO, overall very informational and easy to understand.”

-Kristin Wellis

“This book is great and beginner friendly. I have ZERO knowledge in SEO and the course helped me understand the basics and some techniques to do when building a strategy for one's business. It is heavily focused on SEMrush, but alternatives are mentioned.

-Tee Taylor

“This book was super comprehensive. I really like that the author took the time to explain even the smallest things that people with basic SEO knowledge would have probably scoffed at for being too basic. I'm glad that he didn't assume anything was too basic to skip over. I also like that he made everything easy to understand!

-Christine Joy

“The book covers everything! I finally feel like I understand what SEO is and can explain it to my clients when offering them these services. Thank You!”

-Arielle Brooks

“Learned heaps and heaps. Now to consolidate and cement and then implement all the learning. Well done and thank you.”

-Cheryl Thomas

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Section 1:

Overview:

SEO, the basics. In this section, I'm going to cover what SEO is and explain exactly why it's important. I'm going to debunk some of the biggest SEO myths out there. We've all seen these SEO myths online, people claiming and saying the wildest things about SEO, such as it doesn't work, and so on and so on. I'm going to debunk all of those biggest myths, and I'm going to explain to you the two elements that make up an SEO campaign. So let's dive into it.

Section 1: What Is SEO And Why Is It Important:

What is SEO? SEO stands for search engine optimization and is the practice of increasing the quality and quantity of traffic to your website through organic search engine results. Organic traffic is any traffic that you do not pay for. So here's an example from Google. As you can see, I went over to Google and I typed in a yoga mat and from that keyword I get multiple listings on the page. The first type of listing I get is what we call the Google shopping ads, which is this big section up here. You can tell it's an ad as it says sponsored in the top right-hand corner. Below that, we have another ad as it says right there, and then below that, we had the organic listings. So when you optimize a website correctly for SEO, you're going to appear in their organic section.

So why is SEO important? SEO is super important for numerous reasons. If I go back to my example I just showed you of a yoga mat, if your business provides yoga mats, but your website does not show up for a search of yoga mats, then you're missing out on a ton of sales. While paid advertising, social media and other online platforms generate traffic to websites, the majority of online traffic is driven by search engines. On top of that, organic search results cover more digital real estate, appear more credible to savvy searchers, and receive way more clicks and paid advertisements. For example, of all US searches, only 2.8% of people clicked on paid advertisements. That statement alone should tell you why and how important SEO is.

Section 1: Debunking SEO Myths:

Debunking SEO myths. We've all seen them online, people making wild and false claims about SEO all the time. Saying things such as SEO doesn't work, links are dead, et cetera, et cetera. In this section, I'm going to run through some of the biggest SEO myths and debunk them one by one.

First up, content is all you need or content is king. Whilst it is extremely true and content is super important, it's not the only thing you need in your SEO campaign. Another extremely important element is, what we call, links, which I'm going to go through later on in the course. So, this one is definitely false.

Page speed isn't that important. False. Page speed is super, super important. It's actually becoming more and more important every single year. One of the biggest reasons why page speed is super important is it all comes down to the user experience. Google's main job is to serve up and provide the best results for what the person searched for. So, for example, if someone goes onto Google and types in red shoes, they click your website, which is about red shoes, however, it takes ages to load that person's just going to hit the back button, go back to Google and find another website which results in a poor user experience.

So, as a result, Google's going to lower the rank of your website and give it less visibility in search as it resulted in a poor user experience. And Google always wants the best experience for all of its users. So, page speed is super, super important. I'm actually going to go into pagespeed in a little bit more depth later on in the course.

Number three, links are dead. This is probably the one I see the most often and it's probably the one that is the most untrue. Links are super, super important in Google and, again, later on in a course, I'm going to show you exactly how important they are. And I'm going to show you the results you can get if we do utilize the links in the correct way. So, link building is definitely not dead.

Number four, higher keyword density helps you rank. False. This used to be true in maybe 2011, 2012, maybe 2013 as well. That was when Google's algorithm wasn't as advanced as it is now. Back in the day, you could literally create a page on your website, chuck your keyword on the page as many times as you want, and you'd rank at the top of Google because you mentioned the keyword so many times on your page. However, Google's algorithm is way more sophisticated now than it was back then, so these old tactics no longer work.

Number five, buying Google ads helped with organic traffic. False. This is 100% false. I've tested this myself multiple times on multiple websites. Buying Google ads does not give you any increase or any benefit in the organic search listings.

Number six, more pages help my site rank better. False. This isn't true. Adding more pages to your website is not going to help you get higher on Google. When it comes to SEO, the main thing you want to focus on is quality over quantity. Publishing five really high-quality pages is way better than publishing 500 low-quality pages. So, when it comes to SEO, please do focus on the quality. If you do that you're going to be sure you're going in the right direction to get in your website to the top of Google.

Section 1: The Two Elements To Every SEO Campaign:

All good SEO campaigns consist of two main elements. The first is on page SEO, and the second is Off-Page SEO. On page SEO refers to any change you make on your website to improve its visibility. Off-Page SEO refers to any change you make off your website to improve its visibility.

On page SEO, so let's dig a little bit deeper and look at on page SEO in a bit more detail. So some examples of on page SEO optimizations you can make on your website would be updating the title tag, changing the <h1> tag, edits in the Meta description of a page. If you don't know what these elements are at the moment, don't worry as I'm going to go through all of them later on in the course. However, the point I'm trying to make is as these are all actions you make on your website, these are classified as On-Page optimizations.

So for off page SEO, some examples of off page SEO optimizations you can make would be build a link to your website, get your business listed on an external directory, optimize your social profiles, and so on, and so on. These are all actions you implement off your website and as a result are classified as Off-Page optimizations.

Section 2:

Overview:

In this section, I'm going to cover what is a keyword and understand the intent behind it. I'm going to explain the difference between short tail and long-tail keywords. I'm going to show you how you can find out what keywords you already rank for in Google. I'm going to show you how you can determine the keyword difficulty, and just how difficult it is to rank for a certain keyword, and I'm going to show you how you can find additional keywords to target for your website too. On top of that, I'm going to show you how you can find all the keywords that your competitors rank for. I'm going to show you how you can use Google Auto-Suggest to come up with tons of keyword ideas, and really importantly, I'm going to cover the importance of keeping your keywords organized. And lastly, I'm going to show you how you can validate your keywords using Google Trends. So without further ado, let's dive into this section.

Section 2: What Is A Keyword + Understanding The Intent Behind It:

What is a keyword? A keyword is simply a search phrase. For example, if you went over to Google and typed in vanilla ice cream, the keyword would be vanilla ice cream, the entire search phrase, not the individual words, so not vanilla or ice cream. The keyword would be vanilla ice cream. To be successful in SEO, you need to figure out what your potential customers would search for in Google to find your website and the service or product you offer. If we go back to my previous example of yoga mats, let's just imagine you have a website that sells yoga mats. One of the main

keywords you would target would be yoga mats as that's the main thing you offer on your website. Once you know what keywords you want to target, you can then optimize your website to increase your online visibility for those keyword searches.

Understanding keyword intent. Keyword intent, sometimes known as search intent, represents a user's purpose for the search. For example, if someone goes into Google and types in, "Are yoga mats worth the money?" Then from the keyword, we can tell straight away that this person isn't actually sure whether they need a yoga mat or not as the search phrase says, "Are yoga mats worth the money?" So from this keyword intent, we get two things. One, the person knows about yoga mats, and two, they're not sure whether they need a yoga mat. Even if that another keyword such as buy a red yoga mat, we can tell from this keyword that search intent is a lot more different. The person that's typed in buys a red yoga mat which means they already know that they need a yoga mat and they've gone even further and they actually described the yoga mat they need, which is a red one.

So if you have a website and sell red yoga mats and someone types in to buy a red yoga mat, then they land on your page showing red yoga mats, the person is most likely going to buy one if the price is right. However, if someone types in, "Are yoga mats worth the money?" then they land on the same page showing red yoga mats, the person probably isn't going to buy. The person still needs convincing. Understanding the difference in search intent will make a massive impact on your SEO campaign. Essentially, when you understand the buyer intent, you can make sure the page a person lands on is relevant to what they typed in and will result in more

sales and a much better user experience.

Section 2: Short tail vs long-tail keywords:

Short tail keywords are much more general search queries that consist of one or two words while long-tail keywords on the other hand consist of three to five or even more words. Here's an example of a short tail keyword following a pseudo example earlier on in the course, yoga mat. Here's an example of a long-tail keyword, best non-slip yoga mat. As you can see, the short tail keyword is a lot broader and can cover a lot more things. The long-tail keyword is more targeted and more narrowed down which as a result it means a long tail keyword converts much better than short-tail keywords.

If someone goes onto Google and types in a yoga mat, we actually have no idea what the person is looking for. Are they looking for a red yoga mat, are they looking for a yoga mat to buy, are they trying to find out how much yoga mats cost, for example. However, on the other hand, the long tail keyword, best non-slip yoga mat, we have no doubt whatsoever what this person wants. They want a non-slip yoga mat. They haven't specified the color, so that isn't an issue. However, what we do know is they want the best non-slip yoga mat. If this person types that into Google and then lands on a page on our website, which is all about non-slip yoga mats, this would be the perfect thing for the user and for us as well.

And just a pro-tip as well, long-tail keywords are much easier to rank for in Google as they have less competition than short-tail keywords. Do bear in mind, if you do own a yoga website, you should be targeting yoga mats in

general anyway. However, that shouldn't be the main effort of your whole SEO campaign as you're going to find yourself getting a little bit stuck on page two, maybe page three, and there's going to be a lot of competition and a lot of websites also competing for the broad search term of yoga mat.

Section 2: A Free Alternative You Can Use For Keyword Research:

I've received quite a few messages from students saying that SEMrush is really good. However, can I provide a free alternative? Yes, I can. There's actually another tool you can use to find keyword ideas for your website. It's actually a tool built within Google Ads.

To access this tool, you do need to sign up for a Google Ads account, which is completely free as well. Once you sign up for a Google Ads account, what you need to do is click Tools and Settings at the top, and then go over to the column where it says Planning and click the Keyword Planner option. This is going to give you two different options. Option one is to Discover new keywords and option two is to Get search volume and forecast.

We want to use option one, Discover new keywords. Let's give this a click. This is now going to open a page that looks like this. On this page, we have two options. We can simply start by entering a keyword, or we can start by entering a website URL. I'm going to cover both elements.

Let's start with the first one, start with a keyword. On this line, I'm going to type in a keyword that is relevant to our business. Let's just type in the keyword yoga mat, and then simply click Get Results. This is now going to show us all the keyword ideas, which are all relevant to the keyword yoga

mat. As you can see, we have the top keyword we entered right here, yoga mat. Then we have the best yoga mat, manduka yoga mat. We have a Jade yoga mat, yoga bag, cork yoga mat, travel yoga mat, and so on and so on.

So you can actually see it's actually 1,842 different keyword ideas. That is loads and loads of keyword ideas for you to sift through and see which ones are a good fit for your website. Do bear in mind, the data we are viewing now is on Google Ads. However, as we have nothing to do with Google Ads, the best thing to do is actually download all the keyword ideas. Export them all, and then go through the list and see which ones are relevant to your website and then add that to your main master sheet templates.

It's really important to note as well, that we do have a column right here, which says Competition. However, we need to completely ignore this column as this competition has nothing to do with SEO. This is competition for running ads for these keywords. The only column you really need to pay attention to is going to be the first column which is all to do with keyword ideas.

So if we go back one step now and go for the second option, under Discover new keywords, we go with, Start with a website. We can actually go over to Google and simply plug in one of our keywords, such as yoga mats, scroll down and find the website in position one in organic, which is Yogamatters. We can simply copy the link address, go back to Google Keyword Planner, plug in the URL, and then ensure we have the bottom option selected, which is this one right here, Use only this page, and then simply click Get Results. This is going to show us all the keywords which

are relevant to the URL we just plugged in. As you can see, we now have 775 new keyword ideas, such as the best yoga mat. We have yoga towels, yoga mat bags, yoga accessories, yoga equipment, and so on and so on.

This is a really good way to find tons of keywords that the websites on page one already appear for themselves. You can actually rinse and repeat this for any other website you see on page one. We've done it for Yogamatters. We can do Amazon. We can do Argos, Decathlon. Plug all of those websites into Google Ads and literally see all of the keywords. It would be the same process once you've done that, plug into URL, download all of the keywords, sift through the data and add the ones which are relevant to your main master template. As you can see, Google Keyword Planner is extremely powerful and allows you to find tons of keywords.

Section 2: How to Find Out What Keywords Your Website Already Appears For:

When it comes to keyword research, one of the best places to start is to find out what keywords your website already appears for in Google. The beauty of this is these are keywords that

Google already deemed relevant to your website so all we need to do is find out what these keywords are and then further optimize our website a little bit better for these specific keywords. Once you do this, you can expect to see your website jump up higher in Google. We've had client sites jump from page nine, all the way up to page one, just by optimizing their site for keywords that they didn't even know they appeared for in the first place. To do this, you're going to need access to SEO software called a

SEMrush.

Once you have access to SEMrush, what you want to do is insert your website URL in the main search bar you see at the top. For the purpose of this training guide, I'm going to be using yogamatters.com. To confirm, this is just a website I found on Google by typing in a yoga mat, they were simply on page one. I do not own this website, I have no affiliation with this website whatsoever, I'm just simply using it for the purpose of this training course. Let's go ahead and get Yoga Matters' URL, go over to SEMrush, paste in the URL and then click search and what this is going to do is it's going to show us all of the keywords that this website appears for. Once that's loaded, you can see we've got quite a bit of information in front of us. Do not be overwhelmed as I'm going to go through all of these sections later on in the course.

But what we want to do for the purpose of this guide is scroll down to where it says organic research and then under organic research, you can see it says top organic keywords. These are all the keywords that this website appears for in Google. As you can see, there is 9,277 different keywords that this website ranks for in Google. Now that is a lot of keyword ideas. As you can see already, this tool is extremely powerful and will literally let you know all the keywords you appear for in just a few seconds.

To take a look at all of these keywords, what we need to do is click view details right here and then this is going to open a page where we can see tons of information about these keywords, such as the actual keyword. We can see the position this website is in Google for this keyword. We can also look at the volume. The volume is the amount of times this keyword gets

searched for every single month in Google. We can also see the URL which ranks in Google for this particular keyword as well. This is all very handy to know.

If we scroll down the page, we can have a look at all of the keywords. You can see, we have tons of keyword ideas, such as best yoga books for beginners. We're currently in position one for that keyword. We've got what is hot yoga? We have yoga poses for kids currently in position 14 and this is the URL that appears for that keyword. As you can see, you can really go through the data and start to see which keywords you're not on page one for and then further optimize your site a little bit better to ensure you get onto page one for those keywords. A little trick you can do is you can go to the top of this page and actually go over to here where it says positions and then you can tell SEMrush to only show you the keywords that you're in position between 11 and 24, as these are all the keywords that you're going to be on page two for. And as you can see, we're currently on page two for over 1,000 different keywords, 1,025 to be precise.

Instead of reviewing all these keywords in SEMrush, what you can actually do is click the export button, download all of this either Excel or a CSV file and then review the information way more easily. Let's go-ahead for a CSV file and once downloaded, is going to look something like this. It's quite a lot of information to take in, but don't worry about it as we don't need a lot of the columns you're seeing at present. All we need to know is a keyword and the position we are in Google for that keyword, along with the search volume and the URL, which appears in Google.

Let's go ahead and delete all these other columns as we don't actually need

these columns. We don't need the CPC, so that can go, keyword difficulty, let's get rid of that. I haven't found the SEMrush keyword difficulty to actually be that accurate so don't worry about that as I'm going to show you in a separate section, how we can determine keyword difficulty. Let's also get rid of the previous position, that's not that important. And then let's go ahead and bold these top columns and then just expand them so we can see all the information.

As you can see, we can now see all of the keywords our website appears for on page two, what position we are in exactly for those keywords, the number of times all those keywords get searched for every single month in Google and the URL, which is appearing in Google for that specific keyword. Now it's good to note that all the keywords we're looking at right now are all the keywords across our whole domain. If we wanted to find out what keywords specific URL ranks for in Google, then what we need to do is take a specific URL and then search for that within SEMrush.

Let's go ahead and go over to mats and bags and let's simply go for the yoga mat towel bag, for an example. Let's take this URL and then let's go over to SEMrush and insert that URL and then click search. And as you can see, this URL appears for one keyword in Google. Now, the reason why we're seeing one keyword and not any more than one keyword is that we still have our filter applied. What I'm going to do is go up here and click the clear filter and now this is going to show us all the keywords that this URL appears for. In total, this URL appears for five different keywords and as you can imagine, they are all to do with yoga mats as that is what the URL is about. This is how you'd find out what keywords specific URL ranks for in Google.

Here, we used SEMrush to carry out the keyword research, which obviously has a seven-day free trial. However, after those seven days, if you're running on a tight budget and would like to use a free application for keyword research, then you'll be pleased to know that I made a separate section that shows you how to carry out keyword research using a completely free tool. This free tool is not as powerful as SEMrush as it's obviously free. However, it still gives you plenty and plenty of keyword ideas you can use and it's a great tool for those who don't have much capital or are potentially just starting out.

Section 2: How to Determine Keyword Difficulty:

So now we know what keywords our website appears on the second and third page of Google, it's time to work out how difficult it will be to get our website onto page one for those specific keywords. This process is called keyword difficulty analysis, which is essentially where we figure out just how difficult it's going to be to rank for a specific keyword. To work out the keyword difficulty, we're going to use a free Google Chrome extension called MozBar.

To find their extension, all you need to do is go over to Google and search for MozBar Chrome extension. It should be the top result. Once you give it a click, you should see a page that looks similar to this, which is offered by Moz and obviously the Chrome extension is called MozBar, which is one word. So once you found the extension, you need to go ahead and add that to your Google Chrome.

Now it's important to note as well, that you do need to sign up for a Moz

account to use its extension, but it is completely free to sign up. And for those who don't already know, Moz is actually another SEO software company, pretty similar to SEMrush. Although I found the information and the data that SEMrush provides to be far more accurate. However, I'm a big fan of the algorithm Moz uses to determine keyword difficulty, so this is what I primarily use Moz for.

So once you have the MozBar Chrome extension added to your browser, all you need to do is go over to Google and simply carry out a search for a keyword that you would like to target. So in this instance, I'm going to be using the keyword yoga mat. Now, once Google has returned the results, I want to go over to my MozBar Chrome extension and simply give it a click until it turns blue, like so.

Now what this is going to do, it's going to overlay two metrics to the organic results. It's really important to note that it will only add metrics to the organic results and not the paid ads. As obviously what we're looking at now is all to do with SEO, which appears in the organic section. So as you can see, it's pulled in two metrics. The first is what we call PA. And the second is what we call DA. PA stands for page authority and DA stands for domain authority. So page authority essentially tells you how authoritative and how powerful this specific page is, the one ranking in Google. And domain authority tells you how powerful and just how authoritative the overall website is on a whole.

So when it comes to keyword difficulty analysis, what I like to do is look for websites that are on page one that has either a page authority or a domain authority of below 25. And the reason why I say the figure of 25 is

because 25 isn't actually that hard to reach, especially if you carry out a really comprehensive SEO campaign, like the one I'm going to teach you in this course.

And just to give you some context, our actual agency website, my website.co.uk, we actually have a page authority of 31 and a domain authority of 25. So these numbers aren't that hard to achieve at all. And all the SEO I'm going to teach you in this course is the same SEO that I've been doing on my own agency website.

So if we analyze the websites we have on page one for our keyword yoga mat, you can see we've got a page authority of 35 for the website in position one, we've got a domain authority of 50. And just to clarify it, both of these metrics, page authority and domain authority, are actually calculated out of 100. So the higher these numbers are the more difficult it is to outrank these websites and these websites are going to be really, really authoritative.

So in position two, we have argos.co.uk, which has a massive domain authority of 89 and a page authority of 49. So again, from the first few websites we see, it's not really a good sign. If we scroll down, we have Amazon, domain authority, 94; domain authority, 69 for Decathlon; Women's Health Mag, domain authority, 88. So again, tons of more massive websites. We've got really high page authorities as well, 51, 48, and we have a 39. If we keep on scrolling down to the bottom of page one, you can see it's pretty much the same thing. We've got another massive domain authority of 77. We've got another domain authority of 94. Again, really high page authorities as well. So as you've probably already figured out, ranking on page one for this keyword, yoga mat is going to be really

difficult and it's going to require a lot of resources.

So let's look at another keyword now. So we're going to use this keyword example, non-slip yoga towel UK. So if we scroll down to the organic results and have a look at the two metrics, you can see that the website in position one is Amazon again. They have a page authority of 48 and domain authority of 94. So again, a really big website. However, if we keep scrolling down, you can see, we have a lot less competitive websites on page one for this keyword. We've got yogabliss.co.uk, which is in position two. Yoga Bliss has a page authority of 28 and a domain authority of 31. So both the numbers are where we want to be.

This is a really good sign to see when you're doing SEO, as it gives you a strong indication that if this website can get onto page one and rank above all these other websites below it, which has really high domain authorities, then it just goes to show that if you carry out a really good SEO campaign, then you can also rank above these websites too. And what's even more reassuring is if you scroll down even further, you can see we have a few more weak websites on page one as well. We have buy-new.co.uk, page authority of 18, domain authority, 18 as well.

So again, another really good sign that we can also rank on page one for this keyword. If we keep on scrolling down to see what else we have, we have another website at the bottom of page one, page authority, 19, and domain authority, 24.

So essentially when it comes to analyzing the competition, all we're trying to do is find websites on page one that has either a page authority or a domain authority of below 25. As long as you see that, then it's a thumbs

up. And I recommend you go ahead and target that keyword. Now do bear in mind if you are more experienced and you know quite a bit about SEO, maybe you've been doing it for a few years and you just feel more confident, then feel free to go for more difficult keywords. Just bear in mind as those keywords are more difficult by nature it's going to take you longer to rank on page one, and you're going to require more resources.

Section 2: How To Find Additional Keywords For Your Website:

I'm going to show you how you can find additional keywords to target for your website. To do this, you're going to need access to SEMRush, which is an SEO software I covered in the previous section titled How To Find Out What Keywords Your Website Appears For.

SEMRush is a paid tool. However, you can get access to the software for free by utilizing the free seven day trial that they provide for new users. This software is super powerful and will allow you to figure out everything you need to know to rank on the first page of Google. SEO is complex and the more data we have, the better decisions we'll be able to make.

SEMRush provides you with tons of data, making it more likely that you will succeed when doing SEO. To confirm, the seven day trial that they give you is more than enough time to action everything you're going to learn in this course.

Once you have access, what you want to do is go over to the top of SEMRush and go to this search bar and simply search for one of your keywords. Now, as we are trying to find additional keyword ideas, what you want to do is search for a short tail keyword, and that way the software

will return the maximum amount of keyword ideas.

Let's follow suit by using Yoga Matters as an example website for the purpose of this training course. If we go onto Yoga Matters, we can see they have tons of different equipment up for sale. They have mats and bags. They have equipment and accessories. For the purpose of this training guide, I'm going to go for the keyword yoga mats. I'm not going to go for a travel yoga mat or yoga mat towels. I'm going to keep it as broad as possible. I'm going to select yoga mats.

Let me go over to SEMRush and simply search for yoga mat. As you can see, once the page is loaded, SEMRush has returned tons of keyword data, all to do with yoga mats. At the top of the screen, and we have the total monthly search volume for what we searched for, so yoga mats. What this means is that yoga mat gets searched for 165,000 times every single month in Google. This is applicable to the United States.

Now, if you're not based in the US or you're simply targeting another country other than the US, then what you can actually do is go over to the database option, which is right here, and then simply select another country. What that's going to do is it's going to show you the total monthly search volume for that keyword in a specific country you selected. I'm going to go back and simply leave it as the United States.

If you scroll down the page to where it says keyword variations, which is typically the second box at the top of the screen, this is actually where SEMRush showed you all the keyword ideas which it's found. In total, they found over 32,000 different keyword ideas, which just shows you how

powerful the software is. We have a yoga mat which gets searched for again 165,000 times every single month. We've got the best yoga mat, Lulu Lemon yoga mat, Jade yoga mat, and so on, and so on. If you want into view all those 32,000 keywords, what you need to do is simply give that number a click, or you can simply click the box below where it says view all 32,375 keywords. Let's go ahead and do that now.

Just like that, we can now see all of those 32,000 keyword ideas which SEMRush has returned. It's literally taken us a few seconds and we've got over 32,000 keyword ideas that we can use to optimize our website around. We've got good yoga mats. We've got yoga mat brands. Yoga mat holder. Yoga mat flip-flops, which is quite interesting. We've got yoga mat storage and so on, and so on.

Now to the right of these keywords, you're going to see multiple columns. We have volume, we've got trends, we've got KD, which stands for keyword difficulty. If you remember what I said in the previous section, we actually do not use SEMRush's KD, as I don't actually find it to be that accurate. However, it's just another column that they show on this page. We've got the CPC, which is essentially the cost per click. If you were to run a Google ad for this keyword, then that is roughly how much you would pay every time someone clicks your ad. We've got the competitive density, which again, I don't really use that. Then lastly, we have the SERP results. So again, we don't really use any of these other columns other than the keyword and the volume, as all we're doing in this process is just to generate more additional keyword ideas.

So what you can also do once you're on this page is add advanced filters.

So you can say to SEMRush only show me the keywords that have at least a monthly search volume of 100 and above. The way you do that is you just go up here to where it says advanced filters, and then where it says volume, you want to simply put in 100 as the minimum, and then click apply filters. What this is going to do is simply remove all the keywords that don't have at least 100 searches every single month. So as you can see, our keywords have now gone down from 32,000 and it's dropped to just 492.

This is going to make this data way more manageable for us to actually manage when we go over to Excel. And we'll just get rid of all the keywords which actually don't have that much search behind them. And to be fair, those are keywords which aren't going to generate that much traffic anyway.

So what we used to do back in the day was simply go to the right-hand side of the screen, click export, and then download all of these keywords, so all 492 of them. We'd add them to our keyword research template. Then essentially we'd add all the keywords right here on our master tab. Then we simply go through all of the keywords and then try to categorize similar keywords together.

So what do I mean by similar keywords? I mean keywords which basically follow the same theme. So the problem with viewing the keywords like this is there's so many different themes within them. We have Lulu Lemon yoga mat, which if you didn't know, Lulu Lemon is actually a brand that makes yoga mats. We've got Amazon. We've got Walmart. We've got kids' yoga mat. We've got yoga mat cleaners. All the keyword ideas we're seeing

right now, they're all very random and they're not really grouped together. Now, when it comes to keyword research and what we call on-page SEO, which is what I'm going to show you later on in the course, typically when you have a page on your website such as this one right here, travel yoga mats, on this one page, which is about travel yoga mats, you want to have all the keywords which are relevant to travel yoga mats.

So as you can imagine, if we go ahead and download all these 492 keywords, going through all of this data to find the relevant keywords for this particular page is going to take us quite some time. SEMRush has actually done a lot of the hard work for us, and what it's simply done is it's categorized all these keywords by themes already. The way you can view what these themes are is by looking on the left-hand side of the screen. So as you can see, we have a theme for best. We have cleaning. We've got Lulu Lemon, so if I go ahead and give that a click, it's going to sift through all the keywords and show me literally the keywords which just reference Lulu Lemon. So I've got Lulu Lemon yoga mat. How to clean Lulu Lemon yoga mat. Lulu Lemon yoga mat bag. Is quite a tongue twister, Lulu Lemon. If we keep on scrolling down, we've got travel. So we go ahead and give travel a click.

This is now going to show us all the keywords related to travel, travel yoga mat, best travel yoga mat, foldable yoga mat for travel. As you can see, it's going to make your life so much easier when it comes to organizing your keywords.

What we typically do is, we pick one of the themes on the left, so let's go for towel. Of course, you need to pick a theme which is actually relevant to

your website. Let's just imagine you don't have any LuluLemon yoga mats for sale on your website, then you obviously wouldn't download those keywords as it's not really relevant to your website.

Let's go for a towel. We've clicked the towel, we've got 10 different keywords. Now what we want to do is click export. Make sure we have this group selected, as this is just going to download keywords all within this keyword theme, and then simply click your file format. I'm going to go for Excel. Give that a click. It's now going to download all those keywords, and I'll show you exactly what it looks like once you open the file.

Once you open the file, it's going to look like this. You get a few columns in total. However, for the purpose of this process, as it's just keyword research, the only two columns we're going to need is going to be column A and column B, which is the keyword and the volume. Let's go ahead and copy these keywords, and get it over across to our keyword research template.

Again, like I said, this is where we add all the keywords that we find, and we add it all to one spreadsheet so it becomes nice and easy to manage.

As we've downloaded the keywords for the towel theme, it doesn't make any sense to add it on the master tab. What you want to do is add the keywords for a theme on a different tab. Let's go ahead and pick page one, and I'm simply going to paste all the keywords here, like so. Now I know page one is all to do with the theme towel. I'm simply going to rename this page from page one, and I'm simply going to put in the theme name, which is towel.

Now I have all of my keywords which are related to yoga mat towels on

one tab, very nice and clean. Let's go ahead and do another keyword theme. Let's go for a trip. We have eight keywords for travel yoga mats. Exactly the same thing. We'll click export, this group, and then I'll go for Excel. Download that file, and then open it. And then do exactly the same thing. Copy the first two columns, the keyword and the volume. And let's get over to our keyword research template.

I'm going to go for page two for this one, control V to paste them all across, and I'm going to rename page two to the theme we've just downloaded, which is going to be travel. As you can see already, we've got two keyword themes on our keyword research template. We've got travel and we've got towels. Having everything on one sheet makes your life so much easier than having multiple spreadsheets like this with all this really weird information on which you don't actually need.

Essentially, what you want to do is rinse and repeat this and do it for as many themes as you see relevant to the website that you are working on. Once you've done that, you're going to have a keyword research template, which has all of your keyword ideas on, and they're going to be categorized by the type of product or the type of service you offer. It's going to make her life so much easier, and really allow you to take your SEO skills to the next level.

It's good to note as well, that the process we just carried out was just for the keyword yoga mats. You can actually rinse and repeat this process, and use other different products and services that you actually offer. For example, I can go back to this example website, and we can do the same search for yoga belts, we can go for yoga kits, and then literally get all of

our keyword ideas, see what themes we have, and do the process over and over again, till we literally have thousands and thousands of keyword ideas.

This process is super, super powerful, and will literally ensure you find every single keyword that is possible for your specific industry.

Section 2: How to Find All the Keywords Your Competitors Rank For:

I'm going to show you how we can reverse engineer the competition to see all of the keywords our competitors are targeting. This is a really effective method to do keyword research as essentially the websites you are competing with, so the ones already on page one of Google, they would have done all the hard work and all the heavy lifting already. So all we need to do is look at all the keywords they're targeting and then simply cherry-pick the ones which are relevant to our website.

So to do this, we'll be using our clever tool, which is called SEMrush. So firstly, we need to figure out who our competitors are, which is very easy to do as all we need to do is simply go over to Google and search for a keyword which we'd like to target. I'm going to go for a travel yoga mat and then carry out a search like so. And then what I want to do is scroll down to the organic section, so not the ads at the top; I want to be looking at the websites ranking organically. So in position one, we have amazon.co.uk. And then, what I'm

going to do is right-click this one and then click the copy link address and then go back to our tool, SEMrush, simply paste in that URL right here so control+V and then simply carry out a search for that.

Now, what SEMrush is going to do, it's going to return tons of data, all about this URL, including all the keywords that this page appears for in Google. So once the page is loaded, you want to scroll down to where it says organic research and then under that look at top organic keywords. So these are all the keywords that this specific page, which was an Amazon page appears for in Google. So let's go ahead and click the view detail to look at all of those 17 keywords.

And just like that, we can now see all 17 keywords: best travel yoga mat, finished yoga mat, foldable yoga mat, best travel yoga mat Australia, which is a quite interesting keyword. So what I like to do from here is simply export all of these keywords and get them added to our keyword research template. Now, as there are only 17 keywords, we actually don't need to go ahead and add any filters. So you can obviously add filters and tell SEMrush to only show you the keywords that have a specific amount of monthly searches. However, as it's only 17, it's very easy to manage. So I'm not going to go ahead and do that. I'm simply going to go ahead and explore all of these keywords.

So let's go ahead and click export, make sure we have all selected and then go for Excel. So once you open the spreadsheet, it's going to look something pretty similar to this. Again, SEMrush gives you a lot of information in a spreadsheet. However, we only need two of the columns, which is going to be column A, which is the actual keyword we are looking at and it's going to be column D, which is a monthly search volume. So let's go ahead and delete all these other columns as they are not relevant, like, so. We'll delete position; we do not need that one, and we'll delete the

position or previous position, we don't need that either. So now we've got our keyword and we've got our monthly search volume. So these are all keywords to do with travel yoga mats. So what we are going to do is simply copy all of these keywords and the search volume and go over to our keyword research template, make sure we were on our travel tab and then simply paste in these keywords.

Now, as you can see, initially, we had eight different keywords and we've now added another, was it 17? 17 different keywords. So it just goes to show that you do not want to be using just one method for keyword research to find all of the keywords that are relevant to your website and your industry. You need to be using multiple keyword research processes just like I'm showing you in this course. So let's actually go back to Google and take another website from page one and rinse and repeat the process. So we've done Amazon already, which is the top of Google organically. In position two, we have Yogamatters, for the example. So we're going to go ahead to position three for soulsalute.com. The same thing as before, right-click the copy link address, go over to SEMrush, and then simply replace that URL, enter the new URL and then click search. And then SEMrush is going to return tons of data, all about this URL, such as the keywords.

So, as you can see, this URL actually appears for 618 keywords in Google, which is a lot of keywords indeed. So the reason why this URL appears for a lot more keywords than the other URL is that if we look at the URL, which is actually appearing in Google, we can see that this URL is actually a blog and it's a blog on the guide to choosing the best travel yoga mat. So this is why we're going to see so many more keywords than we did for the first URL, as the one by Amazon was literally just a page selling travel

yoga mats. So it won't be that many words or that much content on that page. So as a result, it won't be appearing for that many keywords.

So let's go back to SEMrush and look at all of these keywords we found. Remember, we searched for travel yoga mats; however, as this is a URL, which is just going over a blog and the guide to travel yoga mats, we're going to get a lot of irrelevant keywords in this research. We have yoga mat, which has no relevance to travel yoga mat. We've got manduka eco superlite versus jade voyager. Again, no relevance whatsoever. Can you fold a yoga mat? Quite interesting. We've got quality yoga mats; again, nothing to do with travel.

So as these keywords are pretty much randomized and they don't follow any consistent theme, what we want to do is go over to our keyword research template and actually add all of these keywords to our master tab and then go through the filters and apply the keyword to the right theme. So let's go ahead and do that now. Let's go to the top of SEMrush, click export and then go for Excel, download all the keywords like so, and let's open that spreadsheet.

So once you open the spreadsheet, it's going to look like this. And it's the same process as before; we only want to be looking at the keyword and the search volume, which is column A and column D. So all the other columns can simply be deleted. So let's go ahead and delete all these columns now. So say column E onwards and we'll delete column B. We do not need column C both so we'll go for column C, and they both can be deleted. And now we have our keyword and our search volume. So let's go ahead and copy all of these keywords over to our keyword research template.

So I believe that is all the keywords. So I'm going to do a control+C go over to my keyword research template, ensure I am on the master tab, and then simply paste in all of these keywords like so. So once I've added the keywords over to my master tab, what I want to do is go and filter through these keywords and see if I can find any keywords that have any of these themes. So I've got a towel and I've got to travel. So as we just carried out a search for the keyword of travel yoga mats, I'm going to make that my first theme.

So all I want to do is simply go to this drop-down arrow right here under the word keyword. And what I want to do is, where it says choose one, I want to go for contains and simply put in the word "travel." Now what this is going to do, it's going to show me all of the keywords that contain the word travel; i.e. the keywords which are relevant to the travel theme.

So you can see these keywords have actually gone down from 700 to 74. It's actually going to be 73 as it's including the top one up here, which is just the name of the column. So what we're going to do is take all of these keywords and then copy them across to our travel theme like so.

So now on our travel theme page, we have 99, obviously minus the top one, so 98 keywords in total. When we initially started this, I think we had about eight different keywords. So it just goes to show just exactly how powerful these strategies are.

Now, do bear in mind, we're going to have a lot of duplicate keywords in these columns, I'm going to show you exactly how we can organize our

keyword research template to ensure we have no duplicates and to ensure it's nice, tidy and organized before we move on to the next section of the course.

Now, it's good to note that we can also go back to our master tab and instead of searching for the theme of travel, which is the one we've just done, we can see if we have any keywords for the theme towel.

So let's go back to our filter, give it a click and replace the word "travel" with our other theme, which is towel, and let's see what that returns to us. You can see, we now have more keywords. We've got 32, again, minus the top column, so 31 different keywords all to do with the theme of yoga towels. So it's exactly the same process. Take all these keywords, control+C, go over to the relevant theme tab and then simply paste them in, like so.

Now, do bear in mind as well that all these keywords we're looking at now are just for one website. You can literally rinse and repeat this for every website you see on page one. And believe me, by the time you finish, you're going to have thousands and thousands of keywords. And remember, when it comes to SEO, the more data and the more information you have, the better decisions you'll be able to make, which is going to make you overall, a much better SEO.

And of course, what I'm showing you is just for one keyword, "travel yoga mat." You can obviously carry out another search for another one of your keywords, such as just, maybe, yoga mat or maybe even yoga brick. You can literally rinse and repeat this and look at all the websites multiple,

multiple times to ensure you have the most comprehensive lists out there.

Section 2: How to Use Google Auto-suggest To Come up with Keyword Ideas:

When it comes to finding keywords for your website, one method you can utilize, which is completely free, is Google autosuggest. So you've probably seen this before. You've gone onto Google and you've typed in something like a cake, because we all love cake, and you can see Google is suggesting other keywords, which is related to what you typed in.

So in my example, I've typed in the word cake and Google is suggesting these other keywords, such as cake recipe, cake box, cake stand, delivery, mix, bakes, tins, pops, and even in a mug. So these are all keywords, which Google deems relevant to what I've typed in.

So you can actually use this to find tons of keyword ideas for your website. So if I follow suit with my yoga example and type in yoga, you can see I've got yoga mat, I've got yoga poses, yoga for beginners, yoga near me, yoga pants, which could be a really good one and it's one I didn't initially think of.

But the key to getting this right is to make sure you type in your keywords slowly. So you don't want to go into Google and just type in yoga mat, for example. You literally want to do it letter by letter. So yoga M for mat. We've got a yoga mat, yoga matters, yoga music, which is another good one. We've got a yoga mat bag.

Let's type in an A, and we can see we've got yoga mat eBay, yoga mat

Tesco. So let's type in a T on the word mat. Yoga bag again, you've got yoga mat again at the top, yoga mats UK. Let's just type in yoga mat and do a search for that.

What's really good to note as well, if you scroll to the bottom of the page, you're going to see this section right here, searches related to yoga mat. So these are additional keywords, which, again, Google deems relevant to what you search for.

So I've got Sainsbury's yoga mats, I've got yoga mat Primark, which is a shop here in the United Kingdom. I've got yoga mat Sports Direct, again, which is another shop in the United Kingdom. But we can actually go over to Google and type in a different keyword, yoga mat bags. Again, scroll down to the bottom, the search is related to yoga mat bags. We can see we have other keywords, yoga kit bag, which is one that didn't come up in the first instance. We also have gym bag with yoga mat holder, which is a really specific keyword. But, essentially, you can rinse and repeat this method to find tons of new keyword ideas for your website.

You can actually use this tool as well, which is completely free. It's called keywordtool.io. Essentially, it uses Google's autocomplete feature. So if I go over to the search bar and simply type in a yoga mat, pick my country, which I'll leave as the United States for now, and then click search, what this tool is going to do is going to list out all of the keywords, which are relevant to the keyword you just searched for.

So you can see I've got yoga mat Amazon, I've got yoga mats near me, yoga mat and blocks, yoga mat alternative, which is a really good one.

We've got yoga mat Adidas, yoga mat studio, tons and tons of keywords.

As you can see, we can scroll down, we've got up to five different pages. The information on the right, which is normally going to be the search volume, I'll just show you, is going to be blurred out as it is a free tool. You can obviously upgrade and go for the pro tool, but you don't actually need to do it.

The keywords you're seeing right here are the keywords which Google deems relevant and are keywords that people have typed into Google. So we know these keywords actually have some monthly search volume behind it, but essentially this is a method you can utilize to find tons and tons of keywords that you can target for your website.

Section 2: The Importance Of Keeping Your Keywords Organized:

Now we finished the keyword research process, it's a good idea to go through our spreadsheet and remove any irrelevant or duplicate keywords.

As I'm not sure about you, but when it comes to keyword research, I get super, super excited. I come across a great keyword and I'm, like, yep, let's chuck it down on the spreadsheet. I'll come across some more keywords, they will get added. It goes on and on and on. Before I know it, I've got tons and tons of keywords on my spreadsheet, which, as you can imagine, makes your life a little bit harder when it comes to reviewing all the data, as the more keywords you have, the more data you have to review, right? So it's always best practice to just clean up your spreadsheet and make sure that all the keywords you have on it are, indeed, relevant to your website.

For example, without even scrolling, I can see an irrelevant keyword right here on Row 27, travel yoga mat, Amazon. Now the search intent behind this keyword, obviously, relates to Amazon. If someone types in a travel yoga mat, Amazon, then they are looking for a travel yoga mat, which is sold on Amazon. As we are not Amazon, then this is not really a good keyword to have on our spreadsheet, as it's not relevant to our website.

Let's go ahead and see if we have any other keywords, which referenced the word Amazon. To do that, it's very easy. Just go over to our filters, again change that to Contains and simply enter the word Amazon. As you can see, we have a few more occurrences of keywords that mentioned the word Amazon, so all I'm going to do is simply delete these from our spreadsheet as, as I said, these are not relevant. Let's go back and clear that filter and that should've removed all the keywords, which mentioned Amazon. You can see it's done because we have clear gaps in our rows, so just a blank row with a keyword was initially. So that's really good.

Again, it's kind of the same process. You just go for your keywords, see which ones are relevant and which ones are not relevant, and simply get those removed from your spreadsheet.

Now, when it comes to removing duplicates, the thing I like to do is go to the top of the spreadsheet, make sure you go to data and then filter by A to Z. What it is going to do is show you all the keywords in alphabetical order. Any time you see a duplicate keyword, you simply just remove it from your spreadsheet.

For example, I can see a duplicate on Row 26 and on Row 27, anti-slip

yoga mat towel. Let's go ahead and delete one of those as a duplicate. Let's scroll down and see if we can find any more.

These two look pretty similar, but a little bit different. We've got two cheap yoga mats. So, again, let's delete one of these and, hopefully, get the idea here. You just go through all of your keywords and remove all of the duplicates.

Now this applies to your Theme tabs as well. So where we have towels, you can see we've got tons of keywords, it would be exactly the same thing, filter by A to Z, remove any duplicates that you have. We've got the best yoga mat towel here, and we've got it here again. Of course, we need to remove one of them, so it's no longer a duplicate.

Go through the same thing for all of your tabs and, of course, check the tabs as well to see if you have any relevant keywords such as Amazon, maybe a keyword like this, Australia. Maybe you're not targeting Australia. Maybe you're based in the United States and you only serve the United States. If that is the case, then this is, obviously, going to be an irrelevant keyword.

This is really important to do. Please make sure you take quite a bit of time going through your keywords, as it's going to make your life so much easier when it comes to doing the on-page SEO, which we're going to cover later on in the course.

Section 2: How to Validate Your Keywords Using Google Trends:

I'm going to show you how we can use Google Trends to verify if your

keywords are rising in popularity or if they're declining in popularity. Google Trends is a free online tool by Google. Just simply go over to Google, and type in Google Trends, and you'll find it in the number one position. Essentially what we're going to do here is go back to our keyword research template and pick one of our keywords, any keyword at random such as men yoga clothes for example. Then go back to Google Trends, paste in our keyword and ensure we have the right country selected. For me, I'm going to go to United Kingdom just for the purpose of this section. However, do pick the country which is suitable for you. Once you have the country selected, go back to the box, and then click enter.

That will now give you tons of data about this keyword. You can see the data for the last 12 months seems to be up and down quite all over the place. Depending on what keywords you're targeting, it's always advised to go for a longer duration. You can do that by going up to here, and instead of looking at the past 12 months of data, you can look at it from 2004 to the present. Let's have a look at that now. As you can see, men's yoga clothes are pretty stagnant, quite a lot of jumps back in 2004, I'm not sure what happened in 2004. However, the overall trend seems to be grown as you can see from here. That's actually a good keyword.

If we go back to our keyword research template and look at another keyword, maybe let's just go for yoga clothes, and let's search for that. Let's have a look at this trend. As you can see, the trend for yoga clothes is really, really growing. It's been growing since 2000- I would say, 2008. Ever since 2008, in December to be precise, yoga clothes have seen a massive increase in popularity. And as a result, the trend is going upwards. So if you type in your keywords and you see a massive trend that is going

downhill, then it is something to worry about. It's not the end of the world as some keywords can obviously decline and then come back. To be honest, if you look at the trend from 2004 to 2008, it does like yoga clothes actually going downhill, however now, is on the uprise. So this is actually a really good tool you can use just to analyze your keywords and a little bit more detail and just find out the overall trend and the popularity of the keywords you want to target as the worst thing you're going to do is build a website, optimize it for a keyword that is actually declining in popularity.

You can also scroll down the page as well and get a bit more information such as interest by sub-region, interest by countries. You can get more related queries down here as well, such as yoga clothes for women. We can give that a click. It will load a new page and give us more information and data as well. So the yoga clothes for women keywords seems to be a little bit more, I would say, levelled out, doesn't seem to be rising, to be honest with you which shows you straight away and tells you that yoga clothes for women have always been quite consistent in popularity. However, with the men's closing keyword, it seems to be gaining in popularity recently which could be just for more men getting into yoga these days, and as a result, they now require yoga clothes, which explains the increase in popularity for men's yoga clothes. So hopefully you found that useful, and you can use Google trends to validate a lot of the keywords you want to target.

Section 3:

Overview:

Creating content for your website. In this section, I'm going to cover the importance of content in SEO, I'm going to show you how I can come up with tons of content ideas for your website, I'm actually going to show you a few different strategies you can utilize, and I'm going to show you what you should avoid when creating content for your website as well. And lastly, I'm going to cover the importance of fresh content. So this is uploading fresh content to your websites, such as a new blog post, and so on and so on. So let's hop into this section.

Section 3: The Importance Of Content In SEO:

Whenever you're crafting some content for your website, always ask yourself, what value does this content provider to the user? Google's main goal is to provide useful and relevant results to the user. As a result, Google's algorithm analyzes millions of search results and it returns the website which it believes answers the query the best.

For example, if someone searches for wireless headphones, Google is going to return websites that all talk about wireless headphones, or that sell wireless headphones on them. As you can imagine, there's going to be quite a few websites all talking about wireless headphones.

However, if your website is one of the few websites that has extremely high content on it, such as no spelling errors, perfect grammar, your content is formatted correctly, then it's more likely that Google will return your site to the user, which is, aka, high rankings.

However, if your content is subpar, Google will not return your site to the user, which results in low rankings. So you really need high quality content to stand out. Now we understand the basics of content and just how important content is, I'm going to show you how you can come up with tons of content ideas for your website.

Section 3: Content Generation Ideas - Review The Competition:

A great method you can utilize to come up with tons of new content ideas for your website is to review your competitors and see what they are writing about. This is a very simple but yet powerful method as your competitors will already have done the heavy lifting for you. They would have done all the keyword research to find new keyword topics, things you can write about. You simply have to go over to the website, see what they wrote about, and simply cherry pick which ones you want to write about on your website.

So if we put the yoga mat keywords to the side now and focus on another keyword such as wireless headphones, I'll show you exactly how we can find tons of content ideas for this keyword. The first thing I need to do is find some websites I'm competing with, which is pretty straightforward. Just go over to Google, enter your keyword, and the websites you see on page one are essentially the websites you're competing with. I've typed in wireless headphones.

You've got some ads at the top of the page, so let's scroll down. See, we've got Currys up there we've got TechRadar, we've got What Hi-Fi? I've already opened up these two websites in another tab, so let's just refresh.

I've typed in wireless headphones. I'm now going over to our competitors' websites to see what they are writing about. So if I go on TechRadar, I actually went over to the search menu at the top and I simply just typed in headphones. As you can see here, search results for headphones. So if we scroll down, we can see we have tons of different articles we can write about. We have the best noise canceling headphones, we have the best over ear headphones, best cheap headphones, your guide to the best budget headphones, tons and tons of ideas. You've got the best headphones 2020, tons and tons of ideas. So as you can see, within a couple of seconds I already have potentially four or five different articles I can all write about.

It's even better if we look at another website. Let's look at What Hi-Fi? has to offer. Again, I've simply gone into the website, I've clicked search and I've typed in headphones, as you can see here. Search results for headphones. I've got the best AKG headphones, I've got best headphones on Amazon, best B&O headphones, best headphones for running, which is

actually a really good keyword, best wireless headphones. You've got the best sports headphones, so tons and tons of ideas.

So instead of trying to reinvent the wheel when sitting there and brainstorming for hours and hours, just checking out what your competitors are doing is actually a really smart and efficient way to find tons of ideas you can write about for your website.

Section 3: Content Generation Ideas - SEMRush:

Another strategy you can utilize to come up with content ideas is to use question-related keywords. So, whatever industry you operate in, whether that's yoga mats, professional services, e-commerce, and so on, there are going to be tons of question-related searches, which are all relevant to the product or services you offer. By using SEMrush we can find out very easily exactly what these question-related searches are. So, to give you a better idea of what I mean, let's look at a live example of this. So, let's go over to SEMrush and search for one of our broad keywords. So, I'll go for yoga mats and then click search. And once information has loaded, we want to scroll down and look at the second box for keyword variations. If we look to the right-hand side of keyword variations, we're going to have tons of keywords, which are all related to questions.

So, these are all keywords, which are related to what you searched for, which for me was yoga mat. So, some of the keyword questions we have are, how to clean yoga mat, how to clean Lululemon yoga mat, how to wash yoga mats, where to buy yoga mats, and so on and so on. So, these are all keyword searches, which are related to questions. And the great thing about these keywords is that they all have their own monthly search volume. In total, there's over 3000 different keyword questions we can use for the one keyword example I searched for, which was yoga mats.

So, let's go ahead and look at all of these keywords in a bit more detail. And as you can see, we have tons and tons of ideas. How long is a yoga mat? What is the best fitness for a yoga mat, what to use instead of a yoga mat, and so on and so on. So, if we take one of these keywords and actually Google it, so how long is a yoga mat? Let's have a look at what Google shows us, 68 inches long. Great. Let's keep on scrolling down. You can see the website in position one is, what size yoga mat do I need? Let's discuss your options. So, if we open this website and have a look at this type of content, you can see, this is literally a blog post on this website, talking about what size yoga mat do they need? Let's discuss your options. You scroll down through the content and we have the standard size for yoga mats. We have different lengths of various heights.

So, hopefully you can see what I'm doing here. We can literally use all of these keyword ideas to come up with tons of new content ideas for our website. And the great thing about using these keywords is that because they have their own monthly search volume. If we can rank these keywords on page one, like this website has right here, we can actually start to generate some additional traffic, and then even filter that traffic through to our main pages, which actually make us money.

So, the ones that may sell yoga mats. So, let's actually go back to this website and see if they are indeed doing that, which it looks like they are, buying your first yoga mat. If you check the URL in the bottom left-hand side of the screen, one down here, which is just gone now, if you check it one more time, you can see it says best yoga mats. It's changing a little bit now because the page is still loading, but essentially you can see this article does indeed filter the traffic through to another page on their website. So, this is a really simple, but effective method you can use to come up with tons and tons of content generation ideas.

Section 3: Content Generation Ideas - Industry Related Blogs:

Another great method you can utilize to come up with tons of content ideas for your website is to subscribe to industry related blogs. So this is a very good way as essential when you subscribe to an industry related blog, you're going to get an email every single day, maybe once a week, once a month. It all depends on your frequency, but these emails are going to contain tons of content ideas you can then use for your website. Finding these industry related blogs is actually very, very simple, so let's imagine you're in gaming industry and you write about maybe gaming headphones, gaming chairs. You simply want to go over to Google and just type in the best 100 gaming blogs. You're going to come across a website called feedspot.com, simply give that an open and you'll see it'll literally list out the top 100 video game blogs out there.

You can actually scroll through them, putting your email and subscribe all from one page. It's very, very handy and it makes the process very, very easy for you. You can also do this for multiple other industries as well. It's not just gaming, it literally applies to any industry out there. For example, if you're in the fitness industry, just go back to Google and change your keyword for best 100 gaming blogs, two best 100 fitness blogs, and as you see, we've got blog.feedspot in number one. Give that a click. And again, you're going to see 100 fitness blogs that you can subscribe to and get tons of content ideas. A lot of people do like this idea as it's pretty hands off, you can literally just put your email address in, sit back and you're going to get an email every now and then giving you content ideas with minimal effort. So it all comes down to preference really, and picking the strategy which you think is most suited for you.

Section 3: What To Avoid When Creating Content:

One thing you want to be wary of when you're producing content for your website is you want to avoid having a massive wall of text, the reason being, as you'll see from this example below, we have the image on the left, which is just copied and paste all of the text. As a result, it's a massive wall of texts. An example of the right, they've actually taken the text and they've added a heading there and now a subheading. They formatted it, they've added some bullet points.

You've got another heading, they've got an image, the image at the top. So you can see it's so much easier to view on the eye, and as a result, if I were to land on both of these websites, I am way much more likely to read the website on the right. If I actually landed on this example on the left, what I would do, I would actually go back to Google and find a different website because there's no way I would sit through here and read all of this.

Even though it's the same or information on example on the right, just visually it looks way more intimidating and tedious to read. So it's very important to get this right because it's actually a metric Google uses in the algorithm. It's called dwell time. So essentially the longer that person spends on your website is actually a good indication to Google that what you have in your website is good. So if you have a good dwell time number, what actually happens is Google puts your site higher up in Google. However, if you have a low dwell time, so people come on your site, and they're bouncing straight back to Google, and they're not spending a lot of time on that page, what happens it's a clear signal to Google that, hey, this site isn't actually satisfying the user, which obviously Google's algorithm is all about giving the user what they want to see. It's a sign to Google it's not good. So as a result, it will put your site further back on Google, so page two, three, four, and even further, depending how bad dwell time is.

So make sure you put a lot of effort into formatting your content correctly, getting the structure done, bullet points, images, and just make it engaging for someone to read.

Section 3: The Importance Of Fresh Content in SEO:

Google's job is to serve up the best search results for people who are looking for information. Google wants the content that it serves up to be fresh and up to date, and that is typically the best type of content out there. There's actually a fresh content algorithm and by adding it to your site you can take advantage of it. I've tested it multiple times and what I'm about to share is what I call the bare minimum. At least once per month, you need to increase the size of your website by at least one page. You can easily do this by adding a new blog post to your site once a month for example. And by adding a new blog post to your site once a month, you are clearly demonstrating to Google that you care about your website whilst also satisfying the fresh content algorithm.

One of the worst things you can do is create a website and then neglect it. This is actually what so many people do and plays a big factor in why so many people do not succeed online. We want to avoid neglecting our sites and by publishing at least one piece of content a month, we're going in the right direction. Coming up with tons of blog ideas you can publish every month is really, really easy. You can also consider updating existing content once a month as well, as this is also a clear signal to Google that once again you care about your content and out of your competition, your content is the most freshest and up to date, which is a win-win.

And just to clarify as well, when I say updating existing content, what I'm referring to is things such as adding a new sentence, removing a sentence, changing a picture, adding a video for example. This is more than enough and as I've already said, I've tested this multiple times already and I haven't seen any additional benefit of adding maybe a whole paragraph or two paragraphs for example. As long as you're updating your content and satisfying the fresh content segment or the algorithm you're making Google happy. You're also letting Google know that your content is the freshest and the most up to date out there.

Section 3: How long should your content be:

I get asked this question quite often. Some people seem to think all content should be 500 words, some think 1,000, some even think 5,000 words. However, my response is always the same. Don't guess. Instead of guessing, base it on what we know is already working. And what I mean by that is, if we look at page one for the keywords you want to target. Look at the website already on page one and see how many words they're using. That is a much better way to go about it.

I actually have a two-step process for this. Step one is to work out the average of the top three websites. And then step two is plus 10% contingency, just so we know we're there or about.

This works really, really well for me and has never let me down. Essentially what we're doing here, is we're mimicking what is already working. If the top three websites on page one roughly have 1,500 words. Then you want to follow suit and also have 1,500 words. However, adding another 10% just ensures you're better than them. However, don't just add another 10% of words for the sake of it. You need to make sure your content is actually worth it and provides value.

So instead of just giving you this information, I always like to go one step further. So we're going to head over to Google now and I'm going to show you exactly how this works with a live walkthrough. So let's imagine the keyword you want to be on page one for is, do you need a yoga mat? What I'd simply do is go over to Google and Google that keyword. So, do you need a yoga mat? Then I'll take the top three websites in position one, which I've already done. So I've got Yoga International, Exercise.co.uk and Livestrong.

So I've opened all of the websites in a new tab, you can see here already. And simply what I would do, I would get another tab open for this website called wordcounter.net. And I'll simply go on each website and copy all the words and then paste it on the word counter. So let's do that right now. So copy this and then paste that into the word counter. So that's the first website done, that can go. Second website. Let's copy all of the content. Seems a little bit longer than the first one, let's copy that. And we'll paste that into the

word counter, right at the bottom as well. Now we're done with the second website. Let's look at the third website. Let's copy all of this content. Oh, I'm not sure what happened there. Let's take all that down. Seems to be a lot. Like so, it seems to be pretty equivalent to be honest with you. We'll paste that in there.

Scroll to the top. And as you can see, we have 2,905 words across three different websites. So simply what I would do, I would go to an online calculator. Type in 2905, 2095. Divide that by three as we checked three websites. That would give me an average of 968 words. So again, that is the average. What I recommend you actually add another 10% so that would be ... it's literally another 96, so plus 96. Which gives us a total of 1064 words. Again, you don't need to work exactly to 1064. But if this was me creating the content, then I would make sure my content is around the 1000 wordmark. In that way I know I'm going to fit in with what the other websites on page one are doing.

Section 4:

Overview:

In this section, I'm going to explain exactly what Onpage SEO is. I'm going to cover the three kings and their importance in Onpage SEO. And after I cover those three kings, I'm going to show you exactly how you can optimize your website for those three kings. I'm going to cover Image Alt text and show you exactly how you can optimize it. I'm going to go into quite some detail on internal links and show you exactly how you can create internal links. I'm also going to show you exactly some of the results that I've managed to achieve on my website from using internal links. And lastly, I'm going to cover the optimum length for your content. This is how long your content should be if you're looking to rank on page one. Let's not waste any time. Let's get straight into this section.

Section 4: What is Onpage SEO:

So far, we've already done keyword research and we found all the best keywords for our business so we can get the most traffic over to our websites. We've also covered how to craft content and we've covered the different types of content you need to have on your website. However, the algorithm can't always determine if your content is quality and exactly what your content is about. What we need to do is structure the content correctly on our website so Google's algorithm knows exactly what our sites are about. This involves making optimizations to your website. In essence, onpage SEO refers to any change you make on your website to improve its visibility.

Some examples are on-page optimizations would be updating the title tag on the page, changing the H1 tag on a page and editing the meta description on a page. These are all actions you make on your website and as a result are classified as on-page optimizations.

Some examples of onpage SEO optimizations would be updates in the title tag on a page, changing a H1 tag on a page and editing the meta description of a page. These are all actions you make on your website and as a result are classified as on page optimizations.

Let's use a car as an analogy. Winning in SEO is like a car race. The other websites you are competing with are the other cars. Your onpage SEO is the car itself, so the car's chassis, the wheels, and all the other mechanical components are basically your onpage SEO. The offpage SEO would be your engine. This is why it's so important to focus and make sure the basic functions of your vehicle are functioning correctly. As if you only have a car with one wheel, for example, that no matter what engine you have inside that car, it's not going to go anywhere. This is why we focus so hard on doing the perfect onpage SEO as it's literally the foundation upon what we build upon.

Section 4: The 3 Kings Every Website Has:

The three kings. When it comes to optimizing your website, there are certain placeholders on your website that are more impactful than others when you place keywords in them. In order, they are your URL, your SEO title tag, and then your page title. Often referred to as a H1 tag. And then below that, you'd have your subheadings such as H2 and H3 tag. And lastly, you'd have your content.

The top three, the URL, the SEO title tag, and the page title. These are the real big hitters and essentially define what your page is all about. Now we know this, we want to optimize our websites for all three elements.

Section 4: Optimizing For The First King:

Step 1, Optimize the URL, which is the first king. We want to start off with our keyword research template for one of our pages and then look at the biggest keyword we have. So in this example, I've decided to go with our yoga clothing page, as you can see from the screenshot on the right. I've already sorted our keywords in order of the most monthly searches. So finding the biggest keyword is a simple task. We can easily see that the biggest keyword is yoga clothes, with 3,200 searches a month. As this is our biggest keyword, we want to include it in our URL. So a good example of a URL would be `website.com/yoga-clothes`. A bad example of a URL would be `website.com/yoga-clothes-tops-for-men-women-sell-cheap-uk`. As you can tell, we're trying to stuff in as many keywords as we can in the URL. And as a result, it looks very spammy. We want to avoid looking like a spammer and ideally we want to go for shorter URLs as well.

Another thing you want to keep in mind as well, is you want to avoid repeating words in the URL. For example, if your website is called `yoga.com`, then a good URL would be `yoga.com/clothes`. A bad URL would be `yoga.com/yoga-clothes`. The reason why this is a bad URL is because you have the word yoga in there twice. You want to avoid repeating words in your URL.

I'm now going to head over to my WordPress website and I'm going to show you exactly how you can optimize your URL on a WordPress website. Optimizing a URL on a WordPress website is actually very straightforward. So I'm going to give you a live walk-through and show you exactly how you do it.

So let's just imagine I'm looking into my website and I want to create a new yoga page targeting that keyword, yoga clothing. So the first thing I need to do is to log into my WordPress website. So for the example, I'm using a My website, which is actually my website for my SEO agency. So it's not a yoga website. However, let's just imagine it is and we're going ahead and creating a new page.

So you want to go into your WordPress website, login, click Pages, and then

click Add a new page. And it will load a page that looks like this. So as you can see, I had this option right here, which is called a permalink. So the permalink is essentially a fancy word for a URL. If you don't see this option right here, what you need to do is in your title bit up here, simply just put in any random text and then a permanent box will load below.

So what you want to do is click Edit and simply remove the test title, as it's what I had up herebefore. And simply put in a keyword you want to target, which for me is going to be yoga clothes. And then simply click Okay and then click Publish, if it's a new page. If it's an old one, you want to click Update. And that is essentially how you update your URL.

Word of warning. If your pages already have decent rankings and have links pointing to the page, you may want to avoid changing a URL, as this page will already have some trust and authority in the eyes of Google with its current rankings. So if you go ahead and then change the URL of this page, it can result in a drop of rankings. It's better to just move onto the next two kings to better optimize your website.

If you insist and you still want to change a URL to include the keywords, then what I recommend is you set up a 301 redirect. A 301 redirect is essentially when you redirect one page to another page. Meaning if you had a link to that old page, then it'd be automatically redirected to the new URL. I'll show you how to set up a 301 redirect later on in a course in a technical SEO section.

Section 4: Optimizing For The Second King:

Step two: optimize the SEO title tag. Your SEO title tag is the main heading text you will see in the Google search results. It's usually filled out by Yoast SEO, which is a free WordPress SEO plugin. I will show you how you can install the plugin on your WordPress site shortly when we jump over to a live walk-through. The HTML version of your SEO title tag would look like this. It'd have brackets at the beginning, same title, closing brackets, same title, and then within that, you'd have your main keyword. Try to get your main keyword towards the front of the title tag, as it typically carries more weight and it's a bigger ranking signal.

As you will see from the image below, the title tag which the website Yoga Matters is using is "clothing, yoga activewear for women, men and children." When it comes to optimizing your SEO title tag, there's a few things you want to keep in mind. You want to get your keywords to the front of the title tag, like I just said. However, along with that, you want to make sure you write naturally and not just stuff your keywords in there, as that will appear spammy, which is what we want to avoid at all costs. Also, try to include single keywords in there as well, and again, do not repeat words, as it can very quickly lead to over-optimization and result in you end up going further back on the pages in Google. In regards to length, this changes pretty often.

However, my advice is to keep it under 60 characters in length. Taking all of this into consideration, let's head over to the backend of our WordPress website and craft our own SEO title tag for these keywords.

So I'm now over on the backend of our WordPress website, and the plugin you need to install to do this very easily is called Yoast SEO. It's a free plugin for WordPress, they do have a premium version, however, you do not have the premium version. You can do everything very easily with the free version. Go ahead and download the Yoast free SEO plugin. To do so, you just go over to your website, go to plugins, click "add new," and then simply search for Yoast SEO in the right hand side. So type in "Yoast SEO" like so, that will then search for that plugin, and you'll see it's right here. You want to install that and then activate that on your website.

I've already done that, so I'm going to go over to the page, I'm now going to optimize. So I'm now over on the page I want to optimize, which is the same one you saw earlier. Once you have the Yoast SEO plugin installed and activated on your website, you can scroll down to the bottom of your page and you can see all the settings for it here. Yoast SEO. Do bear in mind, I do have the premium plugin. However, you don't actually need it, I've actually had this premium plugin for ages now, and to be honest, I don't actually see any additional benefit in having the premium version.

So once you scroll down to the bottom of your page, you want to click this button right here which says "edit snippet." If you don't see this button, it's probably most likely that this menu is currently closed, so what you need to do is simply give it a click and expand that. Then you want to click "edit snippet." As you can see, we now have an SEO title tag right here. At present, Yoast is automatically populating this SEO title tag, which we don't want. We want to click this button right here, and then delete all of that and simply start crafting our own SEO title tag based on the keywords we have.

If we go back to our keyword research template, we can see all of the keywords we have, and like I said, we want to get the biggest keywords in our SEO title tag as well, but we want to make sure it comes across naturally and it doesn't come across as spammy. So I've done this already, which I already have prepared nicely in this tab right here, so I'm going to copy this and then bring that back to my spreadsheet, just so you can see the whole keyword. For ease, I would make this a bit larger. As you can see, for the SEO title tag, I've gone for "yoga clothes formen and women, tops, vests and more." That says "vets," let's change that to "vest." "Tops, vests and more," that would be a bit more helpful. And then I've got "My website," which is just my brand name at the end. Obviously, you'd change that out for your brand name as well.

This is a really good SEO title tag, as I've got "yoga clothes" in there, so I've got "yoga clothes," which is a keyword right here, "yoga clothes." I've also included the keywords "men and women," so I've got "women" right here. "Women," and I've also got "men," and if you look at some of the keywords

I have, I've got "yoga clothes for men," I've got "men" right here, I've got "women" down here, I've got "men" up here again, I've got "men" up here again. So you can see I'm covering both types, men and women, which is really good.

And then I thought, I'll go a little bit further and actually include some yoga type of clothing, such as tops and vests, only because I actually have those down as keywords, I've got "yoga tops," gets over 1,100 searches a month. I want to scroll down to the bottom, I saw another keyword for vests, so I'm making sure I include that keyword as well. As you can see, this SEO title tag includes tons of different keywords I have, which I can all rank for, and most importantly, I've created an SEO title tag naturally. So let's copy this and go back to our website, which is on this tab. And I simply want to paste my new SEO title tag in the SEO title tag field.

As you can see, there's actually a bar below that which tells you how many characters you can have. Like I said, I always recommend you have 60, because if you have any more than 60, it's typically going to get cut off by Google anyway. But you can actually keep on typing, and you can see the bar down here goes up and up and up. Again, it does give you an idea of what you can have. This isn't actually 60 characters, so I'm not sure why Yoast does that. However, you can just go over to a website like Word Count, and if you type in your title tag and find out how many words and characters there are in the title tag.

So as you can see, below that we also have a description which is called a meta-description. This is the text you see below the title tag in the Google search results. I've already gone ahead and crafted a meta-description. Back in the day, the meta-description used to be a ranking signal; however, it is no longer a ranking signal. However, I always recommend you still try and get your keywords in there, as it's definitely going to help increase the amount of clicks you get over to your website. Once you're happy with your meta-description and your SEO title tag, click "close snippet editor" and then scroll back to the top and then click "publish" or "update." That's going to ensure the changes you just made have now gone live over to your website. So that is how you optimize your SEO title tag.

Section 4: Optimizing For The Third King:

Step three, optimize the page title, so what is the page title? The page title is what you fill in at the top of the WordPress edit screen. So whenever you add a new page, this is the first field that you have to fill in. It typically gets converted into an H1 tag. However, a bad theme will convert this into two H1 tags or even an H2 tag. The H1 tag represents the main topic of your page. When it comes to optimizing your page title. It's kind of the same rules that we follow as an SEO title tag. However, you don't want to make them exactly the same. You basically want to scramble up the words, or include some other valuable keywords in it too. As you'll see from the screenshot below, I've kept my page title very similar to my SEO title tag.

However, I've changed it slightly to make it a little bit more unique. I've changed it from yoga clothes to yoga clothing. I've also changed it from tops, vests and more, to view our tops, vests and more. So as you will see, these are very small changes, but they are enough to make it unique. So let's swipe over to our WordPress website now and I'll show you exactly how we can do this from our dashboard. So I'm now over on my WordPress dashboard and as you can see I had this option at the top of the page for the page title. So I've already optimized my page title, like I said in the previous slide. So if you haven't already optimized yours, please you do go ahead and optimize your page title. Once you're happy with your page title, go to the right and then click update. This will ensure all your changes are saved.

So now you know how to optimize all Three Kings. It's important that you know how you can easily check your Three Kings to ensure they are indeed correct. The Three Kings are huge. I can't begin to tell you how much of a role they play in on page SEO and making sure they are correct is something you do not want to overlook. There's actually a free Google Chrome extension that allows you to be able to check all Three Kings with ease. Their extension is called SEO META in 1 Click, which is this extension right here. So to find it, simply go over to Google and search for SEO META in 1 Click, Google Chrome and should be the top listing you see which is going to be this one right here. So once you have this installed on your Google Chrome, you should see a little icon like this pop up in your toolbar.

So I already have mine installed, so I'm going to go back to my page and review my Three Kings. However, before I do that, I'm just going to add some content to the page because at the moment I literally just have my page title and that is it. So I'm going to copy this text I have right here and just paste it on the page. And whilst I'm pasting it on the page, it's actually a really good chance and a good opportunity just to show you how you can add H1, H2, H3 tags and soon. So to add a H1 tag or an H2 tag, you simply click the text that you want to add as an H1 tag, go to this menu right here where it says paragraph and then select heading one that's going to make that a H2 tag. Let's just come off that quickly as it made the bottom part, let's add some more spaces. Let's do that again, view that and then go to H1 as so, if I want to make yoga tops a H2 I simply select the text, click up here and then go to H2 and if I want to make yoga vest again, this will be another H2 tag, I'll go there and click H2 tag and again I want to click update.

So now I've made these changes. I want to view the URL and inspect all of my Kings. So let's give this a click right now and as you can see it's loaded the page which we've just created. I'm going to simply go over to the icon up here and give it a click. And as you can see it's giving me information about all of my Kings.

So I had the URL which has the keyword in it, yoga clothes, which is really good. I've got my title tag and yoga clothes for men and women tops, vest and more by My website. And you can actually see it gives you a little warning as well telling me that my current SEO title tag is currently 62 characters. So I'm two characters over the limit. So this is a very good way to check as when I first created my title tag, I just assumed I was within 60 characters. However, I'm only two characters over so it's not the end of the world. However, in an ideal world of SEO, you do want to keep it below 60 characters. You can actually go over to the second tab which says headers and as you can see it's got the headers. I just put down. I've got one H1 tag and I've got two H2 tags, which is perfect as I go from H1 down into H2 and remember H2 are sub categories of H1 so my main H1 tag says, view our yoga clothing and then my sub categories of yoga clothing is simply yoga products such as yoga tops and yoga vest and so on.

So if you are reviewing your HTML structure and your Three Kings and you do see you've got maybe a H2 tag or maybe you've got three H1 tags, you do need to ensure you fix these as these are not the correct structure. You should have a window in on page SEO. If you can't seem to get rid of the other H1 tags you have on your page, then it could be a case where the H1 tags are coming from your theme or something to do with the code on your website. So unfortunately you will have to hire a developer to sort this out. I really highly recommend you sort this out. If you do have this issue, getting the right structure is going to help you so much and make a big difference when it comes to ranking and your website higher up on Google.

Section 4: Image ALT Tag For SEO:

Alt Text which stands for alternative texts, which is also frequently known as alt tags, are used in HTML code to describe the appearance and function of an image on a page. So alt tags have many uses. The first and foremost is it helps with web accessibility so that visually impaired users using screen readers will be able to read alt tags to better understand what an on-page image is about. So essentially what that means is if someone is visually impaired, they can still be able to understand what your image is about without actually seeing it. The second use. All tags are also displayed in place of an image if the image file cannot be loaded. The third is alt tags provide better image context and description to search engine crawlers, helping them to index the image properly. So alt tags are actually very, very handy.

I'm now going to move over to our WordPress dashboard and show you how you can easily add an image alt tag to your images. So I'm now over on the WordPress dashboard for this page.

You would have seen this page earlier. It's the one I used when I was crafting in the free [kings00:01:03] earlier on in a section of this course. I want to simply go over to Add Media to Add an Image to the Page. Then I want to select the image I want to add. So I'm going to go for this one, which is simply some yoga mats. Before I come down to this corner right here and click insert into the page, I actually have an option at the top which says alt text. So this is the option where I simply insert the alt text.

So typically when it comes to alt text, what I like to do is simply put in a description of what the image is about. So as our image is about yoga mats, I'm simply going to go to alt text and put in yoga mats and then click insert into the page. That has now inserted this image into our page with the correct alt text. As you can see, it's very easy to do and I highly recommend you do this with all your images on your website.

Section 4: What Is Internal linking + How To Add Internal Links On Your Website:

I'm going to explain to you exactly what an internal link is and show you how you can set up an internal link on your website. So firstly, what is an internal link? An internal link is simply a link from one of your pages that links to another one of your pages. The link has to be from one page to another, which are both on your website, hence the name internal. Internal links are great for increasing the relevancy of a page. And relevancy is a massive, massive on-page SEO ranking factor as, essentially, to rank high on Google for a keyword, we need to convince Google that our page is relevant to what that person typed in.

So if you have a page on your website that is about yoga mats, for example, then you need to convince Google that your page is indeed about yoga mats. If you do this correctly, then you're much more likely to rank for that keyword. Here's a visual representation showing you exactly how internal links work. So as you can see from my lovely diagram that I made, we have two pages on a website. The page on the left is a page about yoga mats. The page on the right is a page about yoga bags, so things you put your yoga mat in when you want to carry it around. As you can see on the yoga mat page, it has some content at the top, and then towards the bottom of the page, it says, "Check out our yoga bags to go with your yoga mat. If you look closely, you'll see that the word yoga bags is actually an internal link which links to another page on our site, which just happens to be a page about our yoga bags.

In the example I've just shown, we've now pushed more relevancy to our yoga bags page, as we now have an internal link pointing to our page with the clickable text saying yoga bags. The correct terminology for the clickable text is actually called anchor text. However, don't worry about that for now as I'm going to go into that in a lot more depth in the next section of this course. However, internal links is a very simple but effective strategy you can utilize to help push more relevancy to the pages that you want to rank. The more internal links you build, the better. However, you must keep them relevant and consistent. For example, don't go out there and link to another page which has absolutely zero relevance to do with what you're

talking about as that just confuses Google and can potentially hinder the rankings of both your pages.

On top of this, internal links also help the link juice flow better for a website. So I'm going to get more into backlinks and link juice later on in a backlink section of the course. However, what you need to know now is, as a website gets more backlinks and more authority, this website's going to have a lot of backlink juice. Typically, out of every page you have on your website, your homepage will have the most amount of backlinks pointing to it. As a result, that home page is going to have tons of link juice. We can actually sculpt that link juice and transfer it to other pages on our website by using internal links.

The benefit of doing this is that we can now rank our other pages on our website, so it's just page one, two and three, with less backlinks pointing to them as we have internal links pointing to them. So as a result, all that authority and all the power our homepage has is now getting transferred to our inner pages on our website, which means, when it comes to doing SEO on our inner pages, such as page one, two and three, as you can see for example in this picture, it's going to be a lot easier than it is if we had no internal links pointing to them pages.

I'm going to go over to my WordPress dashboard. I'm going to show you exactly how you can create an internal link, and I'm going to show you the live results that I've managed to generate from using internal linking on my agency website, which is My website. I'm actually going after some tough keywords. So this is going to be a real eye-opener and give you a really good understanding of just how powerful internal links are. So I'm now over on my WordPress website. So just to remind you guys, this site has nothing to do with yoga. This is actually my SEO agency website. The reason why I want to show you a live example of an internal link on my agency site is because you can see a live example of how powerful it is, and also just to further confirm to you that the tactics and strategies I'm showing you in this course, I do actually use them myself day in, day out. I don't just talk the talk, I actually walk the walk as well.

So as you can see, I'm on a page about me, the founder and CEO of My website. And within this page, I have a little hyperlink down here which says SEO consultant for businesses in London. So the fact this hyperlink says SEO consultant for businesses in London tells me already the page I'm linking to should be about SEO consultancy for businesses in London. So let's give that a click now and see what it links to. So as you can see, it's linked to another page on my website. So it's an internal link. And the page it links to is about SEO Consultant London - Partner With The Best. So a perfect example of a really good internal link. As you can see, this link is now going to push tons more relevancy to this SEO consultant page and help it rank higher in Google.

I'm going to show you a live example of where this actually ranks in Google right now. So as you can see, I've gone over to Google, I've typed in SEO consultant London. And if you look closely, we have my website here in position six, on page one. So I'm on page one on Google, and my website is already in the top six for this keyword. This is a super, super competitive keyword, as you can imagine. I'm up against every other SEO consultant in London. However, I'm still on page one. And just to kind of confirm this as well, I'm not on page one just from doing one internal link. There's obviously a lot of other factors which go into it as well. However, internal links definitely do play a massive role. So like I said, SEO consultant in London, I'm currently in position one, two, three, four, five, six. And I guarantee, if you check this later on, I could be a bit higher. It fluctuates quite a lot.

So essentially, how you add an internal link is pretty straightforward. You simply go into any page you'd have. So if I go back to that same page I showed you originally, you want to go into the edit page, or do it from the back end of the WordPress editor, and when your content loads, you simply want to find some text that you want to link to. So let's go into the text. Let's say, for example, I want to link this word right here, algorithm. I simply click the word algorithm, and then go insert, edit link. And I simply insert the link of the page that I want to link to.

So if you're wondering how you can find relevant pages to link to, I'm going to show you this little trick which I use all the time. So you simply want to go over to Google and type in site, colon, and then type in your website. So for mine it's going to be My website.co.uk, space, open speech mark, and then go back to the article, and then copy the words you want to link to. So say algorithm, I'm going to copy that. Go back to Google, paste that word in there, close speech mark, and then click enter.

What this is going to do is return all the pages on my website which mention the word algorithm. So for example, how has Google's latest core algorithm update reshaped blah, blah, blah. We have seven smart on-page SEO tips for local businesses. As you can see, it mentions algorithms, we've got algorithms there again. We've got algo. We've got algo again. We've got algo. So you can see it brings back all the pages which are relevant. So if I want to link to another page which mentions the word algorithm, this is a really, really good way to find tons of pages in literally just a few seconds.

Section 5:

Overview:

In this section, I'm going to cover what are backlinks, and exactly how important they are. I'm going to cover what is anchor text and it's been exactly why it plays a crucial role in your link building campaign. I'm also going to show you how you can find out what backlinks your website already has. I'm going to show you how you can determine what makes a good backlink. I'm going to cover do-follow vs, no follow backlinks. And I'm also going to show you tons of methods you can utilize to build high-quality backlinks to your website. This section is personally my favourite, so let's dive into it.

Section 5: What Is A Backlink And Why Are They important:

What is a backlink? A backlink often referred to as a link is a mention of your website on an external website. From the screenshot below, you can see that website A links to website B. As a result, site A has an external link to site B and site B has a backlink from site A. Quite simple. Now you know what a backlink is, let's find out exactly why they're important.

If we go back to our car analogy, you'll remember me saying that onpage SEO is the car's wheels and the chassis, where offpage SEO would be the car's engine. Let's imagine we've done onpage to perfection and we have the best wheels on the car and the strongest chassis and so on and so on. If we were to put in an old engine from a hundred years ago, we obviously wouldn't get the best results. The car for example, it might keep running into issues or even worse it might fail to start. This is why backlinks are super important. Typically onpage SEO isn't enough to get you to page one. However, what onpage SEO does do is provide you a really strong foundation, which you can then build upon.

A backlink represents a vote of confidence from one site to another. In essence, backlinks to your website are a signal to Google that others vouch for your content. So much carried out a test in July 2017 which measured the biggest ranking factors in Google's algorithm. As you'll see from the image below, the fifth biggest factor was referring domains, which essentially means the amount of links you have from unique websites, AKA backlinks. If you actually look below that, you also see backlinks are right under referring domains in position six. In short, backlinks are huge and can really push a site higher up in Google. However, like anything with great power comes great responsibility and doing too much or too many backlinks can do a lot of harm for your website. This is especially true if they're low quality backlinks.

Here's an example of a backlink in the real world. I'm currently on a website called DesignRFix, and I'm reading one of their blog posts which talks about the top reasons to go for a responsive web design. If you look closely in the second paragraph, you can see there's actually a link to a website called Made Simple Media who just happens to be our client. You could give this a click, you will see it will link to our client website, Made Simple Media,

who by the way, is actually a web design agency here in the UK.

Just to summarize, DesignRFix now links to Made Simple Media and as a result, DesignRFix is given Made Simple Media a vote of confidence. Google can actually see this vote of confidence and this backlink and they'll take that into consideration when ranking Made Simple Media in Google for the keywords they're targeting. As you already know, backlinks are super powerful and have a massive influence on where you rank in Google.

Section 5: What Is Anchor Text & Why Does It Play A Crucial Role In Link Building:

What is anchor text? Anchor texts refer to the clickable words used to link one webpage to another. The color of the text is usually blue as it's an actual hyperlink. However, the text can be whatever color the website owner chooses and sometimes it's dependent on what theme they're using. If you go back to the example of the link we had for Made Simple Media, you will see in this scenario the anchor text the website uses is the brand name Made Simple Media as that's the actual clickable text. Not the words before, not the words after, it's simply Made Simple Media.

Speaker 1:

So why is anchor text important? SEO best practices dictate that anchor text should be relevant to the page you're linking to rather than generic. Google can actually read this anchor text and they take it into consideration when ranking a website. For example, if you link to a website with the anchor text, blue hat, then Google is going to assume that page you're linking to has some relation to blue hats.

As you can imagine, there are different types of anchor texts you can use when linking to a webpage. In fact, there's five in total. If we take Made Simple Media's homepage as an example, we can link to their pages in five different anchors in total. And just to remind you, Made Simple Media is a web design agency.

So the first anchor type we could use would be an exact match. Exact match is where we reference a keyword we are targeting, so web design agency, these are super powerful as there's no doubt as to what the page is going to be about. If we link to the page, we have an exact match anchor. However, these aren't the most natural so you want to avoid using them frequently. In fact, Google was actually clamped down on these a lot in recent years due to people trying to manipulate the algorithm.

The second anchor type is a partial match, so design agency for your new business. This can be used in a sentence such as are you looking for a design agency for your new business website? However, the design agency

for your new business would be the clickable text. This is classified as a partial match as it only contains part of the keyword which is design agency.

There is no mention of the web anywhere in there. These are more natural and as a result are safer to use. However, as with most link-building campaigns, it's hard to control what anchor texts people use when linking to our sites. It's more a case of if you find you're getting too many of any type of anchors, you want to try and mix things up and explore other anchor types.

The third type is what we call branded anchors. This is the type of anchor that we saw in the example link I was showing you earlier on a few seconds ago. A branded link is when a website links to you using your brand name as anchor text. Branded anchors are great for increasing your brand presence online and they're also super safe as you can't get penalized for Google for having too many of them as it's literally a website linking tool mentioned in your brand name. Just take Amazon, for example. The majority of websites who linked to amazon.com will do so using a branded anchor such as Amazon.

The fourth anchor type is what we call a naked URL. So they will literally go into the context and paste in your URL and then make the whole URL with the anchor text. The last type of anchor tech is what we call miscellaneous. So this is when a website will link to your website using generic texts, such as read more, click here. But that is essentially the main five types of anchor texts you can use when linking out to another website.

Section 5: What Anchor Types Does Your Website Need:

What anchor type does your website need? I get asked this question almost every single day and I hate to say it, but there is no perfect ratio. Simply put, it's best practice to have a variation of them all. You can use Ahrefs and look at all the anchor text ratios your competitors are using and then try to mimic that. However, I wouldn't recommend it as it gets messy very, very quickly. As a result, it's best to keep things natural and build all anchor types. I've seen websites at the top of Google with just exact match anchors and I've also seen websites at the top of Google with just branded anchors.

I guess Google just has a different range of lenience for different industries. You do however, need to be super careful when you're using exact match anchors as you can very quickly over optimize a website. This is especially true if your domain name has a keyword in it as Google can potentially get confused and think that you're building exact match anchors when in fact you're just building branded links.

For example, if your website is called yogamats.com and you start building tons of links to your website, with the anchor saying yoga mats, this can be very easily misinterpreted that you're trying to build tons of links to your site with exact match anchors when in reality, you're just building branded anchors. If your domain does have a keyword in it, be sure to pay close attention to that and avoid exact match anchors even more.

Section 5: What Pages Should You Build Backlinks To:

"What pages should you build backlinks to?" This is another question I get asked quite often, and when you change your perspective and look at things from a different angle, the answer is very straightforward. A backlink can help improve the visibility of a webpage in Google. As a result, you're going to want to build backlinks to all of the pages on your website that you would like more visibility for. Simply put, build backlinks to the pages you want to rank.

For example, that could be your home page. It could be your blog posts, or it could be your product pages. Build links to the pages that you want to rank. But wait there. Before you go and start building links to your product pages, for example, do bear in mind that every piece of content you publish on your website should have some value. Otherwise, what's the point of publishing it?

So again, if you change the perspective, the majority of pages on your site will have some value to your audience. Obviously minus a standard about page and your contact page for obvious reasons. However, if your page has value, you should be building backlinks to it. Take one of your blog posts, for example. There's tons of information and value in them, so it's only right you build backlinks to them so you can showcase all of that online.

In summary, you should be building backlinks to all of the pages that you want to rank on Google, including the ones that have low buyer intent, AKA your blog posts. Don't just build links to your pages that have high buyer intent behind them, as after a while, your website is going to have 100 links and all 100 links are going to be pointing to pages that have high buyer intent, AKA your product pages, which is extremely unnatural. As SEOs, we want to blend in and not activity looks like we're doing SEO, as it's no surprise that Google isn't a fan of SEOs, as people who know SEO typically don't spend money on running any Google ads, and that is where Google makes the bulk of their money. So in closing, build links to pages that have value on your website and ones that you want to rank.

Section 5: Dofollow vs Nofollow:

Do-follow versus no-follow links. You might have heard of these terminologies in the past. If you haven't, then no worries as I'm going to explain the difference to you soon. So let's start off with do-follow links. To really understand what is going on with follow versus no-follow links, we need to provide a bit of background about how most links work in the realm of SEO. When a page gets an inbound link, which is a hyperlink pointing to that page. The page gets a small SEO boost. Think of the link as a point. The more links you have, the more points you have.

Google takes note of these points and counts how many pages a link has and from what sites.

Google figures, "Hey, if a lot of people are linking to a certain page. It must have some really good content and it must be a good page. Let's give it a preference in our search engines and allow it to rank higher." Google created a metric called PageRank, which calculates the link points. Many SEO folks refer to link points as link juice. The link juice flows from one site to another through hyperlinks. The more authoritative the site is, the bigger the boost it can transfer. For example, getting a link from the New York Times or BBC is pure gold.

A do-follow link in HTML would look like this. And as you can see, it's a standard link in the format of HTML. There's nothing odd about this at all. In summary, do-follow links are links that count as points, pushing SEO link juice, and boosting the rank of that page. So what is a no-follow link? A no-follow link is a link that does not count as a point in the page's favor. It does not boost the page rank and it does not help the PageRank hiring Google.

No-follow links get no love. It's a sad but lonely life for them. A no-follow link is created with the HTML tag that looks like this. As you can see, it's pretty similar to a do-follow link. However, at the end of the link we have `rel="nofollow"`. The no-follow tag is basically a notice sign for search engines saying, "Don't count this." There's a reason for the no-follow attribute and it stems from Google trying to fight out spam back in the days.

So now we've gone through the difference of a do-follow backlink and a no-

follow back link. We're going to head over to Google and I'm going to show you how you can spot the difference by using a Google Chrome extension.

Okay, so the Google Chrome extension I was referring to, that allows you to be able to tell if a link is a do-follow or a no-follow is called SEO quake. So you simply want to do a search for, SEO quake Chrome plugin, and it should be the top one you see right here. Let's give that a click. You'll know it's the right one because it will look like this, SEOquake.com. So let's add that to our Google Chrome extensions and click add. It's a free extension, so it won't cost you a penny. Now that's added. Let's go up here, give it a right click, and then go to options. And then what you're going to do is make sure this box right here is checked. So highlight no-follow links. We'll mark all links with rel no-follows. Let's give that a tick and now we can close that.

So now what you want to do is go over to any blog and see if it has any links on it. I'm going to look at this blog post by backlinko.com. Let's just close this button up here, for any domain, and you can see I've got a link right here. So as you can see, this link is not crossed out, which means it is a do-follow backlink. However, at the bottom of the blog they always have an option where you can put a link to your website. And these links are typically no-follow.

So as you can see, this person, Brian, submitted a comment on this blog. And you can see his name is Bill and it's actually crossed out. So if I click this, there should be an actual link to the person's website. Which you can see it is indeed. However, it does have a line through the link, which basically means this link is a no-follow backlink. So just to confirm that as well, you can actually right click and then go to inspect. And basically look at the HTML code on the website. And you can see it does indeed have the no-follow attribute there and it has it again there.

So this is a very good plugin and makes the whole process very, very quick. So like I said, every link in the comment section will be a no-follow link. However, all the links in the body in this article in particular will be standard links. As you can see ... looking for a link right now. As you see the link right here, again, it's not crossed out. So if I do an inspection on this link, this

will not say no follow at all. It will be a standard link which you can see a href, we've got the link there as shown. So again, this is a perfect example of just showing you how this link doesn't have a no-follow and a plugin shows you everything correctly. So hopefully you guys found that useful.

So just some final words on that. So in your link building campaigns, just make sure you focus on do-follow backlinks as those other links that give you points and give you the SEO benefit.

And those are the links that will get you ranking higher onto the first page of Google. So some great methods for securing some do-follow backlinks would be guest posting, skyscraper technique. And again, I'm going to cover all of those strategies later on in this course.

Section 5: How To Find Out What Backlinks Your Website Already Has:

So now you know what a backlink is, it's time to check out what backlinks your website currently has. It's good to note that if your website is brand new, so let's imagine you've built your website a few days ago or even last week for example, then it's highly unlikely that you will have any backlinks pointing to your website. However, if you have an aged website, so maybe your website is one year old, two years old or even older, then it's very likely that you will have some backlinks pointing to your website. As typically over time, your website will acquire backlinks naturally. So to find out what backlinks your website already has, what you need to do is head over to SEMrush and simply enter in your website URL in the top search bar within SEMrush.

So for me, I'm going to be using the same website I showcased earlier on in the course, which was Yoga Matters.

And just to confirm, once again, this is actually not my website. So let's go ahead and enter in the full URL and then go ahead and simply click search. Now, once the information has loaded, we can see how many backlinks this website has by looking at this right here, where it says backlinks. So in total yogamatters.com has 15,800 different backlinks. Below this number, we have some more information which says referring to domains 1.9K, so 1,900 and what this essentially means is that 1,900 different websites link to yogamatters.com. The reason why you're always going to see more backlinks and referring domains is because some of these websites link to yogamasters.com multiple times. However, the amount of links they have from unique websites is 1,900. So this is also a very good metric to look at as well. As you build backlinks, generally you want to focus on getting backlinks from unique websites.

You don't want to be getting too many backlinks from the same website as after a while, you're going to have diminishing returns and it won't actually do that much benefit for your SEO. So to view what these backlinks are, you simply need to go ahead and click the number. So let's go ahead and click 15,800. And as you can see, SEMrush has now populated all the information regarding those backlinks. We can simply scroll down the page

and look at all of those 15,000 backlinks if we wanted to, however, that would take us hours and hours. Now, as you can imagine, like I said earlier, not all backlinks are created equal. Some of these backlinks are going to be, dofollow backlinks, and some of them are going to be nofollow backlinks. Now, as we've already covered, dofollow backlinks are the ones that give you the SEO benefit.

So if you simply wanted to view how many dofollow backlinks you have, you can use the filters that SEMrush provide you right here, follow and nofollow. So if we go ahead and click follow, this 15,000 number you just saw there, has actually gone down to 7,000 in total. So out of all those backlinks they have, only 7,000 of them are actually dofollow backlinks. Now, one thing we want to do as well is change the referring domains. So at the moment the link's peripheral domain is set to all. So what this means is that SEMrush is currently showing us multiple backlinks all from the same domain. However, if we just want to see one backlink per domain, we can simply go ahead and click one, and that 7,000 you just saw has now gone down to 1,402. And these backlinks we're seeing now will be some of the most important and powerful backlinks this website has.

So you can see they have a link from the website called techradar.com. This is the article that actually links to the website, so it's "How to watch today's Joe Wicks' PE workout right now on YouTube," so if you'd go ahead and open this URL. This will be a URL on Tech Radar and this URL links to this URL on yogamatters.com and the text you see above is going to be the anchor text that this article uses to link to this URL. So if we go ahead and copy that anchor text and go over to this URL, which is the backlink. Do a control F and enter in that anchor text, you can see it we've found a one of one. And this is the anchor text, which if clicked will link to yogamatters.com. So as you can see, this software is super powerful and will allow you to see how many backlinks you have, where the backlinks are coming from, what anchor texts you have, in literally just a few minutes.

Section 5: How To Determine What Makes A Good Backlink:

How to determine what makes a good backlink. As you can imagine, not all backlinks are created equal. Just because a website looks clean and shiny on the surface, it doesn't necessarily mean that having a link from that site is going to have a benefit to your website. There's a five step checklist that we use at the agency to determine if a backlink is good or not. If a website doesn't meet all five points on our criteria, then we most likely won't go ahead with it. The reason being is because SEO these days is all about quality and not quantity. You really can't afford to make sacrifices when it comes to the quality of your SEO campaign.

So without further ado, these are the five things you should check when determining if a backlink is good or not. Number one, check the website's domain authority. Good websites will have a domain authority of at least 25, and we can easily check the website's domain authority by using the MozBar which I showcase earlier on in the course. You can be stricter if you want, for example, the domain authority 30 and above, however it's completely your choice. Just be sure to stay above the low twenties to ensure you filter out the low quality websites.

Number two, check how many keywords the website appears for. Good website rank for lots of keywords. If Google allows a site to rank for a keyword, then it's a good sign that Google likes a specific website. So getting a backlink from this site is something we definitely want to do. I like to look for websites that appear for at least 100 different keywords.

Number three, check the website has a decent amount of organic traffic. So this is pretty much the same logic as number two above, it all goes back to seeing if the site is good in the eyes of Google. So good websites will rank for some keywords and as a result will have some organic traffic. There isn't any perfect number you want to look out for as this number is going to vary, and it's going to be dependent on how many keywords a website appears for. However, to give you some context, I like to look for websites that have at least 200 monthly organic visitors. Getting a link from a website that has no organic traffic is not a good idea as having no traffic can potentially be a sign that the site got penalized from Google in

the past.

Number four, check the website has a good number of referring domains. As we all know, backlinks are super important and have a massive influence on rankings in Google. If you're getting a backlink from a website that also has its own backlinks, then that's a really good thing, as all of that link juice and all of that power it has from its own links will make its way over to your site as well, giving your website a bigger boost in Google.

Like I said in the previous section, sometimes websites can link to the same website multiple times, so we don't want to focus on a backlink number for this. We want to focus on a number of referring domains, which is essentially how many unique websites linked to this website. This is a much more reliable approach to take as it cuts out any bloated figures with the same websites linking multiple times. Securing a back link from a website that has referring domains is going to give your website a bigger boost in Google. I like to go for websites that have at least 50 referring domains, so websites that have at least 50 unique websites linking back to them.

Lastly, number five, check that the page isn't linking out to tons of other different websites. Now, to be fair, this one isn't required, however I like to do it just to ensure and future-proof my website. Websites that link to multiple websites in the same article mean that they're going to provide a smaller SEO boost to your website as that link is going to be diluted and split across all the sites reference. So ideally you want to get links from articles that only mention your website, and potentially one more just to keep things natural.

As always, instead of just giving you the theory, it's time to show you how this works with a real world example. So what I've done is I've gone over to SEMrush, I've searched for yogamatters.com, and I've gone over to the backlinks just to look at all the backlinks they have.

So let's go ahead and follow our five point criteria. So the first thing was to check the domain authority. So let's go ahead and check the domain authority now using the MozBar, which I showed you earlier on in the

course. So as you can see, the domain authority is 90, which is really, really high. This is way above what I recommend of 25, so this is really, really good, and is a great sign which we want to see from a backlink that we have.

The next thing which we want to check is the amount of keywords and the amount of organic traffic this site has. So to do that, I'm going to take the website domain name, which is going to be elle.com. It's very important we take just the domain name and not the whole URL. So let's take that domain name, control C, go over to SEMrush and then control V simply paste for that. And once the information has loaded, if we scroll down to the organic keywords we can see that this website appears for over 2 million different keywords, which is tons and tons of keywords.

So it's past our keyword check, which if you remember was at least 200 keywords. If we scroll up to the top, we can see the organic traffic. This site has over 10 million organic visitors every single month, almost 11 million visitors, which is actually crazy.

So again, nothing to worry about at all from this site, it has passed point three on our criteria. Point four was that amount of referring domains. We can see the referring domains by looking under backlinks right here, referring domains, 80,300. Again, tons and tons of referring domains. So this is a really good sign and is an indication that this is a really good backlink.

And our fifth and final thing we need to check on our five-point criteria is to check how many other pages this article links out to. So if we go back and look at the article, you can see it has yoga right here, which is an internal link. We know that because we can see the URL at the left-hand bottom side of the screen, and if we do click this, it will just open another page on elle.com, as you can see it's done so like that, which is perfectly fine. Then we had the link to the site, yoga matters, which is perfect. We have a link down here to a teacher called Fern Ross, which again is another link on elle.com. Again, elle.com UK, which is absolutely fine.

So we have an internal link, a link to our site, an internal link. We have two more links right here, which by the looks of it, are both going to be internal

links. Let's just open them just to be sure these are internal links. So again, another internal link to elle.com, and we have another internal link to elle.com. So again, nothing to worry about whatsoever, it's only linked to external websites that we want to pay attention to. So essentially that is my five step process on how you evaluate if a backlink is good or not.

Section 5: A Theoretical Framework On Backlinks:

Before we dive into the methods you can use to build backlinks, I want to dig a little bit deeper for those who are interested in learning more about backlinks and exactly how they can help. So far, we know a backlink represents a vote of confidence. However, they also provide one of three things, which are relevance, trust, and power. You can get all three of these from the same backlink or you can just get one element from one backlink. However, no matter what, your backlink profile needs all three of these elements to rank on Google.

So number one, relevance. Relevance is established from the content where the link is placed. If you get a link from a website that is about golf in an article which is about golf, then guess what? You're a little bit more about golf too. Relevancy will also come from the anchor text which is used. If you get a link from a website and the anchor text says, "My favorite tennis racket," then we can assume that the article we'll link into is about tennis rackets.

Number two, trust. There's this concept that was baked into Google's algorithm that a link can pass a certain level of trust based on the distance that that link is from a set of manually created seed sites. So The New York Times is probably one of these seed sites. Maybe Wall Street Journal, too. You know those big gigantic websites, such as Web MD and so on? These are probably seed sites that Google manually created and that Google trusts.

So if you get a direct link from any one of them, then that is a huge amount of trust transferred over to your website. But if you get a link from a website that has a link directly from them, then that is also a lot of trust, however, just not as much as the direct link. And the distance between your site and one of these seed sites determines how much trust you get. There's also some speculation around trust as well, such as links from the age site part on more trust.

Number three, power. Power is the easiest to understand. Essentially, a link from a massive website will transfer a lot of power over to your website than a link from a small website that no one has heard of.

Section 5: Link Building Strategy 01 - Guest Posting:

So I'm now over on Google, and as always, I'm not just going to go over the theory of a strategy. I'm actually going to show you a live example of exactly how this works. So what I'm going to do is simply search for some guest post opportunities by using one of these search operators, which I showed you a few seconds ago. So I'm going to go for the one which was at the top, which was a niche "submit a guest post."

Let's pretend that I operate in the niche of healthy eating. So I want to change the word niche to healthy eating blogs, and then carry out a search for that. And as you can see, Google has returned 187,000 different websites, which all accept guest posts that are related to healthy eating. We've got to submit a guest post about health and fitness by Ironwild Fitness. We've got to submit a guest post, Ladies Diet, and so on and so on.

Now, if you carry out a search for your niche and you don't see that many results, what you can actually do is take one step back. So instead of searching for healthy eating blogs, we can actually just take healthy eating out, and then simply search for cooking, as cooking is obviously an element which is involved when it comes to healthy eating.

So as you can see, Google has now returned 258,000 different websites, which is a lot more than the first search. The reason why it's returned more now than it did before is that this term is a lot broader and is not as specific as the first.

So let's scroll down and have a look at the websites that Google has returned. In position one, we have anotheronebitesthecrustblog.com, which is quite interesting. Let's give that one an open. We've got biggestposting.com. We've got biggestposting.com again. Worldlifes.com. Tons and tons of websites.

So as you can see, this strategy is super powerful. Literally within just a few seconds, we have tons and tons of websites we can reach out to, all which accept guest posts.

So let's go ahead and end this other one right here at the bottom of page one. Sweet2eatbaking.com. So let's have a look at the first website. So submit your guest post, food and cooking. This is a perfect example for us. The whole website is based on healthy eating, cooking, recipes, vegan food, and so on. And if you actually go through the page and read it, what it does is it actually tells you the guidelines that you need to follow if you want to get a guest post featured on this website.

So if we scroll down the page, you can actually see the topics and titles which they are looking to have featured on the website. They've got beauty and makeup, which is quite interesting, not really related to healthy eating, but they've got salads, seafood, snacks, vegan food, vegetarian food, so on and so on and so on.

They even go on to tell you the benefits of having a guest post published on the website. So they tell you they actually have over 20,000 new readers. It's a very easy process. Tons and tons of reasons why you should submit a guest post on this website.

So really and truly, what this website is doing is kind of selling the website and giving you all the reasons why you should write for them. This makes it very easy for us to reach out to this website and actually get a guest post featured.

If we scroll down more on the page, we can see we have further information on how to submit a guest post for publication. So it says, just go ahead and send that attachment, put in your name, email, subject and your message. Obviously fill in the capture form they have at the bottom, and they will review your article for submission, and if it's a good article, it will get featured on this website.

So as you can see, the process is very straightforward. However, before you rush out there and start submitting guest post opportunities to all these different websites, what you want to do is actually look at the website in SEMrush, just to make sure it's actually a good website.

So let's go ahead and take the website URL. So we only want the website name for this. We don't want the actual URL. So just anotheronebittesthecrustblog.com. Let's go over to SEMrush and carry out a search. As from the surface, this website looks really good. It's really tailored down to our niche, which is great. However, you don't always want to judge a website by the surface. You always want to have a look at that website in SEMrush and see exactly if it is a good website.

So this is essentially the same process that we follow when we evaluate what makes a good backlink. So if you remember what I said in that section, it was checking the website's domain authority, checking how many keywords this website appears for, how much organic traffic the website has, how many referring domains it has, and so on and so on. And if the website doesn't have really good numbers for those metrics, then it's probably not a website you want to get a link from.

So let's go ahead and go over to SEMrush. We've carried out a search for that website. So it's time to review the data. So we can see the website has 125 referring domains, which is really good. As a number I recommend 50 and above.

However, the organic search traffic is very, very low. You can see that from the chart here as well. On average, this website gets three visitors every single month from Google. Now that isn't that much traffic at all. So when you see sites with not a lot of traffic, you always have to question if you actually want to get a backlink from that website pointing to your website.

If we scroll down, we can see they only appear for 30 different organic keywords, which kind of makes sense as to why they haven't got that much traffic in total.

So as you can see, it's really important to look at websites in SEMrush as well. You don't just want to base your decision based on how the website looks, which from the surface, it looks very nice. It's clean and responsive and modern. However, from an SEO perspective, it's not actually going to provide that much value to our website. So in this instance, this is a

website that I would not go for.

So let's look at the second website, which was sweet2eatbaking.com. Again, once we land on the page we found from Google, we can see we have lots of requirements about the guest posts, what we need to do. Make sure we have no typos, the size of images if we include them. How many words our guest posts should be, and again, there's a little form within the page, which is how we can submit our guest post for submission.

So let's do exactly the same thing. Let's take this website URL and we'll go over to SEMrush and then simply carry out a search for this, so we can review the data and see if this is actually a really good site to get a guest post on.

So the data has now populated, and as you can see, this website has 973 referring domains, which is really, really good. They get almost 20,000 different visitors every single month. Again, which is two really positives. We can actually see the traffic trend chart here as well. So we can see the traffic has been rising. It had a small decrease towards the end of December. However, it is rising again, which is really good to see.

If we scroll down, we can see they appear for 16,000 different organic keywords. Again, another good really thing to see. We can go back to the website and check our MozBar Chrome extension, just to find out the page authority and a domain authority of this website, which as you can see has a page authority of 28 and a domain authority of 45. So both these numbers are really good.

So on the whole, this is a really good website and is one I'd actually want to get a link from. Whereas, the first website is probably one we'd like to avoid. And if you do check the website using MozBar, you can see they have a page authority of 18 and a domain authority of 19. So both numbers are below 20, which is really low. So again, it just goes to show if you do use the MozBar, you can actually save yourself a lot of work and you probably don't even need to check the website in SEMrush.

So once you've gone through Google and you've made a list of all the websites, which you'd like to get your guest post featured on, it's a good idea to track all of these websites in a spreadsheet.

So this is a spreadsheet that we use at the agency and essentially it just makes your life so much easier when it comes to tracking all of your guest post opportunities. It's actually very handy to have it as well if you intend on running your own SEO agency.

So the spreadsheet is very straightforward. All we have is the website URL. So in this instance, we'd go over and take the website URL, sweet2eatbaking.com. We would paste that in like so. We'd get the website's domain authority which I believe was 45, you can see that up there from the Chrome extension. You can always give that a click just to double check, domain authority 45. So I would go ahead and put domain authority 45.

I'd put down the number of referring domains this website has. Again, this is all just for reference so we have more information about the websites we are getting backlinks from. And you can see the referring domain is 973, so I'd put 973. The amount of traffic this website gets every single month and the keywords. So let's get traffic and keywords.

Now, again, both data we can get from SEMrush. 18.6 and we got 16,000. So 18.6, 18,600 and it was 16,000 different keywords.

The next two columns, article written and article submitted. This is what we use internally, as we have an in-house writer who writes all of our guest post content. So whenever they write an article, they simply put, yes, the article is written and then yes, under the article submitted. So that would be when we submit the article to the website and we put the date we submitted the article as well. So all of these things combined just makes it very easy to keep a track of exactly what is going on.

Now, don't worry about trying to screenshot this and what columns we have as I'm going to upload this as a downloadable resource. And one important

thing I just want to note as well is when you're going through Google and you're finding all these different websites you can reach out to, you want to make sure that you send each website a unique piece of content. You don't want to send the same article to all of these different websites, as what that results in is you having backlinks from multiple websites that all have the same article and most likely the same anchor text as well. We want to avoid this and we want to look natural. So each website you reach out to, you're going to require a unique piece of content.

So as you will have noticed from the first two websites we reviewed, which was anotheronebitesthecrustblog.com and sweet2eatbaking.com. Both of these websites to submit a guest post, you actually have to fill in a form on the website. However, you aren't always going to come across sites that have this format.

For example, here's another website called cookiemommy.com. If you scroll down on this website, you can see there's actually no form whatsoever. So the way to get in touch with these websites is going to be through email. So what I'm going to do now is head back to our PowerPoint slides and I'll show you a message you can use if you have to reach out to these sites via email.

So this is the email template we use when reaching out to websites that state their email address, which to be fair, you can also use this on websites that have the form submissions as well. There's no reason why you can't just copy and paste this in the message box.

But essentially it says: Hi name, I was researching about a topic today and came across your website. Great collection of high quality articles. I am reaching out to you to contribute a high quality post to your blog. Below are the topics which I can write a well-researched post on. Topic one, topic two, and topic three. I look forward to hearing from you from one of the topics above, and I'll be sending you the draft as soon as possible. Regards, your name.

So you would actually fill in the blanks with what is relevant to your guest

post industry. For example, the first line I was researching about, I would put in cooking today and came across your website. It's all about filling in the blanks and giving websites ideas.

However, if a website does tell you topics they'd like you to write about, you obviously don't need to mention topic one, two, and three. So I use this template and it works extremely well. I recommend you use it as well. Do feel free to use your own template as well, but essentially what we want to do is just reach out to a website and let them know we are interested in submitting a guest post on their site.

Section 5: Link Building Strategy 02 - Steal Your Competitors Backlinks:

Strategy number two, steal your competitor's backlinks. This is a very simple, but yet very powerful method and the beauty of this method is that we can view all the backlinks our competitors have, analyze them and then simply cherry pick their best ones, which we would also like for our website too. So, to do this, you simply need to find your competitors and then plug them into SEMrush and review all the data. So, step one is to find your competitors. For example, I'll be pretending that I own a website that sells car vacuums. As I said, I want to use a different industry for each backlink strategy that I showcase, to really ensure you have a broader understanding of how you can apply these in the real world. So, as my website is about car vacuums, one of the keywords I want to target is going to be best car vacuums.

So, let's go ahead and carry out a search to find our competitors. So, let's make sure we scroll below the ads as you don't want to be looking at ads for this strategy. You want to be looking at the websites that rank organically in Google. So, these websites right here, t3.com, thesun.co.uk, spotlessvacuum.co.uk. These are all websites that rank highly in Google for the keyword that we want to rank for. So, as a result, these websites are essentially our competitors. So, let's go ahead and open this website right now. And as you can see, this is an article about the seven best car vacuums. Now, this article is bound to have backlinks as it's ranking highly on page one. So, what we want to do is take the whole website URL, including this particular page about car vacuums, go over to SEMrush, control V to paste that in the top search bar, and simply carry out a search.

Now, SEMrush is going to return tons of data about this URL, and in particular, the ones we want to bear in mind is going to be the backlinks this page has. So, you can see this page has 68 different backlinks. So, let's go ahead and give this number a click to actually look at what all those backlinks are. So, if we scroll down, we can see all of those 68 backlinks. We have a backlink from popcull.com. Another one from popcull.com. We've got a few more from popcull, popcull and so on. So, like I said earlier on in the course, what you want to do is go to this part right here, where it

says links per referring domains and make sure you tick number one. This is going to show you one link per domain. So now you can see, we only have one link from popcull.com, which is really what we want to be focusing on.

The next thing we want to do is make sure we go for follow backlinks. As I said earlier on in the course, we don't want to be looking at backlinks that are no follow, as no follow backlinks don't provide an SEO benefit. So, let's go ahead and click follow. That 11 has now dropped down to seven. So, essentially these are the seven most impactful backlinks that this particular page has. We've got a backlink from the luxuryauthority.com. We've got a backlink from sixfeetunderblog.com and so on, and so on. So, let's go ahead and look at this backlink. So, to view the backlink, all we need to do is click this little icon right here, and this will open a new page and will show us the page which is linking to this URL that is ranking highly in Google. So, this is the website, the luxauthority.com

So, as you can see, this article is about car vacuums, how to get rid of crumbs and clean your vehicle thoroughly. As it's super niche relevant, it's all about car vacuums. You can scroll down, they've got images about cleaning your car, best car vacuums to keep your vehicle clean. Then they go ahead and list multiple car vacuums. So, this is a really niche relevant link, which as we know, relevancy is a really big factor to ensure you rank highly on Google. So, let's go ahead and analyze this website in a bit more detail, just to figure out if we actually want to get a backlink from it. So, we can go over to our MozBar Chrome extension, and we can actually see that this website has a domain authority of 27, which is a really good sign, and is something you want to see. So, we can go back to SEMrush and rinse and repeat this process for all the other backlinks this site has as well.

So, we can go for sixfeetunderblog.com. We can see already what that article is about, five tips to achieving a sparkling car interior. So, let's go ahead and open this backlink and check out the domain authority of this website. So as we can see, the domain authority of this website is 19.

So, a little bit lower than the first one. However, as the website on page one has a link from this site and is ranking highly, I don't want to skip this link.

This is actually another good link that I would like to get as well. So, as you've probably guessed when it comes to SEO, although there are a few benchmarks we like to follow, like domain authority 25 and above. If you find competitors on page one ranking highly, and they have backlinks from a website that has a low domain authority, it's probably worth you going out there and actually getting those backlinks too. Just be careful of the anchor text you use.

So as you can see, this is a really, really powerful method to find out all the backlinks your competitors have, literally just in a few minutes. Now, it's important to note that you can rinse and repeat this method for multiple websites on page one. So, if you remember correctly, we just looked at spotlessvacuum.co.uk, but if we go back one, we can also take another website, The Mirror, Cnet, motor1.com, plug them into SEMrush, have a look at the backlinks and then go out and get those backlinks as well. So, essentially when you compile a list of websites that you'd like to get backlinks from as well, it would literally be the same process from there onwards, in regards to you reaching out to the website and asking if you can write a guest post for this website.

Now, the reason why this strategy works so well is because these websites you're seeing that are ranking highly on page one on Google, they would have done the on-page SEO correctly, and they would have done link building correctly. So, if we go ahead and mimic the on-page SEO, or even better do the on-page SEO better, and then go out and actually mimic all the backlinks they have, then you're essentially following a proven blueprint that you can follow to get your website onto the first page of Google as well.

Section 5: Link Building Strategy 03 - Forums:

Strategy number three, forum link building.

Forum link building, as it sounds, involves going out and finding relevant forums and securing a link from within them. It's good for two reasons.

The first is when you get a link from within a relevant forum, it allows you to drive targeted traffic to your website. This is super, super powerful. As we already know, link building has an SEO benefit. However, if we can get an additional benefit of driving quality traffic to our site as well, then that's a bonus.

Forum link building is also good because it allows you to establish a relationship with influencers inside your industry. So a lot of the time, you'll find influencers and people with a lot of authority will hang out in these forums as well. So over time, you can actually build up a relationship with them, which could potentially help your link building efforts in the future.

So how do you find these link building forums? There's a few ways, there are six in total. All six involve using Google search operators. We've got a forum plus niche, obviously you'd replace the word niche with the niche you're actually targeting. We've got a niche plus discussion board.

We've also got a niche inurl:/forums. We've also got another three listed on the right, such as niche powered by vbulletin. You want to make sure you have powered by vbulletin in speech marks. And then below that we also have inurl:/forum niche. And we have an intitle:forum niche.

These are all the Google search operators you can use to find forums in your niche. If you didn't already know, the top one on the right, niche powered by vbulletin, vbulletin is actually used by most websites that use a forum. So if we use vbulletin, we can find tons of forums very, very easily.

What I'm going to do now is go over to Google and show you a live example, as I said multiple times already in this course, I don't just want to

give you the theory. I want to actually go out there and show you how to do it in a live walkthrough. So let's head over to Google now.

I'm now over on Google and I'm going to use the first Google search operator, which was forum plus niche. So for an example, I'm going to pretend I own a gaming blog which talks about gaming chairs, gaming laptops and so on and so on. So my main niche is going to be gaming. I'm simply going to replace the word niche with gaming.

As you can see, Google has now returned tons of search results, which are all about gaming forums. We've got gamingdesign.org, which is actually a round up list of the top 30 gaming forums. We've got Joyfree, the world's number one gaming forum. And there are tons and tons of results. We can go to page six, for example, and still get more gaming forums. So it's a really, really good method.

If I actually go over to my notepad and show you how this works with another Google search operator, such as this one here, niche powered by vbulletin, I'll show you exactly how that works as well. It's exactly the same thing, paste in the Google search operator and simply replace the word niche with the niche you're targeting. For me, it's going to be gaming. And as you can see, again, I've got tons of gaming forums, all being returned by Google.

Let's open this one right there, [teamplayergaming.forum](#). Let's go into any random category. ARK, I'm not sure what game this is about. It seems to be about dinosaurs, so let's just open this one, ARK. Let's open any random one. Let's go for Revival, ARK Revival. As you can see, tons of categories within categories on here. And I'm not sure what this game is about, but if you scroll down, you can see there's loads of people in there talking about this game, this dinosaur right here. This person's actually put a link to, I'm not sure what website it is. Something to do with about service.

But essentially what we can do is actually sign up for this forum and actually join this conversation. So instead of just joining a forum and then posting a link to your website, what you want to do is actually answer someone's question.

So for example, this person right here has said, so, anybody still playing ARK? So you can join this forum and then say hey, I'm still playing ARK. It's a really good game. And if you do enjoy ARK, check out this blog I wrote on my website, which covers another game which is really similar to ARK. I'm sure you will love it too. And then post a link to your website. So as you can see, it's all about getting your link in there naturally.

Do bear in mind as well, as to comment on a lot of these forums, you are going to need to sign up with an email address. Most forums are free. If a forum does require you to pay, I would probably just skip it and move on to another forum. So as you're going to need your email address to actually sign up to the forums and actually post a comment, I do recommend you set up a new email address. Otherwise what you'll find, your main will be just full of notifications and emails, all from people responding to your comments in the forum. So do set up a new email address just for forum link building as well.

So to summarize, these links are super powerful, as you're getting a link from a forum which is relevant to your industry, which is going to pass on tons of relevancy to your website, which helps a lot and is something you definitely want to look for when getting a backlink back to your website.

Section 5: Link Building Strategy 04 - Resource Pages:

Strategy number four, resource link building. Resource pages are pages that link out to awesome content on a given topic. Because these pages exist for the sole reason of linking out, they make the perfect link building targets for us. As you can see from the image on the right, I have a screenshot from a resource page from a website called The Baking Pan. The Baking Pan is a website all to do with baking, cheesecakes, recipes, and so on and so on. And you can see that the website owner has put up a page which has to do with resources and useful links. You can see from the text on the right it says, "Links to blogs that have inspired me along with websites that I enjoy browsing." And then below that it literally links out to all the websites which have inspired the person who owns the website.

We can actually use a Google search operator to find pages just like this from within our industry and then reach out to them and try and get a link, too. There's a three-step process to this. Step one is find the relevant resource pages. Step two, find the best fit content. This would be the content that fits the resource page that you found. And then step three would be to reach out to the website owners and then try and get a link back to your website.

So let's look at step one in a bit more detail. There's four Google search operators you can use to find resource pages. There's probably more than four to be honest, however, these are the four that bring the best results. The first is niche + inurl:links. Then we have niche + "helpful resources", then we have niche + "useful resources". And lastly, my favorite, niche + "useful links". It's very important you include the speech marks when using the Google search operators.

So let's head over to Google now and show you a live walkthrough of exactly how you can apply this in the real world. I'm now over on Google and what I'm going to do is copy the full Google search operator, which is actually my favorite one, so niche + "useful links". Before I click search, I want to replace the word niche with the niche I'm actually targeting.

Let's pretend I own a website which has to do with dogs, dogs training, dog

bowls, and so on. So as a result, I'm going to replace the word niche with the word dog and then click Enter. As you can see, Google has now returned tons of search results, all with useful links to do with dogs. Let's open this one. You can see we have this website right here, which is chilternsdogrescue.org.uk. And typically when you see a website that has a .org, it means it's an organization. So as a result, getting their link on this site is going to be a lot harder.

So what I'm going to do is go back to Google and maybe type in a dog blog, for example. And as you can see, again, we've got different results. We've got thedogandi.co.uk, which sounds quite useful. Let's have a look at this one. Let's open this website. And as you can see, it's a page on the site talking about useful links. They have an excellent resource for all things cockapoo, grooming, shopping, breeders, and more. And then what we can do is reach out to this website and ask them to link to one of our pieces of content on our website.

Do bear in mind, if you don't have any content on your website that is a good fit at present, you might want to go ahead and create one. So once you found a potential website you're happy with and you have a piece of content which is a good fit for that page, the third and final step is to reach out to that website and then try and get a back link. I'm going to show you the exact template I use when doing resource link building. This is a resource template that I use in reaching out to websites. I simply send an email to the website owner. If they do have a contact form on the website, then I'll simply copy and paste this message and submit it on the contact form.

However, let's imagine I'm sending an email to the website. The email subject line would be the top line, subject, "Question about the website," so I would actually replace the website with the name of their website, so the actual message itself says, "Hi, name. I was Googling around for content about the topic this morning when I came across your excellent resource page." Then I actually link to the resource page. Then I go on to say, "I just wanted to say that your page helped me a ton. I would've never found the ... " then I link to the resource they linked to, "without it. It's funny, I recently published a guide on the topic last month. It's a ..." then I give a brief

description of what I publish my content on. "Here it is in case you'd like to check it out." Then I actually link to my page I'm referring to. "Also, my guide might make a nice addition to your page. Either way, thanks for putting together your list of resources and have a great day. Talk soon, your name."

This works extremely well for me as I'm not really applying that much pressure. I'm not saying to the website owner, "Hey, you must include a link to my resource." I'm literally saying, "Hey, I came across your resource page. It is really, really good. I actually have a piece of content on my website, which would make a great addition to your resource page. Feel free to include it in your resource page, but if not, no worries and have a great day." So as a result, there's no pressure applied and nine times out of 10, the website will actually update their resource page to include a link to your website.

So this is what I use and it works extremely well. Feel free to screenshot this, however, do modify it a little bit just to make it a little bit more unique to you. But essentially, that is how we carry out resource page link building.

Section 5: Link Building Strategy 05 - Broken Links:

Strategy number five, broken link building. Broken link building is an all-time favourite of many link builders. Why? Instead of straight-up begging for links, with broken link building you can actually add value to someone else's website. It's quite similar to resource link building in the fact that it has the same amount of steps. It's quite similar to resource link building in the fact that it has the same amount of steps. So step one is going to be, find relevant resource pages. The reason we opt to go for a resource page instead of a standard blog post is, as you would have seen in the last section, resource pages typically have the most links on a page, which in theory means it's way more likely for this page to have a broken link than any other page on that site. So step one is, find relevant resource pages.

Step two is, find broken links on that page, and then step three is, reach out to those websites and let them know about the broken links, and ask them to link to your content instead. So let's look at step one in a bit more detail. However, as you can see, we use Google search operators to find resource pages. It's exactly the same process and we use exactly the same Google search operators as we used before in the resource link building exercise. So it's time for a live example. So let's go over to Google and find some resource pages.

So as you can see, I'm over on Google. So the first thing I want to do is find some resource pages. Again, I've just used a simple Google search operator, one that I've used in the past. And for the example of this method, I'm going to pretend I own a gluten free blog. So I'm going to change the word "niche" by "gluten free" and then click search. And now you can see Google has returned all of these websites, which are all relevant and are about gluten free. So I've got the top one called authenticfoods.com. So let's give this an open. So I've now found a resource page which is relevant to my website. So all I want to do now is find a broken link on this website. So instead of me checking each link, manually opening a new tab and then checking if it works, if it doesn't work, what you can actually do, let's go back on that. Sorry.

So like I said, instead of opening every link individually, it isn't that much

fun. And as you can see, this one's fine. This one has a privacy error, this one's loading, it just takes too much time. So what you can actually do is install this free Google Chrome extension. It's called Check My Links. To find it, simply just go over to Google and type in, "check my links Chrome extension," and you should find it number one, which is this one right here. Give that an open. I should open the same page I just showed you. So what you want to do is open this page and then install the Chrome extension. Once you have it installed in your browser, it will look like this. You'll have this little icon appear up here. And essentially, once you have this installed, you can go over to any resource page, or any page in that matter, and simply give it a click and it will scan every single link on that page and tell you if the URL is valid or if it is invalid.

So we want the ones that are invalid. So there's currently four links which are invalid on this page, which is great, because it's the first website I actually clicked. So we've got this one right here, which is invalid. And this is under gluten free communities online. And like I said, in this example I own a gluten free blog, not a community. So this isn't probably a good fit for me.

We've got some gluten free blogs down here, which is really good. And out of the list they have, they have this one and this one, which is invalid because they're both red. So if we open this in a new tab, just to prove these websites don't actually work, we've got a WordPress error for this one, Authentic Foods. And we also have an error for the Book of Yum. Again, both pages don't work. However, the website owner might not be aware of this.

So this is where we can come in and let them know about the broken link and give them an alternative. So let's copy this URL right now, and let's go back over to our PowerPoint slides and I'll talk you through the next step, as we've already found a website with a broken link, which is a perfect fit for us. So now we've found a relevant website. We have a broken link. What we need to do now is simply reach out to the website and make them aware of that, and get them to link to our content instead. So this is the template I typically send out when I find websites with broken links on them. So it's

very simple and straight to the point.

It says, "Hi name, are you still updating your site? I was searching for content on topic when I came across your excellent page linked to the resource page. However, I noticed a few things didn't seem to be working. List of broken links. I recently published some content on my blog, which covers exactly what the broken links should have, but in more detail. It would make a great replacement." Then I link to the broken link. "Either way, I hope this helped you out.

Thanks, your name." So there's not that much pressure at all I'm applying in this email. It's pretty laid-back. However, I'm adding tons of value. I'm letting the owner know that one of the links on the website is broken, and I'm also giving them an alternative to link out to, which is actually better than the original one. So it's a win-win for me and a win-win for them. So a great situation to be in. So essentially, that is how you carry out a broken link building campaign.

Section 5: Link Building Strategy 06 - Skyscraper Technique:

The skyscraper technique is a link building strategy where you improve existing, popular content, and then replicate the backlinks. This works extremely well as we're going to be creating content that we know is already popular, and then reach out to those websites linking to the original content, and then ask them to link to our website too. So this works well for two reasons. The first is that we're creating something we know people already link to, so the whole process is valid and already verified. And number two, we're reaching out to the same people who have already shown interest in linking to similar content. So the chances of them linking to your new content is going to be quite high. Essentially, this tactic builds on the natural human tendency to be attracted to the best.

So there's three steps to the skyscraper technique. The first step is you want to find a relevant piece of content with tons of backlinks. The second is you want to create something that's way better. And the third is you want to ask those linking to the original piece of content to link to your superior content instead. So let's go over to Google now and I'll show you how you can find a piece of content with tons of backlinks in your industry.

Let's imagine I own a fitness blog which specializes in how to lose weight, weight loss plans, diet tips, and so on and so on. So the whole blog is focused on weight loss and how you can improve your overall health. So what I want to do is find some content which is extremely popular in my industry and has lots of backlinks. So to find the articles with the most links, you want to search one of your keywords, but you want to go for your most broadest or your most short-tail keyword.

So in my example, I could go for weight loss, or you can even go for how to lose weight. Notice how I'm keeping both of my keywords really broad, and I'm not going for how to lose weight for men over 50. We don't want to do that because when you go too specific, what actually happens is Google returns you fewer websites, and these websites are typically less popular, meaning they have less backlinks. Now, remember, the main aim here is to find popular content that has the most amount of backlinks. So what I'm

going to do is remove for mens over 50 and simply search for how to lose weight. And as you can see, Google has returned 949,000 different search results to us.

So let's scroll down and have a look at some of these results. In position one, we have 12 Tips To Help You Lose Weight by NHS. We have Started The NHS Weight Loss Plan. We have How To Lose Weight, Top 18 Simple Tips. We've got How To Lose Weight Fast, 10 Smart Ways, tons and tons of articles. You can even go on page two to find more article ideas as well. As we've gone for a broad keyword, literally the first five pages are all going to be relevant. We've got How To Lose Weight Fast, 14 Ways To Drop Five Pounds A Week, and so on and so on. So essentially, what you want to do is go through page one and page two and find the article which you believe is going to be popular, based on the title name.

So this is one of the articles I found. It's by redbookmag.com, and it says 35 Ways To Lose Weight Fast - And Burn Fat Even Faster. I really like this article. It sounds much better than the ones we saw on page one, as I'm pretty sure the ones we saw on page one were like 12 tips to lose weight. So we've got 12, 18, 10, where this article is 35 ways. So it covers a lot more ways people can use to lose weight. However, just because I think the title sounds great, it doesn't mean it's a great fit for us. So what I want to do is take their whole website URL, go over to SEMrush and then carry out a search for that within SEMrush to figure out exactly how many backlinks this particular page has.

So this page in particular has 378 backlinks from 112 different websites. So this is a really good sign. So whenever you're looking for popular pieces of content on the internet, you always want to make sure you have at least 80 referring domains. So this has 112. So this is above our threshold by 32. So this piece of content is actually a really good fit for us and we can actually base our skyscraper technique all upon this piece of content.

So now we've found a popular piece of content with tons of backlinks, that is it for step one, and it's time to move on to step two. So now we've found the content we want to beat, the next step is to create something better, take it to

the next level, and make it epic. There are four ways you can do that. The first is length. If the post lists 25 tips, beat it by listing more. Freshness. Check to see if the article is outdated. If it is, you can update it with newer images, screenshots, and more information. Check out the design. Content isn't just about words. The visual appeal matters too. Make sure the design stands out. Depth. Don't just list out things. Fill in the details and make it actionable.

That's all good advice, but don't fall into the trap of doing things just for the sake of it. For example, adding 25 mediocre tips to an existing list of 25 excellent tips isn't going to be an improvement. Sure, your new version might be lengthier, but it's not adding any real value. It's the same story for other improvements too. Adding a few low quality illustrations isn't going to add way more value to the article, nor is creating a more up-to-date guide to say changing the oil in your car, something that hasn't changed much over the years. Bottom line, always think through whether improving any of these aspects genuinely adds value. So let's head over to the article we found earlier and just see how we can improve it to make it even better.

So we're now back over looking at the same article, and like I said, one of the first things you can do to improve it is going to be length. So let's work out the length for this article. So I'm going to show you exactly how you do that now. So you want to go over to this website called wordcounter.net. And essentially, what you can do is copy and paste the words from another page into it and it will tell you how many words that page is. So, unfortunately, for this example, to read the content, you actually have to view it like this, one by one, and then copy that and then paste it into WordCounter, and then go to the next slide, so one of 35, and do the same thing.

So typically, most content won't be like this. It'll be on the standard blog post format. So for me, I'll have to do this manually. So I'm not going to sit here and do all 35 of them. I don't want to waste your time and bore you. But essentially, you get the idea. You want to figure out how long the content is and see if you can make yours a little bit longer and more up to date.

So an easy way you can do that is, like I said, in this list, this talks about 35 ways to lose weight. In my new improved content, I can say 40 ways to lose weight. So I'm adding more value because I'm adding five more steps. Again, just make sure the additional five steps you add are actually valuable and you're not just adding them for the sake of it, just to have a longer list. So the second part I mentioned was freshness. So as you can see, this article came out on the 12th of March 2018. We're currently in 2020. So two years ahead of when this came out. So there could be a lot of new information we can include in our article which wasn't available when this person published their article.

The third thing was design. So personally, I'm not a fan of the design of this page. It's kind of like you click on a page to read the article and just slide through one little section. The whole page isn't about this. So in my personal opinion, I do believe we can improve on the design of this page for our content. And the fourth part was depth. So again, just going through the content, so we can see there is actually a bit of depth to this content. The reason I say that is because they don't just list meal prepping. They give you a bit more information about meal prepping, how it works and all ins and outs of it. So again, we probably can't improve on the depth that much. However, saying that, some of these are very broad. Talk to your doctor, and you have like four or five sentences right here. And then we love your body, again, very short. So potentially, we can actually improve on the depth as well.

So now we've covered how to improve the content, it's time to move on to the next step. So, so far, we've covered how to find popular content and we've also covered how you can improve that content to make yours more superior. So it's time to move over to the last phase now, which is to go out there and actually acquire the backlinks. So please do bear in mind, before you actually go over to this step, you do actually need to have your superior content produced before you actually go out there and message sites. So do keep that in the back of your mind. So if you haven't actually produced your content already, you might want to go and do that now. Once you have it, then you can move over to step three.

So let's just imagine you actually produced your amazing content and it's the best on the internet. You are now on step three, which is to acquire the link. So let's head back over to SEMrush and figure out what websites in particular are linking to this original piece of content. So this is the content we have originally. So all we need to do is plug this into SEMrush, which I've already done, and then go over to the backlinks to see all the websites which are linking to this piece of content. So as you can see, we have 378 backlinks in total. However, at the moment, we have links peripheral and domain set to all. So what we want to do is change that to one, just to be sure we are seeing one link per domain. That has now dropped to 112. And of course, we only want to see the backlinks which I do follow.

So let's go ahead and click follow. That 112 has dropped to 95, which is still above our threshold of 80. So all things are still looking really good. So you can review all the links here and see what's going on. However, what I find is a lot easier is if you actually export all these backlinks and then delete the columns you don't actually need. So let's go ahead and click export up here on the right-hand side. We're going to go for Excel and this is going to download all of this backlink information. So let's go ahead and open this file. Once you open the spreadsheet, it's going to look pretty similar to this. Now, don't worry about all the information you see. It can be very easy to get overwhelmed. However, the only two columns we need are actually column C and column D. So all the other columns you can actually delete from your spreadsheet. So let's go ahead and delete those. We'll delete column A and we'll delete column B.

So what we are left with is two columns, which is the source URL. I'll make that a bit smaller so you can see this as well. And we have the other column, which is the target URL. So essentially, what this tells us, this tells us all of the websites which are linking to the content. So we've got Mehta, Ninety-nine.com, Good Housekeeping, [Dietstam 00:10:19], Cosmopolitan, Women's Day, and so on and so on. So essentially, all we need to do is reach out to all of these websites that are linking to the original content and let them know about our superior content and ask them to link to us instead.

So let's head back to the PowerPoint slides and I'll show you exactly the message we can send to these websites to get them to link to our piece of content instead. So this is the template we send to these websites. It's a very simple template, but yet it is very, very effective. So it simply says, "Hey, Name. I was searching for some articles about your topic today and I came across this page." So where it says your topic, you would simply fill in the topic you searched for. So for me, it would be how to lose weight. "I was searching for some articles about how to lose weight today and I came across this page URL." The URL which you're going to enter here is going to be the URL from the first column on the spreadsheet. So this column right here, the source URL. So the URL on their website which is linking to the content.

"I notice that you linked to one of my favorite articles (article title)." So when it says article title in brackets, what you are going to want to do is simply enter the name of the article that you are competing with. So in this instance, it's going to be 35 Ways To Lose Weight Fast - And Burn Fat Even Faster. "Just wanted to give you a heads up that I created a similar article. It's like the name of..." name of article. So again, the same article we mentioned above... "but more thorough and up-to-date." URL. This URL will be the URL to your new improved, superior content. "Might be worth mentioning your page. Either way, keep up the awesome work. Cheers, Your Name."

So as you can see, I'm not too forceful at all in this email. I'm quite laid back. I'm just letting them know that I found the article on the web. It's a really good article. However, on my website, I actually have one which is even better and far superior, so it would be worth a mention on your page. But if not, either way, keep up the awesome work. This is the template we use and we get such good results from it. I highly recommend you use it as well. However, make sure you personalize it a little bit. The main message you want to get across is that you have something very similar to what they linked to. However, your content is far superior.

So that is essentially how you carry out the skyscraper technique. There is a lot of work involved in the beginning stages, such as finding the content, the

backlinks, and then reach out to the websites. However, I highly recommend it as the websites you are competing with will not go to this extent to get backlinks. Which means, if you go that extra length, you are going to have something in your arsenal which they don't have, giving you a better chance to rank high up in Google.

Section 5: Link Building Strategy 07 - Reverse Image Search:

Strategy number seven, reverse image search. If you publish visual assets such as infographics and charts, there are probably tons of websites out there using your images right now without giving you attribution. You can use a Google reverse image search to find all the websites who are using your images and then reach out to all of them and ask them to link back to your website as a source or a credit. So as you're probably already aware from your own website, when it comes to finding images for your website, it's not the easiest thing to do.

A lot of us go over to Google Images or free websites such as Pixabay. However, if you do opt for the first option and use Google images, then those images aren't royalty free. So you're actually using someone else's images without their permission. So a lot of websites unfortunately actually do this. And if you find the ones that are using your images, you can reach out to them and say, "Hey, link back to me as a credit. Otherwise, can you please remove the image from your website?"

So I'm going to show you exactly how you can find all the websites using your images. And just a word of warning, this only works if the image is unique to you. So it has to be your image. You can't get the image from someone else's website, put it on your website, and then reach out to another website and say, "Hey, that's my image." It needs to be your image. So let's go over to Google for a live walkthrough and I'll show you exactly how we can find all the websites using our images.

Right, so I'm now on images.google.com. Very important that you're on this URL. If you're on the standard Google URL, then you won't actually have the option to upload an image. So as you can see on images.google.com, we have the option to upload an image. So we can search the whole of Google for all images that are similar to the one we upload. So for example, I'm going to be using a website I own called Level Finish, which is basically just a floor contracting website. So I've just gone on my carpet installation page and I've opted to go for this image. I've already saved it to my desktop, ready to upload. Just a note, as well. This image actually did come from Pixabay so it is actually a royalty free image. So I am expecting to get tons of results

from other websites using this image as well.

So like I said before, do bear in mind when you do pick an image off your website, it needs to be an image that is unique to you. If you use a standard one like I'm going to do right now, then you're going to get tons and tons of results and you won't be able to reach out to the websites and claim that attribution as the main image source. So like I said, I've saved this over on my desktop already, so I'm going to go back to Google Images and then click search by image, click upload an image, choose file, and then select my image of the carpet, and then click open.

So this is now going to search the whole of Google, every single website, and return all the websites that are using this image on their website. So let's just scroll down. We can see very similar images as well. We've got Five Star Rated here, you've got Amazon, I'm going to ignore Amazon. Let's look at this one right here, Five Star Rated. And you can see it's a standard blog post, Why Does My Carpet Smell Worse After Cleaning? Which is quite an interesting topic. And as you can see, they're using the same image that I'm using on my website on Level Finish.

So again, if this was actually my image and I took it of a carpet in my home or one of my client's home, I can actually reach out to this website, go on the contact page, and just say, "Hey, I've noticed you guys are using one of my images on your website." And then I'll copy the URL for reference and I'll simply ask them to credit me as a source for this image. And if they don't do that, can they please remove the image off the website as it is my image and I have full ownership over that.

So as you can see, you can actually go over to Google and get tons and tons of different websites all using the image on there. So it's actually a really good link building method and to get tons of links for your website. Just do bear in mind for this to work, you need to have unique images that are popular or you need to be posting tons of infographics and charts just giving information about stuff within your industry.

Section 5: Link Building Strategy 08 - Relevant Blog commenting:

Strategy number eight, relevant blog comments. For this strategy to work, what you need to do is find relevant blogs in your industry that have blogs that allow you to comment on them. The key here is allowing you to comment on them. These links in general, aren't the most authoritative. However, they do help you diversify your backlink profile and they do help push more relevancy to your website, which is a super important thing, as we discussed multiple times already.

Let's head over to Google now and I'll show you exactly how we can find these blogs. As you can see, I'm over on Google and for the example of this link-building strategy, I'm going to use my actual website, so Click Slice, which is an SEO agency. I thought it would be good to use my website as an example as I know a lot of you are taking this course who actually want to start your own SEO agencies, so showing your strategy from an SEO perspective will be really helpful.

Let's go over to Google. You simply just want to type in the best SEO blogs. However, if you're targeting different industries such as music, you might want to take SEO and put best music blogs, best pet blogs, best health blogs, best fitness blogs, and so on and so on. I'm going to go for the best SEO blogs and then click search. As you can see, Google has returned tons of results to me, all to do with SEO blogs. In position one, we actually have Ahref's 29 Awesome SEO Blogs To Follow, so I'm actually going to look at this one as they've already done the work for me. Instead of me finding 29 blogs manually scrolling down, this is actually a summary and a roundup of 29 awesome SEO blogs. Let's have a look at this in a bit more detail.

29 Awesome SEO Blogs To Follow. Let's scroll down and see the list. You've got number one Backlinko. We have number two Ahrefs, which I'm going to ignore as we're already on Ahrefs, and then we have Moz. Let's look at Moz, and in position four we have another website called Search Engine Watch. Let's look at these two websites.

Let's go over to Moz, and we have this article right here, Marketing In Times of Uncertainty. Let's have a look at that one and see if there's an option to add

a comment. Let's scroll down to the bottom cause normally the comment section is at the bottom of the articles and as you can see there are tons of comments on this blog, which means we can also add a comment as well. As you can see, add a comment and give that a click and it gives us the option to add a comment on this blog. Do bear in mind, when you add a comment, you don't just want to say anything to get a link back to your site. You want to at least comment on what the article is about.

This article is about marketing in times of uncertainty. If I want to get a link back to my SEO agency, what I need to do is mention my agency there naturally. In this example, what I can actually do is say, "Yes, I totally agree with you." I can't spell today. "I've been working really hard to grow my agency in these difficult times", and then when I have grown my agency, I'll simply select that and then click link and then put in insert link and put a link into my website, which I'm just going to copy up here, copy that, and then go back to the tab and simply paste it in and then click insert and then click submits. I shall tick this box, email me when new comments are posted. Actually, I'm going to untick that. I don't want any more emails in my inbox, and then click submit. Typically, you have to go through a process.

This comment hit Rogers moderation filters. As you can see, because I've included the link, it's now flagged up. This is why you want to make sure when you put your link in, it comes across natural. In this instance, I've just put it very short as one sentence. I do actually recommend you actually read the article and put a proper response and then get your link in there. That way you can be certain your link will get approved.

Let's look at the second website, which is SearchEngineWatch.com. Let's look at these most recent blog posts and just scroll down again, see if they have an option to add a comment. Don't think they do. Nope. In this instance, there's no option to add a comment on the blogs. This isn't a good fit for us. As you can see, some websites do accept comments and some don't. It's all about going out there and then finding all the blogs which do accept comments and then actually publish a comment. This is a very easy strategy to implement. It does take a little bit of time as you have to read the

articles properly to ensure your comments will get approved.

Section 5: Link Building Strategy 09 - Social Profiles:

Strategy number nine, social profile link building. This strategy involves going into your social media accounts and adding a link to your website within your bio. So as you can see, I'm on a social media account for LevelFinish. It is actually our Twitter account. So if you didn't already know, LevelFinish is essentially just a flooring contracting website that I own. I've gone into the bio and I've added a link back to our website. So these links, aren't the most authoritative out there.

However, they are the basics and every website should have social media accounts. So as a result, they should have social media links pointing back to their website too. So if you have a lot of time on your hands, what you can do is simply go over to Google and type in a list of top 100 social media sites. You can even do top 50 sites, top 200, top 300 social media sites, and literally sign up to every single one of them, add a bio and link back to your website.

However, if you don't have that much time on your hand and you do have a bit of capital to play with, what you can actually do is go over to this website right here called fiverr.com. I don't usually recommend fiverr.com, as from my experience in the past, the quality of work is really low. However, as it's something so simple like creating a social media account, this shouldn't be a problem using Fiverr for a service like this. So as you can see, I went over to Fiverr and I simply searched to create social media profiles. And you can scroll down, you can see there's lots of results on here. The one I've used in the past isn't actually here anymore. However, this one does look really good. I will create 300 social media profile accounts, high PR SEO backlinks.

It's only four pound 29. So do bear in mind, do ignore what the listing actually says about SEO boost and high DR, high PR. You know, it's probably not true and it won't do that much effect on your SEO. However, the main benefit of this is that they can create 300 profiles for you while you can carry on and actually build more backlinks, maybe using guest posting, below comments in, or stuff like that.

One thing to note as well, if you do decide to go for Fiverr, do you make sure the person you use actually has good reviews. So this seller in total, you can see he's got 160 reviews and there's 12 orders in the queue. So he's very popular so he must do good work. So that brings this one to an end. And that is essentially how you can use social media accounts to build backlinks back to your website.

Section 6:

Overview:

In this section, I'm going to cover HTTP versus HTTPS. I'm going to show you how you can set up a Google Search Console for your website. I'm going to show you how you can set up a Google Analytics account for your website. I'm going to cover what is a site map and show you exactly how to create one. I'm also going to cover duplicate content, 404 pages and 301 redirects. I'm going to show you how you can diagnose your site for keyword cannibalization, which is a massive thing I see so many sites suffer from these days. And lastly, I'm going to explain what Schema markup is and show you exactly how you can add it to your website.

Section 6: HTTP vs HTTPS:

HTTP versus HTTPS. HTTPS was traditionally used to protect higher sensitive information, such as online payments since it was conceived over 20 years ago by Netscape for the Netscape Navigator web browser. In recent history, however, it's been rolled out to almost all online platforms and has overtaken HTTP as the most common method of web-based data transfer.

You'll know if your website is HTTPS protected as you'll have the padlock symbol at the beginning of the URL in your browser, as shown in the image below. Web users may have noticed over the last few years that more and more websites are shifting from HTTP over to HTTPS. For those interested, HTTP stands for hypertext transfer protocol and HTTPS stands for hypertext transfer protocol secure. As you all might imagine, HTTPS has added an extra layer of security to web browsing than HTTP.

The traditional HTTP method transmitted information as clear for all to see as if it was jotted down on a piece of paper. The new protocol used to secure socket layer, which in short is SSL and transport layer security, which again in short is TLS, to encrypt any information being transmitted, meaning that it's relatively difficult if not impossible to read if and when intercepted. Any attackers hoping to get information from such data will instead be met with gobbled letters and numbers.

What are the benefits of HTTPS over HTTP? As mentioned in the previous slide, the using HTTP means that data is transmitted in plain ticks. This means that if someone wants to intercept the data while it's in transit, known as the middle and the man attack, they would be able to see all of our data without putting any additional effort. HTTPS meanwhile uses public encryption keys via SSL as we've just discussed.

Here's an example to further reinforce the difference between them. When using HTTP to send a message such as hello world, that attacker would see exactly that, hello world, plus some additional information about the server and when the text was created and so on and so on. However, with HTTPS the attacker would see something like this, a big wall of gobbled letters and

numbers. As you can see, it's a lot harder to encrypt and figure out what the message actually said.

Additionally, in order for a website to have an SSL certificate that enables it to use HTTPS, the domain must be verified to check that they belong to the website owner. How to switch from HTTP to HTTPS. If you're not using HTTPS to secure your website, it's time to talk to your hosting company. Your hosting company should issue and install an SSL certificate for you, redirecting your traffic from the HTTP to HTTPS version with little effort. The only thing you need to do is get in touch with your hosting company and ask them to activate it for you.

Section 6: How To Set Up Google Search Console:

You definitely want to have a Google search console account set up for your website. If you're not sure what a search console is, it's essentially a platform that Google provides you with and it allows you to see tons of information about your website, such as how the website is indexed in Google, how you can optimize the visibility of your website, and if you do have an issue with your website, Google will notify you through your Google search console account.

So it's very important you set up one. To set up an account, head over to Google and search for, "search console". You want to click the top result, wait for the page to load, and then click, "startnow". Under the column that says domain, you want to input your domain name. So let's do that now and then click, "continue". Now what we need to do is to prove to Google we actually own this domain.

So to do this, we need to sign into our domain name provider and create a TXT record with the below string. So the domain name provider is essentially the company you bought the domain name from. So I achieved a domain name from Namecheap, so I'm going to head over to Namecheap right now.

Once you've logged into Namecheap, you need to find a domain. If you have multiple domains that is, so I've found levelfinish already. Once you found your domain, you need to click, "Advanced DNS" and wait for the page to load. Once the page loads, you need to click this button right here, "add a new record". We want to go for the TXT record as per the instructions. For this column right here, for the host when I put it in @ and for the value we want to copy off the value that Google provides us with, which is this part right here.

So let's click copy, go over to here and then paste for the last column, which is TTL, just leave it at automatic. And lastly, make sure you click "save", which for us is going to be the tick button.

Once I've saved, we have now added a string to our DNS settings and we have proved to Google we actually own this domain. However, it can take

up to 24 hours for this information to propagate and for Google to be aware of this. So if you go back to Google and click, "Verify" straightaway, it will not verify unless you're very, very lucky. You'll have to wait up to 24 hours. So my advice is to come back the next day after 24 hours, click, "Verify".

And once you've done that, you would verify ownership of this domain. I've just come back a day later. Now I'm going to click, "Verify", and you'll see just like that, the property is now verified. You can go to the property in your search console and then start to play with it.

Section 6: The Two Different Google Analytics Accounts You Can Have:

I wanted to highlight one super, super important thing that seems to be confusing a lot of people when it comes to Google Analytics. That is that there are two different versions of Google Analytics. We have, number one, the universal analytics often referred to as GA3, GA standing for Google Analytics. Then we have the second version, which is a newer version, referred to as Google Analytics 4, or frequently known as GA4. Now, to confirm, Google Analytics 4 is not an upgrade to universal analytics. It's a completely different new version of Google Analytics, which works on different models of collecting data, and as a result, comes with a different set of reports.

To give you an idea of what they both look like, you can see my lovely comparison right here. Apologies if it is a little bit too small and you can't exactly read what it says on the screenshot. I did try my best to get both of them fitted in onto one actual PowerPoint slide. But, essentially, at the top we have universal analytics or GA3, and you can see it says reports on the left-hand side. We've got real-time, audience, acquisition, behavior, conversions. For Google Analytics 4, or GA4, you can see it says lifecycle instead of reports, and then under lifecycle, you have acquisition, engagement, monetization, retention. Then you've got user, then under user, you have demographics, tech, and then under user, you have another option for events, which under events become conversions and events again.

There are quite a few differences between Google Analytics 3 and Google Analytics 4. However, from the front end, when you look at it visually, it's not too dissimilar. The main difference comes in the backend as to how they actually collect the data. Let me go through both of them so you get a good understanding of exactly how they both work. This is the main difference between Google Analytics 3 and Google Analytics 4.

First up, Google Analytics 3, or universal analytics, uses the measurement model, which is based on sessions and page views to track all of its data. As Google Analytics 3 uses a session-based model, the analytics collects and stores information, such as paid views, events, and transactions, all as hits, which is why in the past, you might've heard loads of people say, "How

many hits did your website get?" Or, "My website got 500 hits." This is all because they're all using Google Analytics 3. The new version, Google Analytics 4, it works in a completely different way.

Google Analytics 4 uses a model, which is based on events and parameters. For example, in Google Analytics 4, even a paid view is considered as an event. Essentially, Google Analytics 4 uses an event-based model to track all of its data. Whereas, Google Analytics 3 uses a session-based model to track its data. As a result, their reports within each version are going to

be different. You might be wondering, well, why am I telling you of this information? Well, it's all with good reason, which is, any Google Analytics account that was made after October 2020, which is when Google Analytics 4 came out, will automatically be created on the newer Google Analytics 4 version.

If you made a Google Analytics account before that, maybe you already had a website with Google Analytics on it for the last few years, then you will be using the older version, which is universal analytics or Google Analytics 3. If that is you, then I do not recommend that you completely disabandon it and use Google Analytics going forward, as Google Analytics 4 is still not a finished product, and it's missing a lot of key features that you're going to need. In fact, Google even states this themselves on their marketing platform blog. You can see it says, "We know there are capabilities many marketers need before fully replacing the existing analytics set up. We encourage you to create a new Google Analytics 4 property alongside your existing properties."

That's exactly what I recommend you do. Which, to confirm, is to set up a Google Analytics 4 property, and let it run alongside the universal analytics. Then, once Google has fully updated Google Analytics 4, you can then start to review the data and reports in that version instead. However, no one actually knows when Google is going to finish updating Google Analytics 4. It seems to be going on forever. However, instead of using a product that isn't 100% finished, you're far better off using one that has been around for a while and works like a charm.

What's good to know is that, when Google does update Google Analytics 4 to include all the features we need as marketers, I will be updating this course to reflect all those changes.

However, long story short, for now, don't worry about Google Analytics 4. The same applies to anyone who created a Google Analytics account after October 2020. I also recommend that you set up a universal analytics property, and simply track the data in both versions.

Section 6: How To Set Up Google Analytics:

I'm going to show you how to set up a Google Analytics account for your website. So, first things first, what is a Google Analytics account? So, a Google Analytics account is a platform that Google provides you with to give you tons of information about your website, such as, how did this person find your website? How long did they spend on this website? How many people are landing on your website every single month? Tons of valuable information. For these reasons, I highly recommend you do not skip this step. So, this is the site we're going to be using throughout. It's called LevelFinish. It's a flooring contracting website based in Richmond, in the United States. So, the first thing to do, head over to Google and type in Google Analytics signup. You want to scroll down and click the top result here, which should just say Google analytics. Give that a click and then wait for the page to load.

You should see a page like this, once you click that result from Google. The reason why I had to actually click create an account is because this website already had an account created before. I just deleted it, so I could make it again. So, just to confirm, once you click the results from Google, you should land on a page that looks like this, about setting up an account for your Google Analytics. So, the first thing to do is put it in your account name. So, your account name... Typically I just put in the initial of my name. So, my name is, so I just put in JG. You want to scroll down and make sure all of these boxes are checked, and then click next.

What do you want to measure? So, now we want to measure our traffic on our website. So, just make sure you have Web selected at the top, scroll down, and then click Next. It asks for your website name. So, like I said earlier, my website name is called LevelFinish, so I will just copy my website name and just paste it in there, LevelFinish. The next thing it asks you for is your website URL, so you copy the whole thing from your browser, and then go to the box, and then paste it in. What you want to make sure you have is the right protocol, so it gives you two options, http and https, so you're going to figure out what your website is. You can double click into it. I'll just show you, if I refresh that. Because, typically, it shows

you results like this now in the browser, so you can't actually see. If you see a padlock, it means you're https, and your website is secure. If you're still not sure, you can double click into it and I will expand the whole thing, which you can see is indeed there.

So for me, I will click https. You can see the error message is still there. That is simply because I have included https and the forward slashes in the box here, so all I need to do is just delete them as well. Just make sure I don't delete the L from LevelFinish. There, you see, the error message is now gone, because I've removed that. There is a forward slash at the end of the URL, however that is not an issue. So, you can leave that there, if it's there, so in my case I will leave it there for ease.

The next thing you need to do now is select the relevant industry category. So, this is a category which is most similar to what your website is about. So, as my site is about flooring and things to do within the home, I will click Home and Garden. However, if your website is about accounting, for example, you will then obviously click Finance. So, I'll click Home and Garden. The next thing it asks me for is a Reporting Time Zone. So, this is the time zone of the website, so the area I'm actually targeting. So, as my website is actually targeting Richmond, which is in the United States, I'm going to change the United Kingdom to say the United States, and then I'm going to click the correct time zone. So, for me, it would be New York, as obviously Richmond is what I'm targeting, and it's on the East coast near New York.

Once you do that, you want to click Create and then you click two boxes, one up here, to say you're accepting data processing terms, and accept this one down here. Do read through this, just to make sure you are happy to accept. However, if you don't accept, you can't actually create an account anyway. Click I Accept. Once you've done that this will now create you an account and give you a unique tracking ID. So, this is a unique tracking ID. You can see it's 155375501. It begins with a UA and you can see it's actually also here, UA-513. So, essentially what you need to do now is add this code into the section of your site. So you can see it says add to the. So, it doesn't matter which way you do it. I'm going to show the easiest way,

which is using the Global Site Tag, which is all of this.

So, what you're going to do is head to your site and go to the Dashboard. You're going to scroll down to Plugins, hover over Plugins, and then click Add New. And we want to add a plugin to our site called insert headers and footers, like so. Once you type it in here, you don't need to click enter, it will refresh the results for you. So, this is the plugin we need, Insert Headers and Footers. It's by WPBeginner. You can see it's got 900,000 active installations. So, let's click Install Now, and then click Activate, which means this plugin is now live on our site. So, what we're going to do is add the code into the plugins head section. So, to get to that, you scroll down to Settings, hover over that and you'll see it's right here, Insert Headers and Footers. So, click that and that will bring up the Header section and the Footer section.

So, as the instructions tell us, we need to add it to the section of the site. We simply select the whole thing, and do you make sure you have all of the code, because there are two parts to it, just make sure you have the whole thing right there. Click command C, or control C if you're on Windows, go back to the plugin and then paste it in there and click Save. Once you've done that this is exactly how you add Google Analytics to your website.

Section 6: What Is An XML Sitemap And How To Set Up One Up For Your Website:

What is an XML sitemap, and why are they important for SEO? An XML sitemap is a file that lists out all of the URLs you have on your website. Having an XML sitemap makes it super easy for Google to view your website and get a quick and clear understanding of all of the pages you have on it. If you don't have a sitemap, Google will have to find the other pages for your internal links. As you can expect, that puts more pressure on you, as you now have to ensure your internal linking game is absolutely perfect and that every page on your site is essentially linked to. Rather than worrying about this, we can simply create a sitemap and submit it to Google to let them know about all of the pages we have on our website.

So this is the XML sitemap I have for Level Finish, one of my websites. You can see I have two sections, a post and a page. So if I go into the post, you will see it will literally list all the posts I have on my website, which just so happens to be all of my blog posts. I've got a blog right here, blog again, all in the URL. So these are all of my blog posts. If I go back one and look at the Pages, you can see it will literally list every single page I have on my website, such as my homepage, my about page, contact, services. Even got my gallery down here, and so on and so on.

You can see I've got my Posts and my Page sitemaps and they both come under one sitemap index URL. So this is the main URL for my sitemap. So creating a sitemap is very simple. You can do it using Yoast SEO, which is a plugin I showed you earlier on in the course. So this is the plugin just to show you again if you have forgotten. Hopefully, you haven't. Yoast SEO, so they have a section built into the plugin for sitemaps. To access the plugin, you simply need to go to SEO down here and then go to Search Appearance.

So before you create your sitemap, you want to determine what you want in your sitemap. I'm going to show you what I have in mine. So on the General tab, it's blank. If you go into Content Types, you can see you have a section All for your posts right now. So currently, I'm showing myPosts in the search results. I've clicked yes. I don't want the date to show it in a separate preview, so I've clicked hide. And I've clicked show for a Yoast SEO

metabox.

So this is what I had for my Posts. For Pages, I have yes, hide and show, again. For Portfolio, I have no, hide and show. So I don't want to show my portfolio in the search results. I already have a page on my site talking about the images we do, which is our gallery. So there's no need to show my portfolio again. So I've clicked hide for that. However, you can customize this for you. If you want to show your portfolio in search results, just simply click yes.

So I'll show you what I have for Slides. So this is my WordPress slider, so I don't want my slide to show in the search results so again I've clicked no. I hope you get the idea of what I'm saying now. Team Members, I've clicked no, I don't want that to be in my index or near my sitemap. Testimonials, I clicked no, as I already have them on the site on a page. So long as the page gets indexed, my Testimonials will get indexed as well.

So Media is probably the most important one you need to pay attention to. You need to make sure yours is set to yes. If not, what happens is every image you have in your site will be on a different URL and that will also be visible in your sitemap. As your images are already going to be on a page, you want to make sure the page is going to be in your sitemap and not an individual URL for that image. So Media will be one of the most important things you need to pay attention to. So essentially you want to make sure this is set to yes, and as you'll see it will redirect attachment URL to the attachment itself.

So essentially what this means is, each image on your site won't have its own URL. It will simply be an image on a page. And as we know our page is going to get indexed, and are going to be included in our sitemap, we don't need to have this to know. So do you make sure that is on yes. And if you go through the other headings on here, you can see I've got Categories, no. Tags, I have mine, no, and I have a show. Format, I've got enabled and I've got no here. Again, it all comes down to preference. Categories, so these are my projects. If I have a different type of carpet, if I have hardwood, if I upload a whole category to my site as a project, I don't want them showing in the

search results. They should just be visible on my site.

So the last couple, Archives, I've got mine enabled, show all for Archives. I've got mine as no, as I don't want my all for Archives showing in the search results. And if you go to Breadcrumbs, I've got mine too disabled. So once you're happy and you're finished picking all the elements you want to appear in your sitemap, you need to scroll down to Yoast SEO plugin and then click General. And then you want to go over to Features and then where it says XML sitemaps you want to click the question mark. And you'll see it gives you a link right here to see the XML sitemap for your site.

So once you then get your XML sitemap URL, you simply want to go over to your search console. So let's copy this first. Go over to your search console. So this is what we set up in the first section of the course and you want to go down to Sitemaps down here on the left, and where it says enter sitemap URL, you simply want to paste in your sitemap URL and then click submit.

So now I'm submitting my sitemap to Google, and as you can see, it's done successfully. So now Google is going to crawl my sitemap and have a look at all the pages I have on it. It makes it a lot easier when you have a new page on your site, as Google can just check out your sitemap and see what's there. And like I said, if not, they will have to crawl each page individually and they can only do that for using pages that have links on them internally.

Section 6: What Is Duplicate Content & How To Check Your Website For it:

What is duplicate content? Hopefully, you like my image of the twins on the right-hand side which resembles duplicate content. Duplicate content is content that appears on the internet in more than one place. That one place is defined as a location with a unique website URL, so if the same content appears at more than one web address, you've got duplicate content. This URL is typically going to be on your website. However, it can be on an external website too.

While not technically a penalty, duplicate content can still sometimes impact search engine rankings. When there are multiple pieces of similar content in more than one location on the internet, it can be quite difficult for Google to decide which version is more relevant to a search query. Why does duplicate content matter? For Google, duplicate content can present a couple of issues. Number one, they don't know which versions to include or exclude from the indexes.

Number two, they don't know which versions to rank for the query results. As you'll see from the image below, when Google finds four pieces of content that are all very similar, it literally has no idea which one to give visibility. Typically it would go with the content which is the best.

However, as they're all the same, this isn't possible, resulting in three pages losing on potential visibility and traffic. So now we understand why we shouldn't have duplicate content, it's time to go over to our browser and I'll show you a tool we can use to find all the duplicate content you have on your website. So this is the tool I recommend for checking your website for duplicate content. The website is called Siteliner, siteliner.com, you simply go over to the website and paste in your website URL. So for example, I'm going to continue to use it in my flooring contracting website, which is levelfinish.com and simply click go.

The tool is free. I think you can get one search a month, it won't cost you a penny and then after that it's 1 cent per scan, so super, super cheap, if you do opt to go for the premium option. However, you're just fine to use the free

version, which is exactly what I'm using. So as you can see, you literally just paste in your website URL and it returns tons of information about your website. So the main thing you want to be looking at is this section right here, your duplicate content, they're giving me a score of 15%. So there is no magic number. However, I do try to stay under 15%, anything above that does raise my eye a little bit and 15% I know is a safe bet because I have 15% right now. Yet this site ranks extremely high for tons of keywords, such as flooring contractor, Richmond, Virginia.

Which is just a keyword the site is targeting. You can see the level finish is here in position one and I have 15% duplicate content. So this isn't an issue at all. You can actually scroll to the top and where it says right here duplicate content. You can give that click and it will show you all the pages which Siteliner deems to be duplicate, so we get all the URLs right here. So as you look carefully you can see most of the URLs are actually my blog posts, so nothing really to worry about. I've got my blog post, I've got the article title and I have the amount of words which match in each article as well. And then along with that, I have the match percentage. So as you can see, my blog post has a number 78 under match percentage, so that's a bit high.

However, as it's my general blog page, which is going to list out all of these articles, that's nothing to worry about. We also have page power in the last column, which basically represents how prominently that page is linked to other prominent pages on your website. So this number is out of a hundred. So as you can see, typically what I do, I go through my match percentage right here. When I find an article, which is really high. So maybe one like this, 27% which again, that's actually my homepage, I have nothing to worry about there.

Maybe we can look at this one 21%, how to clean hardwood flooring, but even then, you know the page power is only a number seven, so nothing to worry about. So like I said, on the whole, for me, 15% isn't actually that high. However, what you can do is come through here and if you see large numbers, you can simply go into each piece of content and then deoptimize it to make it more unique. And so it doesn't flag up as duplicate content. So

this is the site I recommend, Siteliner, like I said, it's completely free to do one scan in 30 days.

Section 6: What Is A 404 Page And How To Find Them On Your Website:

The 404 page is a staple of the internet. A 404 page is also known as an error page, or a page not found. This page indicates that a user reached the domain they requested, but the URL path provided no information. So why are 404 pages bad for SEO?

404 pages are bad for two main reasons. Number one, they result in a poor user experience. If someone searches for blue t-shirts and they find your website in the Google search results, they then click over to your website to only find that page has gone. Well, let's face it, they're not going to be happy.

Number two, wasted link juice if popular. So if you had a popular piece of content on your website and it attracted tons of links and then you go and delete that page, AKA it's a 404 page, you're actually wasting all of that link juice you have to that webpage. So as you already know from watching my internal link in the on page SEO section of the course, link juice is a massive element and helps you rank in Google. If you find you have 404 pages on your website, which in the past were popular pieces of content and as a result have a lot of backlinks, the best thing to do is to free them, or redirect them to the most relevant page.

But before that, let's head over to Google search console and I'll show you how you can find all your 404 pages in the first place. So as you can see, I'm on a search console for my website.co.uk, which is our agency site. So if you want to find all your 404 pages, you simply go to coverage on the index and give this a click and then scroll down. And as you will see we have submitted a soft 404.

So if you have any 404 pages, they're going to be listed here on the coverage tab on the index. So as you can see, if we scroll down right here, Google has actually listed out that exact page, which is a 404 which by the looks of it seems to be a checkout transaction failed page. So nothing too important. However, what I'm going to do is open this in a new tab and just look at the page just to make sure there's nothing I'm missing. And as you can see this

is a 404 page. Your transaction failed, please try again, or contact the site support.

So if this webpage did actually have lots of backlinks going to it and it was a popular piece of content in the past, then what I would do, I want to check out how many backlinks this page has, which I can easily do by copying it and going over to Ahrefs. However, as it's a page like this, checkout transaction failed, I already know this page has no backlinks, and then it also has no SEO benefit. So as a result, there's not that much benefit of redirecting it in the first place.

This page also wouldn't be a bad user experience as someone's not going to find this page in Google. However, on your website, if you find you have a 404 page, which in the past was extremely popular and it does have loads of backlinks, after checking it in Ahrefs, then you can simply move onto a 301 redirect.

Section 6: What Is A 301 Redirect and How To Set Them Up In Your WordPress Backend:

What is a 301 redirect? 301 redirects are pretty simple. They're used to redirect one webpage to another. But understanding how they relate to SEO is more complicated. A 301 redirect indicates the permanent movement of a webpage from one location to another. The 301 part refers to the HTTP status code of the redirected page. In simple terms, a 301 redirect, it tells the browser, "Hey, this page has moved permanently. Hey, this page has moved permanently. This is a new location, and we don't intend on moving it back." To which the browser responds, "Sure thing. I'll send a user there right away."

So when do we use 301 redirects? There are two main instances. The first is redirecting 404 pages. So as I just showed you, if you find you have any 404 pages on your website which have loads of backlinks pointing to them, you're going to want to redirect them to another page. The second scenario is when you want to combine two pages into one, which you would typically do when you find you have two similar pieces of content on your website. Either pieces or content are going to be quite average. However, if you combine them into one piece of content, it's going to be amazing. So that is a potential scenario you could use for option two. I call this the cocktail technique.

Let's say you have a glass of Coke. Nice and tasty. And you also have a glass of rum. Both of these drinks are great in their own right. However, if we combine them, we can actually come up with rum and Coke, which is even better. So how does this relate to 301 redirects? Think of both these drinks as topically related pages on your website. They're each performing okay. They have a few decent backlinks, and they get some organic traffic. Not too bad at all. But why not merge these two pages into one, and create something even better? In doing so, the chances that we could transform these two average performing pages into one amazing page is pretty high.

So why does this work? It works for two reasons. The first is consolidation of authority. If both pages have 10 backlinks, and then we redirect one of those pages to another, then guess what? We now have a page of 20 backlinks, which has way more authority. The second is, better content. By taking both

our pages, and then combining the content on both of them, we can be sure that our overall final page is going to have way better content than both separate pieces. So let's head over to our browser now, and I'll show you exactly how you can set up a 301 redirect to consolidate two similar pages.

So I'm now over here on my WordPress website, and I'm going to show you how you can set up a 301 redirect. However, before I do that, I first need to find two similar pieces of content on my website, where I can redirect one to the other. So to do so, is very easy. Simply go over to Google, and type in site, colon, followed by your website URL. So for me it's going to be my website.co.uk. Space. And then what you want to do is enter a word that you write about a lot on your website. So for me, as my website is an SEO agency, I have a lot of blog posts on my website about backlinks.

So what I'm going to do is do speech marks, and then do backlinks, closed speech marks, and click search. So what this will do, Google is not going to return all the pages on my website which mentions the word backlinks. This is an extremely powerful method you can utilize to find all the similar pages on your website. You would obviously change out the website URL for your website URL, and change out the word, "Backlinks," to whatever word you write about a lot on your website.

So we can scroll down, we can see we have a page right here, which is a blog post. What are backlinks, and how important are they? We've got, "Link building service," which is one of our service pages. "View our backlinks," mentioned here in the title tag. We've got, "Backlinks" Quality or Quantity?" Let's open this one. Again, another blog. And we have another blog below it, "How many backlinks should a website have?" So, "Quality or Quantity?" It's quite similar to, "How many backlinks you should have." So let's open these two and see if we can combine these. So this article talks about, "Backlinks: Quality or quantity." What are backlinks? "What is a high-quality backlink?" "Does it matter how many backlinks you have?" And then in another article we have, "How many backlinks should a website have?"

So as you can see, these pieces of content are very, very similar. This one is talking about how many backlinks a website should have. And in this article it's saying, "How many backlinks should you have?" So again, what we can do is combine both these pieces of content into one content where we cover every single thing to do with backlinks and how many you should have. Let's just imagine I've already updated this piece of content to include everything it says on this page.

So what I want to do now is 301 redirect this URL, to this URL. So the way to do that is to simply go back to your WordPress dashboard, go to plugins, and then click, "Add new." And then go over here, and type in, "301 redirect." And the plugin you want to install is going to be this one, "301 Redirects - Easy Redirect Manager" by WebFactory Ltd. Just click, "Install." And then click, "Activate." and once that is activated, we can go over here, configure redirects for that plugin we just activated. Configure redirects, and it will open a page that looks like this.

So the first thing you need to do is make sure you have 301 selected from this drop-down menu. Then you want to go into the page you want to redirect, and copy the URL from the domain, onwards. So as you can see, it's got my website.co.uk/blog, then it has a URL. So I want to copy it from this part onwards, from my domain. It's very important as well, you don't copy the forward slash. You only want the blog bit onwards. So copy that, and then go back to here, and paste that in. Do you go to the front just to make sure you don't have the full slash in there. You don't need to add it, as you already have it here, as you can see, after the domain. So let's take out the forward slash.

The next thing to do is to pick the website you want that page to redirect to, which is going to be this one. So simply copy the whole URL. Go back to here, where it says, "Redirect to." Ensure you have custom selected, and then paste the full URL, and then click, "Save". And as you can see, that has now added a 301 redirect from this page to this page. So if I give this page a click, let's look at the URL before I give it a click. Blog, backlinks, quality, or quantity. So if I give that a click, watch or URL change. You can see it's

changed to this new page now. So whenever someone visits this URL on Google, they're automatically going to be 301 redirected to the newpage. So if I go in incognito and show you that now, you can see no matter what I type in, this URL is going to redirect to the other URL. So that is essentially how you set up a 301 redirect.

Section 6:How To Diagnose Your Website For Keyword Cannibalization:

Keyword cannibalization is when a single website unintentionally targets the same keyword across multiple pages. This is a little different from the last where you have two pieces of similar content on your website, and you want to combine them to make one superior piece of content. Keyword cannibalization is literally when you have two pages on your website competing for the same keyword. As a result, Google is not sure which one to rank. One day it could rank article one on page one, and then the next day it can rank article two on page one. What this results in is you've seen massive ranking fluctuations across both pages literally every day. When you spot this, you have two options. The first is to deoptimize one of those pages to stop it from competing. And the second is to free one or redirect one of those pages to the other.

However, before you can do any of this, we need to know how you can identify keyword cannibalization in the first place. So let's head over to SEMrush and I'll show you a live example of how you can spot keyword cannibalization and how you can fix it. So once you're on SEMrush, what you want to do is enter in your website URL. I'm going to be using this website URL, which is called whitehotweddingvenue.co.uk, just to confirm this is not my website, I don't own it. It's just one I came across in my local area as I actually live in Essex too and as you can see, this website is also targeting Essex. So let's go ahead and paste in this website URL and click search. And then once the information has loaded, you want to go over to organic research on the left-hand side, and then once all the data has loaded, you want to go over two positions.

Now one really important thing to know is because the website we are looking at is based in the UK, we know that because it ends in .co.uk, which is obviously the United Kingdom. You want to go ahead and make sure you have the right database selected. At the moment it has a US selected and is currently 85 keywords that this website appears for in the United States.

However, as we know, the website is targeted in the UK, we want to go

ahead and make sure we have the UK selected so we can see all 217 of those keywords. So once the information has loaded, we can see all of those keywords below here. However, spotting keyword cannibalization within SEMrush is a little bit difficult. So what we need to do is actually export all this data and review it in Excel. So let's go ahead and click export and then make sure we have all selected.

And I'm going to go for Excel as a file format. So let's go ahead and open the file we've just downloaded. So once you open the file, it's going to look pretty similar to this. Again, we don't need all the information we have on it. All we need is the keyword, the position, the search volume and the URL. So let's go ahead and delete the other columns. So we'll delete column C, we do not need that previous position. We don't need the keyword difficulty that can go as well. We don't need the CPC and every other column after the URL can also be deleted, let's go ahead and delete those. Let's expand our keyword column a little bit. We have our position.

That just makes that all to the left, the same with the search volume, and we'll expand the box right here, so we can see the full URL.

So essentially these are the four columns that we need. So once you've tidied up your spreadsheet, what you need to do is select the first column, which is going to be your keyword, and then filter that by A to Z or Z to A, it doesn't really matter. What is going to do is going to solve all your keywords in alphabetical order. Now when it comes to spotting keyword cannibalization, what we want to look for is multiple occurrences of the same keyword. Like we have right here, your Essex wedding, your Essex wedding. And then we need to look for two different URLs that appear for the same keyword. So as you can see, we have the first one in row two, your Essex wedding and the URL which Google returned, sometimes is whitehotweddingvenue.co.uk/Essexweddingbond. For the same keyword that Google also returns a Navi URL, which is a minimalist cheap wedding in Essex.

So as you can see, we have the same keyword, but Google is returning two different URLs. So this is a prime example of keyword cannibalization.

What's interesting to note as well, is that the first keyword sometimes ranks in position 14. And the second keyword sometimes ranks in position 13. So by the looks of it, Google seems to favor this URL just a tiny bit over this URL. However, what's even more important to note is that neither of these pages are on page one for this keyword. So what we can easily do to improve our SEO and to improve our visibility is to deoptimize one of these pages so we only have one page targeting this keyword. This is going to make it way much clearer to Google which page is relevant for this keyword and you're much more likely to get a higher ranking in Google and increase your visibility for this specific keyword.

Now, when it comes to deoptimizing your page for a keyword, it's literally the opposite of what you do when you do on page SEO. So you don't want to put your keyword in the title tag. You don't want to have your keyword in a URL. You don't want your keyword in the H1 tag. You don't want it in the H2 tag and so on and so on. This way, you're going to make it super clear to Google what page is targeting what keyword. Now we can also go through the other keywords and find more instances of this. And I've just found another three, very, very easily. Row 33, 34 and 35. You can see the keyword is all the same, White Hart Great Yeldham Sunday lunch and Google is returning three different URLs. So for one search, it returns a burasari menu. For another search. It returns the restaurant URL and for another search, it returns a Sunday menu.

Now, if you look at the keyword and the search intent behind the keyword, people are looking for White Hart Great Yeldham so this is the name of the place and they're looking for the Sunday lunch. So really and truly this is a URL that Google should be showing, the one which is about the Sunday menu, which is going to contain details about the Sunday lunch. These other two URLs are irrelevant, and it's actually going to hinder the ranking of this page. And what's even more interesting to note is that if you look at the ranking position for this URL, you can see this is the one that has the highest ranking in Google.

The other two URLs are ranking in position two and in position three. So again, to get the highest position and to get the top spot in Google, they

need to deoptimize these two pages so this is the one that Google always returns to users. So that is essentially how you can diagnose your website for keyword cannibalization and of course you can go ahead and fix that yourself just by deoptimizing the other pages.

Section 6: What Is Schema Mark Up And How To Add It To Your Website:

What is schema markup? Schema markup is code that you put on your website to help search engines return more informative results for users. If you've ever used rich snippets, you'll understand exactly what schema markup is all about. Here's an example of a local business that has schema markup on its events schedule page. As you can see, the schema markup told Google to display a schedule of upcoming hotel events. That for the user it's extremely helpful. Here are some facts about schema. The first, schema tells search engines what your data means, not just what it says. Schema markup uses a unique semantic vocabulary in microdata format. You don't need to learn any new coding skills. Web Pages with markup still use HTML. The only difference is adding bits of schema vocab to the HTML microdata. The third, schema.org the website for schema markup, was created by a collaborative team from Google, Bing, and Yahoo.

It's not too often that competitors come together to help each other out, but schema.org is exactly that kind of inter-industry collaboration. As a result, what you have is an agreed-upon set of code markers that tell major search engines what to do with data they find on your website.

Schema markup was invented for users. When a website has schema markup in place, users can see from the Google search results what the website is all about, where they are, what they do, how much the stuff costs and so on and so on. This is a user focus improvement, search engine exists for users to gain the information they need. Schema markup does exactly that. Schema markup types. There are hundreds of markup types you can use. To name a few, you have articles, local business schema markup, you have restaurants schema, TV episodes and rating schema, item reviews, movies, software applications, events, products, and many, many more.

Now we know what schema is. Let's head over to our WordPress dashboard, and I'll show you a live walkthrough of exactly how you can implement schema on your WordPress website. So, I'm now over on my WordPress site called Level Finish. So this is a site I showed you earlier on in the LinkedIn section of the course. So, essentially, the level finish is just a flooring

contractor website, that doesn't really matter. What I'm going to do is show you how to add schema to any WordPress website. So, the first thing to do is to go into the backend of the WordPress website. So, I'm now in the backend of level finishing. You want to go to plugins and then add a plugin. So, adding schema using a plugin makes the whole process so much easier for you. So, once we're in the plugin page, simply search for the schema.

And then this is the plugin you want, Schema- All In One Schema Rich Snippets, and it's by a company called Brainstorm Force. So, let's install this plugin now, and then click activate. And just like that, we now have the plugin on our website. However, it doesn't mean all our pages are going to have schema straight away. What we need to do is actually configure the schema and add it on each page individually. So, we can go into the configuration just to see the types of the schema we have. So, we can pick from item review schema, events, person, product, recipe, software application, video, article and service. So, tons of different types of schema we can pick from. The article is typically one that most people use. So, I'll show you how to use the article one now. So what you need to do is go over to your blog posts.

So, I'll go to my post right here, and simply pick any post at random that you want to add schema to. So, I'm going to take this one. How do I clean and maintain my tile flooring? Let's click edit, and once the page is loaded you can scroll down, and there should be an option like so, configure rich snippets. So, this is added because we now have the plugin on our WordPress website. So, the first thing you want to do is determine what type of schema you want. So, let's get the drop down menu and then go for an article. As I'm adding schema to this article, the next thing I need to do is simply fill in all the information. So, article image. So, let me scroll up to the article and see what image we are using. We've got this one, which is fine.

Okay, I can add another one about cleaning tiles. So, let's go to my media, I'll go for this one. That's cleaning tiles. That is fine. Insert it to post. Article names, I'm going to go to the top of my article name and copy this title tag right here. Scroll down, and paste that in. A short description. An article on

how to clean and maintain your tile flooring. Like so. Author that would be me, Christine Shey. Publisher, organization. So I'll put Level Finish. And the publisher logo, so I'll upload the file, and I'll pick our Level Finish logo, insert into the post, and then click update, up here. So, once you've added your schema, the next thing to do is to test your schema to make sure it's loading correctly. So, to do so, simply copy your website URL and then go over to Google and type in Google structured data testing tool.

You want to click the top result, which should be a result that looks like this. And essentially, what you can do is plug in a URL, and then Google is going to fetch that URL and then see what your schema looks like, along with telling you if you have any errors in that schema. So, let's click, run the test. And as you can see, Google has detected three different types of schema. The first two are ones I had on a site before and it's a local business. However, this is the one you need to pay attention to, the article schema, as this is the one we've just added. So, as you can see, there are zero errors and zero warnings.

We can actually click into this to expand it, just to see the information in a bit more detail. And as you can see, we have article titles, we've got the headline, we have the description, we've got an image, we've got the person, the author, organization and so on and so on. So, as you can see in this scenario, we have now successfully added schema to one of our pages without any issues whatsoever. So, you can simply replicate this and do it for your website too. When you do go over to your settings and you start creating your schema. If you want to do a product review, then obviously you would go for item review at the top. If you have an event, you'd click the event and so on and so on. But essentially this is how you add schema to your WordPress website.

Section 7:

Overview:

In this section, I'm going to cover the correlation between site speed and rankings. I'm going to show you how you can test your website's page speed using a free online tool. I'm going to get into different web hosting and server solutions there are out there. And lastly, the most important element, I'm going to show you exactly how you can speed up your WordPress website in a livewalkthrough.

Section 7: The Correlation Between Site Speed And Rankings:

How many times have you searched for something on Google, clicked the result, and then had to wait for ages for the page to load? I'm pretty sure you just raised your hand. Waiting ages for a page to load isn't fun at all. Nine times out of 10 we all end up getting really bored and going back to the search results to find another website.

Google's view on page speed is exactly the same. Google doesn't want slow loading websites on page one as it results in a poor user experience, which if you think about it makes complete sense. If everyone using Google has to constantly wait ages to get information, then eventually people end up going elsewhere and using another search engine such as Bing for example. If everyone did that, then less people would spend money on running Google ads, because why bother when the majority of people are using another search engine.

Google needs to ensure everyone has a great user experience when using their platform as it's in their best interests. One of the things that can cause a bad user experience is slow websites. As a result, Google has been tackling this for a while now. Site speed has been a direct ranking factor since 2010. Google has also confirmed this in a webmaster central blog. The general thought is that a website should load within three seconds. If your site takes longer to load than three seconds, then it can have a negative impact on your rankings.

This is why it's super important to ensure you have a fast loading website. I'll show you how you can test your website speed to figure out if you're above or below that three second figure.

Section 7: How To Test Your Websites Page Speed:

So now you understand the importance of page speed and that the magic number is three seconds, it's time to figure out how long it takes your website to load. So we can do this very easily using a free online tool called GTmetrix. So simply head over to gtmetrix.com and you'll land on a page that looks similar to this. Once you're on this page, you want to simply enter your website into this box at the top and then click analyze.

However, before you do that, I just want to share with you a pro tip. If you actually sign up and create a free account, you can actually change your browser location. So your browser location is basically the location this tool is going to test your site speed from, so level finish is obviously targeting the U.S. and currently the browser location is set to Vancouver in Canada.

This won't be a true reflection of how long my site takes to load, so what I want to do is change that to the right location. So like I said, if you create an account, you can actually change this location. So I'm going to find one in the U.S., which I've just got Dallas right here.

I'm going to check if there's any more. Okay, I've got China, UK, India, Australia, Brazil. Okay, so that's fine. So I'm going to go with Dallas, as that is the only one based in the U.S. So once I've done that, I'm not going to worry about the rest, I'm simply going to click analyze.

So what GTmetrix is going to do now, it's going to go out, and pretend the browser is actually going to be in Dallas in the U.S., and it's going to visit my site and see how long it takes to load. So let's wait for the information to come through now. So as you can see, the information is now populated and it took my site 1.4 seconds to load. So that is really good, as that is below three seconds, so we have nothing to worry about.

This tool is actually really good, as well, as it tells you what you're doing really well and what you can work on. So, essentially, when you see A, it means I hit 100%. So, for example, enable compression, you scored 100% on this recommendation. Nothing to do here. So all my files are compressed,

which is really good. They have given me 100% for that.

However, if you scroll to the top, you can see I've got an F grade, I've got a B, and a B. So I wouldn't really worry about these because I'm well within three seconds, however, if your site time is maybe eight or nine seconds, I would definitely look at the things you can do to improve. However, like I said, for me it's not really an issue as my site does load fast.

Another pro tip, as well, is that you want to retest this, I would say, another two times. So try and get three figures for your website as sometimes information can be a little bit inaccurate. If you test it three times and then take the average, that will give you a true reflection of how long it takes for your site to load.

So I'm going to retest this now and just make sure I'm still around about the 1.4 seconds. Now, I might go up to 1.8, I might drop. It doesn't really matter as long as I don't see like nine seconds here, for example, in the second test, then I have nothing to worry about. So again, I've got 2.3 seconds. That is still well under three seconds.

I'm going to do one more retest, just to make sure the last number is still going to be under three seconds. Again, the more times you test it, the more reliable your information is going to be. So I do recommend you test it at least three times when it comes to plugging your website in. So as you can see, the third result has just come in now and it's 2.2 seconds. So, again, that is well under three seconds and nothing to worry about at all, guys. Okay, let's dive into the next section of website hosting and servers.

Section 7: Web hosting and servers:

Web hosting and Servers. When it comes to site speed, your web host and server location are super, super important. We worked with a client a couple of years ago who was using a poor hosting company and on average their site was taking 12 seconds to load, which is insane. No one wants to wait 12 seconds for a site to load. We carried out a comprehensive SEO campaign and managed to get the site on page one within 12 months. However, as soon

as they got there and they started to generate some clicks to the site, within a couple of weeks' time, Google pushed them back down to page seven. The reason why is because their bounce rate was through the roof. Bounce rate meaning the amount of people who clicked their site and then hit the back button on the browser to go back to the search results. Google must've thought the site was poor as people always ended up going back to search results to find another website, when in reality, users never even saw the website.

They all just got too impatient to wait for the site to load and as result went back to Google to find another website. This is why it's super important to make sure you're using the right hosting solution. Otherwise, all that hard work you've put in to get to page one will go to waste as soon as you get there. You'll be pleased to know we relayed this information back to the client. They changed the host and the load time went down to 1.9 seconds and even to this date they still remain on page one. When it comes to picking a hosting solution for your website, I'm going to show you the free companies that I recommend.

The first company is called Cloudways and this is actually the company we use to host our agency site My website. And as you can see from our website, it is super-fast. Actually the blog loads straight away, I click an article, it loads straight away. Again, super, super fast. If you do want to see how fast our site is, just go over to Google, search for My website and then play around on our site. That will give you a good feeling just to show you how fast our website actually is. So Cloudways, they give you a free SSL certificate as well, which is really good. They also give you a free migration.

So if you're currently using a different hosting solution, Cloudways will actually move your site over to Cloudways for you for free and you don't have to do anything. So it's a really good option as it makes the whole process for you a little bit easier. So their prices start from \$10 per month and that'd be the most basic server. To be fair, this is more than enough. This is actually the package we have for My website, and like I said, you can see how fast our site is. Everything loads super, super fast. And for us that is

more than fine. You can obviously upgrade and go for an Amazon server or Google cloud server for example, but they are a little bit more expensive, so it all comes down to your budget.

The second hosting company I recommend is one called SiteGround. You might have seen them before. They actually have a solution, just for WordPress websites. They do have free options in total, the StartUp, the Grow Big and the GoGeek. I actually recommend you'd go for the middle one, which is actually their best seller. The reason why I recommend you go for the Grow Big and not the StartUp is because it has what we call dynamic caching. So caching is super important and I'm actually going to go through that in a bit more depth, but essentially when you have caching on your website, it allows your website to load even faster. So if you go for SiteGround, this is what I recommend. This package right here under the WordPress hosting URL. So it's a little bit cheaper than Cloudways.

And lastly, the third company I recommend is a company called SeekaHost. The main reason I recommend this website is because one, it's super cheap. They start from \$2.50 per month. So less than \$3, and you also get the SSL certificate as well. And on top of that, the person who actually owns this hosting company is actually a former SEO himself, which means he already understands the importance of site speed and things like that, which in theory means he should have a good understanding of things like site speed and stuff like that, which should make our process a little bit easier. So these are the free companies, I recommend SeekaHost, SiteGround and Cloudways.

Section 7: How To Speed Up Your WordPress Website - Part 1:

How to improve your website's page speed. As you will already know, page speed is super important for SEO and having a slow loading website can have a negative effect on your rankings. As well as a negative impact on your rankings, a slow website can also cause a drop in activity from users on your website.

Here are three astonishing facts on how having a slow website can really affect you. For example, a one-second delay in page load times yields 11% fewer page views, 16% decrease in customer satisfaction and a 7% loss in conversions. Crazy, right? Hopefully, these stats reinforce the reasons why you should avoid having a slow website.

So now we know we want to avoid having a slow website, it's time to look at the four most impactful things you can do to speed up your website. How to speed up your website. Number one, reduce image sizes. Images bring life to your content and help boost engagement. Researchers have found that adding coloured visuals make people 80% more likely to read your content. However, if your images aren't optimized, they could be hurting more than helping. In fact non-optimized images are one of the most common issues we see with beginner WordPress websites.

However, optimizing each image before you upload it is a tedious and long process. Luckily there are a few image compression plugins out there which make the whole process very easy and quick. The three worth mentioning are EWWW Image Optimizer, Smush and Optimole.

Using any of these three plugins will drastically reduce your image sizes, thus improving the speed of your website. Let's head over to our WordPress dashboard and I'll show you a live example of how we can optimize a site using EWWW Image Optimizer which is my personal favorite.

So I'm now over on my WordPress dashboard and I want to go over to plugins and then click Add New. So like I said, my favorite plugin is actually the first one, EWWW Image Optimizer, so I'm simply going to give

that a search on the plugins within WordPress and as you can see, it's going to be this first one right here by exactly [EWWW](#). This plugin is very popular. It has over 800,000 active installations and it is updated all the time.

So for example, this program was updated only seven days ago. Let's go ahead and click Install. And once it's installed, you want to go ahead and click Activate. So once that plugin has activated, you want to scroll down and go into the settings of the plugin like so. Settings right here. Give that a click and this will open all the options you have available for this plugin.

So as you can see, there's quite a few options which you can play around with. However, I actually only change one option. The standard configuration they give you out of the box is actually really, really good. So for example, on the basic tab, I don't actually change anything. I leave it how it is. I do go over to the easy mode tab and scroll down where it says lazy load and I make sure this box is checked. And as you can see, lazy load improves actual and perceived loading times as images will be loaded as they enter or are about to enter the viewport.

Which essentially means if you go on a website and you have a big page like this, and then somewhere at the bottom of the page there's an image, that image is not going to load until the person scrolls down the page. So this is a very good feature. So if it's not already checked, give it a check and then click Save changes.

And to be honest, that is really the only messing around I do with this plugin. You can go into the advanced settings or the web P for example, and further compress images. For example, you can actually reduce the quality of the images on your site to compress them even further by using this box right here. However, I don't recommend that as I like to have the highest quality images on my website as it just makes my website look a bit more professional. However, if you really are struggling with your page load times, then you can obviously go ahead and check this box as well just to get a further compression and optimization.

So, as you can see, I've compressed my images roughly about 20%. You can go a bit further by using an API key. But honestly, I've never done that, and I've always gotten good results. So as you can see, it's very, very easy to use, which is why I'm such a big fan of it. So that is how you can reduce the images on your WordPress website.

Section 7:How To Speed Up Your WordPress Website - Part 2:

Another thing you can do to speed up your website reduces your HTTP request. Every time someone visits a page on your website, their browser pings your web server and requests the files that contain the content of the page. These files might include things such as HTML, CSS, JavaScript, images, icons, and so on, and so on. The request is called an HTTP request. HTTP, as we already know, stands for hypertext transfer protocol, and is basically the name for a browser, sending a request to the file, and then a server sending that file to the browser.

When the server receives a HTTP request from a user's browser, your server responds by sending the required files. The user's browser then renders the page. So why is it important to keep track of all your HTTP requests? As you can see from the image on the right, every time someone visits your website, their browser needs to make a separate HTTP request for every single file that needs to be rendered for the page they're visiting. If you have a minimalist site that doesn't have that many files, it won't take long to request and download your files. But this isn't the case of most websites, particularly the ones who have lots of images, animations, and other dynamic content.

By reducing a number of elements in your sites pages, you can minimize the number of HTTP requests that are required to render a webpage. This in turn will help speed up the load times for your website. But first you need to know how many HTTP requests your website is making. So let's head over to our browser now and I'll show you exactly how you can do this. So I'm now over on our homepage for My website. And what we're going to do is check how many requests My website's homepage has.

So to do this, you need to be using Google Chrome. As you can see, I'm using Google Chrome. So you simply want to right click anywhere on the page and then click inspect. This will open Chrome developer tools, which essentially provides you tons of information such as your network, including how many HTTP requests your website is making. So once you click Inspect, it should open a box like this.

Your box might be on the right hand side of the screen down here, it might look like this. If it does, I recommend you actually dock it to the bottom, which is very easy to do. You just come up to here and click the free icons, and then click Doc to Bottom. This will now move the whole thing down here.

So once you have this open, you want to go over and click Network and then you want to refresh your homepage or whatever page you're on on your website. And as you can see, this is now bringing through all these requests which are happening in the background. So there are currently 77 requests from My website's homepage, which is a lot.

Whilst on this page we can also get a bit more information as well, such as the size of each request, such as how long it takes for each request to come through. And we also have a waterfall, which is essentially just a visual representation showing you how long it takes for each request to come through. But essentially the number you want to pay attention to is going to be the number down here, which has just gone up one more to 78.

This number is actually a little bit higher. I'm actually using lazy image load. So as I scroll down the page images are going to load, and as you can see this number is going up, 81, there's two more images down here. I believe you've got one here, and one here. As you can see, it's now gone up to 83, so if I wasn't using lazy image load, the number of requests on the load of the actual page will actually be a lot higher.

So it's a good idea to go through all of your requests and just see if you actually need them on your page. For example, if I go to the top of My website's page, you can see that we've got these requests right here, which says Humana directs inner space loss, which essentially just logos we have on our homepage. Here's inner space loss and here's Humax Direct, Innerspace Lofts, essentially just logos we have on our homepage. Here's Innerspace Lofts, and here's Humax. So what I could do is actually remove some of these logos, thus reducing the amount of requests my website has to make, thus making it load faster.

However, do obviously bear in mind, don't just start removing everything from your site. For example, for me, we have these logos here for a reason, as it helped provide more social proof. You can also use a tool such as GT Metrics. So GT Metrics is a tool I showed you earlier on in this section of the book titled *How to Test Your Website's Page Speed*. So within GT Metrics, once you plug in your URL and then run a test, it actually gives you a grade for tons of different things on your website.

So for me, I have a great F and it's to do with JavaScript. So if I click into that, I can see all of the HTTP requests, which my website is making in regards to JavaScript. I could then go through the list and remove all the ones which aren't necessary, which are slowing down my website. However, do be careful as a lot of the things here will actually be relevant to your website, and you will need to have them. So for me, I've got some Google reviews plugin, which I'm using. I do want my reviews on the homepage. However, if I want a faster site, then I simply need to remove that or optimize that by using a better plugin. There's also a few other things you can do such as minify JavaScript, which I'm going to show you how to do later.

Section 7: How To Speed Up Your WordPress Website - Part 3:

How to speed up your website, number three. Minify JavaScript and CSS files. If you do on your website through GTmetrix, which I just showcased, then you will probably see tons of files that can be minified such as JavaScript files, CSS files, and even HTML files.

Minifying essentially means reducing the number of CSS files and JavaScript calls and the size of those files too. Once you reduce the number of calls your website has to make, you can improve the site loading speed. Essentially, you want to minimize what's going on, on your website, so there are fewer files, thus reducing the time it takes for those files to load. It does sound more complex than it actually is to be fair. If you do know your way around WordPress themes, you can study the guides provided by Google and actually do some manual fixing.

If not, then don't worry, as there's tons of plugins you can use to help you achieve this goal. The most popular being Autoptimize. Autoptimize can help you optimize in your CSS JavaScript and even HTML files on your WordPress website. Let's head over to the backend of my website and I'll show you how you can install the plugin and set it all up. So I'm now over in the backend of my WordPress website, and I want to go to plugins, and then click add new, and simply search for the Autoptimize plugin. So let's go to the search bar, and paste in Autoptimize. And as you can see, this is a plugin we need. Autoptimize by Frank Goossens (futta). This is what we actually want as it is a premium plugin. We want the free versions. Let's go for Autoptimize, click install now, and then click activate.

So once the plugin is activated, do you want to go and click settings. This will take you into the main settings of the plugin page and for the JavaScript options, you want to make sure the top box is ticked, optimize JavaScript code, and then also double check you have this box ticked as well. Aggregate JavaScript files. Sometimes it isn't always clicked. For the best performance, you want to ensure that this box is ticked. So once you have the top two boxes ticked, you want to move down to the CSS options. For the options here for CSS, we want to tick the top one, optimize CSS code and the two below, it should also be ticked as well. Aggregate all links CSS

files. This is really important. Make sure this is ticked. Same with the one below it as well. We also want to make sure we have this one ticked as well inline or CSS.

Once you have those four boxes ticked, you can move down to the next section, which is HTML options. Simply give this a click as well. We want to make sure we optimize all HTML code across the website. And then lastly, scroll down to the bottom section for miscellaneous. And as you can see, the top three boxes are already checked. This should be by default. However, if your boxes aren't ticked, do go ahead and click all three boxes, save aggregate scripts to CSS as static files.

Yes, you want to do that, indeed. Minify excludes CSS and JavaScript files. And yes, this is also ticked, however, just a word of warning, do make sure you test this on your website first. For example, I do know some people have actually activated this box right here. They've clicked save changes, and then it's broken at their site. Not to worry if it does break your site, all you need to do is come back into the settings of Autooptimize and simply disable this.

If it does break your site, it could be to do with a conflict on your theme, or potentially some code you already have on your website. So like I said, if something does break your website, it's going to be this option right here. So if it does break your site, simply come back here, untick it, click save changes, and empty cache and you'll be good to go. I've already tested this on my website in the past, and for me it doesn't cause any issues, so I'm simply going to go ahead and click save changes and empty cache. If we go back to the top and then click images, you can also see we have the option to optimize our lazy load images. However, as we've already done using the EWWW Image Optimizer plugin, we don't need to do it here.

EWWW Image Optimizer actually does a way better job than the additional feature we have in Autooptimize. So it makes sure that is not checked. You don't want to have it checked here. And then have another plugin which is also doing the same thing, as it's just going to cause more issues than good. So if you go over to the extra tab, you want to make sure for Google Fonts you have the bottom one selected, which combines and loads Fonts

asynchronously. And once you've done that you can scroll down and click save changes, and then simply go to the top of your page and then click delete cache.

And once you've done this, you have now minified your JavaScript and CSS files along with your HTML files. Like I said, this can break your site, so do be sure to test it as well. So I'm going to copy my website address, go over to incognito, and then do a search for my website. And I want to see how it loads. Make sure nothing's broken, there's no gaps, and as you can see, the site looks perfectly fine. And like I said before, if a site is broken, do just go back to your settings over here on the first tab, and simply de-select the middle one, which is going to be minified exclude the CSS and JavaScript files.

Section 7: How To Speed Up Your WordPress Website - Part 4:

How to speed up your website, part four. Use a cache plugin. WordPress pages are dynamic. This means they're built on the fly every time someone visits a post or a page on your website. To build pages, WordPress has to run a process to find the required information, put it all together, and then display it to your user. The process involves a lot of steps, and it can really slow down your website when you have multiple people visiting your website all at the same time. This is why I recommend every WordPress website should have a caching plugin.

Caching can make your WordPress site anywhere from two to five times faster. Here's how it works. As you can see from the image on the right, instead of going through the whole page generation process every time, your caching plugin makes a copy of the page after the first load and then serves that cached version to every subsequent user.

As you can see from the graphic on the right, when a user visits your WordPress site, your server retrieves information from my SQL database and your PHP files. It then puts it all together into an HTML document that is served to the user, and as you can see, it's a pretty long process.

When you use a caching plugin, you can skip out a lot of this process. There are a lot of WordPress plugins you can use for caching, however the two I recommend are WordPress rocket, which is a premium plugin, and WordPress Super Cache, which is a free plugin. Let's go over to my WordPress dashboard and I'll show you how we can set up the free version, which is WordPress Super Cache.

So I'm now over on my WordPress website, and I'm on the plugins tab, and I simply want to click add new and add the new plugin, which is going to be WordPress Super Cache as this is a free version. This is the one we want. WordPress Super Cache. I'm going to click install and then click activate. You know it's the right plugin as it's by someone called Automatic.

Okay, the plugin has now activated. So I want to scroll down and find it,

and it's right here. WordPress Super Cache. Now I simply want to click settings, so go into the settings of the plugin, and as you can see by default, caching is off even though we just activated it. So make sure you have a caching on, which is recommended and then click update status. This will ensure your change has now been saved.

We can then move over to the advanced tab, and on this tab you just want to make sure you have the following boxes ticked. So the top one should be ticked, enabling caching. For cache delivery methods, it should be simple, which is also recommended. For miscellaneous, you want to make sure you have disabled caching for logged in visitors. Again, this is recommended.

They do have an option to compress pages, so to serve more quickly to visitors. You also want to make sure that this box is ticked as well, compress pages that are served more quickly to visitors. This box needs to be ticked as well. Three or four browser caching. This improves the site performance by checking if the page has changed since the browser last requested it. So that can save you a lot of time as well. So do make sure that is checked.

If you scroll down now into the advanced settings, the only one you need to have clicked here is going to be this one, which is extra home-page checks. This one is also very important, and as you can see it's also recommended as well. So once you've made these changes, you want to scroll down and click update status. So once you've done that, these changes will now be saved into the plugin configuration.

There are a few more options down here on the page. However, I don't ever use any of them. I just stick with the ones at the top. There's another option at the top called CDN. So if you have purchased a CDN, you might want to hook it up right here by enabling the CDN support.

However, if you don't, then don't worry about that. Just go with the easy settings. So once you've done that, you have now configured your caching plugin, and you are ready to go.

So as you can see, it's super simple and super easy, which is why I'm such a

big fan of this plugin. If you do want to clear your cache manually, simply just go to the top and click delete cache, and then scroll down and click delete cache right here.

Super easy, right? One last thing you want to do is just to make sure you check your website in an incognito window just to make sure the plugin hasn't broken your site. I always do this for every time I install a new plugin, but as I said, it's even more important when you're using these plugins to optimize your site for speed as a lot of these plugins can cause issues on your site. This is primarily to do with the code you have on your website and potentially the theme you are using. So do be sure to check your website after installing these plugins. If a site does have an issue, then simply go back to your WordPress plugin and deactivate the plugin.

Section 7: Website Speed Optimisation For Cloudways Users:

If you're using Cloudways to host your website, Cloudways is one of the companies I recommended and showed in the web hosting and servers section of the book. Then essentially you don't have to worry about points two, three and four, which is going to be your HTTP request, your minification and your cache. The reason being is when you host your website with Cloudways, it actually comes with a plugin which is called Breeze. So Breeze is a plugin that is actually built by Cloudways, as you can see right here and it has those free elements built into it. So if I go over to the settings for the Breeze plugin, we can see we've got a whole section here for minification. We've got a set in here for cache and we also have Gzip compression, which helps reduce the number of HTTP requests.

So as you can see, using Cloudways would make your life so much easier as you have all the processes and all the things you need to do in one plugin. And as this plugin is made by Cloudways and it's for websites using Cloudways, you don't have to worry about your site breaking or anything going wrong, as a plugin works perfectly fine and is a pretty seamless experience. I haven't actually changed any of my settings since having the plugin activated. I've just left it on what Cloudways have set, and for me that has been perfectly fine. A good thing about this plugin as well is it is totally free. It does not cost you a penny as long as you have your site hosted with Cloudways, then you can use this plug in and get the full benefit of it. And just to clarify, if you did want to clear your cache manually, you simply go to the top purge and then purge all cache and just like that your cache has now been cleared from your website.

Section 8:

Overview:

In this section, I'm going to cover exactly what user experience is, and show you how you can improve the user experience on your website. I'm also going to get into the user metrics, which can be affected by a poor user experience such as organic CTR, dwell time, and bounce rate. So without further ado, let's dive into this section.

Section 8: What Is User Experience (UX) And How Can We Improve It:

What is user experience? User experience, also known as UX, is the process design teams use to create products and layouts that provide meaningful and relevant experience to users. It's basically about providing a user with the information they want to see, with the least amount of friction. By friction I mean anything that can get in the way such as big advertisements, pop up email captures and so on and so on. Websites with a poor UX struggle to rank highly in search results, due to the site's poor user metrics dragging it down. There's six main things you need to be aware of that can cause a poor user experience. The first is, responsive web design. There are many reasons for businesses and web developers to use responsive web design principles. Content creators have an obligation to meet consumers where they are. An increasing number of users are regularly accessing the internet on a wide range of mobile devices, often more frequently than people using traditional desktop computers.

Responsive web design ensures that your content is placed correctly for all users, regardless of what device they are using. Which provides a stronger user experience and ultimately more conversions. As you can see from the image, the website on the left does not have a responsive web design. As a result, if you land on that website and you want to read the content, you're going to have to zoom in and literally scroll across the screen to read it, which isn't exactly a great experience. Whereas in the example on the right, the website does have a responsive web design, and as a result the article is much easier to read. Ensuring your website design is responsive is probably one of the most important things to check when it comes to user experience. Most themes and website builders already have responsive designs, so most people won't have to worry about this. However, if your site has been around for many years, then it is worth checking.

Number two, simple navigation. Keep your website's navigation simple. Your navigation is the menu you have at the top of your website. Without website navigation, your visitors can't figure out how to find your blog, your products, your pricing, contact information, and so on and so on. Start with this rule of thumb. Your website navigation structure should allow someone

to land on any page on your website within three clicks. It would be great if you knew that every visitor would start on your homepage and then follow a predictable path. However, in reality that never happens. People navigate around your website through all different places. Website navigation allows visitors to flow from one page to another, without frustration. If you've done your job well, visitors will leave the site with intent on returning, and might even buy something from you in the future.

What you need to remember is that people visit lots of websites every single day, so they have no shortage of places to find the information they want. If you don't offer a clear website navigation, users will get frustrated trying to find what they want, and they will simply close your website and go elsewhere. Number three, answer search queries as soon as possible. I see a lot of websites which are guilty of this. Instead of giving the user what they want, which is what they search for, they show the user tons of other information, and then push the answer, slash what the person was looking for, towards the bottom of the page. Resulting in the user having to scroll all the way down the page, just to find what they were looking for. This results in a poor user experience, and a lot of the time the user just get bored. End up hitting the back button, go into Google, and try to find another website.

Number four, include rich media. Rich media simply refers to images and videos. You want to add lots of images and videos on your website where relevant to help break up big walls of texts. Rich media also makes your content more visually engaging. No one wants to land on a website confronted by a massive wall of text. You can use websites such as Pixabay to find tons of relative free images that you can use on your website. Number five, have a fast loading website. I spoke about this in quite some depth in the speeding up your WordPress website section of the book. I also showed you what steps you can take to speed up your website as well. It's super important your website loads fast. Imagine you urgently need to find some information, so you head over to Google and enter your question.

You then click the top result in Google, only for it to take 20 seconds to load. Chances are you won't be happy, and you're going to hit the back

button on your browser to find another website. Having a fast loading website is essential in this day and age. You want to make sure your website loads within three seconds, as this is the number that Google has stated. You can test your website's page speed using GT metrics, which is a free tool actually showcased earlier in the technical SEO section of the book. And lastly, number six, match up with search intent.

Search intent is super, super important, and it's also something I covered earlier on in the book in the keyword research section. When you optimize a page for a specific keyword, you need to make sure your page matches the search intent of that keyword. If someone searches for green hats in Google, then they should land on a page which is all about green hats.

However, if someone searches for red hats, then they should land on a page which is just about red hats. Both searches should return results for what they search for. You shouldn't be shown any red hats on a page which ranked for the keyword, green hats. Match your page with a search intent, and you'll see your website conversions skyrocket. So now we've covered the six elements, which can help improve your website's UX. Next, I will run you through free user metrics, which can be affected if these six elements aren't implemented on your website. I'll see you there.

Section 8: User Metrics That Can Affect Your Rankings - Organic CTR **- Part 1:**

The user metrics can drag your website rankings down. The first metric is Organic CTR. So organic click-through rate, also known as Organic CTR, is a percentage of searches that click on a search engine result. Organic CTR is largely based on ranking position, but it's also influenced by a website title, description, and a URL. CTR is often an overlooked metric when it comes to SEO, as everyone seems to focus on rankings just these days. If you have a better CTR than a website above you, then it's a strong signal to Google that users think that your website is a better fit for the search query. As a result, you may get a ranking boost, and CSL outranks that exact website, I won't go through with the details of how to create a title tag, as I've already covered that in quite some depth in the on-page SEO section of the book. But I will head over to my browser and show you the averages and what you should be achieving, in terms of a good click-through rate.

So I'm now over on Google, and I simply typed in organic click-through rate, and as you can see we've got this website in position two. It might be in position one when you did a search, maybe position three, but essentially the website you want to be looking at is going to be advancedwebranking.com. Let's give this a click. This website will give you the freshest CTR averages, as you can see, and it's pulling monthly from millions of different keywords. If we scroll down to the bottom, you can actually see this chart shows the organic click-through rate from searches coming for 1,953,585 different keywords across 32,000 different websites. So, tons and tons of data you're looking at.

So if we scroll up and then un-tick mobile, and look at the CTR ranges for desktop, we can see that an average website in position one on Google gets a CCR of roughly 31%. Do bear in mind, what I'm looking at right now is the websites currently in the US. We change that to the UK, because the CTR is slightly a little bit different. It's currently at 35%, which essentially means people in the UK are more likely to fit the website in position one, than people based in the US. Typically, when I review this data, I like to leave it on internationally, just to make sure I get quite a wide range of data to look

at.

So as you can see, again, the average data for position one is a CTR of 33%. So, all that means is, if there were 100 people typing in a keyword month, that would have a total search, one of 100 searches per month, and not only the 100 searches, the websites in position one would get 33% of those clicks, which should be 33 people. The website in position one gets 16% of those clicks, which would be 16 people. The website in position three would get 9.67, and as you can see, the further you are on Google, the less clicks you get.

So as you can tell, where you rank on Google is extremely important. So most people say, "Hey, I'm already on page one, you can't really help me." However, as you can see, the website on page one would be here 10, 9, 8, 7, 6, 5, 3, 2, 1, and there's obviously 10 results per page on Google. So literally, every number you see here, 1 to 10 would be on page one. However, the bottom of page one, position 10, gets a CTR of 1.37%, whereas a website in position one, gets a 33%. so a massive, massive difference.

So if you are planning on starting your own SEO agency for example, then you can still help the websites lower on page one, such as position five, six, seven, eight on onwards. They can still benefit a lot from going just two positions higher up in Google. It's good to note as well, that the data I'm looking at is currently the exact figures. You can take the averages, and also you can obviously filter through the toggles at the bottom as well, and look at desktop, and then look at mobile, or look at both desktop and mobile. And you can click the dropdown menu at the top, and at the data for different ranges of different months. So for example, I can look at the data for July, 2018 and just look at the CTR and see how different it was. And by the looks of it, it was a little bit higher in 41%, which is quite high, to be fair.

But essentially, this is the overview of Advanced Web Ranking. It's a really good tool. So do use this to get some good averages on what CTR you're currently getting for your website. And like I said, if you do want to improve your CTR, do have a look at the on-page SEO section of this book, as I

actually go through the whole process of how you can craft the perfect title tag and get all of your keywords in there.

Section 8: User Metrics That Can Affect Your Rankings - Dwell Time - Part 2:

Another metric that can affect your website's ranking is dwell time. Dwell time is the amount of time a Google searcher spends on a page before returning back to the Google search results. For example, let's say you search for grain-free cookies in Google. The first result might look like a good fit, so you go ahead and click it. But then when you get there, the site is ugly and hard to use. And the content isn't helpful at all. So after five seconds, you click back to the search results. That would mean your dwell time was five seconds. And that super brief visit tells Google that you weren't happy with that result.

So let's imagine you'd go back to Google and you click on the second search result. However this time, the content is amazing and the site is easy to navigate around. So as a result, you spend a solid five minutes on this website. And then you click back to the search results. That long dwell time tells Google that you got a lot of value from that result. And if lots of other people are also doing the same thing on that page, think Google will boost the rankings of that page.

So how can you improve your dwell time? The first thing you can do is draw people in. The first thing to consider when looking at improving dwell time is how appealing your page is to the user from the offset. Does it entice people to read on? If not, you want to look at restructuring your opening sentences to hook the reader and increase the chances of them reading on.

Number two, digestible content. That means using shorter sentences, writing in shorter, less complex paragraphs, using content chunking techniques such as headings and lists, and making sure your content is skimmable. Remember, people don't read a webpage as they would read a book. They're far more likely to skim through your content and find the bit which interests them the most. By focusing on creating digestible content, you can make your content easier to read and therefore more appealing, leading into an increased dwell time.

Number three, creating content worthy of sticking around. That means

understanding your audience and doing keyword research to ensure you're covering the topic people really, really care about. That also means writing content that is long enough to justify longer dwell times. For example, a 200 word blog post isn't going to take someone five minutes to read. And obviously, people won't stick around for content that doesn't warrant their time.

Lastly, use internal linking to keep people on your website. Once people have read your page, you should give them somewhere to go to next. Since dwell time is measured on the time between someone coming on your site and returning back to Google. It makes sense that you should try to keep users on your site once they finish reading the page there. Internal links are a great way to do this.

Section 8: User Metrics That Can Affect Your Rankings - Bounce Rate - Part 3:

Bounce rate is another user metric, which can affect your website's rankings. Dwell time and bounce rate are similar, but they're not the same thing. Bounce rate is defined as a percentage of visitors that leave a webpage without taking any action, such as clicking on a link, filling out a form or making a purchase. It doesn't matter if that person has been on your website for two seconds or two hours. If the user clicks back to the search results it counts as a bounce.

So why is bounce rate important? Bounce rate is important for two main reasons. The first, someone that bounces from your site obviously didn't convert. So when you stop a visitor from bouncing, you can also increase your website conversion rate. Number two, a bounce rate lets you know that your site or specific pages on your site has issues with content, user experience, page layout or copywriting.

So now you know that, you're probably wondering, "What's the average bounce rate?" According to a report on GoRocketFuel, the average bounce rate is between 41-50%. However, it's good to note that the bounce rate will vary drastically across multiple industries. For example, eCommerce websites typically have a 20-45% bounce rate, where a blog can have anywhere from 65-90%. So if you're looking to figure out what a good bounce rate is, make sure you're comparing your bounce rate to other sites in your industry. Also, it's good to note that your traffic sources can dramatically impact your site's bounce rate too. Someone landing on your website through one of your email marketing campaigns, as in someone who signed up for your email list, would have a lower bounce rate than someone who clicked on an ad and then landed on your website.

How to improve your website's bounce rate. So now we know what sort of bounce rate we're aiming for, and we've also established the common causes of a high bounce rate. Let's look at some ways we can reduce bounce rate and increase engagement with your website. The easier visitors find it to use your site the fewer of them will react with horror and belt. Improving your

website's usability should be a never-ending process of testing, monitoring stats and talking to customers. But in the interest of giving you something to take away and apply immediately, let's look at four common bounce reducing usability tricks.

First, embed YouTube videos on your page. Videos are a great way to hook people in and get them engaged with your page and stay on it for longer. Number two, have a fast loading website. A Google analysis of 11 million landing pages found that slow loading speed correlated with higher bounce rates. You can see this stat on the URL at the bottom. This shouldn't come as a surprise, after all, people online are super, super impatient. Number three, make your content super easy to read. Or as I like to say, hard to read equals won't read. So if your content looks like a big wall of text then your bounce rate is going to be through the roof. And lastly, number four satisfies search intent. As discussed earlier, your page should really give users exactly what they're searching for. If you don't, they're just going to end up bouncing around and finding another website.

Section 9:

Overview:

In this section, I'm going to cover exactly what negative SEO is and show you exactly how you can identify it. I'm going to cover the most common negative SEO tactic. And lastly, I'm going to show you exactly how you can protect your website from a negative SEO attack.

Section 9: What Is Negative SEO And How To Identify It:

What is negative SEO? Negative SEO is effectively the opposite of positive SEO. Instead of attempting to improve a site's search ranking, the aim of negative SEO is to demote a competing site or even in some cases have it completely removed from the search results. There are tons of different negative SEO techniques people use, such as sending thousands of spam links, sending fake link removal requests, fake reviews, and so on and so on. However, regardless of the technique, I always get asked the same question which is, is negative SEO effective?

Good question and a subject of much debate. It's clear you can harm your own site by using shady SEO tactics. So it stands to reason that by employing the same techniques, you could also do similar damage to a competing website. After all, how can Google tell who built all those spammy links? The answer is yes. Negative SEO does work if the attack is sophisticated enough. However, the good news is that 99% of negative SEO attacks are far from sophisticated and all have a happy ending.

Generally speaking, rankings and traffic can be recovered to pre-attack levels as well. So how to spot a negative SEO attack? Keyword being successful. What we're looking for here are signs that someone has already succeeded in negatively affecting your rankings. The first thing to look out for is a drop in traffic. If the aim of negative SEO is to reduce your search traffic, then clearly for an attack to be considered successful, it has to do just that. So if you notice a sudden drop in your search traffic, then assuming you haven't been up to anything dodgy yourself, it could be a sign of a negative SEO attack.

Number two, a manual penalty notification. There are two types of Google penalties, one being manual and one being algorithmic. You'll generally only be able to spot the latter by notice in a drop in traffic and rankings. But if the penalty is manual, you'll get a lovely little message from Google telling you that they are taking action against your site. Again, if you've been following Best SEO Practices such as what I'm teaching in this course, then the penalty may have been triggered by a negative SEO attack. If you

do get notified, then you will get notified in your Google search console, which if you don't know where that is and don't worry will explain later on in this book, showing you exactly how to set one up.

The third thing to look out for is a drop in individual keyword rankings. So if your search traffic is down, then the chances are your rankings are down too. Checking your rankings is another way to potentially spot a negative SEO attack. I'll show you later on in the course exactly how you can track with your keyword positions. However, it's important to note that just because you have a drop in your rankings, it doesn't necessarily mean that you had a negative SEO attack. I'll show the most common types of negative SEO attacks and exactly how you can deal with them.

Section 9: The Most Common Negative SEO Tactic:

The most common negative SEO Tactic. The most common method I see these days is building low-quality spammy backlinks. Building a ton of low-quality links to a competitor's site is also one of the most unsophisticated forms of negative SEO. Which is good news as it means it has a less of an effect on our website. However, as we want to become the best SEO possible, it's always good practice to take action when you see an attack like this. Whether those spammy links come from cheap fibre gigs, ScrapeBox comments, spam, or a link network, the result is the same. A sudden influx of dodgy links pointing to our site. So how spam links can harm your site. There are two approaches to link spam when it comes to negative SEO. The first is what we call the volume approach. So this is blasting thousands upon thousands of low-quality links at your website.

And the second is over-optimized anchor text. So as we covered in the link loading section of this course, it's extremely important we get the anchor text optimized and go for a natural approach. You don't want too many anchors of any anchor type. This strategy plays on that and over optimizes you for certain anchor text types. Our competitor can also send loads of irrelevant anchor text as well to try and confuse Google to what your website is about. However, both of these tactics are very easy to spot. Let's head over to SEMrush and I'll show you exactly how we can identify both these types of link spam.

So I'm now over on SEMrush and I've searched for the website, blessedcbd.co.uk. So this is the website we're going to be looking at in detail when it comes to negative SEO. And the reason I picked this website, in particular, is because I was actually doing some keyword research a few weeks ago, and whilst carrying out my keyword research, I actually noticed that this website is indeed suffering from a negative SEO attack. Now, just to confirm this isn't my website, I have no affiliation with this website whatsoever. I'm simply just going to be using it as an example to showcase how you can identify a negative SEO attack. So if we go back over to SEMrush and make sure we carry out a search for the website, ensure we have the right database selected. So as this website is a, .co.uk, I've gone

ahead and clicked the UK database.

Now the easiest way to identify a negative SEO attack is to check the referring domains. So let's go ahead to the left-hand side and click backlinks. And now just to confirm, and to rejig your memory, a referring domain is essentially a backlink from a unique website. So if a website has 100 referring domains, then what that means is 100 unique websites linked to this website. So if we scroll down and look at the referring domains chart, we can see that in October 2019, the website had 125 referring domains. Fast-forward to November, it had 154, fast forward to January or February 2020, it had 277 referring domains. So as you can see, it's kind of going up gradually 125, 154, 181, 232, 277, 298. And for some reason, in March 2020, it jumped up from 298 all the way up to 8,600. So as you can see from the whole chart, this isn't really the natural pattern the website has been following for the previous years.

So this is a signal that the website could indeed be suffering from a negative SEO attack. Now, this would be the first type of negative SEO attack we referred to, which would, the volume approach. So a massive influx of backlinks pointing to your website. Now, of course, this website could have invested in SEO in March, which is why they've got tons of backlinks every other month going forward. But if you do own this website and you didn't invest in any SEO or any backlinks, then this is a very good sign that your website is indeed suffering from a negative SEO attack. Now, if you want to look at exactly what those backlinks are that are linking to your website to have this sudden increase, then what you need to do is go over to the backlinks tab. So once the page has loaded, what we want to do is download all of our backlinks and then review our spreadsheet in a bit more detail.

And then we'll be able to see exactly what those backlinks are that led to the massive influx. So let's go ahead and export all of those backlinks. I will go for Excel. That has now downloaded the file. So let's go ahead and give this a try. So once you open the spreadsheet, it's going to look something pretty similar to this. Now don't be overwhelmed. There is a lot of information that SEMrush provides us with, however, we don't need all of these columns. So let's go ahead and delete the first column. Page a score that can

be deleted. Let's go ahead and delete column E, which is going to be external links. We can delete from column E all the way up to column N which is going to be site-wide. We don't need any of these columns and we can go ahead and delete the last three columns as well, which is going to be last seen, new link and lost link.

Let's go ahead and delete those columns. Let's zoom in now. So you can see the information a bit better. And what I'm going to do is select the top row, which is the name of the headings, make that in bold, and then go to view and click freeze top row. And that will just ensure the columns stay at the top as I scroll. So what we want to do now is go back over to SEMrush and figure out exactly when this negative SEO attack happened. So let's go over to SEMrush, make sure we have the same domain plugged in, go to backlinks and then make sure we are on the overview tab, like we were before. Now, as we can see from the referring domains chart, all these referring domains were built in the month of April 2020. We know that because their referring domain was 298 in March, and in April, they jumped up to 8,600.

So what that means is, in April, there were over 8,000 backlinks built to this website. So what we want to do is go back to our spreadsheet and filter our date column, which is first seen. Let's filter that by A to Z. That's now going to organize all the backlinks by when SEMrush first spotted them, for example, the 5th, 2019. And then we simply want to scroll down until we see the date which is going to be 2020, which is April 2020. And it's essentially going to match up with the referring domains chart. So I'm going to scroll down now and find that date and see all the backlinks that were built, which has led to the negative SEO attack. So let's scroll down and we can see we're now in 2020, we want to scroll down until we find the 4th, we're in the 2nd.

Let's zoom in a little bit more as well, just so you can see that. And you can now see, we can see all the backlinks built in April 2020. So the source URL is the page which is linking to this website. The target URL is the page which the source URL links to. And the anchor text is the anchor text this

source URL uses. So essentially you can see all of these backlinks right here. We've got some from roszittpl or tlp.info. We've got some from blog unitel direct. Tons, and tons of websites are linking to this website all in the month of April. Now, if you didn't build any of these backlinks, then this is a very good sign indeed that it is going to be a negative SEO attack. Now it's really important to note as well, that if your blog post has gone viral for example, then this can also lead to a massive influx of backlinks.

However, if you haven't had any blog posts go viral in the last few months, then it's very likely that the massive influx of links your website is getting is going to be from a negative SEO attack. So now we've covered the first method, it's time to cover the second most common negative SEO attack, which is over optimized anchor text, or an irrelevant anchor text. So this is essentially where websites link to you and they all use the same anchor text, which you're trying to target, which may be your target match keyword. It could be using an anchor text which is completely irrelevant to your website. So the main aim here is to try to throw Google off and confuse Google what your website is actually about. So we can very easily identify this using SEMrush. Now, for the purpose of this example, I'm going to be using a website called aceres-pr.co.uk, which is actually a food marketing agency based in the United Kingdom.

Now, once again, I do not own this website. I have no affiliation with this website whatsoever. I'm just going to be using it as an example for this training manual. So what we're going to do is take the website and plug it into SEMrush and simply carry out a search for this website. I'm going to go ahead and click the UK database as the website is obviously a, .co.uk. So once the information has loaded, what we want to do is go over to the backlinks tab just like we did before. And then what we want to do is go over to the tab which says, anchors. This is now going to show us all the anchor texts which this website has. So we can see in total that it has 422 different types of anchor text. We've got Ceres, which is a brand name.

We've got ceres-pr. Again, another variation of the brand name. We have the URL. We've got a ceres-pr together, ceres partnership. We have another URL and so on and so on. Now, if we go over to the top where it says top

anchor terms, this will actually give us an overview of all of the anchor text this website has. So we can see that Ceres, again, which is a brand name. This is mentioned 31% of the time, which is pretty much natural as it's a branded name. There's 444 links which mention Ceres in the anchor text. Viagra, which is a very interesting one indeed.

This is mentioned 14% of the time. Now we've got another weird anchor text as well, 10% of the time we've got online and we've got buyers, which both have 7% and 5%. Now out of the top five most used anchor text, only one of them is actually relevant to the business.

The other four are completely irrelevant and have no relevance to what their website offers at all. Now, remember the website is about food marketing. However, four of the top five anchor text terms are completely irrelevant. So this is a really good example of where someone has carried out a negative SEO attack on this website. And they've tried to throw Google off and confuse Google to what the website is actually about. Now, if you want to see what these websites are linking to you which uses irrelevant anchor text terms, you can simply scroll down to the chart below. And when you find a mention of an irrelevant anchor text, such as this one right here, Viagra discount, you can actually go ahead and click the number, which is going to be three, and essentially what this does is it tells you that you have three links linking to your website which mention that as an anchor text. And SEMrush actually shows you all of those websites which are linking to you in the first place.

So now you know how to spot the most two common negative SEO attacks. I'm going to show you exactly how to deal with these attacks and protect your website.

Section 9: How To Protect Your Website From A Negative SEO Attack:

So I've just shown you how to identify both types of spammy link building. The next step is defending your website from these spammy links. The first protocol would be to reach out to all of the websites and ask them to remove those backlinks. If they don't, then your best bet is going to be disavowing those backlinks. Disavowing links involves uploading the list of links to Google in a specific format which basically tells Google, I don't vouch for these links. Please ignore them. To do this, we're going to be used in SEMrush, which is another reason why I recommend this software as you can do so many things with it.

I'm going to be using the same website which I showcase in the last section, which was blessedcbd.co.uk. So to find all the spammy backlinks, let's just copy the URL. Go over to SEMrush. Carry out a search. And then once the information has loaded, we want to go over to the left-hand side of the pane and click Backlinks. However, before I do that, let me just go ahead and click UK to make sure we have the right database selected. As again, it's the same website and it's a .co.uk domain. So let's go ahead and click Backlinks. And then if we go over to our Overview tab which should be selected by default.

Again, just to confirm, the negative SEO attack seem to appear in April as it is when they had the majority of referring domains built to the website. So let's go over to Backlinks. And then what we can do, we can actually view those backlinks which were built in April 2020, review those backlinks, and then decide if we should disavow them or not. So we can see when the backlink was built by looking at the column which says First Seen. And as I showed you before, you can actually export all of these backlinks and then just filter through the spreadsheet to see which backlinks are relevant and which ones should actually be disavowed.

But essentially, once you find a backlink which you'd like to disavow, all you need to do is click this plus icon in the right-hand column which is under the column which says Disavow. So let's just pretend that this is a really bad backlink, and it's one we haven't built ourselves. It's very

spammy and was most likely built by one of our competitors as an attempt for a negative SEO. Then what we want to do is go ahead and click the plus icon on the Disavow, and then it will give you two options to move the link as a domain or move it as a URL. You always want to opt for choosing a domain and not a URL.

The reason being is, if you click domain, what this will actually do, this will add the domain to your disavow list and not the URL. So if you have multiple links all coming from the same domain pointing to your website and you select URL, it's only going to disavow one URL and not all the links coming from the domain. Now typically, when it comes to negative SEO and people building tons of low-quality spammy links, what they'll do, they'll actually build over 100 different spammy backlinks all from the same website. So instead of disavowing 100 different URLs, you can actually just go for the domain.

What that will do is disavow every single link coming from the same domain. So let's go ahead and click Domain. And as you can see, it says, the domain has been added to your disavow list. So this would be the same process for all of your backlinks. You just go through the backlinks, review the date. We have a link right here from builderwppage.com, invisible WordPress themes which really and truly has nothing to do with CBD, which is what the website is about. So again, if this is a website you'd like to disavow, you can go ahead and click the plus icon to add that to your disavow list. Once again, go for the domain, and you can see the domain has been added to our disavow list.

So essentially, what you want to do is go through all of your backlinks in the period where you saw a massive increase in referring domains and get them added to your disavow list. Now, if you're ever unsure whether you should disavow a domain or not, you can always open the website URL in a different browser and check out the website's domain authority. If the website has a low domain authority, then you definitely want to disavow that website. So that covers the first strategy, which is disavowing tons of low-quality spammy links pointing at your website.

Now, I'm going to show you how you can disavow backlinks which are

using over optimized anchor texts or irrelevant anchor texts.

So to do so, all we need to do is first find those websites which are linking to our website with the irrelevant anchor texts. So all you need to do is scroll to the top of SEMrush, under Backlinks, and then go to Anchors. And then what you want to do is that you click any of the anchor text which you believe is going to be irrelevant. So maybe this anchor text right here, it says scam. And you can see it's linked to this website over 6,000 different times. This is essentially 6,000 different backlinks and not 6,000 referring domains. So let's go ahead and give this number a click. And as you can see, we can now see all of the backlinks which are linking to this website using the anchor text scam.

Now, what we want to do is go links per referring domain and click that to one, and you can see that 6,000 is now going to go down to just 801. So it's the same thing we want to do here. Once you've got a shortlist of all the referring domains which are linking to our website using irrelevant anchor text, we want to go ahead and simply click, add it to disavow lists and then go for domain. So you want to go ahead and do this to all the domains which are using irrelevant or over-optimized anchor texts. So once you've gone through all of your backlinks and you've submitted them all to your disavow list, the next step is to download your disavow list and actually upload it to Google.

Now, just because you've added these domains to your disavow list within SEMrush, it doesn't mean Google automatically knows about them. This is why we have to carry out the additional step of actually downloading this list and then uploading it to Google. So to view all the domains you have on your disavow list, all you simply need to do is get the bottom right here which says Disavow list, and you can see to the right of it, it says number five. This means that I have five domains added to my disavow list. So let's go ahead and give this a click. And as you can see, SEMrush has now listed what those five domains are.

So once you're happy with the domains you have on your disavow list, you can go ahead and click Export to txt, which if you open the downloaded file,

it will look something like this; Exported from semrush.com, domain, and then it lists the five domains, and then it has URLs at the bottom. So we don't actually need these two lines at the top, so they can be deleted, and we don't need the URLs at the bottom as well. Literally, all we need is this part right here; domain, colon, and then the name of the website which you'd like to disavow all the backlinks from. So once you're happy with your file, you want to go ahead and you should save that onto your desktop or wherever you like to save on your computer.

And then the next step is uploading this to Google. So to submit your disavow file to Google, what you need to do is go over to Google and literally search for Submit disavow file Google. The top link that Google returns you should be Disavow Links Tool-Google Search Console, which if you'd give it a click, it will actually open your Google Search Console and will allow you to disavow specific backlinks. Now, if you're not sure what a Google Search Console is, then please refer to the Google Search Console section which is showcased in the technical SEO section of the course. So as I don't own this website, Blessed CBD, I obviously don't have the option to disavow links for that website. I just have my website here. However, let's just imagine this is Blessed CBD.

I would go ahead and make sure I have my website selected. Go ahead and then click disavow links. This will now give me a warning just asking me, do I definitely want to continue as this is an advanced feature? I want to go ahead, and say yes, which is basically clicking Disavow links. This is now going to open an option where I can upload a txt file which is going to be the one we've just downloaded from SEMrush. So essentially, that is how you disavow any bad backlinks that you have pointing to your website. So once that file is uploaded, Google is going to review all the domains on that txt file and then ignore those backlinks pointing to my website, which basically means those websites are not going to have any negative effect on your website, and it means that your website is going to be in good standing order and will not have any negative effects from this negative SEO attack.

Section 10:

Overview:

Google algos you should know about, algo being short for algorithms. In this section of the book, I'm going to go through the biggest three algos that you should know about, the first being Google Panda, the second Google Penguin, and the third Google Hummingbird. All of these Google algorithms had a massive impact on the Google search results.

Section 10: Google Panda:

Algorithms are complex systems that Google uses to retrieve data from its search index and instantly deliver the best results for a query. The search engine uses a combination of algorithms and numerous ranking signals to deliver web pages ranked by relevance in its search engine results page, also known as SERPs for short. In its early years, Google only made a handful of updates to its algorithm. Now Google makes thousands of changes every single year. Most of these updates are so slight that they go completely unnoticed. However, on occasion, the search engine rolls out major algorithm updates, which significantly impact the search engine results page. One of those big updates was Google Panda. Google Panda was initially released on the 23rd of February, 2011. The stated purpose of the Google Panda algorithm, our date was to reward high-quality websites and diminished the presence of low-quality websites in Google's organic search engine results.

According to Google, Panda's initial rollout over the course of several months affected up to 12% of English language search results. Triggers for Panda; the Panda algorithm update addressed a number of problematic things in Google search engine results, including thin content, so weak pages with very little relevant content on them. Duplicate content; so copied content that appears on the internet in more than one place. Low-quality content; so pages that provide little value to human readers because they lack in-depth information. Lack of authority/trustworthiness, low-quality user-generated content; so UGC. High ad-to-content ratio; so pages made up mostly from paid advertisements rather than original content. Website blocked by users, and content mismatching the search query. So pages that promise to deliver relevant answers if clicked in the search results, but then when they do get clicked they fail to do so.

For example, a website might have a page title, coupons for Whole Foods, but then when it's clicked, you land on a page that has no coupons whatsoever. Panda had a massive effect on sites like this. So how do you know if you've been hit by Google Panda? One signal of potential Panda penalization is a sudden drop in your website's organic traffic or search engine rankings correlating with a known date of algorithm update. As you

know, Panda was released on February 23rd, 2011, you can easily log into your Google analytics account and see if you had any big drastic traffic drops around this time, as shown in the screenshot below.

So if you have been hit by Google Panda, I guess you're probably wondering how you can recover from Panda? So recovering from Panda is pretty straightforward, as we know the main triggers it targeted, which was thin content, duplicate content, low-quality content and so on, and so on. So to recover, you simply need to ensure your website does not fall into any of these categories, which could have triggered it to tank in the first place. So make sure your website has no thin content, no duplicate content, no low-quality content and so on, and so on. In summary, Google Panda was a massive algo update, and in my opinion, it made the internet a much better place and I think you would agree too, as no one likes to see thin content or duplicate content on page one on Google.

Section 10: Google Penguin:

Google Penguin. Google Penguin was released on the 24th of April 2012. Following on the heels of Panda, the Penguin update was announced by Google as a new effort to reward high-quality websites and diminish the search engine results page presence of websites they engaged in manipulative link schemes and keyword stuffing.

The initial rollout of Penguin impacted 3.1% of English language search engine queries between 2012 and 2016. The filter went through 10 documented updates evolving over time and influencing the SEO community understanding of the problematic practices Penguin sought to address. As of early 2017, Penguin is now part of Google's core algorithm.

So Penguin triggers. Penguin targeted two specific practices. The first is link schemes, which is basically the acquisition or purchase of backlinks from low quality or unrelated websites, creating an artificial picture of popularity and relevance in an attempt to manipulate Google and give the site higher rankings. For example, an insurance company in London could fill the internet forums with spam comments linking to itself as the best insurance company in London. Falsely inflating its appearance or relevance with these unnatural links. Or the same company might pay to have links reading, "Best insurance company in London", appear on unrelated third party articles about dog grooming, content that has no relation to the topic whatsoever.

The second thing Penguin addressed was keyword stuffing, which is populating a webpage with a large number of keywords, and constantly repeating that keyword in their content in an attempt to manipulate the rankings for that webpage. For example, if you own an insurance company in London, what people used to do back in the day was literally put the keyword on the page a hundred times, so insurance company, London, insurance company, London. As a result, the content never read naturally at all. However, the webpage ended up ranking really highly as Google thought this page was the most relevant to this keyword, as this website mentioned that keyword the most times.

And what Google Penguin did was come in and fix that. So if you've been hit by a Google Penguin, how can you recover? It's the same process as figuring out if you've been hit by any Google algo update. You simply need to match up any traffic drops with the date the algorithm was released. With this one, you need to be a little bit more careful and ensure your traffic drop did indeed drop from the update, and not because you received the unnatural links manual penalty from Google, which is a completely different thing to algo penalty.

Manual penalties are manual actions by Google. Algo penalties are when your site tanks because of an algorithm update. So, if you had been hit by Google Penguin recovery is pretty straightforward. Like any Google algo update to recover, you simply need to ensure you are not implementing what the algo was intended to go after. For example, participating in link schemes and keyword stuffing. Do bear in mind you can accumulate a list of toxic backlinks for negative SEO attacks, which, if you have them, then you want to disavow them and follow the steps I showed you in a negative SEO section.

Additionally, Google staff, John Mueller, called Penguin a site-wide algorithm. Meaning that the presence of a large number of low-quality links pointing to one page on your site could result in a reduction of Google's trust in your entire site, which makes it even more important to ensure you're building high-quality backlinks to your website. If you follow the techniques I've taught you in the link building section, then Penguin shouldn't be an issue for you.

Section 10: Google Hummingbird:

Hummingbird had an estimated release date of 20 August 2013. Unlike the previous Panda and Penguin updates which were initially released as add-ons to Google's algorithm, Hummingbird has been cited as a complete overhaul of the core algorithm. While it's believed that many preexisting components or the core algorithm remain intact, Hummingbird signals Google's commitment to an increasingly sophisticated understanding of the intent of searcher's queries with the goal of matching them to more relevant results.

Google announced Hummingbird on September 26, 2013, but it actually already been in place about a month prior. Whereas previous algo updates such as Panda and Penguin sparked significant reporting of lost traffic and rankings. Hummingbird on the other hand, did not appear to have drastic negative impacts on the general web. It was largely understood as having a positive influence on the accuracy of Google's knowledge base known as the Knowledge Graph.

In order to fully understand the purpose behind Hummingbird, it's important to first be familiar with the search engine feature it most heavily impacted, which was a semantic search and the Knowledge Graph. A year prior to the release of Hummingbird, Google launched its own Knowledge Graph. Not an actual graph, but rather a set of search features designed to provide quick and accurate answers to users without having to click onto actual websites, like the one you are seeing below.

Prior to the roll out of Google Hummingbird, for the search below, I would have been presented with a set containing links and numerous pages, which I probably could have learned the answer for myself. Prior to the roll out of Google Hummingbird, for the search of "rules of football", Google would have presented me with a set containing links to numerous pages through which I could have probably learned the answer. Google realized this was slow and often an irritating process, even for users who are presented with relevant results.

Google Hummingbird makes search quicker, easier, and more intuitive. So as you can see from the screenshot, I typed in "rules or football", and instead of Google give me 10 different websites, it gave me the little feature snippet, also known as a Knowledge Graph, at the top of the page on Google. From this knowledge graph, I can see the rules of football or soccer if you're in America very easily and conveniently. This is much more intuitive than having 10 different links, clicking over to each website, and figuring out the rules of football, as per my example in this screenshot.

So how does Google determine that these results reflect the intent of the searcher and adequately address their needs? This is where Semantic Search comes in. At the heart of Hummingbird, lies an all-important concept of semantics or meaning. Even the fanciest computers aren't the cleverest. This is because although it's easy for humans to distinguish between two different, yet similar concepts, by virtue or context, computers can't do this unless they're explicitly told.

Semantic Search is the concept of improving search results by focusing on user intent, and how the subject of the search relates to the information in a wider sense or its contextual relevance. In a nutshell, essentially Semantic Search focuses on determining what a user really means rather than a string of keywords and then serving relevant results. For example, if a user performs a search for the term "weather", it's much more likely that they are looking for a forecast in the local area, not an explanation on the science behind the weather.

So in this example, weather is a subject of the search. The desire for a local forecast is a user's intent. The difference between a weather's forecast and an explanation is in the concept's context. So how can you optimize for Hummingbird? Optimizing pages for Hummingbird is really simple. All you have to do is create great content that your audience wants and finds useful, and also enriches the overall experience. You should probably be doing the following anyway, but if you're not, now is an excellent time to start and make your website Hummingbird friendly.

To give you some actionable steps, here's three things you can do. The first

is diversify the length of your content. We know that long-form content can work exceptionally well as part of a wider content strategy, but if every single post you publish on your website is a 5,000-word monster article, you may not be meeting your reader's needs. For this reason, and to get something done rather than write a mammoth blog post, mix up the length of your content. Add shorter articles among longer ones, and don't be too pedantic when it comes to word count.

Remember, there is no perfect post length, only the length an article needs to be.

Second, use topic appropriate language. Something that sites first take advantage of is using industry appropriate language in their content. This is something done out of fear of alienating potential readers who may not be familiar with a certain topic or area. However, writing content that includes appropriate terminology, can demonstrate to Google that your site is authoritative and valuable.

Number three, implement schema microdata. Implementing schema microdata can only be a good thing, especially with Hummingbird's heightened focus around semantics. As we discussed in a technical SEO section, schema makes it easy for Google to understand what your website is all about, making it more likely for Hummingbird to place your content in searches for wider categories.

Implementing schema can be a bit of a pain, but it could be worthwhile in the long run. In addition to making a site friendlier to the search engines, you're also providing Google with an opportunity to get your website featured as a Google snippet, or in the Knowledge Graph.

Section 11:

Overview:

In this section, I'll be showing you how you can keep a track of all of the backlinks you build. This is really important as each month, you are going to be building more and more backlinks to your website, and it's going to be very easy for you to get confused and lose track of exactly what you are doing if you are not keeping track of all the backlinks that you build.

I'll also be showing you how you can track your rankings as well, as, let's face it, Googling your keyword to see where your website ranks every single day is not the best way to see how your SEO campaign is progressing. And in addition to this, I'll also be going over the common questions people have such as, how long does it take to see results from SEO? I'll also be going over the three biggest culprits that are going to prevent your website from ranking. A lot of beginners typically run into these three problems.

And lastly, I'll be showing you how you can make sense of your Google Analytics data as I showed you how to set this up earlier on in the book, so it's only right I show you how you can pull valuable insights out of your Google Analytics account and really see how well your SEO campaign is performing. I'm super excited, I can't wait to get started. So without further ado, let's dive into this section.

Section 11: How To Keep Track Of All Your Backlinks:

One thing you want to be doing is making sure you're keeping track of all of the backlinks you build to your website. I can almost guarantee you that 90% of the websites you're competing with aren't tracking their backlinks. If you go ahead and track your backlinks, this takes your SEO game to a whole another level. The beauty of tracking your backlinks is that if something does go wrong with your website, so maybe you're on page one then all of a sudden you go back to page five, it's going to be one of two issues. It's going to be your on-page SEO or your off-page SEO. If you haven't made any changes on your website, then it's most likely going to be an off-page SEO issue, such as your backlinks. So keeping track of your backlinks makes the whole process so much easier to diagnose and figure out where you went wrong.

For example, if you can figure out you built two recent backlinks, and then after building those backlinks, your site went down. Then obviously those two backlinks you built could be the main problem you're having. So having a sheet with all of your backlinks will enable you to go back and look at all of our history. And then pinpoint which backlinks are causing the problem. Not every backlink you build is going to have a positive effect on your rankings. Some backlinks are what we call toxic. However, if you're not tracking your backlinks, you'll have no idea which are the toxic ones. So to track backlinks, all you need to do is go over to SEMrush and view what backlinks you have. And then simply add them to this template. This is actually the spreadsheet we use at the agency for all of our clients. And don't worry about trying to screenshot this as I'm going to be uploading this for you as a downloadable resource.

So as you can see, I'm now on SEMrush and I plugged in my agency domain, my website.co.uk. I now want to look at all the backlinks we have for my website.co.uk. So what I need to do is go to Backlinks, wait for the data to load. And then once the information has loaded, go ahead and click Backlinks again from the tab at the top. This is now going to show me all the backlinks we have for my website.co.uk. So before we start reviewing

the backlinks, we need to make sure we go for one link per domain. And I also like to tell SEMrush to only show me the links which I do follow as, as you already know by now, these are the links which actually pass SEO value across the websites. And as you can see, we now have 127 different backlinks.

So what I like to do is filter the backlinks by the first scene, and literally add the backlink to our spreadsheet from the oldest date they were built. So the first thing we have at the top is from a website called deepripples.com. This link was first built on the 10th of April, 2018. We have a link below from businessopportunities.biz from the 23rd of March, 2019. I'm actually going to use this one as an example, as I liked the name of this title right here for SEO mistakes you don't have to make. So if we go back to our spreadsheet and figure out what information we need to add to this spreadsheet, it's going to be the source, the main authority, the URL, anchor text, type, date posted, and some notes. So let's go through this now and I'll show you exactly how we can fill this in.

So the source is simply going to be the source URL. So this is going to be the URL of the website, which is linking to your page. So in my instance, it's going to be this URL right here. Which if we open this in a new tab, we'll be able to take the whole URL, control C. We'll go back to our spreadsheet. And we'll paste in the URL like so. So the next thing we need to figure out is going to be the website's domain authority. Now this is very easy to do if we use the MozBar free Chrome extension, which I showcased earlier on in the book. So all we need to do is go onto the website, click our MozBar Chrome extension. And as you'll see, it's going to tell us this website has a domain authority of 70. So this is a really powerful website. And it's actually given us a really big boost in Google.

So let's go over to our spreadsheet, domain authority we'll put in 70. The URL is going through the URL this link actually links to. So we go back to SEMrush. Let's close this MozBar extension. And we can see it actually go into Click Slice's homepage. So again, I will simply go to our website, go on the home page, and I'll copy that URL. I will go back to my spreadsheet and put in the URL. The anchor text, which this website uses to link to our

website, I believe it was a branded one. Let's go ahead and close these. So we had the anchor text right here, Click Slice. So again, I will copy that. I'll go back to my spreadsheet, and I'll simply paste in that anchor text. The type refers to the anchor text type. So as this website is linking to Click Slice using an anchor text saying, "Click Slice." We know that this is a branded anchor text type.

If you're unsure on what anchor text type the website uses, then I highly recommend that you refer back to the link building section, as it goes through the different anchor texttypes a website can have. The next column, which says Date Posted. So this will be the date the link actually went live. So sometimes you can actually go onto the link like so. And it will tell you the date the article was posted. However, it doesn't always do that. So in this instance, we can see it's October 16, 2017. So what I'll do, I'll simply take that and I'll go back to my spreadsheet. And I'll simply add that down as the date. Now, if the date isn't shown on the actual link, then what I recommend you do is actually you just take the date from what you have within SEMrush.

So as you can see, the date we have within SEMrush is actually a lot later than the date when the actual article was posted. The reason why these dates will never matchup is because SEMrush has to actually find the link themselves, and then add it to the database. So this is actually good to know as if you go out there and build a backlink Now, don't expect it to show in SEMrush within a couple of weeks. It can take a few months for SEMrush to find these links. So for the last column on the spreadsheet, which simply says Notes, this is where you can go in and add any notes about this backlink. For example, how did you build the backlink? Was it a guest post? So if so, I'd put in, "Guest post," in the notes. Maybe it wasn't a guest post. Maybe it was a skyscraper technique. Then I would go in and put in, "Skyscraper technique."

So really and truly, you can use the note column how it suits your business. This is just how we use it at the agency. But essentially what you want to do is go through all of your backlinks in SEMrush, and ensure you keep a log of everything. And obviously as you get out there and build new backlinks

yourself, ensure you get them added to the spreadsheet as well. This will ensure you know exactly what is going on, and will really help you take your SEO game to a whole new level.

Section 11: How To Track Your Rankings:

So now that you're working hard on getting your website onto page one of Google, it's important you keep track of your progress, so you can see how things are coming along. Instead of just Googling your keyword every day and then seeing where you rank on Google, it's much more accurate and way easier to just use it all. I'm going to show you two different options you can use.

The first one is actually built into SEMrush, so to access that, what we need to do is go over to "Projects" on the left-hand side, and then go to "Position Tracking." So once the page loads, you're going to be given an option to enter in your website domain. So I'm going to put in my website.co.uk. Notice how I'm putting in my full domain name, and I'm not putting in my service page, such as my SEO service page. I'm not putting in my about page. I'm simply entering my main domain name, which is my website.co.uk.

So once you've entered your domain name, you want to go ahead and click "Set up." For the search engine, you want to ensure you have Google selected. For the device, I typically go for a desktop. However, you can go for mobile and tablet. It's completely your choice. There isn't any right or wrong thing to do right here. For location, you want to put in the location that your website is targeting. So as My website is an SEO agency based in London, I'm going to put in London as my location.

Like so, and for the business name for the local map pack. Now this is only applicable if you have a Google My Business listing. So a Google My Business listing is a thing you'll see on the right-hand side of the page. If you search for your website name, and of course, if you don't have an address registered for your business with Google, then you most likely will not have a Google My Business listing. I'll go ahead and skip this part of the setup.

However, the one thing you want to make sure you have right on this page is going to be "volume to show." So I put down London as my location and

you can see we have two different options for a local and we have national. So what this means is SEMrush is going to track where you rank in Google based on either your local location, which is what you entered, or it's going to use a broad IP address and search across the whole United Kingdom.

As I'm only interested in where I'm ranking for people searching within London, I'm going to go ahead and make sure that is on local, which it should be by default anyway. So once you're happy with these settings, what you need to do is go ahead and click "Keywords." And now this is where you have the opportunity to add in the keywords you'd like to track. So I've already got a list of my keywords here. I'm only going to use four for the purpose of this training manual. And if I enter in too many keywords, it's going to take ages to load. So I've gone for "local SEO services London," again, tied down to London. I've got "SEO consultant London," "SEO expert London," and I've gone for "SEO Essex," which is a county on the east side of London. So once you've entered your keywords, you want to go ahead and click "Add to project."

This is now going to bring your keywords across. So before you start clicking "Start Tracking" below to track these keywords, you can see there's actually an option above this box, which says, "Send me weekly updates." Now this is tick by the box, and I find it actually very handy to actually have. And essentially, when you have this box checked, what's going to happen is SEMrush is going to send you an email every single week, and we'll give you a short snippet of how your keywords are progressing. For example, did they increase, did they decrease? And it's quite handy to notice when doing an SEO as if you see some of your keywords are decreasing. You can obviously put some more time aside to ensure these keywords and these pages are optimized correctly.

So let's go ahead and click "Start Tracking," and now SEMrush is going to go out there and search for my keywords based on a London IP as I went for local. And it's going to tell me exactly why it ranked for all of these keywords. So once the page has loaded, you can see that SEMrush actually returns quite a bit of information. However, what I find most useful is, if you go over to the overview tab, this is where you can see your actual rankings

for all of those keywords.

So if you scroll down where it says "Rankings Overview," I've got one of four as I added four different keywords. And essentially these are the keywords right here. And this is the position where you rank for these keywords in Google. So if a local "SEO services London," we're in position four. For "SEO consultant London," we're in position five. For "SEO expert London," we're in position six, and for "SEO Essex," we're in position 12. If you look to the right-hand side of the chart, you can also see we have the URL, which is really good as well. So this is the URL, which is ranking in Google every time someone carries out a search for this particular keyword. This is actually very handy to have as, if you notice you have any really weird URLs appear in for a keyword, then you can obviously go into your website to deoptimize that page and make sure the right URL appears for it.

The chart also shows you the volume of these keywords, so how often this keyword gets searched for every single month in Google. However, my data seems to be still loading, but I'm not going to sit and make you wait for this, but essentially it will actually pull in your monthly search volume as well, which is another really good figure to have. So this is essentially how you can track your keywords using SEMrush. I'm pretty sure this is updated daily. However, I wouldn't recommend you log in everyday to check your rankings as SEO is really a long-term game., I would say at most, you want to log in once a week, and to be fair, that is more than enough. Maybe once a month is still more than sufficient. You need to give Google some time, so they can check the changes you made and adjust your rankings accordingly.

Checking your rank tracker every day really isn't a good idea. As the more you log in, it's not really going to make your keywords rank any higher. It's just a case of you logging in checking, logging in, checking. That's why it's far better just to check once a month to get a good idea of exactly how the campaign is going. And as you can see for three of these four keywords, what ranking on page one on Google. And again, this is always following the same strategies that you've learned in this book. Hopefully this just shows you how powerful SEO really is when done correctly.

The next tool you can use to track your rankings is called serprobot.com. So serprobot.com actually comes with a free 14 day. So you can get access to all of the features for 14 days for completely free. After the 14 days, the cost is \$5 per month, which isn't that expensive in comparison to SEMrush, so if you are running on a budget, then it's a great alternative.

However, if you do have an account with SEMrush, then I'd recommend using SEMrush as you have this rank tracker feature already built into the software.

So once you sign up for SERPROBOT, what you need to do is click "New project" and put in your project name. So I'll just put in My website. Now I have to put in my domain name. So it's going to be my website.co.uk. And I simply want to enter the keywords. I want to track things such as "SEO consultant London" for me. We'll add another keyword. We'll go for "SEO services London," and we'll go for, I think I had "local SEO services London" and so on and so on. So once you are happy with all the keywords, you want to click the region that you want to track your keywords from.

So, like I said, My website is a target in the UK. I have a ".co.uk" domain. So as a result, I want to scroll down and find the United Kingdom, which is going to be right here. And once you're done adding your keywords and picking your Google region, you can simply go ahead and click "Add project." This will now add a project in your SERPROBOT account. So if we scroll down, so you can see that. You can see I have a project for My website. If I click into My website, you should see I have three keywords, which is tracking "SEO consultant London," "SEO services London," and "local SEO services London." So at the moment there is currently no position for these keywords. As SERPROBOT is actually currently searching Google for all of my keywords to find out where I am ranking. Once it does find a number it's going to update this every 24 hours as that is its frequency.

So it's now been five minutes. And as you can see, SERPROBOT has now updated the keyword position for all of the keywords I'm tracking. So I have "SEO consultant London" here in position three. I've got "SEO services London" here in position 21. I've got "local SEO services," and I'm here in

position one. So as you can see, it's exactly the same as SEMrush. It provides you with the same information. It also gives you the URL as well in the last column. So you essentially get the same features as SEMrush, but it costs you a fraction of the price. You can actually click into one of the listings as well to get a bit more information. So for example, you can see I'm positioned three. I can see the two sites above me, the sites below me and so on and so on. So like I said, if you're running on a budget, then I recommend using SERPROBOT as it's a great much cheaper, alternative than SEMrush.

Section 11: How Long Does It Take To See Results:

What you would have just seen is some of the ranking results I've managed to generate from my own SEO Agency My website in less than four months. Now, I just want to give you a word of warning. Four months is not typical. When we work with clients, we typically advise them that they can expect to see results in four to six months. Just because we've managed to generate results for My website in four months, it doesn't mean you can go out there and get the same results too. There are a lot of variables involved which can decrease or increase the time it takes for you to see success such as the keywords you're targeting, the keyword difficulty, your competition, the time you have available to build backlinks and so on and so on.

It could have easily taken us 12 months to get these results or even 18 months. SEO is very unpredictable. There is no way to say how long it would take to see results. However, what you can be reassured with is that you are following a proven and predictable method you can follow to get your website ranked higher in Google. Literally, everything you've seen in this book from content creation to on-page SEO, link-building and so on is exactly the same steps I applied to My website and what ranking at the top of Google for tons of competitive keywords. It's also the exact strategy we use to rank all of our client websites as well. Do be patient and do be consistent. The reason why I recommend four to six months is because with SEO, as you know, you have to build up the trust and the authority of your website, which you can't just do overnight.

For example, one element of the campaign is Link Building. That's going out there and getting your site mentioned on external websites. You can't just go out there and build 1000 backlinks in one month or in theory you can, but I wouldn't recommend it as you may get penalized by Google for unnatural link building. What you want to do is build links naturally and gradually. This takes time and it's done on a month to month basis. As a result, when you're reviewing your SEO campaign, it's best to look at things on a month by month basis, not week by week, not day by day, month by month.

A good idea is to look at your SEO campaign every three months just to

make sure it's going in the right direction. Obviously, in the first one or two months, you want to pay a bit more attention than usual, especially when you're setting up all your on page SEO and so on. But after that, there's virtually no need to check it every week. In summary, I just wanted to make you all aware that just because we generate results in four months on My website, it doesn't mean you can also get the same results for your website. However, and like I said, keep plucking away and you will get there. The reason I know you will get there is because you're following a proven and predictable strategy that generates results.

Section 11: The 3 Biggest Culprits That Prevent Your From Ranking:

What to do if your rankings aren't increasing. First things first, stay calm. If you've been carrying out your SEO campaign for longer than six months, and you've seen zero improvements, so your rankings haven't gone up, or even worse, they've gone down. What that means is something has gone wrong along the way. I thought I'd make this section to comment on the most likely culprits and explain exactly how you can fix them.

So culprit number one, you've over-optimized on the anchor text. Let's say you've been building links to one of your pages and the main keyword you're targeting is yoga mats. What you want to do is check your backlinks spreadsheet and have a look at all of the links pointing to your website using the anchor text of the yoga mat. You could have just simply used too many variations of this anchor text, meaning you've over-optimized. If you do find this as a case, I wouldn't recommend you remove these links. What I would advise, however, is you start building more branded links to help balance out your overall anchor text ratio.

Culprit number two, you've under optimized on the anchor text. This should be the opposite of what I just mentioned in number one. What you want to do, again, is open up your backlink spreadsheet, have a look at all of the links pointing to your site, and then make a count of how many times these links mention your main keyword. If they don't mention your main keyword enough, then what you want to do is build more links with your keywords in it. That's building more backlinks with your target match anchors. If you ever want a bit of guidance on what anchor text you should use, just plug in one of the top-ranking competitors into Ahrefs and see exactly what they're using. Once you've done that, you'll have a blueprint on exactly what you can follow too.

Culprit number three, keyword density is too high. This refers to the actual content you have on your website, so this is more of an on-page SEO issue. Potentially, you could have mentioned the keyword on your website way too many times in comparison to the sites already at the top of page one. As a result, your page is going to be way over-optimized for this keyword.

Remember

when doing SEO, we want to fit in and look natural. If you go ahead and add the keyword on your page maybe 20 times, or even 30 times, more than you should have it, what you're going to do is stand out like a sore thumb. Google is going to spot this from a mile away and say, "Hey, this person is trying to manipulate our algorithm and try to rank for this keyword by keyword stuffing." As you all know from reading about the Google algorithms, mainly Google Penguin, you cannot keyword stuff anymore. As soon as you start keyword stuffing, you're going to have a negative effect on your rankings. Just check how many times you mentioned the keyword on your website in comparison to the competition and in comparison to how long your content is. These are typically the three things I see which are holding most people back.

Section 11: How To Find Out How Much Traffic Your Website Gets:

I'm going to show you how you can find out how many people are visiting your website. That is typically the first question the majority of people have when they first create their Google Analytics account. Literally, everyone wants to find out exactly how many people are landing on their website. To find out how many people are viewing your website, what you want to do is go to the acquisition report on the left-hand side under reports. And remember, the acquisition is all about how we acquire people onto our website. So as a result, if we go into the acquisition reports, we'll be able to find out exactly how many people are landed on our website. So under acquisition, go to overview. And then once you land on the overview tab, the first thing which you want to do is specify a predetermined date range. To do that, you simply need to click the date range on the right-hand side here.

And we have a few different options we can select from. We can go to custom, which is literally any custom date range you select. Or you can click the dropdown menu and go for today, Yesterday, last week, last month, the last seven days, or the last 30 days. For the example, I'll go for the last 30 days. And as you can see, the date range has now selected and our data has now updated. One thing I'd like to clarify is as I'm in a demo account for the official Google merchandise store, which is an e-commerce website, I actually have two columns, one for users right here, and I have another column on the right-hand side for conversions. If you do not own an e-commerce website, then 9 times out of 10, you will not see this conversion box right here. You will only see users.

If you'd like to see a more detailed insight into your actual traffic numbers, then what I recommend you do is you go to all traffic, and then go to channels. And what that will do will open up a whole another tab where you can see the whole line chart, literally full screen. So as you can see for the traffic chart for the Google official merchandise store, it seems to be pretty much steady at about 2,500 visitors a day. It seems to drop on Saturdays and Sundays, and then go back up again on Monday. Pretty much the same story for the rest of that week, drops again on Saturdays and Sundays, increases, drops, increases and drops again. So by default, the

traffic is going to be sorted out by days, which I do recommend you view your traffic on a day-by-day basis as it makes it very easy to spot any trends you may have.

For example, we can see the traffic is consistent from Monday to Friday, but it drops on the weekend. If I were to change this from day to week, like I've just done, you can see it's literally almost impossible to see any trends. The traffic looks pretty much steady throughout the whole week. And if I go to the whole month on the whole, you can see it's going to be even a little bit worse, no trends whatsoever. And the main reason why we're not seeing any trends here is only because I've specified a date range of just 30 days. Of course, if you go for a more custom preset of maybe 12 months, then you'll be able to see trends more easily. However, if you are only viewing data under 30 days, then I highly recommend that you should be analyzing data on a day-by-day basis.

Analyzing your website's traffic is a really good practice, so you can get a good idea of exactly how well your website is performing. This is especially true if you're working on maybe SEO in the background as ideally, the more SEO you do, the more traffic you should be generating. So over time, you should expect to see an increase in your traffic chart and not a decline. And if you do spot a decline in your traffic chart, then it's time for you to be aware of and address as a business.

Section 11: How To Find Out What Country Your Traffic Is Coming From:

I showed you how you can find out how much traffic your website is getting. Typically, the next question people will have is, "Well, what country is my traffic coming from?"

To find out what country your traffic is coming from, what you want to do is go over to Audience as, remember, Audience allows you to learn more about the users on your website. Then, under Audience, you want to go to Geo, and then go to Location. If we scroll down on this page, you can see, we are getting a breakdown of all of our users by country. So, in this instance, for the official Google merchandise store, we can see that the number one country sending traffic to this website is indeed the United States, followed by India, Canada, Spain, United Kingdom, Taiwan, Japan, and so on and so on.

We can see how many users are coming from this country. We can also see the bounce rate of these users from this country. And, for those who don't actually know, the bounce rate is basically an indication of how many people are coming into your website and bouncing straight back to the search results. A high bounce rate is a good indication that people are not happy with what they are seeing. A low bounce rate is a good indication that these people are, indeed, happy with the content they are viewing. There isn't any concrete number, which you need to work towards as it is going to change drastically, depending on what type of website you operate, and depending on what type of content you have out there. However, do try and keep it as low as possible. And you probably could actually carry out some research to find out what the average bounce rate is for your specific industry.

In this example, we can see the United States has a bounce rate of 36%, and we can see that India has a bounce rate of 59%. However, we go even higher in South Korea, they have a bounce rate of 66%. So, what this tells us is that the majority of users coming from South Korea are not as impressed with our

content in comparison to those come in from the US. We can also view how many pages our users view per session on average, which for the US we can see is 6.65. So, essentially, what that means is that the average person views 6.65 pages on our website before they exit our site. If we compare that to South Korea, once again, you can see the average number of pages per session is only 2.70. We should be three pages so, again, this is another clear indication that our website resonates better with people in the US in comparison to South Korea.

You can also see the revenue generated per country as well if you have e-commerce and goal tracking set up but, essentially, hopefully, this gives you a really good idea into exactly how you can use these countries to understand who your most valuable audience is. If you'd like to get more detail on these countries, then what you can actually do is click into any of them in the first menu. For example, if I go into the United States, what it's going to do is give me a breakdown of all of this data by state, or city for that country. And then, once again, you can do exactly the same process. Review all of the data and pull out really important insights. For example, I can already see that the bounce rate for Washington, which is number five, is only 24.77% so, roughly 25%. But the bounce rate for Florida, another state, number four is almost double that 44.68%.

So, what does this tell me as a business? Well, it tells me that people in Washington are liking my content more than the ones in Florida. And I can also see from the revenue that Washington has actually generated \$2,000 in sales or \$2,354 to be specific. And Florida has only generated \$1,000. So, this state, in particular, is worth more to my business. And, as a result, if I wanted to grow my business and carry out more marketing activities, then Washington is going to be a really good state to target in comparison to Florida. So, hopefully, that gives you an idea of exactly how you can use the data in the real world.

Section 11: How To Find Out What Pages Are The Most Popular On Your Website:

Finding out how much traffic your website gets is great to know. However, what's even more insightful is finding out what pages on your website are the ones that are generating the bulk of that traffic. To find what the most popular pages are on your website, what you need to do is go back to reports on the left-hand side. And we want to go to behavior, which of course is all about how people behave once they're on our website. And then we want to go to site content and then go to all pages. And then once again, you want to select the specified date range. So for me, I will leave it at the last 30 days, just to make sure that has reapplied. And then by default, Google Analytics is going to sort all of your pages in order of the ones that I received the most page views.

So we can see for the Google official merchandise store, the most popular page on the whole website is the home page, which currently equates to 17.74% of the total traffic on the site. The second most popular page is the basket. So that would imply that a lot of people are adding things to the basket and are actually purchased him things off the site, which is great if you are Google. On the site content page, we can also see the bounce rate of our pages as well. For those who don't know, the bounce rate is essentially the percentage of people that land on your website and then bounce back to the search results. A high bounce rate indicates that people are not happy with the content they are viewing. There isn't any concrete rule of thumb number that I like to stay under. However, you want to try and make sure your bounce rate is under 80%.

If you do see any pages on your website that have a really high bounce rate, for example, such as this one, number 6, this has a bounce rate of 91.55%. That is really, really high and is a strong indication that people aren't really happy in regards to the content they are viewing.

Now, this could be for two different reasons. It could be either number one, the page, isn't a good fit for that person, which can have an implication on

the SEO. For example, if someone Googles the word apples, then they land on your page and it's all about bananas. Then of course, that person is not going to be happy, they're going to hit the back button and find another website. So things like that can have a really big impact on what your bounce rate is.

Another contributing factor of having a high bounce rate can be a poor user experience once a person lands on your website. For example, if your website is not mobile optimized and someone on mobile land on your website, then they're not going to have a great experience. So looking at a bounce level can give you a really good idea of exactly what pages you need to improve. Ideally, your most popular pages listed at the top should have the lowest bounce rates as they are the most popular pages on your website. And as you can see, number one, the homepage has a bounce rate of 51%. The basket has a bounce rate of 32% and then the Google redesign apparel page has a bounce rate of 55%. We do have some really low bounce rate pages below as well. We have 21% right here for the Google sign-in page. And we've got a few more 30s towards the bottom of page one.

Another great thing you can do to establish why some of these pages are the most popular on your website is actually look at the source and medium. Now, what that allows you to do is to figure out where traffic is actually coming from. When I say where I'm referring to the source, is it from a paid ad campaign? Is it from SEO? Which would be organic. Is it from another website? Which should be classified as referral traffic. To see this data, all we need to do is go to the secondary dimension here at the top, then under acquisition, you want to go ahead and click source/medium. That will add another column to this data. And it will let you know exactly where the source of traffic is coming from.

In this instance, the source traffic for the Google merchandise store says direct and none. Using the word none is a little bit misleading from Google. A better word to use instead would actually be unknown as what it means is Google doesn't actually know where the traffic is coming from.

Direct traffic is basically when someone goes over to the browser and directly types in the Google URL. It could also come from someone adding a bookmark to the favorites as well and clicking on that bookmark to access your website.

To give you a bit of more tangible data and show you exactly how this would typically look on a normal website, I'm going to go into one of my client accounts right here. This is one of the clients we work with called Humax Direct. I'm exactly on the same screen for the site content for all of their pages, I'm going to go ahead and do exactly the same thing. Go into acquisition, I'm going to go into source medium. Google Analytics is then going to add a new column like you can see, like so. And as you can see, we can see all the source mediums for all of the most popular pages on the website.

We can see that they have this page right here, which is selling one of the Android TB recorder products. The source medium for this is CPC, which is basically paid ads, which is coming directly from Google, which indicates the bulk of the traffic coming to this page is all coming from Google ads. We have the second most popular page below, which is a free view page. The majority of the traffic coming to this page is all coming from Google organic. So organic refers to SEO, AKA, this page ranking highly in the Google organic search listings. The same applies to the next most popular pages followed below. Then in number eight, you can see right here, we have the source medium coming from humaxdigital.com, which is actually one of their sister websites. So long story short, what that means is they have another website that they own, and this website is generating them a lot of traffic to the main website. Hence why under source medium, it says referral.

Understanding what pages are the most popular on your website and where the traffic is coming from, along with how high or how low the bounce rate is, is going to give you tons and tons of information that you can make smart business decisions based on. For example, if you find that one of your pages have a higher bounce rate, you can then go into that page to address that problem. If you find that one of your pages isn't getting as much traffic as you would like, you could then allocate more marketing budget to increase

the traffic for that specific page. Understanding how to interpret this data is really going to help you take your business to the next level.

Section 11: How to Set Up Goals in Google Analytics to Measure Your Businesses Success:

Here, you are going to learn why and how to set up goals in Google Analytics. Goals are literally one of the most important things you can set up when it comes to configuring and setting up a Google Analytics account. So first things first, what is a goal? A goal represents a completed activity called a conversion that contributes to the success of a business. As all businesses are different and measure success in different forms, a goal can actually be different things. For example, if you own an e-commerce website, then a goal you may want to track is users on your website who make a purchase. If you can see how many purchases are coming through your website, then you'll be able to understand how well your website is performing.

However, if you're not an e-commerce website owner, maybe you're a local business or a service-based business, then a goal that you may want to track is when users submit a form on your website or any form of contact information as you then have all of the details, which you can use to market to them and sell your services. If you own a gaming app, then potentially you'd want to set up a goal when users complete a level in the game as then, they're more likely to pay for your additional upsells.

A goal is literally any specific action that users take on your website that would be valuable for you to know about if you don't set up goals, then all you can measure is how many users are coming to your website. And yes, you can be focused on growing that. But if those users aren't completing those specific actions which are valuable to your business, then it's going to be really hard for you to grow your business going forward.

Hopefully, now you understand exactly why it's so important to set up goals in your Google Analytics account. It's good to know as well that goals are not automatically set up by Google as, like I just discussed, all businesses measure goals in different forms, so it's actually up to you to go into your account and configure the goals based on your specific business.

Setting up goals is actually quite straightforward. All you need to do is log into your Google Analytics account, then go to admin in the bottom left-hand corner, and then go to goals on the right-hand side under all website data. Then go ahead and click new goal. And we now have three options, which we need to go through to set up the actual goal. We have number one, the goal setup. Number two, the goal description and number three, the goal details. So let's start off with number one.

So the first thing which you need to decide on is if you want to set up a goal from complete scratch, which would be custom, or if you want to use a goal template, which Google has already pre-configured for you. Now, I highly recommend that everyone goes for a templated option as 99% of people are going to find a prefilled template option that applies to their business. For example, we have revenue right here at the top for e-commerce websites.

However, just a word of warning, if you do actually own an e-commerce website, then I do not recommend you set up goal tracking to measure many transactions and sales are coming through your website. As you're going to be far better off just enabling e-commerce tracking.

But essentially there are tons of different goals. As you can see, we have create an account, which comes under acquisition. We have inquiry-based goals. So contact us, read reviews, or request a callback, people accessing a live chat, downloading or installing some software, maybe a PDF. We have engagement-related goals to do with adding stuff to people's favorites, media plays, subscribing to a newsletter, literally tons and tons of goals that you can select from.

Now, what's also really good to know is that the setup process for a lot of these goals are actually the same so it doesn't really matter which one you select. For example, let's imagine you are a service-based business. And the goal you want to track is when people submit a form on your website. You could go forward, get a callback of right here, which is when people request that your service or a phone call, or you could also go for signup, which is when people actually subscribe to a newsletter, update alerts or join a group.

Both of the setup processes is exactly the same, which is why I'm saying it doesn't matter.

In my instance, I'm going to go for signup and then click continue. We now need to give our goal a name. I'm going to change my name from signup and go to contact form submission. The goal slot ID should remain exactly how it is. I don't change anything there whatsoever. And under type, you want to go for the destination. And essentially what this is, is we're going to give Google Analytics a destination URL which it's going to use to measure when a goal is completed. This is by far the best type to use when it comes to setting up goals for contact forms as when someone submits a contact form and they land on a thank you page, which is going to be your destination page, well, there's only one way that person could have got to that thank you page, and it's by filling in your contact form.

So go ahead and click continue once you've selected the destination. And now what we need to do is put in the destination URL. So this is going to be the URL of your thank you page, which people land on once they submit in your contact form. Now, not all contact forms actually redirect to a thank you page, so if your form doesn't actually do that, then what you will need to do is go into the backend of your website and get that configured just to make sure you are tracking things accurately. If you are not sure what your thank you page URL is, then the best thing to do is to actually fill in the form as if you are a user and the, once you land on our thank you page, simply go ahead and copy the URL and enter it in this box right here. Now, you don't want to enter in the full URL. As you can see, Google actually states that in the text below. You want to go ahead and just enter in the part after the forward-slash, which is going to be something like thank you in my instance.

And then the last thing which you want to go ahead and do is actually assign a monetary value to the conversion. Now, you don't have to do this if you don't actually know how much each goal is actually worth to you. However, if you do have some indication, then it's going to be quite useful as it's going to provide more tangible data in your Google Analytics account. Now, let me give you some rules of thumb of what you should actually use when it

comes to assigning a value to each goal in your account.

So here is my general rule of thumb when it comes to assigning goal values, if you own an e-commerce website, you should leave it as it is and put no value. If your goal is classified as lead generation, which would include form submissions, like in my instance, then what you should put down for your goal value is your expected revenue per lead.

If you're setting up goals for email subscribers, then typically average email subscriber is going to be worth somewhere between three to \$10. So on the lower end as, of course, not all of your email subscribers are actually going to take action and buy your product or service. If you're tracking engagement, and that's going to be super, super low, I recommend you put down \$1 or less.

So that is my rule of thumb. If you're in the lead generation category and you're struggling to figure out what revenue you can expect per lead that fills in your form on the website then a pretty solid strategy you can actually follow is to work backwards.

So let's imagine your sales team closes 10% of people who submit a form inquiry and the average amount of money a person spends of your business is \$1,000, then you might assign your goal value as \$100 per lead, which of course is 10% of \$1,000. However, in contrast, if only 5% of form submissions actually result in a sale, then you might only assign \$50 to your goal.

I hope that gives you an idea of exactly how you can work backwards to figure out what value you should be putting down in your account. However, as I said, if you don't know what value you should be using, then it's better to just leave it as off as default. However, once you're happy and you finish setting up all three steps of the goal process, all you need to do is go ahead and click save. And now you can see our goal has been created and it is currently turned on and recording any other specific actions which we just configured.

In summary, setting up goals is something you definitely want to be doing

in your accounts. It's going to give you more data and let you understand exactly how well your website is performing rather than just seeing how many users your website is getting.

Section 12:

Overview:

In this section, we are going to be covering what we call topical relevancy. This is such a massive, massive thing when it comes to SEO. So many people don't understand this and it's a massive reason why so many websites fail to get results from SEO. Understand topical relevancy and you're not going to run into any problems.

We're also going to be taking a look at what we call tiered link building. This is kind of an advanced link building strategy. It works super, super well. I use it all the time when building links to my website and I'll be showing you exactly what it is, how it works and the benefits of tiered link building.

I'm also going to be going over Google's artificial intelligence and machine learning. For those who don't know, these are two really important things in the world of SEO. Google is constantly updating algorithms to include AI, artificial intelligence, and machine learning. So I'll be covering everything you need to know about that to help you take your SEO knowledge to the next level.

Section 12: Topical Relevancy:

In the keyword research section. I ran through how you can find keywords to target, which range from carrying out standard keyword research, or by reviewing your competition. Now a lot of people would have carried out these keyword research processes and picked a keyword to target. They would have written some content targeting that specific keyword and then try to rank for it. For example, if you were a plumber in London, then you would most likely be targeting the keyword plumber London. And as a result, you would write some content on your website targeting the keyword, plumber London. If you are operating in a niche that isn't that competitive, then nine times out of 10, that is going to be absolutely fine.

However, if you are operating in a more competitive niche, then you're going to want to do a little bit more than just chucking up a single page on your website going after that keyword.

You see, to rank for competitive terms, you need to prove to Google that your site is related to that topic and not just that specific keyword. This is what we call it Topical Relevancy. Just because you have one page on your website about that keyword, it does not mean that your site is related to that wider topic. When it comes to SEO, Google wants to return the best-matched site to the users to result in the best user experience. As of course, if people have a good time using Google, then they're going to come back and use it again in the future. So if you have been struggling to rank your article on Google, one of your service pages, wherever it may be, it can be due to a lack of low topical relevancy. So let me give an example of just how powerful topical relevancy can be by using a client we used to work with.

We used the work with a boxing authority site. Authority meaning the site was very well established. It had tons and tons of pages on the site, all to do with boxing tips and training. Some examples would be best boxing defense strategies, boxing drills to help improve stamina.

We had how to shadow box in five simple steps, how to generate more power in your punches. Literally the whole site was to do with boxing-

related topics. In addition to this, the site also had hundreds and hundreds of high quality referring domains, all linking to the website. This site was primarily monetized by the client selling his own products, which were boxing gloves and boxing bags. Anytime this client put out a boxing related piece of content, which was actually three times a week, we would optimize that piece of content and build a few back links to the article.

And it would rank super, super easy. Literally, within a couple of weeks of publishing whatever article it is we would put out that week, we was on the first page of Google.

It was a dream come true every time he wanted to rank anything that had to do with boxing. But after time we were starting to max out the boxing niche. We literally covered every single topic you can imagine to do with boxing. So the client wanted to expand and branch out and start selling protein supplements, which he thought would be a really good idea as protein is needed to repair muscles, which of course is beneficial to boxes who are training for long hours every single day. So our team wrote an article on the five best protein supplements. We optimize that article incredibly well. We built about 15 backlinks in total to that page. But this new page, it didn't even break into the first five pages of Google for any protein supplement related keywords.

The issue was the client was definitely an authority on boxing and training, but because he writes a single page about protein, it doesn't mean he can rank for that page. It would kind of be like a scuba-diving school writing a single article about wakeboarding. There's no reason this school about scuba-diving should have any reason to rank for wakeboarding. So how did we get over this? Well, what we'd done is we created four additional supporting articles all related to protein. We added these four pages to the website to help establish more topical relevancy for the protein supplements landing page. And then we internal linked all of these supporting articles back to the main protein supplements page. So what result did this have to the client's site? Well, let me go over to the client keyword tracker and I'll show you exactly how big of an impact this made.

So as you can see on April 2019, the client's site was not found for this

keyword whatsoever. That is because of course, we didn't have any content on the site for this keyword. We then went ahead and published our piece of content and it came in at position 65. And of course there are 10 results per page on Google. So this is roughly page seven for this keyword. As soon as we went ahead and added our four pieces of supporting content, this client's site jumped up from position 65 all the way up to position two in Google. And of course this is in June, 2019. Fast forward to 2021, you can see their currently in position one. The site has not dropped whatsoever since we added the supportive content.

So hopefully this just shows you just how impactful adding topically related supporting content can actually be when it comes to SEO. Just by creating additional content and adding it to the site whilst referencing the main piece of content as superior content, that was enough with Google to view the site as being topically related to both boxing and protein as well.

There are two concepts that you need to follow to make sure you get this right. The first is you need to pick the right supporting article topics. As of course, if you pick the wrong supporting article topic, all you're going to do is confuse Google what your page is actually related to, in terms of the broader topic. So how do you determine which is the correct supporting article topic? Well there are two simple ways you can use. If you go over to Google and just search for one of your keywords. So let's imagine you are targeting the keyword protein supplements.

What you can do is carry out a search for that in Google, scroll to the bottom of the page. Then as you can see, you got this little option right here, related searches. And these are all different keywords that Google deem to be related to what you just searched for. Which in my instance is protein supplements.

So protein supplement pills, whey protein, best protein powder, vegan protein powder. These are all sub topics that are related to protein supplements. If you have access to Semrush, then what you can also do is carry out a search for your main keyword. So once again, protein

supplements, and then as you can see, we've got this big box right here. It has three different headings. We've got keyword variations, questions, and related keywords. So when it comes to using topics that are related, you can use any of the keywords you see under questions or related keywords. For example, what is protein powder? That is absolutely related to protein supplements. And of course you can expand all of these options right here and see more and more keywords.

But essentially you can get tons and tons of ideas by using these SEO tools. You don't just have to use Semrush. You can use another tool called Ahrefs, which is a really good option as well.

So that's Ahrefs, like so. If you just carry out a search for Ahrefs, you'll see it number one in Google. It's very similar to Semrush in terms that it gives you lots of keyword ideas.

The second concept which you need to follow is you need to be careful what pages you link to. So let's imagine we have the same example of our boxing site. We have all our supporting pieces of content talking about boxing-related topics, best boxing defences, how to shadow box, and so on. If you then go ahead and go into one of your supporting pieces of content, such as this one, right here, Best Boxing Defense Strategies. Then you go in and add an internal link to the Best Tasting Protein Powder, then all that's going to do is confuse Google to what this page is actually about. As of course, protein powder has no relation to best boxing defense strategies whatsoever. So you want to be super, super careful when it comes to internal links. Essentially, when you add an internal link on your website, what you are doing is telling Google that this page is similar to the page you are linking to. So definitely be careful to keep an eye on your internal links.

A question I get asked all the time is how many supporting pieces of content should I create for my website? Well, unfortunately when it comes to SEO, there isn't really any standard answer which applies to every single website out there, as of course, it's going to be niche specific. So what you ideally want to do is review your competitors. So in our client's example, what we did was review the competition, see how many supporting pieces of content they had linking back to the main page. And then what we did was simply go

out and replicate that across to our client's site too.

However, to give you an answer which has a bit more context and substance, then what I would say you should do is you want to write enough to pool 10 pieces of content until you cover the whole topic you are targeting. That is the best bit of advice I can give you when it comes to creating topically relevant supporting articles. If you cover the whole topic, then there's going to be no doubt whatsoever in the mind of Google that your site is relevant to the main topic. And thus, Google is going to return your website to the users when they carry out a search for a keyword you are targeting.

Section 12: Tiered Link Building:

Tier 2 link building is one of the most commonly debated practices when it comes to SEO. There is no doubt that building teared links can add value to your website if you do it correctly. For those who don't know exactly what tiered link building is, well, let's look at a typical link building process first.

So when you go out and build backlinks to your website, what you'd have is your website at the top, and then below your website, you'd have all these different websites linking back to your site. It tiers 2 to backlink would be a backlink which links to your backlinks. That might be a little bit hard to comprehend at first, but essentially, it is a backlink to your backlinks which links back to your website. Hopefully, that made sense. If it didn't make sense, and of course, I hope this image makes it a little bit clearer.

But essentially in 2016, with the launch of Google Penguin, the Penguin algorithm, Google made some drastic changes as to how they calculated their link algorithm. Instead of links being calculated on a domain level basis, Penguin now meant that links were calculated on the power of individual pages that were linking to your website. This sparked up an argument for tiered link building as you could essentially have links of lower authority sites and still make them very valuable by building links to the links pointing to your website.

Tiered link building is something that I've been doing personally for the last few years, and it works really, really well if you know what you are doing. So let's start off with the main basics. What links do you build tier 2 links to? As that is a question that a lot of people have, okay, I understand that tiered link building is great, but how do I know what pages I should be building links to? Well, the answer is tier 2 links are best built to pages that have a low page authority but a higher domain authority.

I typically wouldn't build any two-tier links on pages that are lower than a Moz domain authority of 25. The reason being is that you typically get more value from your tier 2 links when they're linking to pages that already have some decent authority on them. Essentially, the higher the authority

your link is, the more value you're going to get out of your tier 2 links.

Another question I get asked quite often when it comes to tier 2 link building, is what type of link should you use for your tier 2's? Well, the answer is pretty straightforward. You basically want to use the same link types that you would use at your tier 1 level. So that would be your guest posts and it'd be your niche edits. However, as these are links at your tier 2 level, you can be a little bit more relaxed in terms of the quality of both of these types of links. However, I don't mean go out there and get any random link from any non-relevant unrelated website, and then build that to your tier 1.

What you want to do is make sure that there's at least some level of quality in these links. Essentially, the way to test that is ask yourself, would you be proud enough to show this back link to one of your clients? If the answer is no, then probably you shouldn't be building them as a tier 2 link. What I mean by that is not the quality and the authority or the actual website you are getting a link from, but more of the content quality you actually have on your tier 2 link. For example, if you are using maybe the main authority 35 and above for your tier 1's, then on your tier 2's, you could use the main authority 25 or 26. So something that's a little less authoritative, but still has some decent quality behind it.

Now, another question I get asked quite a lot as well is how many tier 2 links should I build? The simple answer is one to free per page. If you remember the screenshot I just showed you, I actually used two-tier 2 backlinks per backlink, ignore the fact that it says low-quality backlink right here. The main essence I'm trying to get across is that you should use one to three-tier 2 backlinks to the backlinks you want to power up. Now, of course, this is a rule of thumb. You can go out there and build a little bit less and build a little bit more if you wish.

However, I wouldn't get too carried away with it, as what you have to remember is that over time, your backlinks are going to acquire backlinks anyway. So if you go out there and build 100 tier 2 backlinks, then that's going to be extremely unnatural, and when it comes to doing anything with

SEO, what we want to do is look as natural as possible and fitting with the crowd, as of course, as soon as we start to look like we are doing SEO, then guess what, Google is going to be aware of that and they're going to make it harder for us to rank in Google, which has the whole reason why Google doesn't really like SEOs. As of course, people who know and understand SEO, they can get their website on to the first page of Google organically, meaning they don't have to give Google any money paying for Google ads.

The final question which I get asked quite often as well is, does your tier 2 anchor texts matter? Well, the answer is no. Google does not currently track relevance further than what is linking directly to your website, AKA, your tier 1. So if you go out there and build all your tier 1 backlinks, which of course would have relevant anchor text to your website, you don't have to follow that through at your tier 2 level. The reason being is because relevancy doesn't actually matter when you go past the first level.

However, I'm not saying you should go out there and have any random really anchor texts. For example, let's imagine your website is about health and fitness. You would, of course, have all of your tier 1 backlinks linking to your website, referencing what your site is about, which is health and fitness. So that would most likely be some of the anchor texts you are using on your tier 1 backlinks. Now, at your tier 2 level, you don't want to go and say something completely irrelevant, such as maybe dogs or horses that has no relation to what your website is about.

However, it's not going to have that much of an impact if you did go ahead and do that.

However, my bit of advice is what I recommend is you go ahead and make them as relevant as possible as long as your tier 2 anchor is somewhat at least related to your main site, then that's going to have a little bit of benefit for you in the long-term if Google updates the algorithm further to make sure that tier 2 backlinks actually matter on anchor text relevancy level.

So that is essentially how the strategy works. It works really, really well to give those stubborn pages a boost up in Google. I really recommend you

review your backlink profile by using any SEO tool, find out what backlinks you have that have a low page authority and a high domain authority. Of course, you can use it Moz DA Chrome extension checker for that as showcased earlier on in the book. Then all you want to do is go out there and build one to three-tier 2 backlinks to those backlinks to power them up and then get that link juice powered through to your actual website.

Section 12: Googles Artificial Intelligence & Machine Learning:

Google's artificial intelligence and machine learning. Artificial intelligence, or AI for short, and its impact on different industries have been a really hot topic of discussion for the past few years and to be fair, all with good reason. The digital marketing industry, in particular, is facing fundamental changes due to revolutionary new intelligent technologies coming out every year. SEO has gone through many transformations over the year from updating hours, from targeting spammy links, VIN content, and so on. In fact, there are roughly 500 to 600 Google updates every single year.

Safe to say that this industry isn't really new to change whatsoever. And while the core SEO principles remain the same, which of course is going to be keyword research, having high-quality content on your website, on-page SEO, link-building, etc., etc., a lot of theories have emerged about forthcoming shifts in SEO strategy, particularly based on AI and machine learning. This section is aimed at shedding some light on exactly what all of this AI, machine learning and jargon actually means in layman's terms that all of us can actually understand exactly what is going on out here.

Because I do see a lot of people worrying about this and saying things online, such as oh no, AI and machine learning is coming. SEO is dead or even things such as we don't stand a chance against the machines. I even saw one last week actually, which said Google's artificial intelligence is going to finish SEO and everyone will have to pay for Google ads.

But before we dive into all of the details, let's start off with the basics, which is what is AI and machine learning. Well, AI, or artificial intelligence, is a branch of computer science that deals with building intelligent machines that can think and respond like humans. Machine learning on the other hand is actually a subset of AI. So it comes under artificial intelligence and it enables machines to automatically learn and improve it from experience. So basically you have AI at the top, which is this amazing thing that allows machines to think and respond like humans.

Then you have machine learning, which is basically the brain of AI and allows that machine to always improve its systems and processes going forward. So now we cover the basics of AI and machine learning. It's safe to say that you can completely ignore that person on Twitter who is sitting there eight hours a day tweeting that machine learning, AI, they have no relation whatsoever. Now you're probably wondering, well, how does AI and machine learning actually relate to SEO? But one thing I want to highlight before we dive into that is that I want you to remember this one really, really important thing, which is Google's main focus is the user.

So whenever you see anything to do with AI or machine learning in relation to SEO, the main aim is to always make things better for the user. If you can remember that and get a grasp of that content, it's going to make everything make a lot more sense from penalty systems to topical relevancy to semantic savvy AI, all of these efforts are focused on the pure goal of making sure the user has the best experience, as of course, Google's main focus is the user. A lot of SEO experts would have freaked out in 2015 when Google introduced a new addition to the algorithm called Rank Brain, which, if you didn't know, is a machine learning algorithm that helps Google process search results.

What Rank Brain does is utilize the power of artificial intelligence to understand and respond to user queries in the same manner as a human would. For those who don't know, before Rank Brain, so before 2015, 100% of Google's algorithm was actually hand-coded. So what would happen is that Google engineers would implement a change to the algorithm that they think would improve results. They will then leave that for maybe a week, two weeks or whatever the duration is. They would then review the data and decide whether they would leave that change or revert back to the original algorithm. Now with Rank Brain, this is all done automatically.

So all the hype you see online about machine learning is coming to Google, SEO is going to be impossible, it's all absolute rubbish. It's already been here since 2015. Another example of machine learning being used in Google, which is actually another one of the algorithms labeled Google

Bert, well, Bert was released in 2019. So it's been around for a decent chunk of time too. And what Bert does is try to understand the intent of the searcher by focusing on concepts and topics rather than individual keywords. It does this by itself with no human input. So once again, it's a machine learning algorithm and it's been with us since 2019.

To give you an idea of how Bert works, well before the Bert update, if you carried out a search for, can you get medicine for someone pharmacy, Google would have returned to site which talks about prescriptions. As you can see from the image on the left-right here, getting a prescription filled, medicine plus medical encyclopedia. However, after the Bert update, Google now returns a website, which is actually answering what you searched for. So we searched for, can you get medicine for someone pharmacy, which of course Google understands this search to actually be related to, can you get medicine for someone at a pharmacy, AKA can you get medicine for someone that isn't actually you.

And what does Google do now after the Bert update, well it returns an article, which is all about can a patient have a friend or family member pick up a prescription, which is a perfect match based on the search intent. And the way that Bert does this is by understanding the deeper meaning behind keywords, AKA the topics and the concepts behind them, and then matching them up with the best results. Now don't panic. I'm not saying keywords are useless because trust me, they certainly are not. But what I am saying is that how these expanding AI technologies will impact SEO is basically a continuation.

That's the keyword here, a continuation of a trend that's been happening in search rankings for years already, which is a focus on relevance, quality and the value of your content. And there are ways we can convey relevancy by utilizing advanced SEO strategies like increasing your site's topical relevancy, using LSI keywords, quality content and the value of your content. Well, this can be replicated by reviewing the top ranking websites in Google, taking a look at their content may be using a tool such as surfer SEO once again, then you get an idea of exactly what type of content you

should be putting out there in relation to your headings, keyword density and so on.

Not so long ago, artificial intelligence was a mere sci-fi concept that if you mentioned it in the meeting, you would literally get laughed out of that meeting. But today in Google, AI and machine learning are already in full effect. People simply just don't realize it. Yes, machine learning and AI technology are transforming ranking factors, but only to better reflect the needs and expectations of human searches. The goal is still and will always be the same, which is optimized for the best user experience. And as long as you do that, you literally have nothing to worry about.

Section 13:

Overview:

In this section, I'll be going over what an SEO audit is and how Google works at the core level. I'll also be showing you what tools you can use when it comes to carrying out an SEO audit. And then I'm going to be showing you how you can crawl your website and give you an overview of exactly how the process works from A to Z.

And then once we've covered that, I'll be showing you how you can audit your website for things such as URLs and 404 pages. And I'll also be showing you how you can audit your website for page titles, meta descriptions, and heading tags as well. So essentially, some of the most important SEO elements when it comes to carrying out an audit.

Section 13: What Is An SEO Audit + How Google Works:

What is an SEO audit? An SEO audit is a process of evaluating a website to see how search engine friendly the site is. The main goal of an SEO audit is to help you optimize a website so that it can achieve higher Google rankings. SEO audits can help you identify and discover things that could be holding your website back from on the first page of Google. As a result, SEO audits are a key cog in any SEO campaign.

You see, if you don't carry out an SEO audit from the start, then all the SEO work you're going to be performing on your website won't be as effective as it could be. It's kind of like when you build a house on a weak foundation. Eventually, it's all going to come tumbling down. However, if you build your house on a strong foundation, it's going to be a great strong house, and it's rarely going to cause you any problems. The same applies to websites too. An SEO audit allows you to ensure your website has a strong foundation.

To understand how SEO audits work, we need to take one step back and understand how Google works at a core level. So for those who don't know, Google has a crawler that you could call a spider. And what it does is it goes out there across the whole wide web and it finds web pages, which of course there are trillions and trillions of different web pages out there.

Now, once it finds those web pages, it separates them into three different categories, which are; known pages, crawled pages, and indexed pages. Known pages are pages that Google knows about, kind of self-explanatory. Crawled pages are pages that Google spider has actually gone onto and crawled that page. So it's got all the information about that page and all the code details. Index pages is the pages that Google has crawled and decided to add them to the index. AKA, allowing users to find them On Google Search results.

What happens on top of this is that Google's core algorithm determines a ranking for the webpage to determine where that page is going to rank once that page has been indexed. But that's essentially how Google works at a

really basic level, they find pages, they crawl pages, and then they add the good ones to the index.

So, any problems you have on your website, such as poor optimisation of on-page SEO, slow website load-in time, will all be found by Google Spiders when they crawl your website. And it's going to have a big impact on where your website ranks. This is why it's super, super important to make sure you carry out an SEO audit literally from day one. Whether that's on your site or a client site, you need to carry out an audit from day one.

Section 13: What Tools Can You Use For An SEO Audit:

This is a question I get asked literally every week and I don't blame the reason why people ask me, is because literally if you search online for tools to use for an SEO audit, the information is so conflicting, it can be so overwhelming, and literally, all it does is end up confusing you. I'm going to demystify the whole SEO audit tool problem, and I'll let you know exactly what tool I use myself at the agency, along with what's all I recommend you should use.

Three of the biggest tools you've probably seen online when you've carried out any search for an SEO audit tool is probably DeepCrawl, you've probably seen Sitebulb, and the other one you've probably seen, the most common, is going to be Screaming Frog. So DeepCrawl and Sitebulb they're actually both paid tools. They do work very, very well, both of them. However, I don't actually find them to be any more effective or any more useful than Screaming Frog, and Screaming Frog is actually free to use. Screaming Frog is a tool we use ourselves at My website at the agency.

I highly, highly recommend Screaming Frog over any other SEO audit tool out there. Number one is because it's free and it literally does everything these other two tools do as well. As long as your website has less than 500 pages, you can use Screaming Frog for absolutely free. If you do have a website that is more than 500 pages, then you will, unfortunately, have to pay for the paid version, which I believe is £150 for an annual license, which is still really, really good value.

So once you go over to Screaming Frog, which I'm going to link to as a link in the downloadable resources, what you want to do is go over to the SEO Spider tab right here, and if you scroll down, we can have a look at all of the features of Screaming Frog. So you can see when you use this tool, you can easily find broken links. So either any broken links you have on your website. You can analyze page titles and meta descriptions. You can even generate XML sitemaps. You can crawl any website, it's not just WordPress website, so you can crawl JavaScript websites as well. Wix websites, Weebly, e-commerce stores, it doesn't really matter, you can crawl literally

any website. You can find any redirects your website has, so that could be a 301 redirect. You can discover duplicate content.

If you have paid version of Screaming Frog, you can also integrate it with Google Analytics, Google Search Console and PageSpeed Insights. Now, these three things aren't really necessary whatsoever. It's kind of a little feature that is nice to have, but you don't need it at all to carry out an SEO audit. So again, it's not even essential. And one thing which I really liked about Screaming Frog, which it added not too long ago, is that they now allow to see the website from a visual site architect perspective.

So Screaming Frog is a tool that I recommend. So, like I said, I will go ahead and add a link in the resources to this URL right here. And simply once you land on this URL, what you want to do is go ahead and download it. And yes, it works on all computers. It works on Windows, Macs and Linux machines, so you shouldn't have any issues using it whatsoever. So go ahead and download Screaming Frog.

Section 13: Crawling Your Website - An Overview:

I'm going to show you how you can carry out your first crawl and I'll be giving you a sneak preview and showing you exactly all the information that Screaming Frog returns when you actually crawl a website.

So once you've got Screaming Frog downloaded, and you've opened it up for the first time, it's going to look pretty much similar to this. Let me go ahead and make mine full screen so you can see everything very clearly. So how do you crawl a website? Well, it's very, very straightforward. All you need to do is enter in your website URL into the top bar right here, and then go ahead and click start.

I'll be doing is using this website right here, tmhughesandson.uk. This is not my website. I don't own a website. I don't even know the person who owns it. I simply found this website by carrying out a search for a local search phrase, local to where I live. And I thought it would be a good fit for the purpose of this course. As with all of my courses, instead of me just giving you the theory, I'll actually show you exactly how you can carry out an SEO audit step by step.

So let's take this website and I'll go back into Screaming Frog. I'm going to paste it in the URL at the top. And once I go ahead and click start, what's going to happen is Screaming Frog is going to visit this website and start to crawl all of the pages and discover every single page on the website. It's going to crawl it one by one. You can see in total, it's found 249 pages on the website, and it's already crawled 247 of those. So as you can see, the tool works extremely, extremely fast. Of course, if you have a bigger website, it's going to take a little bit longer to crawl.

So once the website crawl has finished, you can see we have tons and tons of information in front of us. We have the address which is going to be the website URL. We can see the content, the status code, the indexability. So if any pages aren't getting indexed, you'll know exactly how to find them very, very quickly. You can keep on scrolling and getting tons and tons of information. We can see the page titles for all of those pages. We can see the page title length. You can see the meta description. We can see what pages

don't have meta descriptions. We can keep on scrolling and see the meta description length as well, so 89 characters, 0, 0, 191.

We don't just stop there. We get more and more information. We can see the h1 tags. We can see another h1 tag. So if pages have multiple h1 tags, which by the way is a problem, we can find that out very, very easily. We can find out h2 tags as well. We can find out the h2 character length as well, literally so much information.

Now, another thing we can also do is if I go back to the first tab right here, you can actually click any URL and what it does, it brings out a more detailed analysis of that page in particular. So essentially what it does is it gives you all that information in just a different view, because some people like to view it in columns other than scrolling row by row, but essentially it gives you an immense amount of information.

We can even go over to the right-hand tab right here and then go to site structure. And what it does, it lets you know the structure of your website, literally folder by folder. We can even see our response time as well. So for those who don't know what a response time is, it's essentially the time in seconds to download that URL.

So let's go back into Screaming Frog and as you can see, we have these tabs at the top. We've got internal, which is the tab we've just been on the whole time. But if you just wanted to see all the page titles on a website, well, very easy to do, just plugin that website and then go to page titles. And guess what, you can now see all of the page titles across your website very, very easily.

You can also go up to the top and then go to your visualizations right here and go for maybe a crawl tree graph. And what that does is it generates these really cool visual representations of exactly how your website is laid out. So you can see for yourself exactly how your website is structured, what pages are linking to what pages. Now, this isn't the only view you can see. I go back into visualizations, I go for force-directed crawl diagram. You can see, we now get another visual representation of how our website is looking. So we have a homepage right here, link into our blog. Then on our blog, we

have all these different articles and links to another one, another one. So these are really, really cool features, which is going to help you understand exactly how your website looks from a bird's eye view, which of course is going to make it a lot easier for us when we're trying to find problems on our website.

Now, another great thing about Screaming Frog is that you can actually export all of this data just by clicking this export button. So if you're not a fan of looking at all this information within the tool itself, so within Screaming Frog, you can literally just export all of that data like so, and then review it in Google Sheets, on Microsoft Excel, whatever is your preference.

Section 13: URLs - 404 Pages + Optimised URLs:

When it comes to auditing a website from an on-page SEO perspective, the first thing which you want to do is audit the website's URLs. Now there are two parts to auditing a website URL. You have number one, which is finding dead pages. So this can include things such as finding 404 pages and finding any 301 redirects that the website has.

The second part of auditing website URLs is what we call optimization. Now, this only applies to new websites and the sites that have no ranking in Google.

So when it comes to optimization, you want to audit the website URLs to ensure they have four main things. Those four things are including your biggest keyword in the URL. Number two, you want to make sure that you don't keyword stuff the URL. I see so many people out there that literally just try and stuff as many keywords as possible in the URL. Please don't do it. It looks unnatural, and you're only going to do more harm to your website.

Number three, you want to avoid repeating words as well. And number four, the shorter, the better. So don't go out there and try and have the longest website URL possible, just really trying to stuff keywords in there. The shorter and the more concise your URL, the better it's going to be for Google to understand exactly what your page is about.

Just to clarify why the optimization only applies to new websites and sites with no ranking is because if you optimize an existing client's website that is ranking on-page and on Google, and you notice that they're not including the keyword in the URL, you don't really want to go ahead and start changing that existing URL that already has backlinks pointing to it. As what that means is you potentially have the chance of losing all that SEO juice and power that that existing URL has.

Yes, you can 301 redirect the old URL to the new one, but it's really not worth playing around with, especially if that page is already ranking really high in Google. You're way better off optimizing the website from a

different aspect, such as on-page SEO, for example.

So now we covered the theory behind URLs. Let me head over to Screaming Frog, and I'll give you a real time walkthrough to show you exactly how it's done. The website I'm going to be using is this one right here. It's called greenathome.co.uk. Once again, just to clarify, I do not own this website. I have no affiliation with it whatsoever. I simply went onto Google and I carried out a search for landscaping company London. I went over to page four on Google, as you can see, and this is the website right here. The reason why I've used a website on page four is because of course, all the websites on page four of Google could do with a hand when it comes to SEO auditing and the general SEO of their website.

So what I'm going to do is copy the website URL. I'm going to go over to Screaming Frog, and at the top, I'm going to enter in URL and click start to begin the crawl process. The crawl is now finished, and as we are auditing the URLs of this website, what we want to do is make sure we go over to the URL tab at the top right here. Simply give that a click, and it's now going to show you all of the URLs on that website.

So can see we get quite a bit of information. We have the address, the content type, the status code, the status, indexability, indexability status, hash, and so on and so on. It can be a little bit confusing to review right here in Screaming Frog.

So what I actually highly recommend you do is you actually go ahead and click export, like so by clicking this button up here. And all you need to do is go for the type that you would like to export to save as. So I'll leave mine as CSV, comma separated values. However, if you prefer to work on Excel or Google sheets, then feel free to go for that. I'll leave mine as CSV and then click save.

And then what you want to do is open up that spreadsheet, which is actually what I have right here. Let me just zoom in a little bit as it can be quite hard to see. Just going to expand the first row right here, row eight so we can actually see the URL. Just going to make all of these bold as well, and I'm

going to go over to view and I'm going to freeze at the top row so we can scroll and still see exactly what all of these columns are.

So one thing which I've noticed already is that under column F under index ability, we have the word they're saying canonicalised. You can see it says right here and there. So what this tells me is that there are multiple versions of this website in Google. The reason I know that is because when you use the canonical tag on a page, you are basically telling Google to ignore this page as there is a different page on your website, which is the primary source of information.

So if we look at this URL, I will zoom in a little bit more just once again, to make sure everyone can see that. You can see this row right here, row number 24 is HTTP. And if look below that, we've got HTTPS so it's very clear that this website has multiple versions.

Now, if you remember what I said earlier, you only want to have one version of your website live and every other version should redirect to that page.

So if I go back to that website, what's actually really interesting to see is that on the home page, they have the padlock symbol, the site is secure. It's HTTPS and if I take off the S, let's see if it redirects. So the homepage does indeed redirect. So let's go to one of the service pages.

HTTPS still, so what I'm going to do is I'm going to take off the S on one of those service pages and have a look if it directs. And as you can see, this page is not secure.

So what's really interesting to see is that they've only set up the redirect on the homepage, and it hasn't been done site wide. This is exactly why I said, when you check if a website has one version, you want to check it on your inner pages as well as sometimes what'll you see, like this website, the home page will redirect, but the inner pages won't redirect.

So this is a really good example, just to show you how important that is. Because essentially all the information we have in this spreadsheet right here, a lot of it is going to be duplicates of the same page in just another

version.

So what I'm going to do is simply go ahead and add a filter to this indexability column, just so I can see all of them that are canonicalised. So click here, and I want to go for canonicalise right here. And now I can see all the pages on the website, which are listed as canonical. So what I'm going to do is just simply zoom out a little bit, just so I can select them all, and I'm now going to delete them as we don't actually need them on our spreadsheet.

Now do bear in mind, the website you are working on, it might not have this issue. So if it doesn't, simply skip past this part right here. So let me go ahead and select them all now, and that should have removed all the HTTP ones. And as you can see, it's now back to all HTTPS like so, which is great.

So let me just scroll back to the top like so. So once you've got rid of those URLs, the next thing which you want to do is add a filter to the second column, which is going to be a content type. As you can see, we've got a lot of URLs. We've got some WordPress log-ins, you've got some content uploads. Lots of random URLs, which we don't really need to see.

So to filter all of these out, let's go and add a filter to our second column like so, and now we only want to see this one right here, text/HTML, and as you can see, that's now removed a lot of those really weird WordPress URLs. We do have a few, but the bulk of them are definitely gone, which is nice. And I can actually start to see some of the main service pages like so and there is a cover, which is all nice.

So once you've added these filters, the next thing which you want to do is simply clean up the remaining parts of the spreadsheet and remove all the parts which you don't actually need. So we don't need this one right here, indexability. This can be deleted. We don't need the hash, that

can also be deleted. We don't need the canonical link element one, so that can be deleted as well. And we don't need the URL encoded address, so that can also be deleted.

So now you can see, our spreadsheet looks a lot more cleaner, and it's a little bit easy to digest exactly what is going on. Now, if you remember what I said, when it comes to auditing website URLs, there is two parts to the process. There's number one, finding dead pages up here. Then you have the second part, which is optimization.

So let me show you how to carry out the first part, which is finding dead pages. So that would be any 404 or 301 redirects the website actually has. So it's very easy to do. All you need to do is go to status code, and then what you want to do is de-select all of them and simply go for 404, like so, and now the spreadsheet is going to show you all the 404 pages on that website.

So what do you do when you find a 404 page on a website? Well, the first thing which you need to do is analyze that specific URL. So we have this URL right here at the top. It's a status 404. It looks to be like a WordPress login page. Let me just click it and then go over to Google. Let's carry out a search for that URL, just to make sure it is indeed a WordPress login page.

As you can see, it says, sorry, page not found, and it is indeed a WordPress login page. There's no redirects or anything like that. So basically as this page is going to have literally zero backlinks pointing to it, I know that for a fact, or I'm almost 99% confident. Just because it's a WordPress login URL, it's very, very unlikely that the page has any SEO value for the website. If it did, then what I would want to do is set up a 301 redirect and redirect this page to the closest page on the website.

So if it was a page, maybe about landscaping services, I would redirect this page to a landscaping services page. However, in this instance, there's not that much we need to worry about, and we can simply leave the page as it is. Yes, that is right. We can literally leave the page as it is.

A lot of old fashioned SEOs would tell you that you actually have to

remove the page from Google's index. That is actually not true. We actually have this support article right here by Google. They do have a tool that allows you to remove URLs from the index.

However, if you actually scroll down and read what it says on this page. I'll zoom in once again. You can see it says, when not to use this tool. You shouldn't use it to clean up your stuff like old 404 pages. So this tool is not for that. So please ignore any advice you see online in blogs saying you should remove URLs. That is simply not true. Just follow Google's advice. What I'll do, I'll actually link to this as an external link in the resources, so you can refer to it in your own time.

So I go back to my spreadsheet. You can see we've got a lot of WordPress login URLs, so nothing to worry about whatsoever. We've got a URL right here, which seems to be a portfolio. So go ahead and search for that in Google once again, and as you can see, this page is not found. So in this instance, as it can actually result in a poor user experience of someone who's trying to visit this portfolio item, what you do want to do is actually go ahead and redirect this page to another item in the portfolio.

So that is pretty much it for 404 pages. When it comes to 301 redirects, it's pretty much the same process. You want to untick 404, and then select 301. And now you can see, all the 301 redirects on the website, and you simply want to go through these URLs and just make sure that all these URLs should indeed be 301 redirects.

So, that covers the first part of auditing URLs when it comes to finding dead pages. Now, let me go through exactly how you would cover the optimization aspect for brand new websites. Let me go back over to my spreadsheet. What I'm going to do is change the status code to show us 200, which is basically all the URLs, which are absolutely fine on the website.

So again, let's just imagine this is a brand new website. It's got no backlinks pointing to the page whatsoever. So let me go ahead and show you exactly how I would rewrite these URLs.

So let's take this URL here, for example, it's the waste removal page. If I copy that and then go over to Google and carry out a search for that. We can see they are targeting the keyword waste removal, waste removal services in London. So they're clearly based in London. They've got the content below.

So one thing which stands out to me already is they're targeting London and London should be part of the keyword. So what they're actually missing is not including the full keyword in the URL. So instead of having waste removal, I would actually change this to waste removal London. If you remember what I said on the PowerPoint slides, you want to include your biggest keyword in the URL, which of course as their page is about waste removal in London, London is going to be part of their biggest keyword.

So that's pretty much the process you would follow when auditing a website from an optimization process. There's not that much you can do when it comes to optimizing URLs, other than making sure that the URL is short, which indeed ours is, and that it includes the keyword you're targeting.

Section 13: Page Titles:

You're going to learn how to audit a website's page titles. There are five main things that you want to keep in mind when auditing a page title, which are, number one, you want to keep the page title under 60 characters in length. Now, that does include spaces as well. Number two, you want to get your keywords towards the front of the title tag, as words towards the front of the title tag, carry more SEO weight. Number three, you want to write naturally. Now, hopefully, that is pretty obvious, but trust me, you'll be surprised at how many people go out here and write unnatural title tags simply because they're trying to keyword stuff the title. Number four, you want to include single words and variations too. For example, if you are targeting the keyword SEO consultant New York, then another variation of the word consultant could be consulting.

Same way if you were trying to rank for SEO expert, you could go for SEO specialist. These are all different word variations of the same word. Number five, you want to avoid repeated words. So this is the same logic that we apply to website URLs as well. So those are the five things you need to follow. However, instead of me is giving you the theory, you know I always liked to go the extra mile and make sure this course is super, super actionable. So let's head back over to Screamingfrog, and I'll show you exactly how this is done with a real time walk walk-through, step-by-step. We're going to be using the same website we used in a previous section for URLs. I do already have the website loaded into Screamingfrog.

But essentially, as we are looking at the websites page titles, all we need to do, is change the tab from URL to page titles. And now we can see all the page titles for this specific website. So it's exactly the same process. You want to go ahead and explore all the data and then review it in a spreadsheet. You can review it here, it can be a little bit cumbersome to see exactly what's going on. And if any of your page titles need to be rewritten, it's way better to do it in an actual spreadsheet so you can keep track of everything in one place, making it really easy to action when it comes to actually clean up your website. So let's go ahead and export all this data on the page titles.

I'll go for CSV as my file type once again, and click save. Once you open up that spreadsheet, it's going to look pretty similar to this. You've got a few columns. You've got the website URL, which is an address, you've got occurrences, you've got the actual page title itself. We have the page title lymph. We have the pixel width as well, and we have the indexability. And just as a side note, I have actually cleaned up this file first, we did have a lot of duplicates coming through with HTTP and HTTPS URLs purely because this website hasn't done the SEO correctly. But essentially all I've done is I've removed the HTTP versions so we can focus on just one version of the website. So first things first, what you want to do is tidy up the spreadsheet and remove all the columns which you don't need.

So we don't need this column right here, column B for currencies, as they should all say number one, which as you can see, that is actually what the website says. So just be sure to double-check you only have one occurrence of this URL and this title tag. If you have multiple occurrences, then it basically means you have two URLs on your website talking about exactly the same thing. So let's go ahead and delete that. We don't need to see this column right here, the pixel width that can be deleted. And the last column, indexability, well, all the URLs are actually indexable, as you can see so we don't need that whatsoever. So essentially all we need is three columns. We need the address, the page title, and the page title lymph. So what I like to do is go ahead and make all of these in bold.

I then like to go over to view and freeze the top row so just when you scroll, this is always going to be in view. Now we've tidied up our spreadsheet. The second thing which I like to do is quickly add a filter so I can see all the title tags which are over 60 characters in length, as like I said, you want to make sure your title tag is under 60 characters, otherwise it's just going to get cut off by Google. So to find all these title tags, which are over 60 in length, it's very, very easy. Once again, all you need to do is go over to your title tag, and come under to data, add a filter, and then click this drop-down arrow. And then what you want to do on this little box, you want to change from choose one to greater than, and then literally enter in 60 as that is our limit.

And the spreadsheet is going to show us all the title tags which are over 60 characters in length. So essentially what you want to do is go through all of these types of tags one by one and rewrite them, following the list of things I gave you in the PowerPoint slides. So let's go ahead and apply that to the first three URL at the top just to give you an idea of exactly how this would work in the real world. So the first URL is for a waste removal page. We can see the title tag right here. We know it's over 60 characters. So the first thing which you want to go and do is condense this title tag and make it more concise. However, before you go ahead and do that, it's always a good idea to actually take the website URL, go over to Google and land on that URL as you was an actual customer, just so you can get a good idea of exactly what the page is about and have a look at the actual content of the page as well.

So we can see this page is all about waste removal services in London. That is most likely the keyword they are targeting, as of course this company is based in London. You can see they've got best price gardeners in London as well. We've got London here as well. We've got London here again, waste removal. Okay. So I have a clear understanding of what this page is about.

It's literally a page about waste removal services in London, quite self-explanatory. So that's always good to know and to keep in the back of your mind when it comes to rewriting these title tags. So just from looking at these title tags, I've already noticed one thing that is that every single title tag ends with the same text. You've got professional gardening and landscaping services in London. You've got the same text right here. You've got it again below.

You've got to again, you've got it again. You've got it here, here. Literally every single page title has this. Now, if you see this, what it means is probably some code added to the theme on the website. And whilst it might look good for a web developer or someone who's making the website, it's not really good for an SEO aspect whatsoever. Two reasons, because all your title titles are going to be very similar. And number two, it's going to drastically increase the length of your title tag, as you can see, it's done in all of these instances right here. So let's go ahead and start to rewrite some of

these titles tags. I'll take the top one. And what I like to do is add a new column and I'll put new title tag. I simply like to copy the title that we already have. Then I like to make it a little bit smaller just so I can actually see my new title tag.

I'm going to remove this part right at the end as it doesn't need to be there. I'm going to do onething now, just double-check the character length of this title tag, go over to wordcounter.net. We're currently at 53 characters. I will include a link to this in the resources as well, but this is a tool I like to use just to see how long a title tag is. 53, all good. Best waste removal services in London. Green At Home is obviously the brand name. The next thing to check is that if they have the keywords towards the front of the title tag, so it's very clear that this page is targeting the keyword, waste removal services, London. You can see they've got the keyword right here, waste removal services in London. They do have the word best at the start of the title tag, however, as it's only one word, it doesn't really matter.

And actually having the word best in this instance is going to help them stand out from the competition. The third thing we want to check is that if the title tag is written naturally, which it is indeed, you can see it says, "Best waste removal services in London, Green At Home." You will see a lot of people taken up these filler words such as in. And what you'll see is the title tag will be, best waste removal services London. That's not the best English. You ideally want to have the word in in there for sure, excuse the pun. And don't worry about trying to have all your keywords right next to each other, as long as you have the individual and single keyword variations in there as well, which we do in this instance, you have nothing to worry about. The fifth and final thing to check is that if we repeat any of the words. Well, we don't, we have waste mentioned once, we have removal mention once, and we have London mentioned once as well.

So this is a really good title tag, and it's much better than what we had before. So let's move onto the second one, which by the looks of it, seems to be a URL for the category and buying products page. So it's going to be pretty straightforward for this one so I'm actually going to go ahead and skip that. And I'll do another one of the service pages, which seems to be for the

landscaping page. So once again, I will copy the old one and copy it here. I then want to go ahead and take this URL, go over to Google and then land on this URL, just to see what the page is about. So once again, it is all to do with London and it's all about their services, which is specializing in landscaping. So the main keyword seems to be landscaping services in London.

They've got high-quality garden landscaping in London, so it could be garden, is another potential keyword. So in this instance, when you're not sure what the best keyword is, is it landscaping services London, or is it gardening services London? If you have any doubt whatsoever, the best thing to do is to carry out a little bit of keyword research and see which keyword has the most searches, as you want to optimize your page around the keyword, which is the most popular keyword. So all I've done is I've gone into SEMrush, I've typed in landscaping London, and as you can see, we've got all the keyword variations popping up righthere. We have London landscape. We have landscape gardeners London. So not gardening, we have gardeners. So a different variation. And as this keyword is showing, to me, we have 720 searches, it's very clear and it's a very strong signal that this is the bulk keyword that I want to optimize that page for. Where, if we go back to our spreadsheet, you can see at present, it's optimized for gardening and landscaping services. So we definitely want to go ahead and get this rewritten.

So what I'm going to do is simply copy this main keyword, copy it from the left to the right. I've copied quite a lot. Okay. I can't copy for some reason. What I'll do, I'll just type it landscape gardeners and then we have London. Excuse my capital letters right here. There we go. Got there in the end. So I will copy that. I'll go back to my spreadsheet. I'm going to copy this at the start, as this is the main keyword, landscape gardeners London. I'm going to take this bit out right now. And what I like to do is put the brand name back at the end, Green At Home. And I'll go for reliable this time. So as you can see, what I like to do is literally include a word at the start of the title tag. And this is going to allow us to stand out automatically from all the other standard SEO people that literally just go for landscape gardeners London and then have the brand name. Let's go ahead and put reliable back in.

Some other ideas of what you can use for trust signals, you can go for trustworthy, reliable, high quality, family run, these are all ideas you can use at the start of your title tag, but of course, just make sure you are under the 60 character count. So what I'm going to do is just copy this.

We've got a double space there, get rid of that. I'm going to copy that. Go back over to my tool just double check we're at 53 characters. So we're under 60, nothing to worry about whatsoever. The title tag is written naturally. I do have my keywords towards the front of the title tag. The title tag is also written naturally. In regards to single and other keyword variations, well, you can always go back to your keyword research analysis and just see if there are any other keywords you can have in there. So maybe the word architects is another variation we can get included in our title tag. However, as you can see, we've already got 53, we've only got seven characters left.

So instead of me trying to keyword stuff and get the word architect in here, it's actually going to be way better if I include this keyword in one of our H1 or H2 tags on the actual page, instead of trying to stuff it into our title type. So essentially, what you want to do is go ahead and rewrite the title tags for all of these title tags, as of course, these are all over 60 characters. And then once you've done that, what you want to do is clear your filter and then have a look at the title tags that are below 60 characters and see if any of those can be rewritten following the five principles that we covered.

Section 13: Meta Descriptions:

I'm going to show you how you can audit a website's meta descriptions. Just to clarify, a meta description is a description you see below your website in the Google search results.

So here's a meta description for My website's page on our SEO consultant page. You can see it says, "Are you a business owner who is looking for an SEO consultant in London? Let's jump on a call today and discuss exactly how we can help your business." So instead of me just showing you this and you're trying to figure out exactly why this is a good meta description, let me go through four things that you need to bear in mind, which ultimately determines how you're going to write a meta description to ensure it's performing the best for your website.

So number one is you want to keep it under 155 characters. Once again, that does include spaces. Number two, you want to get your keywords mentioned in the tag as well. Now this is a little bit different in comparison to the title tag. As with the title tag you want to get your keyword mentioned at the front. However, when it comes to your meta description, it doesn't really matter where you mentioned the keyword, you just want to make sure you get it included.

Back in the day adding keywords in your meta description did actually give you an SEO boost. However, it is no longer a ranking signal. Well, you might be wondering, "Well, if it's not a ranking signal, then why should I include my keyword in the meta description?" Well, the reason why you want to include it is if you look at my image, you can see the keyword I'm obviously targeting for my page is SEO consultant London. It's very clear from the URL and my title tag.

And if you look at my meta description, the words SEO, consultant and London have all been put in bold by Google.

Now this doesn't have a direct impact on my ranking, but what it does do is it makes my website stand out more in Google and highlights to users that my page is all about SEO consultant, London, which is a main topic of my page.

So when you do include the keywords in your meta description, it by default help your page stand out and can actually help improve your website CTR, which is a percentage of people who click your website from the Google search engine results page. When a website has a higher CTR, it's a very strong signal to Google that people are liking what they are seeing. So as a result, what does Google do? It bumps up the rankings of that page. So a long story short, definitely make sure you go ahead and include your keywords in your meta description.

Number three, try and grab people's attention. I personally like to do this by asking questions. Questions are a great way to grab people's attention. So in my example right here you can see in my meta description, I say, "Are you a business owner who is looking for an SEO consultant in London?" Question mark. So my meta description starts off with a question. If you own maybe an E-commerce website selling gaming monitors, for example, you can start off your meta description saying, "Looking for the best gaming monitor?" Question. "We sell the most premium gaming monitors," blah, blah, blah, blah. Adding a question in your meta description is a really solid way to grab people's attention.

Number four, write naturally. This applies to pretty much anything when it comes to SEO. You want to try and be as natural as possible and avoid trying to keyword stuff. So let me go backover to Screaming Frog and I'll show you exactly how we could analyze this website's meta descriptions. Once again, using the same website, Green at Home.

Now as you can see, this website actually has some pages on its site which doesn't have any meta-description whatsoever. So that's something you definitely want to avoid at all costs as when you do have a meta-description on your page, what it does is it makes your websites stand out more in Google and it gives you more digital real estate. Just imagine if I didn't have this description right here, I would literally only have my URL and my page title.

So definitely go ahead and analyze all those URL. So once again, what I like to do is click Export, go for CSV and then click Save, and then simply open

up that spreadsheet. Once you have the spreadsheet open, it's the same logic as we applied before. What you

want to do is clean up this spreadsheet and remove all the columns which you don't need, so I'll start from the right this time. We don't need indexability as all of these pages are actually indexable, which is good to see, so let's go ahead and delete. That we don't need the pixel width as well so go ahead and delete that, it's actually in this column. Don't need the pixel width that can go.

Occurrences, again this is pretty straightforward is how many times do you see this meta description on this page? So we've got zero at these ones, which of course have no meta description. So I'm already aware of that so I'm going to go ahead and delete this column as well. Literally, all you need is three columns. You need the address, the actual meta description and the meta description length in characters. Let me just go ahead and make this left alignment so it's very easy to see. I can zoom in one more, hopefully, you can see all the information right now.

So what I always like to do is start off with the pages which have no meta descriptions, as like I said, every page should have a method description. So let's start off with the top one, seems to be a category, Buy Products. Let's go over to Google and then have a look at what this page is actually about, just to make sure the meta description we're writing is a true reflection of the page. It is literally just a page listing out some of the products. So as it says, it's a category to buy the products. It's very unlikely that this page is targeting any keywords, so we don't really have to worry about trying to get our keywords mentioned in here whatsoever.

But what we definitely want to do is go ahead and create a meta description that we can use on this page. So let's go back to our spreadsheet. What I'm going to do is add a new column on the right. Like usual, I'll call it a new meta description, like so. I'm not sure why the text is going down like that. There you go. There's nothing to copy across in this instance, as of course it's a blank meta description. What I'll do is I'll make this column a little bit smaller, so you can see our new one.

Now as this page is all about just showcasing the company's products, I'm

actually going to say something like, "Are you looking for the best garden products to help you create your dream garden?" Question mark. So I'm starting off the meta description with a question. Then I can say, "Check out what Green at Home," which is the name of the company or the website, "has to offer." That's pretty cool.

Now I've written that, all I want to do is just check that it's under 155 characters. I have go back into my work counter tool. We've got 125 characters in total, so no problems there whatsoever. As I said, this page isn't targeting any keywords, it has no keywords to really include in here whatsoever. So that's essentially how you would do it for a blank page. Hope that gives you a really good indication of exactly the structure you need to follow when it comes to writing really good meta descriptions for your website.

So let's look at one more URL now to give you an idea of how you would rewrite an existing meta description. It's pretty much the same principle you want to follow. Let's take this page in particular, the Garden Decking Services for London. So same strategy, I'll go over to Google. I'm going to land on this page just to see what it's definitely about. You've got Garden Decking Services in London, deck and decking installation. So it's all to do with installing this deck and in people's gardens, very straightforward and clear. If I go back over to my spreadsheet, we can see this meta description is actually 213 characters in length. That is over the 155 recommended allowance, so we definitely want to go ahead and rewrite this description.

Now, you can actually add a filter to this column just so you can automatically see all the meta descriptions which are over 155 characters. However, when it comes to meta descriptions, I don't like to add any filters. The main reason being is because what you find when you audit a lot of websites is that a lot of websites actually have no meta description whatsoever, which should count as zero. So if you add your filter over 155, you're actually going to miss out on all of these blank meta descriptions.

So let's go ahead and rewrite this description. We're going to copy the old one and paste it over here so we can use some of the words. I'll start mine off

once again with a question. "Are you looking ..." Double-space there, "Are you looking for a reliable decking installer in London?" Question mark. I say, "Great, you've just found one. We install professional decking in commercial and residential properties." I think that'll be absolutely fine, and I can end that once again with the brand name Green at Home. And then delete all of this, that should be a lot more condensed now. I just want to copy that, go back over to my tool and just make sure that it's under 155.

So in this instance, we're actually over our limit. So I want to go ahead and start to condense this. And I actually have a few spelling errors, let me just correct these first. There we go. So I can just take off the brand name if I want and that way I should come down a little bit. I'm at a 162, just do a little bit more work on this. So what I can do is I can say, "We install professional decking at affordable prices." Let's have a look at that, what we're at now. 143, can I get the brand name in, Green at Home. No I can't, it's too much. So what I'd do in this instance is I would just go for something like this.

So as you saw it with this real-time walkthrough, it can be a little bit of back and forth just to making sure you are under your character limit. But I highly recommend that you pay extra attention and give it more time, just to make sure you are actually under 155. As if you are not, what happens is Google will take a snippet from your page and use whatever part of content on your website they think is going to be applicable. And nine times out of 10, they always get it wrong.

So this is going to be our new meta description, so I'll go ahead and replace that one. And essentially, once you've done that for all of your pages, you've got a nice meta-description, all you need to do is go into your website and update your meta description. If you are using a WordPress website, like I am for My website, it's very easy to do. You can have a plugin such as Yoast SEO. Get it installed on your WordPress website, go into one of your pages or your blog posts, whatever page you are optimizing. Scroll down to the bottom and then click this button right here, where it says Edit Snippet. This comes under the main SEO tab. Once you click that, you'll literally go into the meta description and simply entering

your meta description to suit.

If you are not using a WordPress website, then essentially all you need to do is find the HTML code for your meta description, very easy to do. If I go to the page source for my SEO consultant London page, you can see I've done a Control+F or the word description, and this is an HTML tag for meta description. So here between the speech marks is exactly where you'd want to add your new meta description, this part right here.

Section 13: Heading Tags (H1 & H2s):

I'm going to show you how you can optimize a website's heading tags, specifically the H1 and the H2 tag. There are five main things which you want to be aware of. Number one is that you want to include your main keyword in the H1 tag. Now, don't just copy the page title. I literally see so many people that go out there, they create a really, really good page title, and they can't think of anything to use for the H1 tag. So what do they do? They literally copy and paste the page title and insert it as an H1 tag. Definitely do not do that. I will show you exactly what you can do in just a second.

The second thing you need to be aware of is that you should only have one H1 tag on a page. If you have a page of multiple H1 tags, then all you are doing is confusing Google. Your H1 tag is essentially the main heading of that page. If you have multiple H1 tags, then you're telling Google that this page is about multiple different things. So definitely avoid that. Number three, you can have as many H2 tags as you want on your page, you just need to be sure that they're relevant sub-topics of your H1 tag. Now the same applies to H3 tags you have on your website, you can have as many as you want. They just need to be relevant subtopics of the H2 which comes before the H3. And finally, same as always, you need to make sure you write naturally when composing any of your H1, H2 or H3 tags.

So if you found number two a little bit confusing as what I mean by relevant subtopics, then this image should provide a little bit of clarity. Here we have the heading structure of my SEO consultant page on My website. You can see I have one H1 tag, and it says SEO Consultant London - Partner With The Best. I have H2 tag, again, a subtopic of the H1 and I say how my SEO Consultancy Services work. So consultancy is another keyword variation of the word consultant. And as that whole topic is relevant to SEO consulting, it makes sense having it as a subtopic. I then got another H2 tag which says SEO Experts - Meet My Rockstar Team in London, this is all relevant to my consulting services. So as a result, it comes under my main H1 tag.

Then under my second H2 tag were talking about my Rockstar Team, I have

a list of all of my staff, which are actually a subtopic of my H2, which is why they're H3. So hopefully that clarifies exactly what I mean by a subtopic. So for the real-time walkthrough, we're going to be using a different website. It's time to say goodbye to Green at Home. So this is a new website I'm going to be using. So this is a website called blushphotobooth.co.uk. Once again, I have no relation or affiliation to this website whatsoever. I simply just found it on Google by carrying out a search for photo booth hire.

So I've already plugged this website into Screaming Frog. And what I want to do now is go over to the H1 and the H2 tags to view those tags for the website. Now, if you remember what I said in my slides, when it comes to your H1 tag, what you want to do is make sure that it's unique and not exactly the same as your page title. So when it comes to reviewing your H1 tag, it's always a good idea to actually export the page titles as well and then compare your H1 to the page titles. The same applies to the H2, export that and then compare it to the H1. So in total, you need to export three different tabs. It's going to be your page title. And go ahead and do that now. You want to do exactly the same for your H1, click export. And then finally go ahead and export all the H2's on a website.

So you should have three different files in total, your page titles, H1 and your H2. Let's go ahead and open these up. And the main aim of what we're trying to do here is merge these all into one file. Let me open up the page titles. Drag that across, it's on my other screen. Now going to open the H1's. Once again, that's on my other screen, drag that across. And then we've got onemore of the H2's, and no doubt, that's going to open on my other screen as well. And yes, it did. So what we want to do is clean all of these files up and then merge them together. So let's just make page titles our main one. All we literally need to see is the page title. We can ignore the page title length, as of course, you would have already done that by now as this comes after the page title. Let's go and delete all of these. Essentially, all we want to see is the actual title, tag and URL. Delete that like so.

We can now go on to the next spreadsheet, which is going to be our H1 tags. So here, all you need to do is go ahead and copy across your H1 tag. There's

only one occurrence of a H1 tag, so I don't need to worry about copying multiple H1 tags. Let's take this column and then copy that in the second column like so. We don't need to worry about our H1 length as the length doesn't really matter when it comes to a H1 tag. Of course, try and keep your H1 tag as concise as possible and always keep the user in mind. You don't want to have an H1 tag which has hundreds and hundreds of characters. The shorter, the better. And then once you're finished with your H1's, go ahead and cancel that, you want to go ahead and do exactly the same thing for your H2 tags.

Now before I go ahead and copy my H2 tags, you can see in this column right here where it says occurrences, there is multiple occurrences. So all these means is there are multiple H2 tags. So what I want to do is make sure I copy both occurrences across over onto the main spreadsheet. So let me go ahead and copy the first H2 one like so, put it in column D, and I will copy the second H2, which is this one, H2-2, copy that into column E. And that is it for this spreadsheet. We don't need to see the length once again, the length does not really matter when it comes to the headings. Let's go ahead and close that. This is no longer needed. And now we have one main spreadsheet, which I'm going to make full screen. Let me zoom in a little

bit more, filter that like so. Just clean up a little bit so you guys can see exactly what is going on here.

Once again, I'm going to make that bold. And I'll zoom in a couple bits more. And essentially, what we have here is a breakdown of the page's title, the H1, the H2 and the second H2 as well. So there's quite a bit of manual work involved. However, when it comes to doing the SEO audit, you really want to pay attention to exactly what is going on. So doing things manually is a great way to see exactly how a site is laid out. I'm just going to take it back one more and zoom out just so we can see the actual website URL. And instead of me going through all of his website URLs, I'll just use one. So let me just go ahead and clear this as it can be. A little bit hard to save all this information. I do appreciate that. And I did actually get feedback in one of my previous courses, saying I'm showing too much information on spreadsheets. So yes, I am listening to all the feedback I get.

So let me go ahead and show you exactly what I would do to improve the head and structure of this page. So rule number one, always visit the actual page to see what it looks like. So let's go back to Google, and then carry out a search. And this is the page right here, Photo Booth Hire Leeds. For those who don't know, Leeds is actually a location here in United Kingdom. It's a city. So just by looking at the page, it's very clear this is literally a page as it states. It's a page about photo booths you can hire in the area of Leeds. Okay, that's all crystal clear. Let me go back to my spreadsheet. So the title tag of this page says Photo Booth Hire Leeds.

The H1 tag says Leads Hire, so there's definitely a big room for improvement. The H2 literally just says Photo Booth Hire Leeds, which is very similar, it's actually identical to the page title. Other than that, the page title mentions the brand name, Blush Booth, at the end of it. Then they have another H2, it says five-star service, which has nothing to do with photo booth whatsoever. So that definitely should not be a H2 tag. So what would I do to improve this? So what would I do to improve this? Well, of course, imagine a title tag stays the same as we're only working on the headings. The H1 tag, I would definitely change it from Leeds Hire. And before I go

ahead and start to craft any other H1 tag or H2, I need to figure out exactly what are the keyword ideas I could be using.

So if you carried out some keyword research for your website or your client's site already, then you can literally refer to your keyword research spreadsheet and go ahead and start to include some more keywords. If you haven't, then obviously what you can do is just go over to Google, carry out a search for the main keyword. So my example is going to be photo booth hire. You can scroll down and look at the organic results to try and get an idea of exactly other keywords you can be using in your H1 tag. I mean, what we're looking at right now is actually the page titles where I can see I've got the word rental, which is another word for hire. We've got rental appearing again. We've got a wedding, party and corporate, which is pretty good ideas.

As of course, some people like to hire a photo booth for a wedding, some may want to hire it for a party or a corporate event, and so on. So you can actually get quite a few ideas just by looking at the organic results on Google. If you have access to SEMrush, you can do exactly the same thing. Just plug in a photo booth hire or whatever keyword it is you are targeting. And then under keyword variations, you can get an idea of other keywords you can be using. And as you can see, you've got the same recommendations right here, wedding photo booth hire, we've got party photo booth hire and so on and so on.

So taking this into consideration, what I would do for my H1 tag, I would go for something such as photo booth rental instead of hire, and I put in Leeds, which is location they are targeting.

And I'd put in the word booths to hire for all occasions like that, that is a main H1 tag. Go ahead and make it a little bit smaller so you can see. So what I've done here is I've put the word booths in there with an S. So I put in the plural version in addition to the single version right there. I've included the word rental and I've included the word hire as well. I've mixed up the words a little bit. Instead of having a photo booth hire, I've gone for photo booth rental. I've also got the word hire in there as well. So this is a much

better H1 optimized SEO tag.

Moving on to the H2 tag. At present, it just says Photo Booth Hire Leeds, which like I said is basically a duplicate of the title tag. We definitely want to go ahead and change this. So as my H1 says, booths for hire for all occasions, in my H2 tags, what I can actually do is mention those occasions. So I could go for photo booths to hire for weddings, I think was an occasion we saw for weddings. I could have another H2 say in photo booths to hire for, for some reason I can't edit it in the field, for parties. Now I've got two similar H2 tags. One includes the keyword weddings, and one includes the keyword parties. Now, you don't have to do an exact duplicate and just change out the actual heart of the H2 tag, which is unique, aka, weddings and parties. You can rearrange it if you want and I actually recommend you do.

I do see a lot of people actually go for a standard format like this. And the reason why is because it's the easiest thing to do. However, when we're doing SEO, we want to avoid always doing the easy option. We saw earlier that the word rental was a really good keyword variation. So how about we include another variation of the word rental. So you can do photo booths to rent for parties to clean that up. Like so. So I've got photo booths to rent for parties. Now I've got the party variation in there. I've got rent in there. I've got rentals, I've got booth, I've got booths, I've got occasions, I've got hire weddings, parties. I hope you can see just how many keywords we've now got in just by optimizing a little bit better for the SEO.

You can even go a step further if you wish. For example, instead of saying photo booths to hire for weddings, you can say photo booths to hire for weddings in Leeds. So once again, get your location in there. Just be very careful as you don't want to overdo and over-optimize your page. If you're ever unsure exactly if you are over-optimized or if you're under-optimized, always review what the top ranking websites are doing on Google and use it as a guide to follow. So what we've just run through now is literally the same process that you want to apply to all of your pages on your website.

Section 14:

List of Free Resources & The Plugins Used in this Book/Course

Plugin Name	URL
Yoast SEO	https://wordpress.org/plugins/wordpress-seo/
Insert Headers and Footers	https://wordpress.org/plugins/insert-headers-and-footers/
EWWW Image Optimizer	https://wordpress.org/plugins/ewww-image-optimizer/
Autoptimize	https://wordpress.org/plugins/autoptimize/
WP Super Cache	https://wordpress.org/plugins/wp-super-cache/
Breeze by Cloudways	https://wordpress.org/plugins/breeze/
All in one Schema	https://wordpress.org/plugins/all-in-one-schemaorg-rich-snippets/
301 Redirects - Easy Manager	https://wordpress.org/plugins/eps-301-redirects/