

SEARCH ENGINE OPTIMIZATION (SEO) BEST PRACTISES FOR BEGINNERS

As a beginner to SEO you need to understand that there is no magic fast way to rank your website in the first page of Google, Bing or Yahoo search engines. Search engines are built with very complex algorithms and it takes a lot of time and effort make your website search engine friendly or deserves to be one of the top ranking, and in the first page.

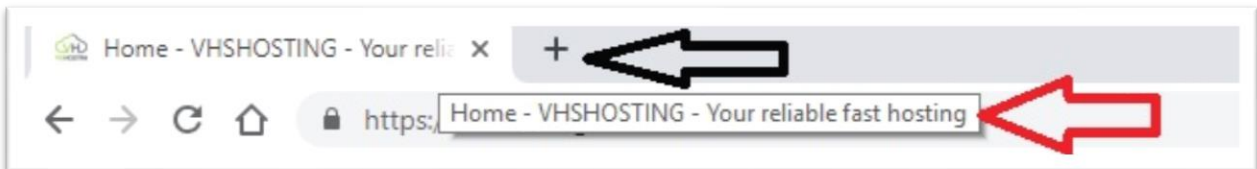
Nevertheless, there are certain rules you can follow to optimize your website and provide the search engines with the necessary signals. Of course there are many other things you can do to help your website achieve better rankings, however, the SEO tips presented below will give you a better and reliable framework to achieve your SEO goal.

1- Main Ways to Boost Your Non WordPress Web Site

- 1- Title Tag.
- 2- Meta Description.
- 3- Page Speed.
- 4- Alt Text page image.
- 5- Google Webmaster.
- 6- Google Analytics.
- 7- Create an XML sitemap.
- 8- Create an Robots.txt.
- 9- Check for broken links.
- 10- Customize your 404 page.
- 11- mobile friendly.
- 12- Get backlinks.

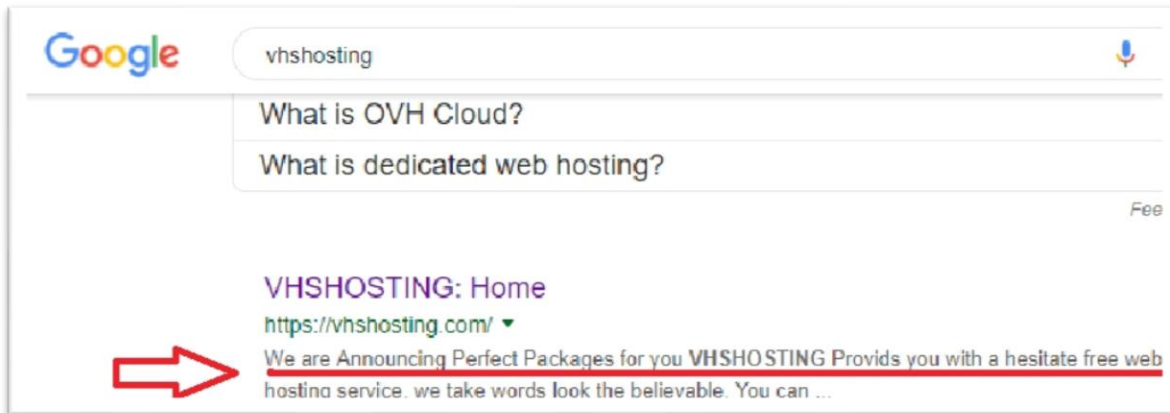
1- Title Tag:

- 1- Each page needs to have a unique page title that accurately describes the page's content.
- 2- Google typically displays the first 50-60 characters of a title tag. If your title is too long, search engines may cut it off by adding an ellipsis ("...")
- 3- Primary Keyword - Secondary Keyword | Brand Name 8-foot Green Widgets - Widgets & Tools | Widget World
- 4- Avoid titles that are just a list of keywords or repeat variations of the same keyword over and over. These titles are bad for search users and could get you into trouble with search engines. Search engines understand variations of keywords, and it's unnecessary and counterproductive to stuff every version of your keyword into a title.
- 5- Give every page a unique title. Unique titles help search engines understand that your content is unique and valuable, and also drive higher click-through rates. On the scale of hundreds or thousands of pages, it may seem impossible to craft a unique title for every page, but modern CMS and code-based templates should allow you to at least create data-driven, unique titles for almost every important page of your site. For example, if you have thousands of product pages with a database of product names and categories, you could use that data to easily generate titles like:



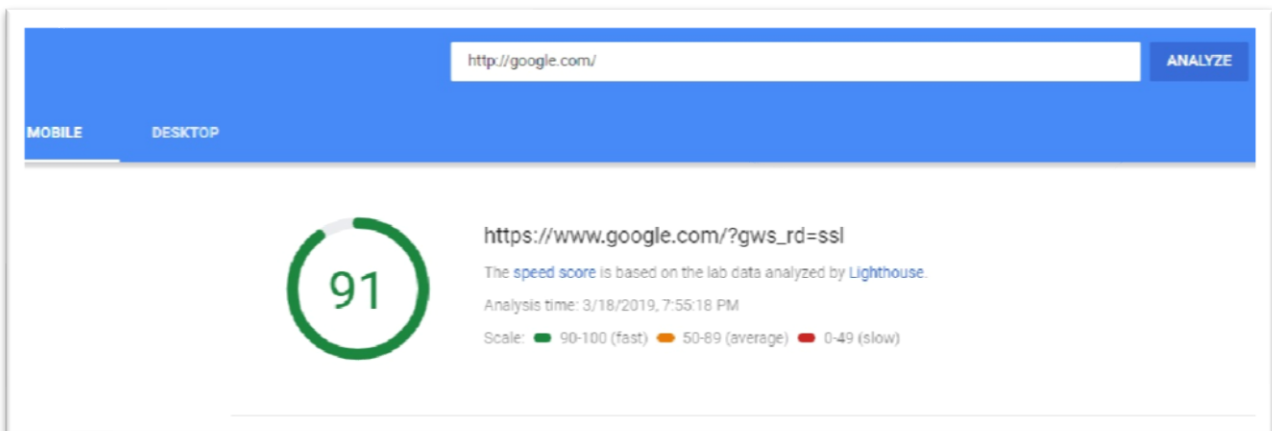
2- Meta Description:

- 1- Meta descriptions are HTML attributes that provide concise summaries of webpages. They are between one sentence to a short paragraph and appear underneath the blue clickable links in a search engine results page (SERP). However, depending on a user's query, Google might pull meta description text from other areas on your page (in an attempt to better answer the searcher's query).
- 2- As with title tags, it's important that meta descriptions on each page be unique. Otherwise,
- 3- Keep the size between 140-150 characters.
- 4- Don't add too many keywords
- 5- Try to use the description as a way to 'advertise' your page to the reader so that they click on your title and visit the page.



3- Page Speed:

- 1- Page speed is often confused with "site speed," which is actually the page speed for a sample of page views on a site. Page speed can be described in either "page load time" (the time it takes to fully display the content on a specific page) or "time to first byte" (how long it takes for your browser to receive the first byte of information from the web server).
- 2- Page speed is also important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversions.
- 3- Use Gzip, a software application for file compression, to reduce the size of your CSS, HTML, and JavaScript files that are larger than 150 bytes.



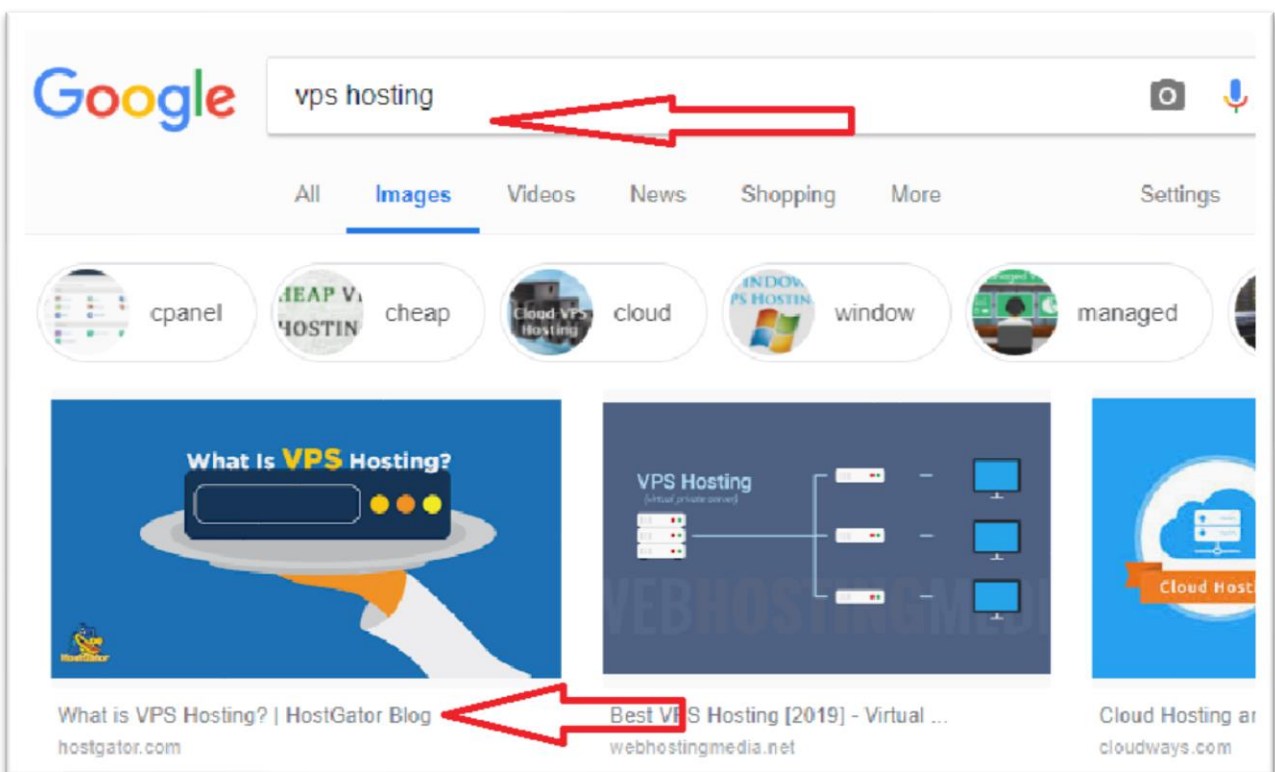
4- Remove any unnecessary javascript from your pages..

Optimize images. Be sure that your images are no larger than they need to be, that they are in the right file format (PNGs are generally better for graphics with fewer than 16 colors while JPEGs are generally better for photographs) and that they are compressed for the web.

<https://developers.google.com/speed/pagespeed/insights/>

4- Alt Text page image:

- 1- Alt text (alternative text), also known as "alt attributes", "alt descriptions," and technically incorrectly as "alt tags," are used within an HTML code to describe the appearance and function of an image on a page.
- 2- Adding alternative text to photos is first and foremost a principle of web accessibility. Visually impaired users using screen readers will be read an alt attribute to better understand an on-page image.
- 3- Alt tags will be displayed in place of an image if an image file cannot be loaded



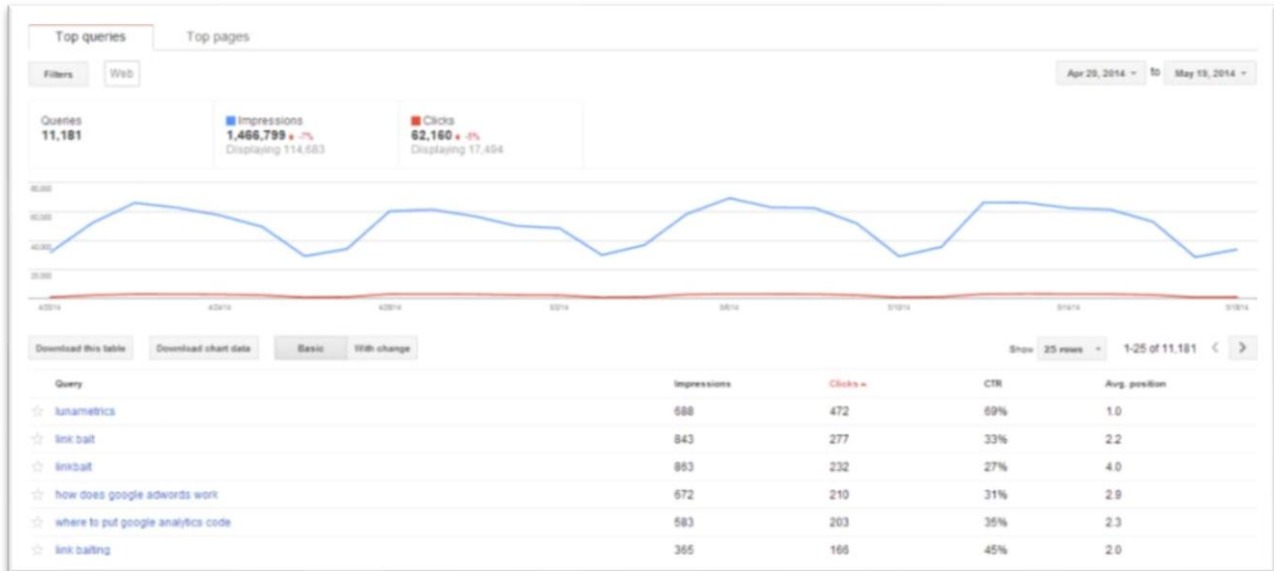
- 4- Alt tags provide better image context/descriptions to search engine crawlers, helping them to index an image properly.
- 5- Use keywords in image names (separated with dashes). Avoid using filenames like image1.jpg or person1.jpg. Instead use meaningful names with dashes. For example woman-working-out.jpg

5- Google Webmaster:

Google Webmaster Google Webmaster Tools is a sweet suite of Google SEO tools that provides data and configuration control for your site in Google. If you're doing any SEO and you don't find value in GWT, you either use a paid tool that re-uses GWT data or you have an untapped gold-mine.

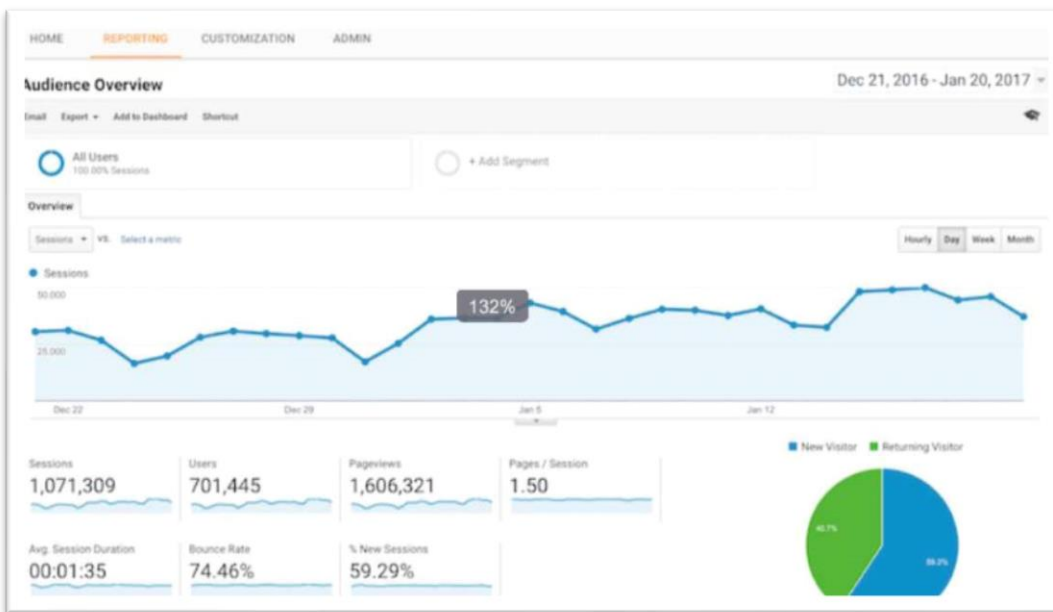
If you haven't set up Google Webmaster Tools yet, do so yesterday. It's really easy and worthwhile. Just go to www.google.com/webmasters/tools, sign in with your Google account, and click add a site. Then you'll be

provided with several options to verify that you manage the site. Use the option that's easiest and make it happen. <https://www.google.com/webmasters/>



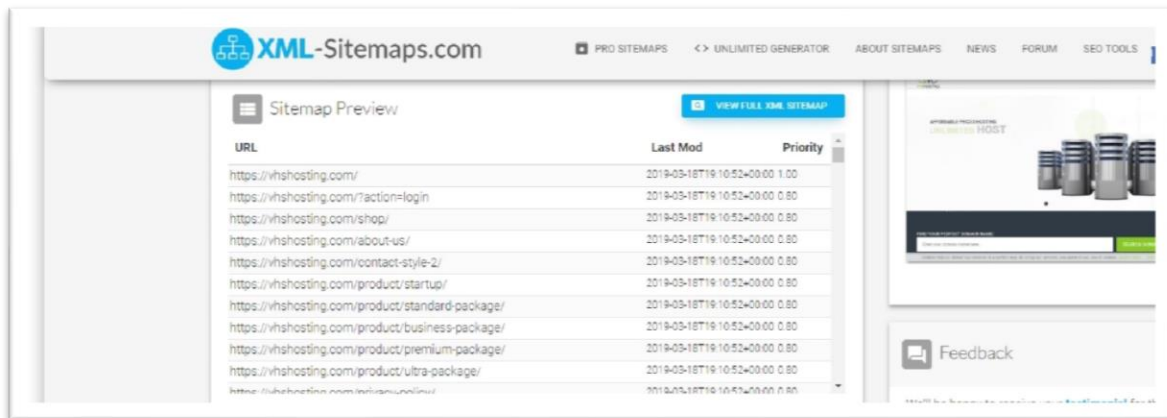
6- Google Analytics

Google Analytics Google and Bing have what is called webmaster tools. This is the place to register and submit your web site to their index. After submission you can visit the webmaster central and get valuable information about your web site. Find out how visitors find your web site (direct visits, search, referrals etc), How much time they spend on your pages (and on which pages), What keywords they used How many pages they view per visit. <https://analytics.google.com/analytics/web/provision/?authuser=0#provision/signup/>



7- Create an XML sitemap:

Create an XML sitemap You want Google to crawl every important page of your website, but sometimes pages end up without any internal links pointing to them, making them hard to find. An XML sitemap lists a website's important pages, making sure Google can find and crawl them all, and helping it understand your website structure: If you want Google to find your XML sitemap quicker, you'll need to add it to your Google Search Console account. You can find the sitemaps in Search Console by navigating to 'Crawl' and then clicking on 'Sitemaps'. You'll immediately see if your XML sitemap is already added to Search Console. If not, click on the 'Add/Test sitemap' button which you see on the right of the arrow in the image below.

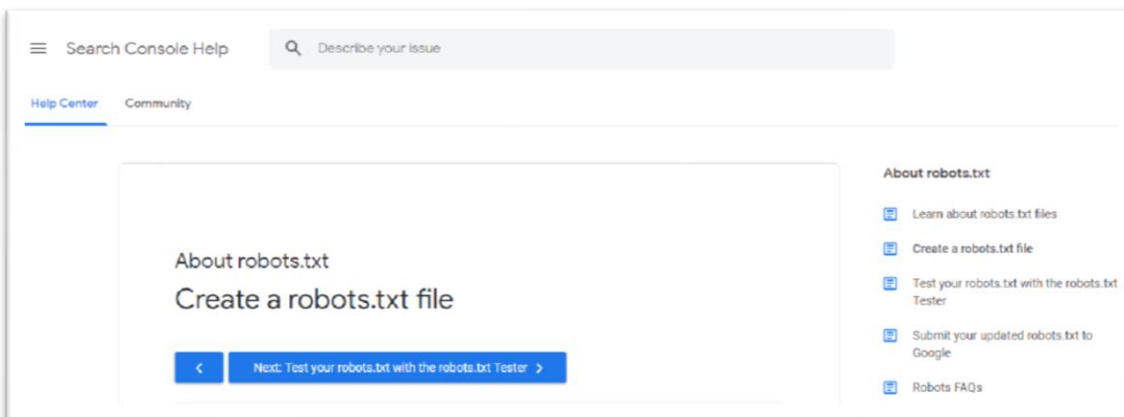


Create an XML sitemap <https://www.xml-sitemaps.com/>

8- Create an Robots.txt:

Create an Robots.txt Robots.txt is a text file webmasters create to instruct web robots (typically search engine robots) how to crawl pages on their website. The robots.txt file is part of the robots exclusion protocol (REP), a group of web standards that regulate how robots crawl the web, access and index content, and serve that content up to users. The REP also includes directives like meta robots, as well as page-, subdirectory-, or site-wide instructions for how search engines should treat links (such as "follow" or "nofollow"). Together, these two lines are considered a complete robots.txt file – though one robots file can contain multiple lines of user agents and directives (i.e., disallows, allows, crawl-delays, etc.).

Create a robots.txt file <https://support.google.com/webmasters/answer/6062596?hl=en>



9- Check for broken links:

Check for broken links External links (links in your web site pointing to other sites) are important for SEO. In general ensure that You are not linking to spam web sites or web sites with inappropriate content You have no broken links i.e. links to web sites or pages that no longer <https://validator.w3.org/checklink>

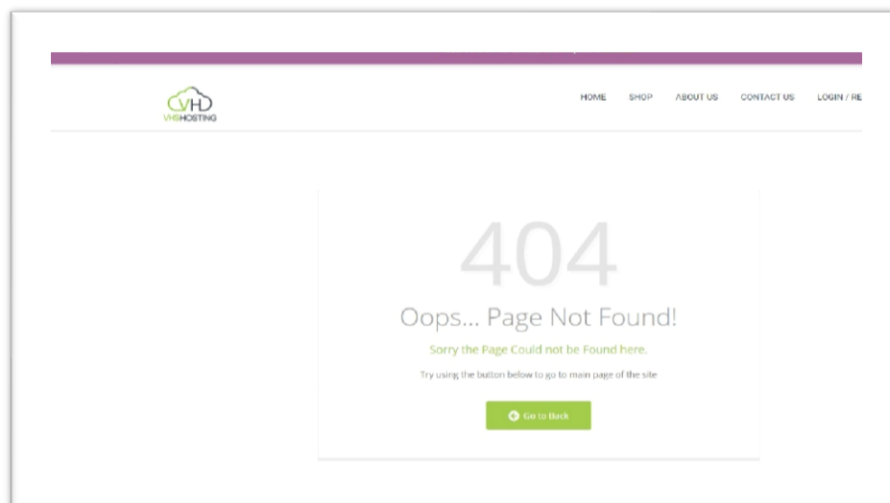
You are not in any way selling or exchanging links Any links in your comments section carry the no-follow directive



The screenshot shows the W3C Link Checker interface. At the top, there is a blue header with the W3C logo and the text "Link Checker" and "Check links and anchors in Web pages or full Web sites". Below the header, there is a text input field with the URL "https://vhshosting.com/". Underneath, there is a section titled "More Options" with several checkboxes: "Summary only", "Hide redirects" (with radio buttons for "all" and "for directories only"), "Don't send the Accept-Language header", "Don't send the Referrer header", "Check linked documents recursively, recursion depth:" (with a small input field), and "Save options in a cookie". A "Check" button is located at the bottom right of the form.

10- Customize your 404 page

Customize your 404 page SEO is about improving the user experience and a proper 404 page contributes to that goal. The 404 page is the page shown when a user is looking for a page on your site that does not exist or mistyped a URL or follows a broken link. When the 404 page is not configured, it looks like this: A properly configured 404 page should: - Have a design consistent with the rest of the website - Give options to the user to navigate to other pages of the site.



11- Mobile friendly:

Mobile friendly A significant number of searches performed each day are through mobile devices. Many studies over the last 6 months identified that the number of searches using smartphones is steadily increasing especially

when it comes to making online purchases I am sure that if you take a look at your analytics data you will see a good percentage of your daily visits coming from mobile. Is your web page mobile friendly? <https://search.google.com/test/mobile-friendly>

12- Get backlinks

Get backlinks There is no way to avoid mentioning link building when we talk about SEO. The reason is simple: Off-Page SEO factors play a very critical role in the Google ranking algorithm.

I know that for beginners to SEO this is a concept difficult to understand, so let's take it from the beginning. How to approach link building (the safe way)

- 1- Publish great content on your website that will naturally attract link
- 2- Put your content in front of other webmasters / bloggers that may potentially link to your website (Facebook and other social media channels are great promotion tools for this purpose)
- 3- Link to other websites and reach out to webmasters informing them that you added a link to their websites. If they like your website, they may return the favour - This is actually advice given by Google in one of their guides, as explained in Step 5 here and shown in the screenshot below.
- 4- 4-Make connections with other webmasters and let them know about your website (twitter and email are great tools to built connections with other people)
- 5- Try to get links from high quality websites only / [facebook.com](https://www.facebook.com) /
- 6- Important Get links from websites related to your niche and not any kind of website.

2- WordPress SEO



WordPress is very popular platform for building quality websites it cover almost 30% of website around the globe. WordPress is built in a professional way that is compatible with SEO standard procedures.

- 1- Remove any unnecessary plug-ins
- 2- install WordPress site SEO plugin.

When it comes to SEO plugins, Yoast SEO is the most popular option. WordPress SEO is, unavoidably, a complex topic, though. And to address that, Yoast SEO has built in plenty of complex features to give you pinpoint control over your site's SEO. As a result, even though the Yoast team has done a great job trying to make SEO beginner-friendly, there's still a good chance you need some help with how to use Yoast SEO. To give you that help, we've written this monster Yoast SEO tutorial.

<https://yoast.com/>