

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 16!** Yesterday we started talking about SEO and I brought the doom and gloom about it. 😞 Today let's back up and take a non-biased look at what SEO (*search engine optimization*) is and the two parts of it. Then we will discuss the first part today and the second part tomorrow. I'll also try to keep my biased opinions out of this discussion. 😞

So, let's start at the beginning. **WHAT is SEO?** It is the process of improving your website's ranking in search engine results pages (*SERPs*) so that more people can find your website. **You will do SEO for every PAGE of your website.**

SEO can be broken down into two main categories:

Category #1: On-page SEO

Category #2: Off-page SEO.

On-page SEO refers to the optimization of your website's content and code for search engines. It includes things like keyword research, title tag optimization, meta description optimization, image optimization, and internal linking.

Off-page SEO refers to all the activities you can do outside of your website to improve your site's visibility and ranking on search engine results pages (*SERPs*). It mainly involves building the site's trustworthiness and authority through backlinks from other reputable websites, but also includes other methods like social media marketing and brand mentions.

So today I want to give you a step-by-step guide to using on page SEO.

Let's dive in...

Step 1: If you're getting started with a brand new site that you want to SEO then I recommend that you build that site using a WordPress blog. The reason being is that the best way to manage a lot of content **AND** WordPress has lots of great plugins that will make using SEO on your website MUCH easier and faster. If you have an existing site, then switching it to a WordPress blog is **WORTH** it. **IF** you aren't already getting traffic from the search engines.

Step 2: Do keyword research. Identify the keywords that your target audience is searching for. You can use keyword research tools like Google Keyword Planner or Keywords Everywhere to help you with this. I highly recommend you do a deep dive in learning to do keyword research for SEO purposes.

Step 3: Create high-quality content! Write content that's comprehensive, engaging, and answers user queries. Don't put in all of the SEO work just to have crappy content that no one reads because the search engines will see this, and all of your work will be futile because you won't see any efforts from your SEO work. **Make sure to include your keywords in your content too!**

Step 4: When you post your content, optimize the URL of every page! Make sure your keywords are in your URL. Again, WordPress makes this super easy. Whatever you title your content will become the URL.

Step 5: Optimize your title tags and meta descriptions. Your title tag and meta description are the snippets of text that appear in SERPs. Make sure to optimize them for your target keywords. Again, if you're doing this WordPress there are plugins that will allow you to easily add this information. Plugins like Yoast and Social Warfare are my favorites.

Step 6: Optimize your images. Add alt text to your images and make sure they are properly sized and formatted.

Step 7: Use headers (*H1, H2, H3*) effectively! The main title should always be H1 (*used only once*). Then you need to use H2s and H3s for subheadings, incorporating keywords where appropriate.

Step 8: Optimize your internal linking. Internal links are links from one page on your website to another. Use internal links to connect related pages on your website and to help search engines crawl your site more easily. Make sure you link to high-quality content on your website, that you link to pages that are relevant to

the content on the current page, and that you use descriptive anchor text for your links.

Step 9: Use schema markup or also referred to as “*rich snippets*”. This is something I could write an entire lesson on because it’s such a **BIG** subject and there are so many options with it.

If you don’t know what this is or how to use it, I recommend that you read this article <https://www.semrush.com/blog/what-is-schema-beginner-s-guide-to-structured-data>

And then I recommend if you’re using WordPress that you find a schema markup plugin to use to make this **WAY** easier! You’ve got to be pretty techy if you’re trying to use this on a site that’s not built with WordPress. Yet another reason you should be building all of your sites with WordPress. 😊

Step 10: Make sure your site is mobile friendly! This is super important. Use responsive design and test your site on various devices to ensure a good user experience. “*Bounce rate*” is another signal to the search engines of the quality of your site. If people are leaving your site quickly after getting to it, that tells the search engines that people aren’t getting what they need from your website.

Step 11: Update your website regularly with new content. You should constantly be creating more content for keywords you want to rank for, and constantly doing keyword research to find more keywords you can create content for and rank for those keywords too.

Whew! *That’s a lot, right?* SEO is truly a full time job, and you have to know what you’re doing. Plus, you need to be able to keep up to date on the new strategies, strategies that no longer work, and more importantly **NOT** use strategies that the search engines decide are “*bad*”. But again... *I’m keeping my biased opinions out of this.* 😊

Okay... That’s a wrap for Day 16! Tomorrow we are going to wrap up our conversation on SEO and talk about the other side of SEO which is off-page SEO. Be ready because there’s even more you’re going to need to do to have a complete SEO strategy that actually works!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz