SEO FOUNDATIONS FOR SMALL BUSINESS OWNERS

The Tips and Tricks
of Search Engine Optimization

SEO

TemplateMonster

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What is This All About?

Hey there! If you're reading this book, chances are you're a novice site owner, and, obviously, you want to gen up on SEO. If that's correct, read on, and soon you'll know enough to start conquering search engines.


While working on this tutorial, we strived to cover every SEO-related question a beginner may want to ask. For starters, you probably wonder if search engine optimization is really that important for your business, and if you can teach yourself SEO (the short answers to these two questions are "yes" and "yes" 😊). Of course, we'll cover these (as well as other questions) in greater detail.

In case you're already familiar with the fundamentals of search engine optimization, we'll also include several useful sources with advanced tips and tricks. To find them, go to page 27. Besides, you will find lots of useful stuff while reading the guides from Startup Hub. For instance, check out these SEO tips for Wordpress, PrestaShop, and Joomla:
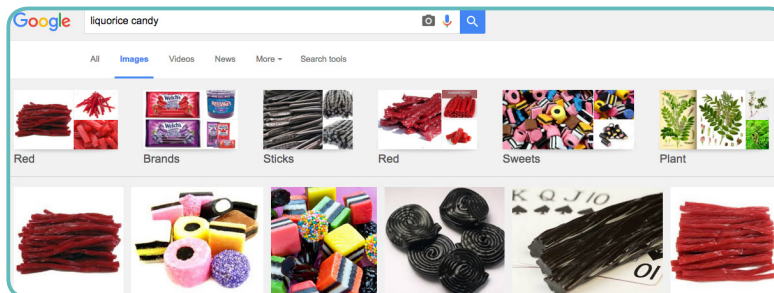
A Quick Intro to the Very Basics

It's 2016, and pretty much everyone knows that "SEO" stands for "search engine optimization". But what exactly does this mean? Moreover, why is it so important for your business? Actually, it'll make more sense if we start with the second question.
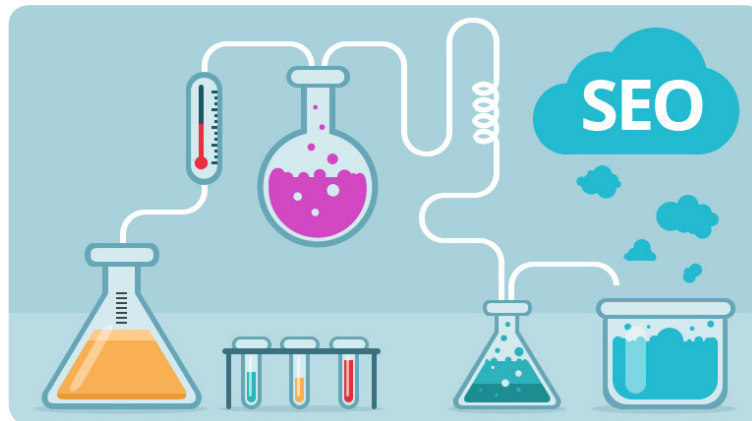
Search Engines and Candy Shops

Say, you own a shop that sells craft liquorice candy. Naturally, you'd want to advertise, but how exactly are you going to do this? Given the fact that relatively few people have a taste for liquorice, any means of mass advertising (like billboards, flyers, or commercials for TV and radio) might turn out a waste of money. With a product like that, you'd want to target a specific audience of liquorice fans

Luckily, that's exactly where SEO comes in handy!

To reach your ideal customers, you can get a website (or an e-store) and optimize it for relevant search queries (like "buy craft liquorice candy"). If you do everything right, people will see your site every time they use Google, Bing, or some other search engine to find a nearby liquorice candy shop. Thanks to the fact that these people are intentionally looking for the products you sell, they are more likely to become your customers.

Of course, the same principle works for other kinds of products or services, as well as non-ecommerce projects.

The Workings of Search Engines

If you feel like our candy shop scenario sounds a bit idealized, you're 100% right. In real life, you will have to compete with other candy shop owners whose websites will show up on Google's search results page along with your site. Besides, you'd have to do a bit more than optimize your site for a particular set of phrases that people type into Google.

However, with the right SEO strategy you can still get a decent visibility when it comes to particular customers and particular search queries. To reach that goal, you need to understand how search engines work, and how they rank websites. A description of the four core functions of search engines is available below:

1 **Scanning the Web**

Have you ever wondered how search engines get the information about web pages, their content, updates, and links to other sites? To collect this data, they use programs called "spiders" or "crawlers". Crawlers scan web pages (and other online documents, like images and PDFs) and provide search engines with the data needed to create systematized "maps" of the web.

2 **Storing the Data**

As of today, there are more than 999,000,000 websites, which means search engines have to process tons (or, scientifically speaking, *zettabytes*) of data on a regular basis. To store the data collected and indexed by crawlers, search engine companies build server facilities all around the globe.

3 Answering Our Questions

Search engines create huge catalogs of the indexed web pages and constantly update them with new data. Every time an Internet user inputs a search query, a search engine fetches a list of web pages that contain the most relevant and comprehensive answers. Such lists take the form of search engine pages (SERP).

The order in which web pages appear on SERPs depends on the relevance of their content to a particular query, as well as other factors that relate to the quality and popularity of a website.

4 Ranking Websites

To provide high-quality answers for every query, search engines need to ensure they suggest original, relevant, and well-crafted content from trusted websites. To do this, they evaluate and rank web pages and websites based on multiple complex algorithms.

The websites optimized in accordance with these algorithms get higher rankings. As a result, they appear higher on search engine result pages and get more high-value traffic (rea "potential customers").

As of today, the algorithms applied by different search engine companies include more than 200 factors related to websites, as well their content, audience, and information structure. Search engines constantly update their ranking algorithms making them more sophisticated and harder to manipulate. The list of such factors is available from Moz and Search Engine Land:

The Simple Science Behind SEO-Friendliness

If you've read the description of the search engine workings in the previous chapter, you can already tell what the concept of "SEO-friendliness" is all about. In essence, your site is SEO-friendly if the following is true:

- Search engines can easily process the structure of your website and its web pages.
- You only post non-plagiarised, high-quality content that is relevant to your customers' search queries.
- You keep your website updated in accordance with the latest changes in the search engine algorithms.

Besides, there are additional factors that companies like Google or Yahoo use to assess the quality of your website, as well as the quality of the user experience you offer.

- Your visitors don't bounce off immediately after landing on your site from search engine result pages.
- There are links from third-party websites and blogs that lead to your site. The popularity of these sites also affects your search engine rankings
- Your site loads fast, uses responsive mobile-friendly design, and provides awesome user experience.

The more SEO-friendly your site is, the better it ranks and the more customers your get. While it certainly takes an experienced SEO professional to handle large projects, smaller sites are a lot easier to optimize. The fundamentals of SEO outlined further will help you get started with search engine optimization for your own website.

Search Engines Comparison

You probably know that Google is the key player in the search engine market. But what about other brands?

While most optimization tactics that work for Google will work for other major search engines as well, you might wonder if it makes sense to prioritize customers that land on your site from Bing or, say, DuckDuckGo. To get a general picture, have a look at the comparison of the market shares of several well-known search engines:
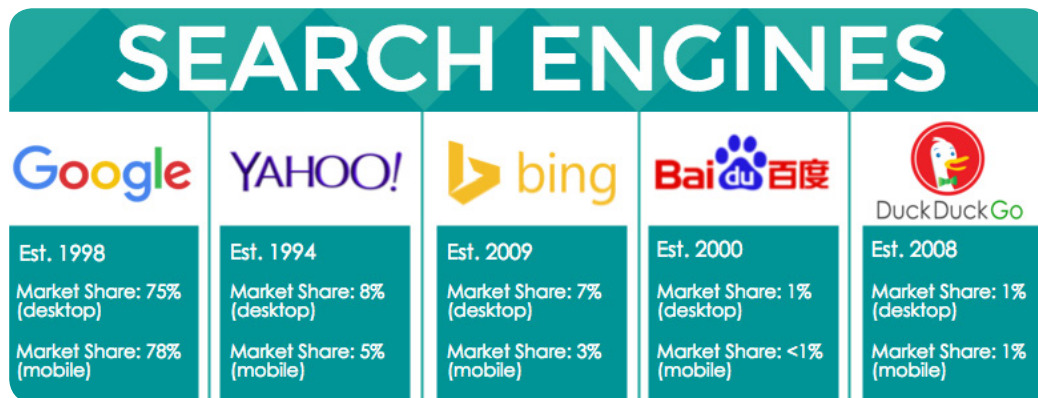
You can always get updates on the state of the search engine market from Search Engine Land, Moz, Search Engine Journal, or similar resources. In fact, the chart above is based on a report from Search Engine Land 😊. Naturally, you can also use Google Analytics to see how a particular search engine works for your site. However, with a 99% probability, Google will be the primary tool that your visitors use to find your site, so w 'll focus on this search engine.

Keywords and Keyword Research

Keywords are the phrases that people type in the search bar of their browsers when looking for something particular on the Internet. To optimize for such phrases, you can use them in various parts of your website. This includes the following:

- you text content (product descriptions, blog posts, marketing texts, etc);
- the URLs of your web pages (the "address" that you can see in the address bar of your browser);
- the <alt> tags used for images;
- title and meta description elements in the HTML code of your page (don't worry, we'll detail on these a bit later).

In the past, SEO specialists were notorious for overstuffing texts with keywords. Even a couple of years ago it wasn't uncommon to see something like this:
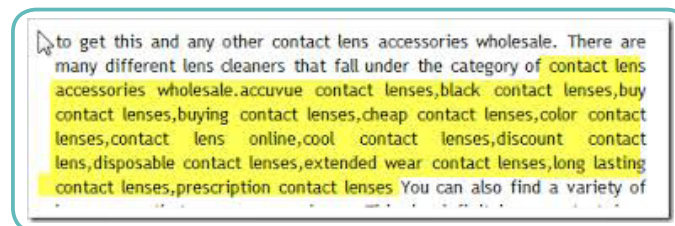
Thank goodness, those dark times of SEO are long gone. The keyword-related SEO techniques became subtler thanks to the fact that search engine algorithms got extremely sophisticated. This means **you no longer have to cram your web pages with dozens of weird-looking phrases** – instead, you should strive for a natural feel when working on your content.

This also means you need to invest more time and effort into ke word research if you want your website (and your business) to succeed. Ideally, you should build a huge list of keywords associated with your business or product and sieve out the ones that are less likely to bring you customers. Read on to learn about the SEO tips, as well as the tools that can help you do this.

Keyword Tools
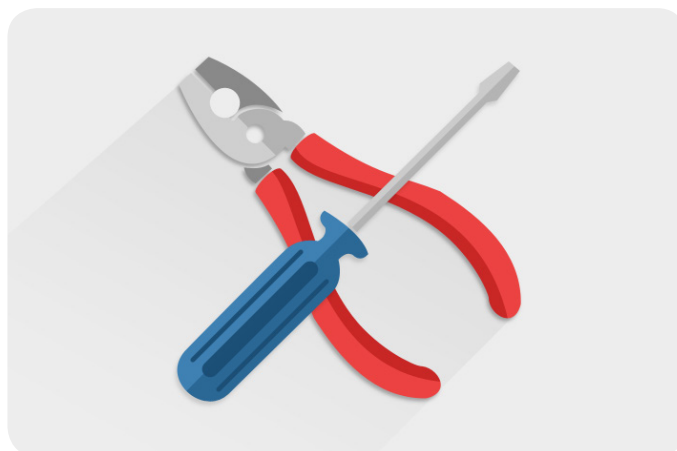
Almost every keyword research implies assessing the traffic volume behind every particula search query. Another thing that you'll need to familiarize yourself with is grouping related keywords. Here are the popular online tools that you will use when analyzing the search queries and keywords:

Google Trends
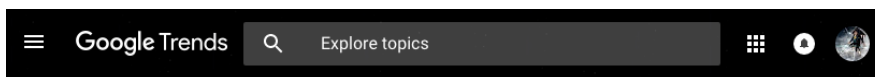
Google Trends can help you monitor the search volume associated with a given keyword. In other words, you can see how many people use a particular phrase to search for products, services, or content. Ideally, you need to aim for the keywords that are popular, yet aren't too general and/or overused by your competitors.

Google Search Console
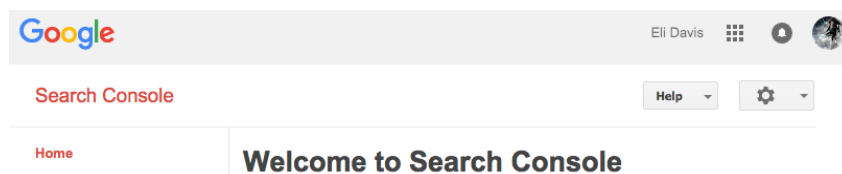
Formerly known as Google Webmaster Tools (GWT), Google Search Console provides you with all kinds of data related to the search traffic that comes to your website. This too provides you with insights into what queries work better for your business and helps you identify various SEO-related problems that your website might have. You can get a detailed beginner-friendly review of Search Console from Moz or directly from Google.

SEMrush
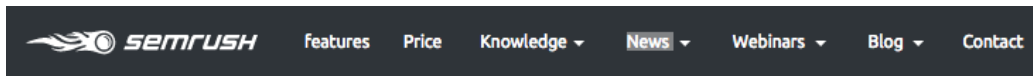
SEMrush is a competitor analysis service that provides you with insights into the keyword strategies used by other businesses in your niche. To learn more about this online tool, have a look at this quick video tutorial created by the SEMrush team. The video is less than three minutes long, and it provides a great introduction to all the basic concepts.

SEO Review Tools

The keyword suggestion service from seoreviewtools.com is great for anyone seeking to build a primary list of keywords. The service automatically suggests trending keyword variations that you can use for your SEO campaign. Moreover, it lets you target search phrases by location and incorporates the basic results from Google Trends.

Buzzsumo

Use Buzzsumo to research trending topics and content formats that get the most social shares. Besides, you can use this tool to see how many people repost your content or to generate content ideas for your future posts. The basic functionality of Buzzsumo is available for free, but there's also a paid version of the service for more in-depth research.

Keywords-Related Tips from SEO Experts

Let's get back to our candy shop example. What keywords would you choose to target people with a taste for craft liquorice candy? As a shop owner, you have to come up with something specific and relevant if you want to get the right users. Here are several recommendations from SEO experts to help you get started:

1   **Focus on the Purchase-Oriented Keywords**

Make sure the search terms that you optimize for reflect the actual needs of your customers. For instance, "liquorice candy" and other general phrases imply recipes, Wikipedia-style articles, and other stuff that isn't directly tied to our shop. For this reason, it's wiser to aim for the queries that include words like "buy", "purchase", "order", etc.

2   **Watch for Your Competitors**

Use SEMrush or similar tools to find out what keyword strategies work for your competitors. Similar companies tend to optimize for the same search queries, which means it would be wise to see if there is a great deal of competition for a given search query. This way you'll be able to forecast the likelihood of success, as well as how much time it takes to optimize for a given keyword.

3   **Create Keyword Groups**

As a rule, you'd want to place multiple keywords on every web page. According to Cyrus Shepard from Moz, a good way to group keywords implies using close synonyms, as well as related phrases. To collect such related phrases, use the keyword suggestion tool from seoreviewtools.com.

4 **Assess the Value of Every Keyword**

At this point, you're probably asking yourself if there is a way of knowing if a particular keyword can actually bring you customers. As a matter of fact, there is – if you can afford to buy a sample Google AdWords campaign.

To estimate the value of a particular keyword, use it for an AdWords ad that links to a landing page built around the same keyword. As soon as the ad gets more than 200 clicks, use Google Analytics to calculate how many people made a purchase after having clicked on it. If the number is good enough for you, optimising for the same word will definitely prove a worthy idea.

5 **Prioritize Long-Tail Keywords**

"Long tail" is more than just a buzzword that SEO specialists have been crazy about lately. In a nutshell, long tail keywords are longer phrases that correspond to a more specific purchase intent. For instance, if your shop is located in Portland, optimizing for something like "buy craft liquorice candy in Portland" is the way to go.

6 **Think Like a Customer**

Just like in the case of other activities related to digital marketing, your success with SEO depends on your ability to build buyer personas. Learning about your audience's interests, values, and lifestyle will prove useful when you start searching for the right keywords. For instance, you may discover that most of your customers prefer the "licorice" spelling variant when working on your buyer personas. As you can expect, this will influence your choice of keywords.
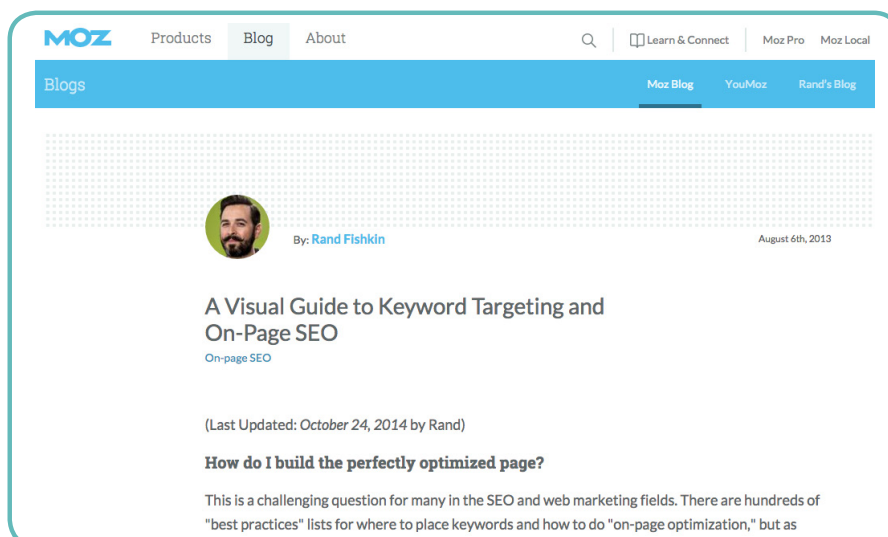
On-Page SEO

In the beginning of the previous chapter, we talked about the parts of a web page where you can place your keywords. Let's go into detail about that.
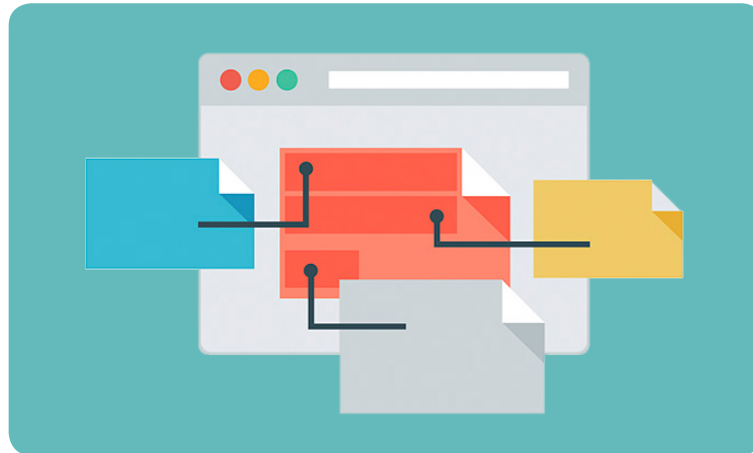
Title and Meta Description Elements

We'll start with the two pieces of content, that your clients stumble across on a search engine results page before clicking on a link that leads to your site. These pieces of content are the SEO-friendly text that you use for <title> and <meta> tags in your HTML. While this may sound too techy, these two elements are easy to work with. To make things simpler, we'll use a real-life example:

Open this link in your browser. As you can see, it is a post on moz.com entitled "A Visual Guide to Keyword Targeting and On-Page SEO". Right click on the post and select "View Page Source" in the context menu. This way, you will open the HTML code of the page in a new browser tab. Have a look at it. What you need to focus on are the lines number 5 and 7:

```
1  <!DOCTYPE html>
2  <!--[if lt IE 9]> <html class="oldie"> <![endif]-->
3  <!--[if gt IE 10]><!--> <html> <!--<![endif]-->
4  <head>
5    <title>A Visual Guide to Keyword Targeting and On-Page SEO - Moz</title>
6  <link rel="alternate" type="application/rss+xml" title="RSS 2.0"
   href="http://feedpress.me/mozblog" />
7  <meta name="viewport" content="width=device-width, initial-scale=1" /> <meta
   name="description" content="As the &quot;O&quot; in SEO has broadened in scope, the
   most effective elements of on-page optimization have changed. While there is arguably
   no &quot;perfectly optimized page,&quot; this update to a 2009 post provides a
   comprehensive guide to steer you in the right direction." />
8
9    <link rel="canonical" href="https://moz.com/blog/visual-guide-to-keyword-targeting-
   onpage-optimization" />
```

Now, copy the text between <title> and </title> tags on line 5, paste it into Google, and hit Enter. You'll see a search engine result page that looks like this:
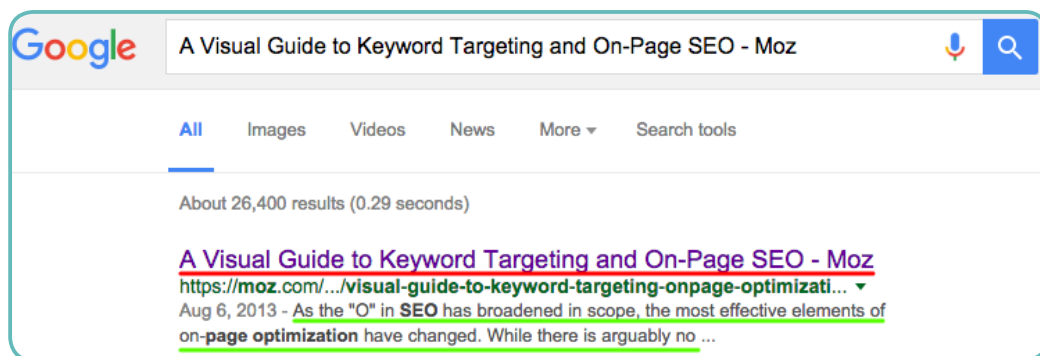
See how the title of the first search result from Google is identical to the text between <title> and </title> tags in the HTML? Now compare the description (marked green in the image above) with the content of the second <meta> tag on line 7:

```
7  <meta name="viewport" content="width=device-width, initial-scale=1" /> <meta
   name="description" content="As the &quot;O&quot; in SEO has broadened in scope, the
   most effective elements of on-page optimization have changed. While there is arguably
   no &quot;perfectly optimized page,&quot; this update to a 2009 post provides a
   comprehensive guide to steer you in the right direction." />
```

As you can observe, Google uses Title and Meta elements to form a description of your webpage for its search engine results page. Be sure, other search engines follow the same route. Now, you probably want to know where these texts come from. The answer is pretty simple: you are the one who's going to provide them.

There are multiple ways to edit the texts for Title and Meta elements. Ultimately, you could hard code them with an HTML editor, but nobody does that in real life. In the brave new world of today, people use CMSs (like WordPress) and e-commerce platforms (like Magento) to create websites. Both of these tools allow you to edit <title> and <meta> tags without touching a line of code.

Here's an example of Magento admin panel for editing Title and Meta Description:
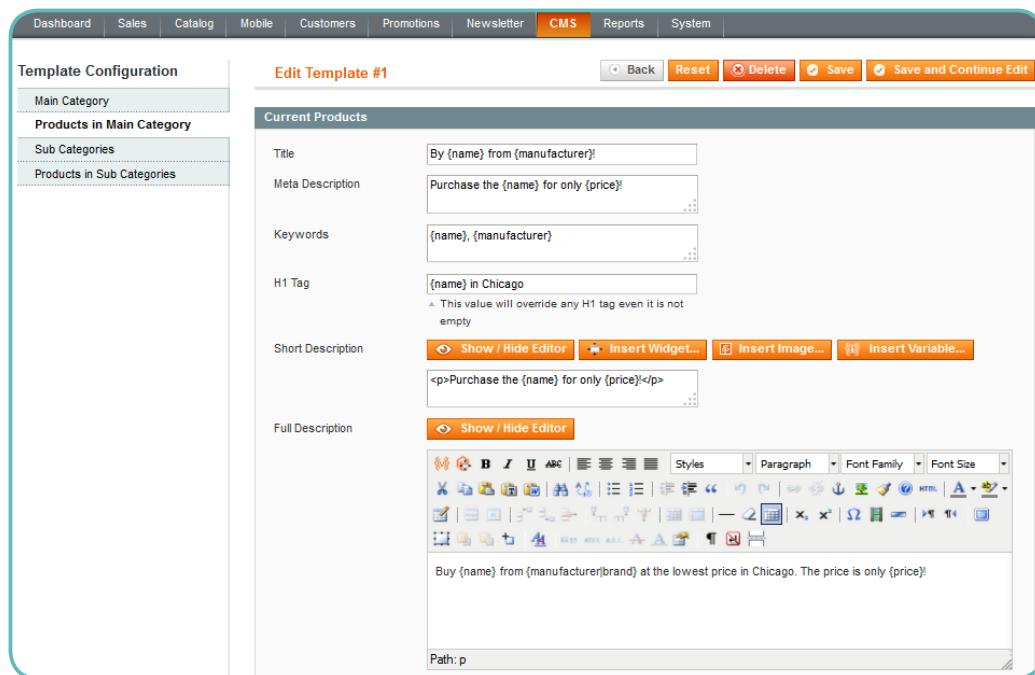
Optimization of Title and Meta Description

It takes a bit of practice to master the optimization of titles and meta descriptions. Below are some of the most essential tips that you absolutely need to use:

Begin with Primary Keywords

Search engines learn about your web page from title and meta description, so including your main keyword into both texts is a sound decision. A rule of thumb is to place your primary keywords closer to the beginning of the sentences (however, this is not obligatory).

Consider the Number of Characters

Google truncates the texts that are too long, so don't get carried away with the length of your titles and descriptions. Keep your titles *50-60 characters* long or, at least, try to mention everything essential within that span. As for descriptions, *150-160 characters* seems like an optimum.

Make Them Reader-Friendly

Keep in mind that the texts in Title and Meta Descriptions are the first two things that many people learn about your website. If you don't do your best to write engaging texts for the most important pages, you'll miss out on hundreds of potential customers. Read this post from Neil Patel to get actionable tips on writing Meta Descriptions.

Don't Overuse Keywords

In the recent years, search engines have become really serious about people trying to manipulate their algorithms. Today, aggressive use of keywords will impact your rankings in a negative way, so you should never resort to keyword stuffing or other shady technique

Working on Your Main Content

There is no "one-size-fits-all" approach to content creation – largely, due to the fact that there are so many content formats out there. However, there are well-known criteria that Google and other search engines use when evaluating your content. Here are three things that will definitely help you rank up

Unique Texts

Google sees red when it stumbles across duplicate content so make sure you create unique product descriptions and posts. Use plagiarism checkers to make sure search engines view your content as unique.

User Engagement

Engagement may seem like an abstract term, but search engines have a clear way of defining it. For Google, your visitors are engaged if they don't leave your site immediately after looking at your content.

To improve engagement rates, make sure your content provides a comprehensive answer to your visitors' queries. Besides, keep an eye on your page loading speed lest you want to irritate your users.

Sharability

Abstain from the ordinary and give your visitors a good reason to share your content via social networks if you want to get high-quality traffic. Using high-resolution product image and catchy descriptions is a way to go, but, ideally, you need to think of a way to make your content stand out.

Static vs Dynamic URLs

Let's begin with two examples – of a static and a dynamic URL – to make things clearer:

● Static: https://liquoriceshop.com/products/liquorice-bubble-gum

● Dynamic: https://liquoriceshop.com/index.php?product=1377&print=1

See how the first example is a lot more readable that the second one? Besides, it uses a product name that is likely to serve as the primary keyword of that page. Even though dynamic URLs aren't that bad for your website, static format if the preferred one. Such human-friendly URLs have a number of advantages that affect SEO, which is why many bloggers refer to them as SEO-friendly.

Modern Wordpress websites support SEO-friendly URLs out of the box, and you can easily set up this URL format when working with Magento, PrestaShop, OpenCart, or other platforms. To make the most of the URL optimization, follow these tips from Rand Fishkin, as well as this tutorial from Search Engine Land. Besides, here's a handy URL cheat sheet from Dr. Peter J. Meyers that you can use when working on your URLs:

Alt Attributes

```
<img alt="In the sky flies a red flag with a white cross whose vertical bar is
shifted toward the flagpole."
      src="http://upload.a.org/wikipedia/commons/thumb/8/83/Dannebrog.jpg/180px-
Dannebrog.jpg" >
```

The primary purpose of alt attributes is to provide a description of a particular image for those cases when users can't see the said image. As a rule, this happens when people view your website with text-only browsers or if there are some problems with the Internet connection or the image file. However, the use of alt attributes is more than just a good UX practice.

SEO-wise, there are two reasons to give alt attributes a proper consideration:

- First, you can use keywords, as long as they fit naturally into the description of your image. This way, you will provide search engines with an additional clue as to what your page is about.

- Second, search engines look at the alt attributes when processing images for image search results. For this reason, setting up your alt attributes is a great way to get additional traffi

Just like with any other element of your page, you wouldn't want to stuff your alt attributes with keywords. Instead, provide a comprehensive description that will prove useful for your audience. For instance, an alt attribute text for a product image may include the product name, price, and other details. Follow the recommendations from Yoast to learn more about alt attributes and the optimization of images.

Schema.org and Structured Data

Have you ever noticed that some items of search engine result pages get additional elements, like five-star reviews, publication dates, etc.? Here's what these items look like on Google:

Schema.org (or simply Schema) is the reason why search engines display certain pages this way.

It is necessary to note that these tags do not influence search engine rankings directly. However, they enable Google, Bing, Yahoo, and Yandex to display visually-pleasing rich snippets with ratings, authorship, and similar stuff. In some cases, this gives users a good reason to choose your site over its competitors.

For instance, a shop with good reviews will look more trustworthy than the one that has no reviews at all. That's why it may prove a good idea to add Schema to some of your web pages and see if it influences your rankings or click-through rates. To find out more abou Schema, take a look at the following guide from moz.com.

What You Need to Know about Internal Links

Links are central for SEO. For search engines, links are means of evaluating the importance of a particular web page. For this reason, Google, Bing, and other search engines are extra scrupulous about the *number* and the *quality* of your links. The way you organize linking determines the information architecture of your website.

Information Architecture and Anchor Text

The concept behind internal linking and information architecture is pretty simple: the more links lead to a particular page, the more important it is for search engines. For most e-commerce and content websites, this implies having links that direct the users to the main page. Using links for related products and/or related posts serves a similar purpose. Besides, it helps you improve the user experience and prompt your users to discover new content on your website.

To further aid search engines and site visitors, you need to focus on your **anchor texts** – the phrases to which the links are attached. For instance, the blue texts with links on Wikipedia in the example below are anchor texts:

While you can include keywords in anchor texts, it's crucial that you do this in moderation. As a matter of fact, aggressive use of keywords in anchor texts will lead to negative consequences.

External Links and Link Building

Links from other websites are a powerful ranking factor. The way external links work for SEO relates to the notion of PageRank, an algorithm used by Google to rank websites and web pages.

While there's lots of complex math behind PageRank, the implications for SEO are so simple you could describe them with four sentences:

1. Google assigns a certain amount of ranking value to every website.
2. Every link has a certain amount of ranking value behind it.
3. Every time you link your web page to some other online resource, you share your ranking value with it.
4. Every time someone else links their web page to your site, you get a part of their ranking value.

Now, that was simple, wasn't it? 😊 Actually, things get more complicated if you go into detail. in particular, you can instruct search engines that a particular link isn't meant for sharing ranking value. To do that, you can assign the "nofollow" value (rel="nofollow") to the link. Besides, there are additional details that you can learn about from this post.

The field of SEO concerned with attracting links to a website is known as link-building. The ultimate way of building external links comes down to creating content that people feel compelled to share. Having your business covered in media or writing guest posts for other blogs are additional means of getting links from external sources. While link building itself is a topic for another ebook, you can grasp the basics from these sources:

- Back To Basics: 5 Fundamentals Of Link Building That Will Never Go Away (searchengine-land.com)
- Growing Popularity and Links (moz.com)
- How External Deep Linking and More Content Can Boost Your Rankings (searchengine-journal.com)
- How To Analyze A Link: Link Building Basics (searchengineland.com)

The Basics of Local SEO
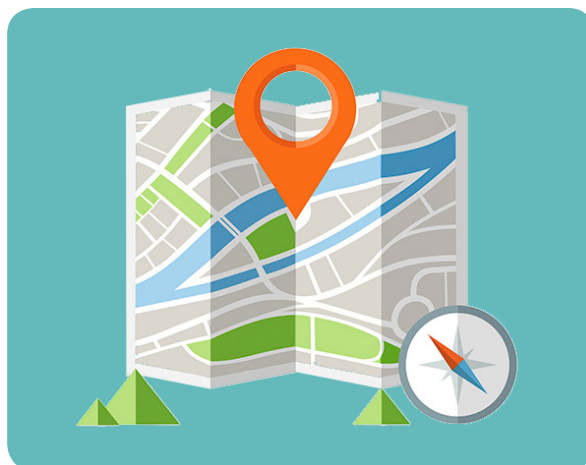
Local businesses will benefit from additional ranking opportunities provided by Google and other search engines. Have a glance at the following example:
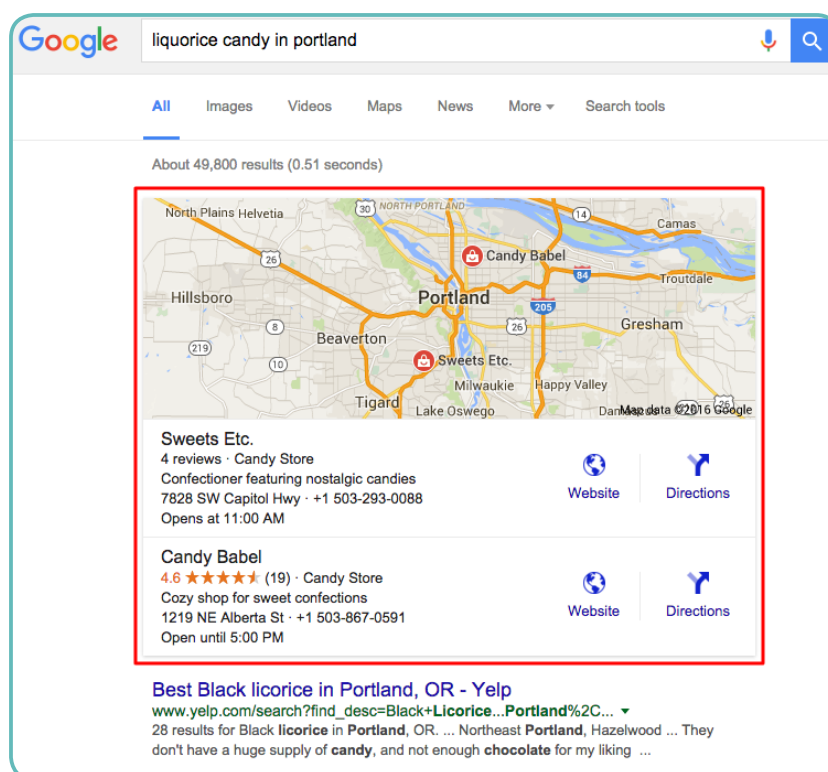
Notice a couple of results placed below the map, just before the regular search items? This dedicated search box is reserved for local businesses that have a Google My Business account. Basically, local SEO allows you to optimize your website so that it can appear in this box, in addition to the general SERP listing.

Local SEO Tips

As you might've guessed, simply registering at Google My Business is not enough if you have to compete with other local companies. Read further to learn about the steps that you can take to improve your local search rankings.

1 Build Citations

Citations are mentions of your business in various listings on local websites. In essence, these mentions tell Google that people actually know about your company and your products. The items that you'd want to have included into such mentions include your brand, phone number, and website.

To find resources that publish listings of this type, go to the Search Highway website or simply google it 😊.

2 Include Locality-Related Information

An additional way of telling Google that your business is tied to a particular location is to mention that location on its website. The places where you can mention your town, city, or state include your <title> tags, <h1> headings, content, and <alt> tags. Again, we strongly recommend that you abstain from keyword stuffing: just a couple of relevant localit mentions will do just fine

3 Use Schema

Remember we've talked about Schema and structured data? Providing the information to schema.org will give search engines the information they need to build local search results. This means that ignoring schema is a surefire way of missing out on the opportunities associated with local SEO.

4 Get People to Write Reviews for Your Business

When it comes to local SEO, the more reviews you can get the better. Besides, this kind of social proof is great for your overall online marketing. Naturally, Google reviews are the major source of ranking power that you get, but this doesn't mean that you can ignore other sources. Have a look at this report from Search Engine Watch to get additional tips on building an awesome company profile by attracting customer reviews

Technical Details and SEO Issues
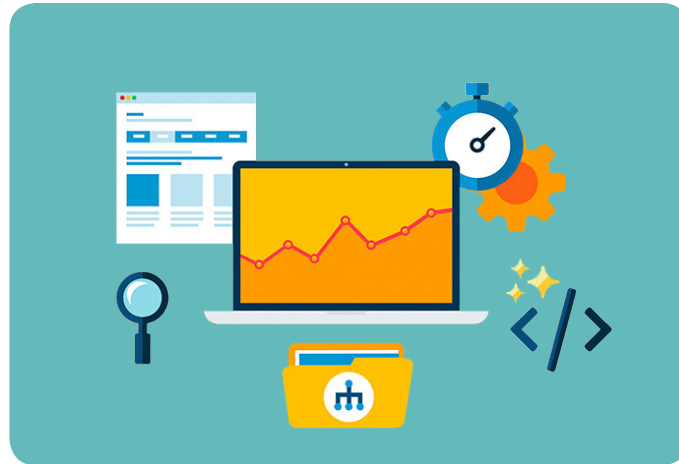
It's no secret that Google favors websites that provide great user experience. This is why such factors as unique content, page speed, and mobile friendliness are paramount for SEO. Besides, there are other technical issues that you may need to address in order to increase your rankings.

Duplicate Content

When SEOs talk about unique content, they refer to texts that have no duplicates on both other websites and other pages of the same website. While it is possible to use standard phrases for certain UI elements, make sure you don't repeat yourself over and over again. Duplicate content checker or similar resources can help you identify if there are any issues with duplicate content on your website.

Sitemaps

XML Sitemaps help search engine crawlers understand the structure of your website and navigate through your web pages. In essence, sitemaps are files with lists of web pages. You can submit sitemaps via the Search Console and learn more about them from Google Search Console Help.

Robots.txt

Open a random website (like forbes.com), copy the URL of its main page, paste it into the address bar of your browser, add "/robots.txt", and hit Enter. For most websites, this will show a plain text file with instructions for search engine craw ers. For instance, you can instruct search engines to skip certain pages, or block specifi crawlers from accessing your content. You can google a list of available instruction or use this handy cheat sheet from Moz.

Loading Speed

The longer it takes for your website to load, the more potential clients you lose. To see if page loading speed is an issue for your website, check out the PageSpeed Insights from Google. This online tool estimates the loading speed of your website and provides you with detailed descriptions of any issues that might cause the problem.

Mobile Friendliness

If you keep abreast of the web-related news, you might've heard about a thing called "Mobilegeddon" and the hype surrounding a recent update of Google's ranking algorithms. Starting from April 21, 2015, Google started to give higher priority to mobile friendliness as a ranking factor. To see if your website meets the new requirements, have it checked with Mobile Friendly Test from Google.

Header Response

The term "header response" refers to a set of numerical codes used by your website to communicate with search engines on a technical level. For instance, the pages that are no longer present on your site have 404 codes, while the normal pages use 200 codes. To make sure everything is okay with your website's header response, go to headers.cloxy.net or use the Server Header Checker at tools.seobook.com.

Redirects

Redirects occur when you move something from one place (i.e. URL) to another. Basically, you need to avoid shifting your content to new URLs whenever possible because such relocations result in search traffic loss, broken links, and other headache

Still, redirects are inevitable in some rare cases that include moving content to a different site, removing the "www" portion of your address, and altering your information architecture. Any of these tasks requires a professional, but, in case you're a DIY type, here are a couple of resources that may be helpful:

- Redirection (moz.com)
- Your Guide to 301 Redirects for SEO (searchenginewatch.com)
- How to Redirect a Web Page

Further Reading and Useful Links

If you've managed to go this far, congrats, you've mastered the very basics of search engine optimization. You've probably noticed that most of the chapters contain links to other resources with various SEO-related issues inspected in greater detail. We'll list some of these sources below in case you need a quick reference. Besides, we'll include several additional sources with useful info:

Introduction to SEO

- The Beginner's Guide to SEO (moz.com)
- What Is SEO / Search Engine Optimization? (searchengineland.com)
- Intro to Search Engine Optimization (searchenginewatch.com)

Keyword Research

- Beginners Guide to Keyword Research (moz.com)
- The Kissmetrics Guide To Keyword Research – Part I: Keyword Discovery (kissmetrics.com)
- Why You Should Never "Do Keyword Research" Again (searchengineland.com)

On-Page SEO

- Illustrated Guide to Advanced On-Page Topic Targeting for SEO (moz.com)
- A Visual Guide to Keyword Targeting and On-Page SEO (moz.com)
- On-Page Ranking Factors (moz.com)
- The On-Page SEO Cheat Sheet (neilpatel.com)

Title and Meta Description

- Meta Description Magic: Think Less about SEO & More about Click-Throughs (kissmetrics.com)
- How To Write A Meta Description That Gets Click-Throughs (searchengineland.com)
- Title Tag (moz.com)
- Meta Description (moz.com)

SEO-Friendly URLs

- What is a SEO Friendly URL Structure in WordPress (wpbeginner.com)
- A Guide to the Perfect SEO-Friendly URL Structure (seositecheckup.com)
- SEO friendly URLs (yoast.com)
- SEO Best Practices for URLs (moz.com)

Alt Tags

- Image SEO: alt tag and title tag optimization (yoast.com)
- 6 SEO Myths about Alt Tags (practicalecommerce.com)
- How to optimize images for SEO (searchenginewatch.com)

SEO-Friendly Content

- SEO Copywriting: How To Write Content For People and Optimize For Google (neilpatel.com)
- 10 tips for an awesome and SEO-friendly blog post (yoast.com)
- A Beginner's Guide to Creating Content for SEO (wordstream.com)

Schema.org

- Schema.org Structured Data (moz.com)
- Schema 101: How To Implement Schema.org Markups To Improve SEO Results (searchenginejournal.com)
- How to Use Schema Markup for SEO: Making Your Site Easier to Find for Stupid Machines (wordstream.com)

Information Architecture and Internal Linking

- Site Architecture & Search Engine Success Factors (searchengineland.com)
- Information Architecture for SEO: Drive More Search Traffic with IA for S (wordstream.com)
- The Seven Commandments of Internal Linking that Will Improve Content Marketing SEO (kissmetrics.com)

Link Building

- The Advanced Guide to Link Building (quicksprout.com)
- Link Building Strategy: The Ultimate Guide to Link Building (wordstream.com)
- The Beginner's Guide to Link Building (moz.com)

Local SEO

- Local SEO: How To Rank Your Local Business (searchengineland.com)
- The Definitiv   Guide to Local SEO (searchenginejournal.com)
- Localseochecklist.org

Duplicate Content

- Duplicate content: causes and solutions (yoast.com)
- 3 Myths About Duplicate Content (kissmetrics.com)
- What is Duplicate Content? (moz.com)

Sitemaps

- Learn about sitemaps (support.google.com)
- Sitemaps & SEO: An Introductory Guide (searchenginewatch.com)
- The Ultimate Guide to XML Sitemaps (internetmarketingninjas.com)

Robots.txt

- What is Robots.txt? (moz.com)
- Proper SEO and the Robots.txt File (searchenginewatch.com)
- WordPress robots.txt Example (yoast.com)

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Page Loading Speed

- 5 SEO Tips To Boost Page Speed (searchengineland.com)
- How Website Speed Actually Impacts Search Ranking (moz.com)
- Why Does Page Speed Impact Your SEO? (semrush.com)

Mobile-Friendly Design and SEO

- 9 Things You Need to Know About Google's Mobile-Friendly Update (moz.com)
- What Is Mobilegeddon & The Google Mobile Friendly Update (searchengineland.com)
- Why a Mobile-Friendly Website Is Essential to a Successful SEO Strategy in 2015 (searchenginewatch.com)

Redirects

- Redirection (moz.com)
- Your Guide to 301 Redirects for SEO (searchenginewatch.com)
- The Quick and Dirty Guide to SEO Redirects (advision.co)

Header Response

- Sinister 404s – The Hidden SEO Danger of Returning The Wrong Header Response Code [Case Study] (gsqi.com)
- The Enterprise SEO Guide To Response Codes (searchengineland.com)
- SEOs Ugly Duckling: HTTP Response Headers (rankabove.com)

SEO Ranking Factor Checklists

- The 2016 SEO Checklist (clickminded.com)
- Local Search Ranking Factors (moz.com)
- List of Best and Worst practices for designing a high traffic website (webconfs.com)

SEO Foundations for Small Business Owners | Thanks for Reading this Book!

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Thanks for Reading this Book!

Hello again! My name is Eli Davis, I'm the author of this tutorial and a copywriter at TemplateMonster. You might've noticed that most of the links in this book lead to Moz, Search Engine Land, and Search Engine Journal. These websites provide an extensive coverage of every aspect of search engine optimization, so make sure you have a look at them if you'll decide to expand your knowledge of SEO.

Besides, I used the help of SEO-experts from TemplateMonster and Startup Hub. In case you have any questions left, feel free to contact them:

GET IN TOUCH!

Want to Create a Website?
Start with a Theme from TemplateMonster!

Readymade templates from TemplateMonster are great for launching your first website. Choose from 26,000 terrific mobile-friendly designs that cater to various types of businesses. With TemplateMonster, launching a top-quality e-store, an online portfolio, a company website, or a blog is a matter of days.

Get a solution tailored for a particular CMS, or start with an HTML template for a more customized approach. Check out our online shop and see what TemplateMonster has to offer for your business

Sources

• SEO Basics: Complete Beginner's Guide to Search Engine Optimization (wordstream.com)

• Search Engine Ranking Factors 2015: Expert Survey and Correlation Data (moz.com)

• The Periodic Table Of SEO Success Factors (searchengineland.com)

• Local SEO: How To Rank Your Local Business (searchengineland.com)

• Illustrated Guide to Advanced On-Page Topic Targeting for SEO (moz.com)

• My Single Best SEO Tip for Improved Web Traffic (moz.co

• How To Write A Meta Description That Gets Click-Throughs (searchengineland.com)

• SEO Cheat Sheet: Anatomy of A URL (moz.com)

• SEO 101: Getting Started in Local SEO From Scratch (searchenginejournal.com)

• Stop the Local SEO Tunnel Vision & Think Beyond the Basics (moz.com)

• Total number of Websites (internetlivestats.com)

• Is Google's Search Market Share Actually Dropping? (searchengineland.com)

• What is Search Console? (support.google.com)

• Getting Started with SEMrush (video-tutorial, semrush.com)

• How to Generate Content Ideas Using Buzzsumo and APIs (moz.com)

• Beginners Guide to SEO: Keyword Research (moz.com)

• Illustrated Guide to Advanced On-Page Topic Targeting for SEO (moz.com)

• Free Template: Create Buyer Personas For Your Business (hubspot.com)

• I Can't Drive 155: Meta Descriptions in 2015 (moz.com)

• How To Write A Meta Description That Gets Click-Throughs (searchengineland.com)

• Understanding SEO Friendly URL Syntax Practices (searchengineland.com)

• SEO Cheat Sheet: Anatomy of A URL (moz.com)

• 15 SEO Best Practices for Structuring URLs (moz.com)

• Image SEO: alt tag and title tag optimization (yoast.com)

• Schema.org Structured Data (moz.com)

• PageRank explained, without math (portent.com)

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Sources

• Nofollow (wikipedia.org)

• External Links (moz.com)

• Guest Posting (trackmaven.com)

• How External Deep Linking and More Content Can Boost Your Rankings (searchenginejour-nal.com)

• What is Link Building? Strategies & Examples (moz.com)

• Back To Basics: 5 Fundamentals Of Link Building That Will Never Go Away (searchengine-land.com)

• The importance of user reviews for local SEO (searchenginewatch.com)

• Sitemaps (wikipedia.org)

• Robots.txt (moz.com)

• Mobilegeddon (wikipedia.org)

• Redirection (moz.com)

• Your Guide to 301 Redirects for SEO (searchenginewatch.com)

• How to Redirect a Web Page (css-tricks.com)

Images

• freepik.com

• vecteezy.com

• wikipedia.org

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