

MASTER THE ART OF SEO

9 Actionable Strategies of 2022

To Improve your SEO Efforts increase your traffic &

Earn 10x More Business

Become No.1 & Crush your Competition!

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Why SEO Matters More Than Ever

If you want to get traffic to your website, it's essential to understand Search Engine Optimization (SEO).

Here's why...

Between 2010 to 2015, you could get enormous amounts of traffic from social

media. If you created a blog post with an interesting title and an eye-grabbing picture, you could bet that a lot of people would click on it when they saw it on Facebook.

Websites like BuzzFeed took advantage of this by creating endless listicles (like “22 Reasons Seinfeld Is The Best Show Ever”). Loads of people would see these articles, click on them, and then share them with their friends.

Since then, however, **things have changed dramatically**. Facebook (and other social media platforms) realized that they were basically giving free publicity to businesses. If businesses want to get people’s attention, shouldn’t they have to pay for it?

So, Facebook started making it much more difficult for businesses to grab people’s attention. Whereas before, 10,000 people might see a post shared by a business, now only 1,000 people would see it (those aren’t the actual numbers, but you get the point). If a business wanted to get a lot of exposure, they would have to pay for it.

The end result of all this is that it's now super tough to get as much traffic from social media. You either need to have a massive following or be willing to shell out a fair amount of cash.

This is why SEO matters so much. SEO is the process of optimizing your website (pages, blog posts, and more) for search engines like Google. If you understand it and do it right, **you can get a significant amount of traffic from search engines.**

In other words, when people use Google to search for specific terms, your site will show up near the top of the results. People will click on your site and read your awesome content.

Pretty simple, right?

Well, sort of. The general concept behind SEO is simple but it's a little more complicated in practice. Which makes sense, of course. There are trillions of web pages out there and Google has to be able to understand them and give the relevant ones to searchers.

One of the primary goals of SEO is to make your website stand out from everything else. You want to make your site as appealing as possible to Google. The more appealing it is, the more it will be shown to searchers and the more traffic you'll get.

So, how do you make your site stand out in the eyes of Google? That's what this eBook is all about.

You'll find practical, proven SEO strategies that will increase your Google rankings.

Ready?

Let's dive in.



How Does Google Work?

To understand SEO, it's important to have an understanding of how Google works. The search engine is incredibly complex, and Google is notoriously secretive about exactly how it works, but over the years they've revealed a fair amount of key information.

At the core, Google exists to return relevant information to searchers. That's why we all use it, right? We trust that, most of the time, it will return information relevant to our searches. If it didn't reliably do this, no one would use it. If you search for "dog food" and Google returns pages with fish tanks, that information is useless to you.

In order to make users happy, Google is always trying to find the best, most relevant information for a given search. But how does it determine which web pages are the best and most relevant?

Ranking Factors

The Google algorithm uses over 200 different factors when evaluating pages. These factors help Google determine which pages to return in search results. You enter a search term and Google evaluates millions of pages by their ranking factors to find the results that best match your search.

In simple terms, pages with higher "scores" are listed higher in search results than pages with

lower “scores”. The better a page is according to all the different ranking factors, the higher it appears in the search results.

As you would expect, not all the ranking factors are equal. Some are much more important than others. So which ones matter the most? Google hasn’t made it 100% clear which ones are the most important, but there seems to be a fair amount of agreement around a few:

- Search intent
- Backlinks
- Page speed
- User experience
- Content freshness, depth, and accuracy
- Site authority
- Security
- Mobile friendliness
- Structured data
- Optimized for voice search

We’ll go into much greater detail about each of these factors as we get further into this eBook.

To go into much more detail about all the different ranking factors, check out Brian Dean's post [Google's 200 Ranking Factors](#).

If you want to succeed with SEO, focus on the factors listed above. In the pages that follow, we're going to explore each of the factors and what they mean for your website in particular.

By the end, you'll have a much greater sense of how SEO works, along with specific action steps you can take to increase the amount of search traffic your website receives.



SEO Factor #1:

Search Intent

One of the most important Google ranking factors is search intent. Behind every search there is intent. In other words, when you type a search into Google, you're looking for something specific. You want to know how to make a certain recipe, the height of the Eiffel tower, or the most recent soccer scores.

Google always seeks to return results that most closely match what you're looking for. Pages that closely match the search intent will rank much higher than those that don't.

If you want to get search traffic to your website, you must optimize your pages for search intent. In other words, you want them to contain the information that people are searching for.

For example, say you maintain a home DIY site and on it you have a step-by-step tutorial for installing a light switch. If you want that page to show up in searches, the information on it should match what people are searching for.

So, how do you optimize your pages for search intent?

Keyword Research

Keyword research is the process of finding relevant keywords and phrases that have a high monthly search volume and then including those words and phrases throughout a page. When you include relevant keywords in

your content, it helps Google understand the content more effectively.

There are a number of tools that can help you find relevant, high-volume keywords and phrases:

- [Ubersuggest](#)
- [Ahrefs](#)
- [SEMRush](#)
- [Long Tail Pro](#)

We're going to use Ubersuggest since it has a number of free features available, but the other tools work well too.

There are several relatively simple ways you can find the best keywords for your page.

First, you can directly enter words and phrases to see what the monthly search volume is. If you enter the phrase “best gaming laptop” into Ubersuggest, you get the following results:

best gaming laptop

 English / United States
 

406 Keyword Ideas



Filters
















SUGGESTIONS [406]

RELATED [3,464]

QUESTIONS [27]

PREPOSITIONS [17]

COMPARISONS [23]

<input type="checkbox"/>	KEYWORD 		VOL 		CPC 		PD 		SD 
<input type="checkbox"/>	best gaming laptop 		49,500		\$1.09		100		58
<input type="checkbox"/>	best for gaming laptop 		49,500		\$1.82		100		50
<input type="checkbox"/>	the best gaming laptop 		49,500		\$1.82		100		50
<input type="checkbox"/>	best gaming laptop 2019 		12,100		\$2.11		100		39
<input type="checkbox"/>	best gaming laptop under 1000 		6,600		\$0.83		100		37
<input type="checkbox"/>	best gaming laptop budget 		6,600		\$1.70		100		36

You see the keyword, monthly volume, cost per click (for advertising), competition for paid advertising, and competition for standard SEO. The higher the SEO competition, the more difficult it is to get on the first page of the search results. Generally speaking, keywords with very high search volumes are really tough to rank for.

Your goal is to find keywords that have a relatively high search volume and relatively low levels of competition.

Notice that you're also given a list of related keywords along with your primary keyword.















You'll want to include a few of these in your content along with your primary keyword.

Another way to find relevant keywords is to look at your competitors to see what terms they are already ranking for.

If you look at the website Drink Trade (www.drinktrade.com), you can see the top keywords that they rank for.

 English / United States
 

Keywords: drinktrade.com

LOCATIONS  US [82,846]  GB [3,993]  CA [3,450] MORE ▾						
<input type="checkbox"/>	KEYWORDS 		VOL 	POSITION 	EST. VISITS 	SD 
<input type="checkbox"/>	french press coffee 		49,500	1	15,048	58
<input type="checkbox"/>	chemex 		40,500	4	2,669	74
<input type="checkbox"/>	pour over coffee 		33,100	6	1,119	53
<input type="checkbox"/>	how to use a french press 		33,100	11	70	19
<input type="checkbox"/>	intelligentsia 		27,100	9	406	43
<input type="checkbox"/>	how to make coffee 		22,200	1	6,749	25

Seeing the terms your competitors rank for can help you determine the keywords you want to go after. Again, look for relatively high-volume, low-competition keywords.

Optimizing Your Content

Once you've identified a number of relevant keywords and phrases, **sprinkle them appropriately and naturally throughout your page.**

It's important that you don't try to cram in as many keywords as possible. This practice, known as keyword stuffing, is frowned on by Google and will hurt your page.

Try to include your primary keyword:

- In the page title
- Within the first 100 words
- In a subheading
- Naturally sprinkled throughout the body

Remember, Google is smart. You don't need to go overboard on your keywords. Use them enough so that it's clear what your page is about without cluttering up the page. It's important that your page be easy to read and understand.

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