



## 5 Step SEO Power Tip Sheet

by Rosh Sillars© 2018 (feel free to, print, share with friends and social media)

Search Engine Optimization (SEO) is a mystery to many people. Some may say it's a dead art and science. However, SEO is alive and well. There is a reason why one website ranks above another, and it is up to the SEO to find out why.

SEO is always changing. You might not realize that not every SEO best practice applies to your website. The high ranking factors which make one web site or blog rank in Google search results for an industry, topic, genre or location is not the same for all. This is why it's important to understand your niche, keywords and what is working for other companies or blogs.

**Step 1:** Research your keywords. Try to avoid jargon related to your industry. Find keywords people are searching to solve a problem. Use tools such as [answerthepublic.com](http://answerthepublic.com) to see what people are searching related to your keyword. Research the value and competition of keywords using Google's AdWords keyword tool. Find additional related information using [ubersuggest https://app.neilpatel.com/en/ubersuggest](https://app.neilpatel.com/en/ubersuggest). The Chrome extension *keywords everywhere* is another helpful tool, especially when combined with the website tool *answer the public*.

**Step 2:** Review your competition. Use your browser incognito or private mode to search. Then search the keywords and phrases people might use to find your product, service or blog post. Approach the search as if you don't know anything about your company, including its name. Submit questions for which you believe your website has the best answers. Make a note of the top articles and web pages length, their design, user experience, lists, number and quality of photographs and videos. If nothing else, try to understand the value and why the webpage ranks well in search. This knowledge alone is of great benefit to improve your results.

**Step 3:** Create pages which are better than your competition. In many cases (not all) your pages need to be longer, more robust and impressive to the searcher. You want people to interact and engage with your website. You want your site to become a resource people like, share and *return* to often.

**Step 4:** Make sure every web page <title>, Headline <h1>, sub-head <h2,3,4>,<description>,< alt> (photos) tag have relevant keywords, keyword variations and information related to the page you are trying to optimize and rank. One of the best things you can do is make clickable headlines related to your web page content. It is a best practice only to have one topic per webpage. Remember each page is an opportunity to be found by the search engines. The more robust and valuable a web page, the greater the chance you have to rank in the search results.

**Step 5:** Share! Activity and traffic on your website is essential. If you have a robust social following, be sure to share with your community. Maybe you have a new website, if so, you might want to buy a little relevant traffic from a social media company such as Facebook, Twitter, Pinterest or YouTube. Keep Google updated as you add new pages by submitting your new web pages to Google via [google.com/webmasters](http://google.com/webmasters). Also, make sure Google analytics is working correctly. If you use WordPress, I recommend you install the Yoast plug-in for SEO support.

*Repeat and continue to create more valuable webpages for the web.*

Google wants to provide their customers with a positive search experience in the form of ads, organic website results, photos, videos etc., all of which can end the search. If people immediately return to Google for the same search after clicking on the link to your page, *Google has failed and you are penalized*. Your job is to understand the intent of the searcher, create the best pages and user experience so people want to stay, share and return to your website. If you keep this at the forefront of your SEO strategy, you can win.

Is there more to SEO?, absolutely! There are 100's of techniques and tweaks you can do to improve your website, such as improve site speed, implementing https and using <https://schema.org> markup. However, the five steps above will give you a running head start.