

SEO eBook for Beginners

CONTENT	Page
1. SEO Tutorial 1: SEOIntroduction.....	2
2. SEO Tutorial 2: On-Page Optimization	3-4
3. SEO Tutorial 3: On-Page Optimization.....	5-6

SEO Tutorial 1: SEO Introduction

SEO Tutorial Blog offers free SEO Tutorial. Learn here Search Engine Optimization tips and trick from begins A to Z SEO Chapter. First of all we should be known, what is **SEO** or Search Engine Optimization. **SEO** is acronym of Search Engine Optimization. It's a Technique to visible of a website in a search engines like Google, Yahoo and Bing etc. Through "paid" and "organic" **SEO** result on targeted keywords.

In SEO including Keyword search, Image search and video search etc. Now SEO became a very popular way to generating business leads and increasing sales, through **SEO** and Internet Marketing. Main motive of Search Engine Optimization is creating Good content and natural link building. Now according to latest Google update Good website design and development became a very important part of getting good result in seo. Website should be design according Google SEO guidelines. Good site structure and rich content may be very helpful to getting our seo goals.

SEO works through creating different kinds of links or link building. There is two part of Search Engine Optimization. 1. [On Page Optimization](#) 2. [Off Page Optimization](#).



Google Search

I'm Feeling Lucky

SEO Tips eBook for

SEO Tutorial 2: On-Page Optimization

On page Optimization is the base of Search Engine Optimization. If a website will has Good onsite seo optimization than it will be very faster to getting seo result. Basically for on-page optimization you have something knowledge of HTML, website designing and development. Below is given how to do the onsite optimization:-

- ▮ **Meta Title Tag** – Good Title is very important part of a page. Title should be unique descriptive but not too longer. Not more than 70 Character.
- ▮ **Meta Description Tag** – Description tag define page description, use unique and page relevant description. It will show in the search result. Not more than 200 Character
- ▮ **Meta Keywords Tag** – Choose good and high quality keywords that's target your business. Try to choose low and medium completion keywords. You can select keywords through Google Keywords Tool.
- **Image Optimization** – Use Alt Tag for Images.
- **H1 Tags** - Use H1, H2, H3 Tags
- **URL Optimization** – Use keywords in the in urls, like if you are promoting “SEO Company” keyword than url should be

Example: -

Good: - www.example.com/SEO-Compnay.html

Bad: -

www.example.com/Directory123.html

It's a good way to creating urls.

- ▮ **Content** – Write unique and relevant content according the page. Keyword density and quality of content is very important part for SEO.
- ▮ **Broken Link** – Remove that page completely that is not on webpage showing notfound.
- ▮ **Sitemap** – Create a Good XML Sitemap.

SEO Tips eBook for

- ▮ **RobotsFile**—Userbots.txtfilewisely.Robots.txtfileuseforrestrict the pages crawl on searchengine.



SEO Tips eBook for

SEO Tutorial 3: On-Page Optimization

We have learned How to do the onsite optimization in [SEO Tutorial 2](#). Now we will learn what is off page or offsite optimization. Off Page optimization is also very important part of SEO. Basically in off page optimization including part of creating different kind of link building and form submission related. In off page optimization we built links. Google count number of quality incoming that point out your website to other website. It helps get SERP (search engine result pages) for both sites.

In off page optimization you would have created different kinds of links and you have needed article, directory, social bookmarking, press release and different kind of source from that we can create links. You would have search that list by own on internet.

For instance if you want directory submission list than you will have enter the keyword in Google Search Engine “Free Directory Submission List” when you put that keyword than you will there is many source of free directory submission list. For this type can find and search all type of link source or list. See following points for off-page optimization:-

- ▮ **Search Engine Submission** – it’s a first step of off page optimization. Find out the main search engine like Google, Bing and Yahoo. Submit yourUrl.
- ▮ **Directory Submission** – Search directory list and submit yourwebsite in appropriate category.
- ▮ **Social Bookmarking Submission** – Search social bookmarking like directory. Social bookmarking needed registration. First signup,it’s free and the confirm your mailbox than login and submit you website.
- ▮ **Article submission** – Article submission process is about sameas social bookmarking.

SEO Tips eBook for

- ▮ **Press release** – Search online and submit press release. It also likes articles submission.
- **Blog Post and Comment** – Create blog post and comment on relevant blog. it also a good way to getting free one way link.
- **Forum Posting** – Forum posting is community. It's also a good way to creating free one way backlinks.
- **Link building** – There is many way to creating good or themebased links. The website free one way, two- way, reciprocal and paid links.
But Google prefer to build free or one way link building.
There is many source of getting free links.

Search link submission list and creating back links, these kinds of activity call off page optimization.

Thank You for previewing this eBook

Phone
+91-9971999452

Email
contact@digitalpr
oficio.com Skype:
shalabh20

website- <https://www.digitalproficio.com/>

