



# Basic

seo |

Tips for

search

## Beginners

### Do Keyword Research:

Keyword research is one of the most important activities of SEO. Keyword research is important because both the search engine and users depend upon keyword for finding your website. Choose the right keyword for your brand and website. There are many tools and software such as Google Adwords Keyword Tool which you can use for finding profitable keywords for your website.



### Keyword Density

Do use keywords in your post but use them naturally, like the way you would talk. Remember, you are writing articles for your readers and not for search engines. Avoid over stuffing keywords.

### Optimize Page Titles & Meta Description

Every page on your website should have a unique title tag and it should be less than 70 characters. Similarly, meta description of your page should be between 150-160 characters.



### Say No To Duplicate Content

A large number of bloggers are scraping articles from other websites and posting them on their blog. But they don't know that by posting duplicate content on their website they are violating Google's search engine guidelines. Duplicate content affects brand credibility, creates negative user experiences and affects search engine rankings and domain authority. If you want to get good traffic from search engines then only publish unique content on your website and say no to duplicate content.



### Increase Backlinks

Backlinks are one of the most important factors which affect the rankings of a site in search engines. The higher the number of quality backlinks then the higher the credibility of your site. If you want to achieve higher search engine rankings and traffic to your website then you will have to invest your time in increasing your website backlinks.



### Make the website about one thing

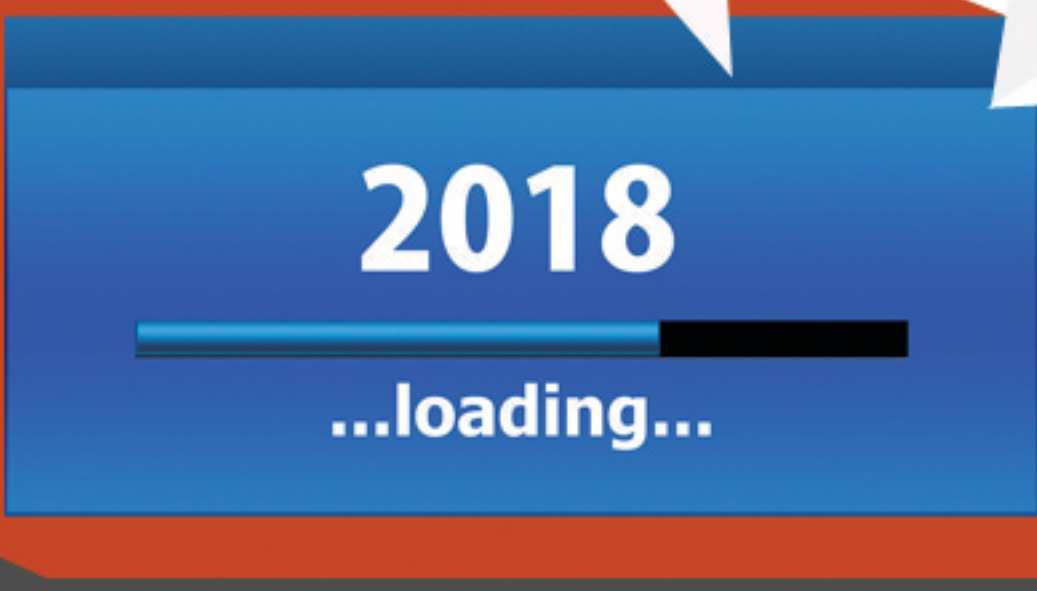
It can be about other stuff, too, but choose one primary topic that is most essential to your message.



### Remove anything that slows down your website.

Page load times are important. Get rid of any non-essentials that bog down your website.

These may including music players, large images, flash graphics, and unnecessary plugins.



### Use keywords in your images.

Include words that reflect your site topic in the image title, description, and alt attributes.

Also, re-title the file name if it doesn't reflect your main keywords (e.g. writing-tips.jpg instead of d1234.jpg).



### Update your website frequently.

Sites with dynamic content often rank higher than those with static content. That's why blogs and directories (like Wikipedia) do so well on search engines. They are constantly being updated with new content.



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