Baby Steps To Good SEO Practices

As we all are already aware of, Search Engine Optimization or SEO, is the art of getting your website or blog on the front page of Google Search for specific search terms. In this article, I will cover a couple of basic SEO steps which you can learn and apply to your online business instantly.

Keywords and keyword phrases. Keyword phrases are niche specific words that people search for. For example, a keyword could be something like “dog training” (2 keywords). A keyword phrase is a short phrase which contains the keywords you are targeting such as “house training for dogs”. Basically, you want to target these high search volume keywords and key phrases and use them in your blog posts or article frequently.

Your job is to find a right balance in keyword density. If you overuse keywords in your website, your website will come off as spam by the search engines. Try to keep density within 2-3% to be safe.

Are you the Authority site on the net? In general, Google gives pages with lots of quality back links, high traffic volume and social interactions such as blog comments a good page ranking. These kind of sites are referred to as “Authority sites”. Your job is to make your website become the authority site by adopting good SEO practices.

Tips for writing – As a general rule of thumb, include your keyword inside the title and on the first paragraph of the body. Whenever possible, bold or italicize the keyword or key phrase that you are targeting.

Finally, you should fill up your website with good, relevant content as the Google spider crawlers are getting smarter and smarter at picking up what’s fluff and what’s not. Adopt these good SEO practices and you’ll be on your way to tons of traffic.