

A quick SEO Guide.

Here are some short track guidelines of how to move forward with SEO for maximum efficiency.

Information relates to both equally important

Off-Page and On-Page SEO.

1. Stay away from low authority links.

1.1 Get foundation links first when you fresh starting SEO for your domain. Your domain should become known by search engines. Simple link building would not make any impact.

1.2 Get High domain authority links even if they are pricey.

High domain authority links gain more in value for Google crawler.

Let's say Google used to value 1 High DA link for 5 low ones. Now it is 1 High DA link for 99 low ones.

Why it happens?

Because many started to create bogus sites just for link selling purposes.

1.3 Low domain authority website can negatively impact your website ranking.

If Google finds that links are done through some low valued donors, your website would lose rankings.

Recovery procedure from Google black list is hard and costly.

2. Build your links manually.

Automated link buildings would do little help but may cause serious damage.

You can also get blacklisted by Google.

3. Do not get more than 1-2 links from the same resource.

Many links from same resource have little efficiency and can easily hurt your SEO.

4. Make sure each link is permanent.

Intense SEO through comments and forum posts bumps your search results. At the same time, later on your search results fall drastically as most of the links disappear.

5. Find right keys. The ones that sell.

With some keys you can get target traffic but no conversions. Make sure that keys are right to make a conversion.

6. Plan your monthly budget.

SEO needs monthly expenditures so the growth would look organic. Use href.com and dmoz.com to evaluate your performance.

7. Use mixture of different type of links for maximum efficiency.

Your best bet would be to get the following:

1. Blog posts.
2. Guest posts.
3. Comments.
4. PDF attachments.
5. Profile registrations.

8. When you write article avoid AI and plagiarism.

AI use similar patterns recognized by AI. Those are downgraded by search engines as well as plague letters.

9. Articles for on-page SEO is detrimental in your Google domain ranking.

9.1 Each keyword you want to compete in Google better have an article on your website.

On page article should be based on rewritten public information and some new exclusive information that you put. This new information would trigger Google to move your article ahead of others pulling your website up the search.

9.2 Volume.

The best bet is to write 1500–2000-word article with pictures and graphs.

A minimum of 300 words per single keyword is required.

Otherwise, Google would consider your article short and irrelevant.

9.3 Headings.

- Each article the same as your SEO landing pages should have 1 H1 tag. 1 or more H2 tags and several H3 tags.
- No more than 300 words should go without heading.
- H1 usually goes as title and should contain focus phrase of your article.

9.4 Article links. It has to have inbound and outbound links.

- Inbound links are going to SEO landing pages.
- Outbound link to some related website.
- Links can go as from your H2-H3 headings or from the text itself.
- Best bet is to have all site pages interlinked to each other.

9.5 Metatags. Fill out meta title and description on each page.

Each page or article of your website should have Meta title and Meta description.

Meta title should contain your main keywords and focus phrase.

Meta description should contain the same keys with explanation of no more than 155 signs total.

Both are helping Google to initialize your site content and profile.

9.6 Images. Crucial part of each article.

Each article is better off to have image for each 400-400 words of text.

The best bet is to your explanatory images but even a related image would do much of a difference.

Equip every image with alt tag keywords that you use in your article.

Google gives priority to text with images embedded.

10. Off-page Articles

Off-page articles have same requirements as their on-page counterparts. Article for SEO purpose is the most influential tool in link building hierarchy.

What is also important is the donor site where article is located. We all know that HI DA websites with articles are in priority.

At the same time the most influential impact on you SEO would make editorial and educational article that are place on respective boards.

Such donors as public media and government educational institutions are the best SEO tool to pull your website up to the top.

On a final note, remember that SEO gives effect in a long run.

You can start doing it yourself or get one of our specialists who did it hundred times already.