SEO FOR BEGINNERS

The Best Free Method to Attract Clients

How to start with SEO? How do Search Engines work?
Is SEO still a good strategy in 2024?

You'll find the answers in this guide

Author TOMMASO LIU

ABOUT ME

My name is Tommaso Liu, a seasoned SEO specialist, Website Maker and SEO mentor.

I started in web design & development in 2017, and more specifically, I started my SEO practice in 2018.

I've worked with clients in many different industries, from dentistry to accounting, food service and construction, some of whom remain my clients to this day.

My notable achievements:

- A dental practice skyrocketed from **13 to 81 new patients per month,** 1st rank in all local searches, resulting in a stable 300+% annual revenue growth;

- ranking a new website in **6-8 position** for a 12.100 monthly searches keyword **in just 1 month.**

ABOUT ME

I use an approach I call "**SEO Design**", which is a blend of 3 Web Design goals:

1) High conversion from visitor into leads / clients.

2) Automatic built-in SEO best practices.

3) Easy navigation and user experience.

My goal is to help struggling businesses with cost-effective, long-term marketing and sales solutions.

I hope you'll enjoy this guide, packed with the best knowledge collected in my 5 years of personal experience, trials and errors (*many stupid errors...*).
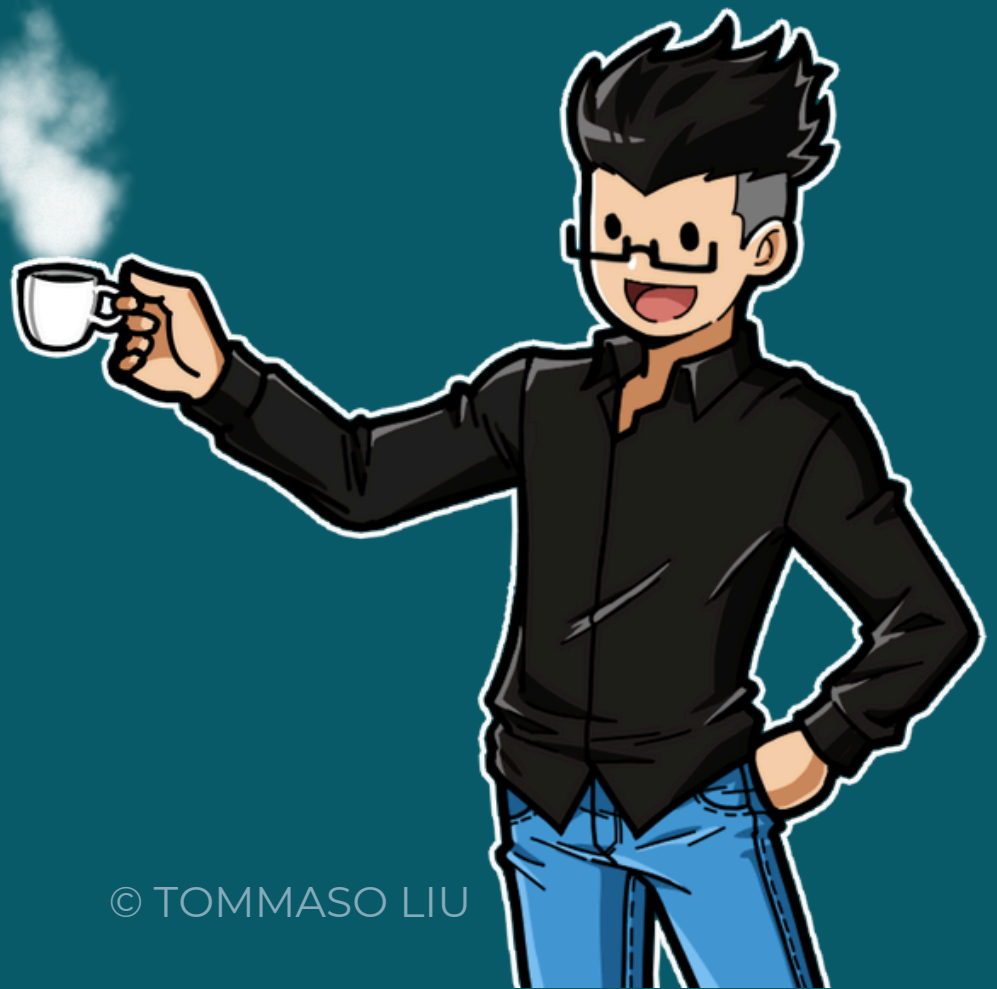
DISCLAIMER

The content provided in this book is designed to provide helpful information on the subjects discussed. This book is not intended as a source of personalized financial or legal advice. The strategies and tips discussed are to be used for illustrative purposes only. The publisher and the author are not responsible for any actions you take or do not take as a result of reading this book, and are not liable for any damages or negative consequences from any action or inaction to any person reading or following the information in this book. References and links are provided for informational purposes only and do not constitute endorsement of any websites or other sources. Readers should be aware that the websites listed in this book may change or become obsolete.

TABLE OF CONTENTS

CHAPTER 01

INTRODUCTION

CHAPTER 1: Introduction

SEO is an incredibly powerful tool for any business or website, offering the remarkable advantage of **free, organic traffic.**

Unlike paid advertising, which stops the moment you stop paying, **SEO continues to work for you, potentially increasing client acquisition for years.**

It can be considered **a self-sustaining lead machine.**

Once your site is optimized and ranks well for your target keywords, it can continuously attract potential customers with minimal ongoing effort.

This consistent traffic flow not only **helps in reducing marketing costs** but also ensures a steady stream of **visitors who are actively searching for what you offer.**

By aligning your content with user queries, SEO not only brings quantity but quality traffic, leading to higher conversion rates.

This SEO introduction guide is for you if:
- You know nothing or little about SEO.
- You're considering becoming an SEO specialist.
- You want to learn an extra skill for your own business / website.

In this guide I'll share the basic concepts and principles of SEO, when to use it as a winning strategy, the scope and framework.

CHAPTER 1.1: What is SEO?

Search Engine Optimization (SEO)* is a set of techniques designed to **improve the visibility and ranking of your results in organic search engine results.**

SEO means to optimize your webpages / content for the ranking factors that search engine algorithms use to determine what result should be ranked first.

In simpler terms:
When people search for something online, they're more likely to choose from the top results. SEO helps you get there.

What are Search Engines?

The most popular search engine is Google, taking up to 85%- 90% of the search market share. That's why SEO marketing usually implies Google SEO. Yahoo and Bing are other search engines.

But I prefer a broader definition of SEO and Search Engines:
Any platform that has a "search bar" that people actually use. That includes **YouTube, TikTok, Amazon**, etc.

You can technically do SEO for these platforms too, like keyword research, optimizing your text, images, videos or listing, in order to rank higher in their results pages.

CHAPTER 1.2: Brief History of SEO

The journey of SEO mirrors the evolution of the internet itself.

Born in the early 90s with the advent of the first search engines, SEO has come a long way. From the simplistic focus on keywords to adapting to the ever-changing algorithms of various platforms, SEO's history is a tale of adaptability and innovation.

- **1990s:** Emergence of early search engines like Archie and AltaVista. Basic SEO techniques focused on **keyword stuffing*** and **tagging***.

- **1998:** Google launches, introducing the PageRank algorithm, prioritizing link quality and relevance over simple keyword presence.

- **Early 2000s:** Search engines start emphasizing content quality and user experience. SEO strategies adapt to more sophisticated algorithms.

- **Mid-2000s to Early 2010s:** Introduction of Google's Panda and Penguin updates, targeting low-quality content and unethical link practices.

- **Present Day:** SEO is a key component of digital marketing. Focus is on providing user value, integrating with content marketing, social media, and mobile optimization.

THE IMPORTANCE OF SEO

CHAPTER 2.1: Does SEO Still Matter?

Spoiler answer: YES.

All popular platforms and related marketing strategies go through different stages.

1) The early stage: easy opportunity for early adopters, zero or low competition, organic attention and viral results are cheap, it takes little work and a bit of luck. Most people don't know much about the platform, they don't believe in the results or how it works. It tends to attract a younger demographic.
- Examples: all platforms in the beginning. TikTok in 2019-2021 was the most recent platform.

2) The mid stage: marketers start catching up on the opportunity, experts start to optimize and outdo the competition. Most experts start learning about the platform and common practices.
- TikTok in 2023, YouTube shorts, Podcasting

3) The advanced stage: most people know about the platform, it has become saturated, it's harder to get results, you really need to stand out or niche down to outperform. General public is familiar with the platform. There may be people left behind, that know about it but still don't understand or acknowledge it.
- Instagram, YouTube long-form, Email Newsletters, etc.

4) The endgame: the platform is too saturated, expensive and old, most people don't use it anymore. There are two possible scenarios:
- the platform "dies" or becomes very irrelevant.
  - Tumblr, Yahoo! Search, Print newspaper, etc.
- it survives, but significantly shrinks in size, importance, ad spend. Sometimes these platforms have a comeback since a lot of competitors stopped paying attention to it.
  - Facebook, Snapchat, LinkedIn, etc.

CHAPTER 2.1: Does SEO Still Matter?

SEO is in the advanced stage. It's been around a long time, businesses know about it, many still don't really understand how it works, if it works, what are the expected results and **ROI***.

If AI search or another competitor will beat and substitute Google, it might start to go to the endgame but as you'll learn in the next chapters, the SEO principles can still work for future platforms as long as humans will keep "Searching" for something.
Here are some interesting stats to keep in mind.

Why Google SEO is still important:
- Google is the king of search, earning more than 86% of worldwide traffic from a computer in 2021.
- 53% of website traffic results from organic searches.
- For 90% of B2B product researchers, the purpose of their search is to choose which products to buy.
- Nowadays, up to 81% of product research is done online, and this is done before sales personnel are contacted.

SEO vs Paid Ads*
- For 94% of searches, users are more focused on organic results than paid ones.
- Among marketers, 70% consider SEO to be more effective than **Pay-per-Click (PPC) campaigns***.

If you're wondering "Should I start learning SEO?"
- Among enterprise-level businesses, at least 45% have an SEO budget of $20,000 or more monthly.
- SEO leads have a much higher close rate (14.6%) than those resulting from outbound advertising techniques such as print media (1.7%).

Source: https://nealschaffer.com/seo-statistics/

CHAPTER 2.2: When is SEO a Winning Strategy?

SEO is a good option when you or your client want:

- **To attract instead of chasing clients:** if you don't like actively calling or emailing strangers, networking in person, etc.
- **Free long-term results:** once you gain positions and authority, it's way easier to keep and get more free traffic, even for years.
- **Qualified traffic*:** unlike social media content and paid ads that "interrupt" people while they're scrolling or watching something, you make yourself visible exactly to WHO and WHEN they're searching keywords related to your services and products.
- **To Build Trust and Authority in your Niche:** Ranking on Google gives your brand, not only awareness, but also the implied trust and quality for being considered high quality by Google.

But there are case in which SEO might not be the answer:

- **You need to test your website quickly:** if your website is new and it has never given you one lead, then paid ads could help you speed up the learning curve to optimize your website.
- **You have an innovative business idea / startup:** If you have invented a new product that has never been heard of before, then it is most likely that people are not searching for it. You also need to validate your business idea before investing a lot of time and energy in SEO.
- **SEO Competition is too tough:** if you see the same website appearing over and over, first in search results for your market, competing might be hard and expensive, but don't assume, do your keyword research first (we'll see later on).
- **Zero to Low Budget:** unless you do it yourself, if you have only 100$ to spend, there's no way you'll get SEO results.

CHAPTER 2.2: When is SEO a Winning Strategy?

Gray areas to decide if SEO is worth it or not:

- **Your audience doesn't search your products / services on Google:** This situation is tricky because you might assume that people don't hire certain services online (such as lawyers, accountants, or luxury real estate) through a Google search. However, I've had clients who have proven this assumption wrong. But there may be specific niches, services that people don't search online, especially in small local areas.
- **You need "quick" results:** People often seek immediate results and waste time and money on quick fixes, overlooking the long-term benefits of gradually building a lead generation system. If you urgently need funds, consider getting a job or intensifying sales efforts through cold calls, emails, meetings, social media, and seeking help.

In any case, **the best way to decide is to do keyword research:**

- If there are keywords with high search volume and relatively low SEO difficulty compared to your resources, then it's worth pursuing them.
- If not, it's advisable to explore other marketing strategies.

UNDERSTANDING SEARCH ENGINES AND SEO

CHAPTER 3.1: How Search Engines Work

Search engines, like **Google or Bing**, follow a few simple steps to help you find what you're looking for on the internet:

- **Crawling the Web:** They use programs called **crawlers*** or **spiders*** to find new and updated content on the web, like web pages, images, and videos.
- **Creating an Index:** Imagine a big library index; search engines make one for the internet. They organize all the content found by the crawlers so it's easy to search through.
- **Matching Your Search:** When you type something into a search engine, it looks through its index to find the most relevant and helpful web pages that match your words.
- **Ranking Results:** The search engine decides the order of these results based on things like how often your search words appear on a page, if the page comes from a reliable and popular website, and how the page is designed (like if it works well on mobile phones).
- **Continuous Updates:** Search engines regularly update their rules and methods to make sure they're always giving you the best and most relevant results, sometimes using advanced technology like AI to understand what you're really looking for.

In short, search engines are like smart librarians for the internet, always organizing information and helping you find exactly what you need.

CHAPTER 3.2: Basic Principles of SEO

SEO best practices follow similar basic fundamental business best practices and principles.

Verify Market Demand = Keyword Research

Before you start a business, you should always verify if there is market demand, aka if **people need, or even better, they are looking for your solution.** One of the first essential steps in SEO is always **Keyword Research*** which means to see if there are people searching for specific keywords related to your business.

You need **SEO tools** to get reports that tell you the **search volume* on a monthly basis.** I'll share some later on some tools for beginners here or you can find them on Google or ChatGPT.

Another important step is brainstorming keywords, as many correlated keywords as you can think of that might be interesting. The search bar on Google, sites like Reddit and Quota, can also give you suggestions for keywords and frequently asked questions.

Choose Business Opportunities = Choose Keyword Opportunities

Along with the search volume, you should also get the **SD (SEO Difficulty)*** which is how hard it is to rank for that keyword.

After all this talk about keyword research you might ask:

"How do I know if it's a good keyword to target?"

CHAPTER 3.2: Basic Principles of SEO

Smart question!

The smart answer is that you need evaluate 3 elements:

- **Search Volume:** if you rank first for a 100 monthly searches keyword, you might get 20-30 clicks to your website and 4-6 visitors maybe convert into leads or clients each month. Is that a good enough number to spend your time and/or money?
- **SD (SEO Difficulty):** How hard is it to position for this keyword? Is it reachable with your current website / resources for SEO?
- **Website Authority*:** Low authority = new website, no keywords ranked, no backlinks, not much content, etc. High authority = old website, a lot keywords ranked, many high quality backlinks. Is your website good enough for the level of difficulty of your target keyword? **Don't get deceived by the volume search**, sometimes a highly searched keyword is not so competitive. Also keep in mind that just because the SD is high, **it's not impossible to rank with a new website**, it's just harder and requires more skills.

Real Examples:

1) "dentist office las vegas" = 390 monthly searches, SD = 35/100

If your website is new, it might be a bit hard to position and the additional traffic might not even give much results in terms of appointments.

2) "dentist las vegas" = 6.600 searches, SD = 28 / 100

Way better opportunity (ironically with less keywords), much higher search volume, easier to position.

CHAPTER 3.2: Basic Principles of SEO

Create Market-fit Products = Optimize Content

Once you've decided your target keywords, you craft webpages tailored to the search engine and keywords, you sprinkle them in your text (without exaggerating, ending up with **keyword stuffing***), your images, and other technical SEO we'll see later on.

An interesting insight is that while **a big % of people are heavily relying on AI / ChatGPT to write their content**, but there is some evidence that **100% human written content still performs better than AI.**

Share your Product = Share your Website/Content

Put your product (Website) in the Marketplace (Search Engines) to let the Market (Users) know about your product / service (Website).

The first step to rank on Google is to ask it to crawl your website with Google Search Console. Then there are backlinks, collaborations and social media sharing, they all provide extra authority to the page, website or account.

Monitor Perfomance / KPIs = Monitor Keyword Ranking

SEO after all is not rocket-science. There is no 100% formula that guarantees top position on the first try. All you can do is utilize your resources and skills to their fullest potential in order to maximize your chances of achieving the highest possible ranking.

A good time span to keep in mind is one month (it's an arbitrary number based on my personal experience). If there was supposed to be a change, good or bad, you can see it already within one month. If there's an upper trend, let it keep going until it stops rising, don't fix what's already working.

CHAPTER 04

TYPES OF SEO

CHAPTER 4.1: An Overview of Different SEO Approaches

On-Page SEO

On-Page SEO involves optimizing individual web pages to rank higher and earn more relevant traffic in search engines. It focuses on both the content and the HTML source code of a page. Key aspects include:

- high-quality, keyword-rich content;
- optimized titles and meta descriptions;
- correct use of headers (H1, H2, etc.);
- image optimization;
- ensuring a good user experience.

On-Page SEO helps search engines understand the content and context of web pages, determining whether it's relevant to a searcher's query.

Off-Page SEO

Off-Page SEO includes all the activities that occur away from your website, which impact your site's ranking in search engine results.

It's primarily focused on building backlinks, which are crucial for SEO as they act as 'votes of confidence' from one site to another. Effective Off-Page SEO strategies include:

- link building from authoritative sites, social media marketing, and influencer marketing;
- brand mentions (both linked and unlinked);
- social bookmarking.

Off-Page SEO is essential for improving a site's perception of popularity, relevance, trustworthiness, and authority.

CHAPTER 4.1: An Overview of Different SEO Approaches

Local SEO

Local SEO is focused on location-specific searches, changing the whole approach to a geographical perspective.

It includes:
- optimization for local keywords such as "near me" or "[business] + [location]" (ex. Dentist New York);
- claiming and optimizing a Google My Business listing;
- acquiring local citations (mentions of the business name, address, and phone number on other websites);
- encouraging customer reviews.

Local SEO is crucial for businesses like restaurants, service providers, and retail stores that rely on local clientele.

Technical SEO

Technical SEO refers to optimizing the technical aspects of a website to improve its ranking in search engines. This approach focuses on making a website faster, easier to crawl, and understandable for search engines.

Key elements include for example:
- optimizing site speed;
- ensuring mobile-friendliness;
- securing the site with HTTPS;
- creating an XML sitemap;
- breadcrumb navigation;
- implementing structured data.

Technical SEO is fundamental as it helps search engines access, crawl, interpret, and index a website without any problems, which is crucial for good SEO.

CHAPTER 4.1: An Overview of Different SEO Approaches

Social Media "SEO"

It's not as common as Google SEO but as I mentioned previously, any platform with a search bar that is used can be optimized. The trick is to understand what are the ranking factors and what keywords are most searched.

YouTube has many similar features to Google (no wonder since they're from the same company...) such as meta tags, description, keyword search volume, **CTR (Click-Through-Rate)***

There is also **SMO = Social Media Optimization** which includes other elements to consider in your optimization:
- Popular Trends
- Viral Sounds
- Hashtags
- Thumbnails
- Watch Time
- Comments / Shares / Likes

Each of these variables can be tweaked and optimized with enough data and analysis, just like usual Google SEO.

CHAPTER 4.2: A Complete Checklist of SEO Practices

I don't want to overwhelm you but I also want to give you a comprehensive list to understand how many techniques you can employ with SEO.

Keyword Research
- Find keyword opportunities to target.
- Analyze competitors' websites and keywords.
- Use google suggested search to find other keywords.
- Use google suggested questions for more keywords.
- Focus on long-tail keywords for easier targeting.

On-Page SEO & Content Optimization
- Create high-quality, original content.
- Ensure content answers user questions and provides value.
- Keep content updated and relevant.
- Optimize meta titles and descriptions for click-through rates.
- Use header tags (H1, H2, H3) effectively.
- Compress and optimize images with alt tags and descriptive filenames.
- Embed internal links to relevant content.
- Make content shareable via social media buttons.
- Use responsive design.
- Ensure a clear CTA (Call-to-Action) on pages.
- Optimize page titles and meta descriptions.
- Use short, descriptive URLs.
- Optimize for voice search queries.

Off-Page SEO
- Build high-quality backlinks.
- Engage with social media audiences.
- Use influencer marketing.
- Engage in content marketing on external websites.

CHAPTER 4.1: A Complete Checklist of SEO Practices

Performance Analysis and Monitoring
- Regularly check Google Analytics for insights.
- Monitor and improve upon SEO metrics.
- Use tools like Google Search Console for monitoring site performance.
- Conduct regular SEO audits.

Technical SEO
- Ensure your website is mobile-friendly.
- Improve website loading speed.
- Use HTTPS for security.
- Create an XML sitemap and submit it to search engines.
- Implement structured data (Schema markup).
- Optimize your website's architecture and URLs.
- Include keywords in URLs, where appropriate.
- Ensure 404 errors are minimized and links are redirected.
- Use canonical tags to avoid duplicate content.

Backlink Building
- Engage in guest blogging on reputable sites.
- Create shareable infographics.
- Participate in relevant online communities and forums.
- Use broken link building tactics.
- Collaborate with influencers for backlinks.

Local SEO
- Optimize Google My Business listing.
- Acquire local business citations.
- Encourage and respond to online reviews.
- Use local keywords in your website's content.

CHAPTER 4.3: Black Hat SEO

Black Hat SEO refers to unethical and manipulative practices aimed at boosting a website's ranking in search engine results in ways that violate search engine guidelines. These tactics, while sometimes effective in the short term, **can lead to serious penalties from search engines**, including reduced rankings or complete removal from search results.

Black Hat SEO often **compromises the quality and integrity of content**, focusing solely on tricking search engines rather than providing value to users.

I'll just give you a few examples that you might end up doing:

- **Keyword Stuffing:** Excessively using keywords in web content, thinking it will improve search rankings. This often makes the text unnatural and hard to read.
- **Hidden Text and Links:** Implementing text or links in a webpage that are the same color as the background, or using a very small font size, thinking it might boost SEO without affecting user experience.
- **Duplicate Content:** Republishing content from other websites or using the same content across multiple pages of your own site, believing it will increase your site's visibility.
- **Link Buying or Excessive Link Exchange:** Participating in link exchange schemes or buying links to increase the number of backlinks, thinking it's a fast way to improve site authority.
- **Comment Spamming:** Leaving irrelevant links in blog comments or forums to create backlinks, assuming it's a legitimate way to increase traffic.

CHAPTER 4.4: List of SEO Essential Tools

I know it might look daunting, especially if you've never known about any of these but in reality, **a lot of SEO tools cover multiple functionalities** so you only need a few to start with.

I want to give you a comprehensive list of functions to cover most, if not all of the SEO aspects and needs.

- **Keyword Research Tools:** For discovering and analyzing keywords to target.
- **Analytics and Performance Tracking Tools:** To monitor website traffic and evaluate SEO performance.
- **Technical SEO Tools:** For analyzing and improving the technical problems of a website.
- **On-Page SEO Tools:** To optimize individual web pages for specific keywords.
- **Backlink Analysis Tools:** For analyzing your site's backlink profile and identifying link-building opportunities.
- **Local SEO Tools:** To optimize a website for local search results.
- **Content Optimization Tools:** For content analysis and suggestions to improve SEO.
- **Competitor Analysis Tools:** To analyze competitors' SEO strategies.
- **SEO Audit Tools:** To conduct an overall SEO audit of your website or competitors'.
- **Mobile SEO Tools:** For optimizing your website for mobile devices.

CHAPTER 4.4: List of SEO Essential Tools

There are many different alternatives to choose but I don't want to overwhelm you so here's my suggested beginner-friendly list of SEO tools that cover most aspects of SEO strategy:

- **Google Analytics (Free):** For tracking website traffic and user behavior insights.
- **Google Search Console (Free):** Provides data on search performance, ranking and technical SEO.
- **Ubersuggest (Free or Paid):** Keyword research, competitor analysis, website audit, technical SEO, off-page SEO, monitoring for keyword ranking.
- **Google Maps / My Business (Free):** Local SEO, brand reputation, Off-Page SEO.
- **Google PageSpeed Insights or GTMetrix (Both Free):** Technical SEO, website speed optimization.
- **Rankmath Pro or Yoast SEO (Free):** Wordpress plugin for content optimization

CHAPTER 05

CONCLUSION

CHAPTER 5.1: FAQ and False Myths about SEO

Frequently Asked Questions

How Long Does It Usually Take to See Results from SEO?

SEO is a long-term strategy. Typically, it can take anywhere from three to six months to start seeing significant results. However, this time frame varies based on your SEO skills, the competitiveness of your industry, the quality of your content, your website's current authority, and ongoing SEO efforts.

Can I Do SEO Myself or Should I Hire a Professional?

Depends on your skills, time, and budget. Basic SEO can be self-taught and implemented, especially for smaller websites. However, for more complex sites or competitive industries, hiring a professional can be beneficial due to their expertise and the intricacies involved in advanced SEO strategies.

If you want to learn and do it yourself, you need to know at least how to do keyword research and evaluate how likely you can position your website for your targeted keywords.

What's the Difference Between Organic and Paid Search Results?

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to being advertisements.

Paid search results are essentially advertisements, where businesses pay to have their web pages displayed for certain keywords.

CHAPTER 5.1: FAQ and False Myths about SEO

How Do I Measure the Success of My SEO Efforts?

It can be measured using several key metrics:
- improvement in organic traffic;
- higher rankings on search engine results pages;
- increased domain authority;
- growth in the number of backlinks;
- most importantly, a rise in conversions or goal completions related to organic traffic (getting a lead / contact / email)

How Important Are Backlinks in SEO Today?

Backlinks remain an important factor in SEO. In fact, the #1 ranking pages usually have around 3.8x more backlinks than #2 to #10 positions.

But in my experience you can still rank important keywords that are fairly difficult with a high enough search volume without focusing on backlinks so it's not my first priority.

What Are Common SEO Mistakes to Avoid as a Beginner?

Common SEO mistakes include:
- duplicating content in articles just to publish something new;
- ignoring meta tags and descriptions;
- creating short low-quality content;
- not using analytics to track performance;
- neglecting technical SEO elements like broken links, site hierarchy structure.
- keyword stuffing;
- neglecting mobile optimization;

CHAPTER 5.1: FAQ and False Myths about SEO

How Frequently Should I Update My Website Content for SEO?

As for new content / articles, **focus first on crafting evergreen content** that remains relevant over time. Aiming to **produce one new blog or article monthly** is advisable.

However, given that updates may be necessary due to new technology, tools, or rules, it's wise to **review and refresh your existing pages every 4-6 months.** Use Google Search Console to evaluate webpage rankings and pinpoint chances to optimize mid-ranked keywords.

Keep in mind that Google updates its algorithm with **Core Update*** **around 4 to 5 times annually.**

For blogs and news sections, a higher frequency might be beneficial.

Can Social Media Activity Impact My SEO?

Social media doesn't directly impact SEO but social media signals can indirectly influence the rankings by increasing brand visibility and traffic to your website, which can also lead to more backlinks.

How Does Mobile Optimization Affect SEO?

Mobile optimization is crucial for SEO as search engines like **Google use mobile-first indexing.** This means that Google predominantly uses the mobile version of the content for indexing and ranking. A mobile-optimized site provides a better user experience and can significantly improve your rankings.

CHAPTER 5.2: Final Recap

We've reached the end of this guide and I hope you got at least what you've been looking for.

If you want to ask or suggest additional informations, feel free to send me an email at **tommaso.liu@gmail.com**

The main goal of this ebook is to introduce you to the world of SEO from a business / career opportunity to learn and understand.

There are a few main concepts that I want to reiterate because I believe are truly important:

- **Keyword Research is the fundamental starting point of any decision** involving your website for Google SEO or your account for social media SEO. The name of your website / profile, the description, the type of images, blogs, content, anything can be done more effectively with a comprehensive keyword research done upstream.
- **Don't underestimate the scope of SEO practices.** It's not easy to do as a beginner or self-taught, it might take years of trial and error to get predictable consistent results in a decent period of time.
- **Don't look for short-term fixes over long-term results.** As I already said, looking for immediate short-term results is dangerous. Sure, you can speed up implementations but even in SEO it comes with higher risk of messing up, losing ranking or stopping a good rising trend because of impatience.

In conclusion, I hope you got value from this ebook and I truly wish you good luck with your journey.

Liu Tommaso

CHAPTER 06

GLOSSARY

CHAPTER 6: Glossary

Comprehensive List of SEO Terms and Definitions

- **Backlink =** A link from one website to another. Backlinks from reputable sites can improve a site's SEO by showing search engines that the content is valuable and trustworthy.
- **Bounce Rate =** The % of visitors who leave a website after viewing only one page. A high bounce rate can indicate that the site's content is not meeting the needs of its visitors.
- **Cannibalization (SEO)** = This happens when different pages of a website compete for the same keywords, confusing search engines and hurting the site's overall ranking. It's like the website is competing with itself.
- **CMS = Content Management System.** A tool that helps you build and manage a website without needing to code it from scratch. Examples: Wordpress, Joomla, Webflow, Wix.
- **Core Updates =** They are major adjustments that Google makes to its algorithm to enhance the quality and relevance of its search results.
- **Crawler (or Spider) =** A bot that searches, collects and analyzes data for search engines, like Google or Bing, to index them.
- **CRO = Conversion Rate Optimization.** enhancing a website to increase the percentage of visitors who perform a desired action, like making a purchase, booking an appointment or signing up for a newsletter.
- **% CTR = Click-Through Rate.** The percentage of how often people click on an ad or link compared to how often they see it.
- **Domain Name =** The unique address of a website on the internet, like "google.com".
- **Google Search Console =** A free Google tool that helps website owners register their site with Google, understand its performance in Google Search, track search traffic, spot potential visibility issues, and receive optimization tips.

CHAPTER 6: Glossary

- **Keyword (KW) =** One or multiple words that people use when searching online. The search phrases aren't conversational, only the "key" words (without prepositions, articles, conjunctions) to let the search engine understand.
- **Keyword Research =** The process of finding and analyzing search terms that people enter into search engines. The purpose is to find opportunities and data to create and optimize targeted content increasing the likelihood of appearing in search results.
- **Keyword Stuffing =** Forcefully using too many keywords or too many repetitions in unnatural ways on a webpage, trying to trick the algorithm to get better search rankings despite worse readability or user experience.
- **KPI = Key Performance Indicators.** Specific numbers and measurements that show how well a business is doing in reaching its goals.. Examples: how much is sold, how many customers come back, or how many people visit a website.
- **Hosting =** A service that provides the computer equipment and software "on rental" to store your website on a server so others can access it on the internet.
- **PPC Campaigns = Pay-per-Click Campaigns**. It's a way of buying visits by paying a fee each time an ad is clicked to the site. It can be done on search engines like Google or social media platforms like Facebook and Instagram.
- **Qualified Traffic =** visitors who are most likely to convert or take a desired action on your website because they are searching for products, services, or information that your site offers. Qualified traffic is targeted, relevant to your business, and has a higher potential for engagement or conversion.
- **SD = SEO Difficulty**, a measure of how hard it is to rank high on search engines for a certain keyword.
- **Search Volume =** The number of times people search for a specific keyword in a set period (usually monthly). It can change based on language and country.

CHAPTER 6: Glossary

- **SEO = Search Engine Optimization.** The practice of improving a website to increase its visibility when people search for products or services related to the website in search engines.
- **SERP = Search Engine Result Page**, which is the page you see after entering a query into a search engine. It lists the results of your search.
- **SMO = Social Media Optimization**. A different set of best practices to get the best results on social media that share similar principles to SEO.
- **Spiders (or Crawler) =** A bot that searches, collects and analyzes data for search engines, like Google or Bing, to index them.
- **Tagging =** adding descriptive keywords or labels (tags) to content elements such as blog posts, images, videos, or products. These tags help organize and categorize content, making it easier for both users and search engines to understand the topic or subject matter.
- **Website Authority =** A measure of how well a website is likely to perform in search engine results. It's based on several factors, including the quality and quantity of links pointing to the website, its age, popularity, and the reliability of its content. Higher authority means a website is more likely to rank well in search results.

WANT MORE?

If you want to speed up your process and results:

📱 **Book a <u>Free Call with Me</u>** if you want:
- to hire and delegate your SEO
- 1-on-1 guidance with SEO or your website
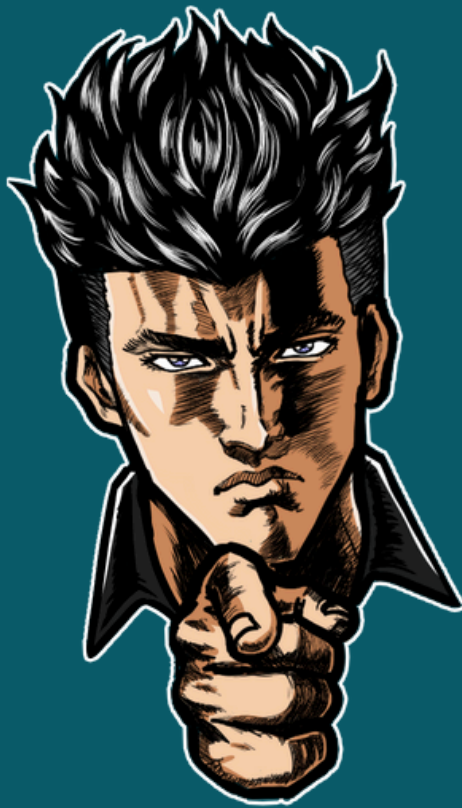
Don't forget to follow
my Social Media Accounts!

LinkedIn: <u>@Tommaso Liu</u>

YouTube: <u>@tomliudesign</u>

<u>TikTok:</u> <u>@tomliudesign</u>