

Seo tips for beginners

If you are new to SEO and are uncertain about what to do in the near future, it might be a risky move if you do it without foundation. Website optimization, link building, or the things you need to do initially will help your results.

In this article I list the 10 most basic **SEO tips for beginners**. If you do these 10 well, you will get good results.

TOP10 basic tips anyone new to SEO must know

1 Keywords

Keywords are the topics that define your content. Using relevant keywords in your posts and websites can help you rank higher on search engines. This is because if your keywords are relevant to what people are searching for, the search engines will do their best to ensure that those people see your site.

Using long and branded keywords can help improve your site's ranking and provide more information for search engines to figure out what your content is about. Long keywords are more specific phrases. The more specific keywords you add to your product or website, the more potential customers you will get to your site. You can consult my article on [Effective Keyword Research](#)

2 Backlink (Backlink)

Backlink is when a website refers to another website by linking to it. A high quality backlink is a major determining factor that helps your website increase rankings in search engine results. In addition, these backlinks must be on the Website with relevant content. Search engines believe that the higher quality and relevant the links you have, the more useful your website is, which is what really helps you grow.

Backlink building means organic awareness, brand exposure, relationships, new customers, promotions, referral traffic, and organic ranking positions. Some words that you should become familiar with are *link juice* , *no-follow link* , *anchor text*, and low quality links. When you are exposed to this SEO field, you will use these terms in English more, I also mentioned these terms in [what backlink content is? Affect ranking like?](#)

3 Sitemap

Having a sitemap makes it easier for search engines to find and rank your web pages. A sitemap lets search engines know when there has been a change and what pages they may have missed. It's not difficult to get a sitemap, and it improves your SEO as well. It helps by updating pages faster without a sitemap.

In the best XML sitemap optimization article for SEO I have details on how to create a sitemap, add it to Google, and much more.

4 Alt attribute in image

Have you ever wondered how Google ranks image search? One factor that helps Google recognize what your image is about is with your help describing the image in that Alt attribute.

These descriptions are important for the visually impaired or people with visual impairments because they require a special computer or software to read the text in the image aloud. Also, if the image is not visible or does not load, the description is still there letting them know what the image is.

Of course there are many more factors that affect whether your images are ranked high in image search or not. If you want to learn more, read [on how to optimize your images for SEO](#)

5 Avoid Flash

Adobe Flash is an application within a website that enables multimedia transmission and user interaction. Having Flash on your website can be a good thing and a bad thing. For example, if your page is made up of large Flash words, the page will run slower than usual and it will take time to load. It also reduces the usability of most pages because some websites running primarily on Flash are not accessible on mobile phones.

An unbelievable statistic but it is true that around 99% of websites using Flash are less usable and a major obstacle to being perceived as well designed. There are tons of websites, tools, and plugins out there that can check if you're using Flash.

6 Social media

Having multiple social media accounts can be a powerful tool for your website. Having a Facebook, Twitter, LinkedIn and Instagram account is one of the basics of promoting your website.

Customizing the link you share can help you promote your products or services. Adding a tag (Hastag) to Twitter can benefit your website in terms of promoting products that will get more attention through social networks. A tool that can help you keep track of multiple social media accounts is called [Hootsuite](#) . Through this tool you can manage one single platform's different accounts.

7 Links to other sites

Links to other websites may benefit both you and your competitors. What do you get when you are giving them free organic links? When linking to other websites you are submitting a trackable link to yours. When the traffic starts to go to the page you linked to, the manager of those pages will wonder where the traffic is coming and will likely search through your site.

In addition, your website becomes more valuable in the sense that you link to a good quality site and correct relevant information.

Last but not least, internet is called INTERNET which means connection.

8 Google Analytics

It's best to have a tool to analyze and track your data. Google Analytics not only tracks where customers are coming from, but also about how they got there, what they're looking for, and the keywords they use to get to

your page. This tool also generates custom reports for you when analyzing your data.

Google Analytics allows you to measure the results of your web pages through real-time data. Data is displayed from various channels like organic search, paid search, referrals, social media, and direct traffic.

Having Google Analytics helps you make business decisions about where you should invest resources and guides you in your SEO efforts. Read my detailed article on [How to Use Google Analytics](#)

9 Title, meta description and H tags

The title tag should include keywords that are relevant to the site. This tells search engines what that particular website or page content is about and helps it index your site by keywords.

The meta description is the text below the URL that is used as a preview in search results. See more of this article from my colleague: [How to get effective search descriptions](#)

There should be only one h1 per site. It should be about the page and contain a keyword related to your topic. Secondary H tags like h2, h3 may also include some of your keywords.

10 Robots.txt

The Robots.txt files tell search engines which pages to crawl are included in their index and which pages are not allowed to be indexed. For example, if you don't want a certain page or image to be crawled by a bot, you can restrict or 'disallow' that bot from gaining access. This keeps the test pages and pages meaningless to users who won't be included in search results.

You can create a robots.txt file from scratch but there are plenty of tools out there that can do it for you if you don't have time. I also have a post that details all about [what Robots.txt is? SEO optimization for Robots.txt](#)

Are the above 10 ideas all?

These are just a few of the main topics to get started with search engine optimization. Start editing your website and compare the results before and after the edit. Seeing what works best for you depends on many different jobs, all sites and industries.

Always remember this: Google's primary goal is to provide the best experience for their users. That means the highest quality is relevant and of the highest quality going to be the highest quality thing. The tips I have listed above are the signals that search engines rely on to point out for themselves if a page is worthy and of high quality.

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