SEO Training Step-by-Step Process to Rank on Google: Keyword Research, Technical, and On-Page Optimization

Search engine optimization (SEO) is the process of improving the visibility and ranking of a website or web page in search engine results pages

(SERPs). The goal of SEO is to increase organic traffic to a website, which can lead to increased sales, leads, and brand awareness.

The Ultimate SEO Training Find & Fix The Most Common SEO Issues On A Site: SEO Training Step By Step Process To Rank on Google, Keyword Research, Technical SEO & More by Sobia Publication

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There are many different factors that affect SEO ranking, including keyword research, technical SEO, and on-page optimization. In this article, we will provide a step-by-step process to help you improve your SEO ranking and get more traffic to your website.

Step 1: Keyword Research

Keyword research is the process of identifying the keywords that people are searching for online. These keywords should be relevant to your website or business, and they should have a high search volume.

There are a number of different ways to conduct keyword research, including:

- **Google Keyword Planner:** Google Keyword Planner is a free tool that can help you find keywords that are relevant to your business. It provides data on search volume, competition, and cost-per-click (CPC).

- **SEMrush:** SEMrush is a paid tool that provides more detailed keyword research data than Google Keyword Planner. It can help you find long-tail keywords, identify your competitors' keywords, and track your keyword rankings.

- **Ahrefs:** Ahrefs is another paid tool that provides comprehensive keyword research data. It can help you find keywords that are relevant to your website, identify your competitors' backlinks, and track your keyword rankings.

Once you have identified a list of keywords, you need to prioritize them. The most important factors to consider when prioritizing keywords are:

- **Search volume:** The number of people searching for a keyword each month.

- **Competition:** The number of other websites that are targeting the same keyword.

- **Relevance:** How relevant the keyword is to your website or business.

Step 2: Technical SEO

Technical SEO is the process of optimizing your website's code and structure to make it more search engine friendly. This includes:

- **Optimizing your website's speed:** Website speed is a major factor in SEO ranking. Make sure your website loads quickly on both desktop and mobile devices.

- **Creating a mobile-friendly website:** More and more people are using mobile devices to access the internet. Make sure your website is mobile-friendly and easy to navigate on all devices.

- **Creating a secure website:** A secure website is one that uses HTTPS. HTTPS is a secure protocol that encrypts data between your website and your visitors' browsers. This helps to protect your visitors' data from being intercepted by hackers.

- **Creating a sitemap:** A sitemap is a file that lists all of the pages on your website. This helps search engines to index your website more easily.

- **Submitting your website to search engines:** Once you have optimized your website's code and structure, you need to submit it to search engines. You can do this by using Google Search Console or Bing Webmaster Tools.

Step 3: On-Page Optimization

On-page optimization is the process of optimizing the content and structure of your website's pages to make them more search engine friendly. This includes:

- **Creating high-quality content:** The content on your website should be well-written, informative, and engaging. It should also be relevant to the keywords that you are targeting.

- **Optimizing your page titles and meta descriptions:** Your page titles and meta descriptions are the first things that people see when they search for your website. Make sure they are clear, concise, and informative.

- **Using headings and subheadings:** Headings and subheadings help to break up your content and make it easier to read. They also help search engines to understand the structure of your content.

- **Using images and videos:** Images and videos can help to make your content more engaging and visually appealing. Make sure to use alt tags to describe your images and videos, so that search engines can index them.

- **Internal linking:** Internal links help search engines to understand the relationship between your website's pages. Make sure to link to other

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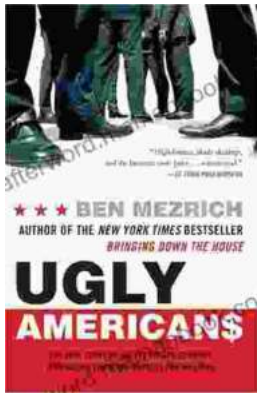
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