Learn Basics Of SEO

SEO BUGINNERS COMPLETE GUIDE

SEO ISLAMABAD

SEO: The Complete Guide for Beginners

To be found on Google, you need ... SEO texts! You **probably** know that too well yourself - it's only **the implementation that is still a problem** . Maybe keywords, meta description and search intention are Bohemian villages for you, which is why you like to put off the topic of writing SEO texts before you. But you don't need that - because SEO is not rocket science! Whether blog articles or website texts - in this guide for beginners I will show you **step by step how to write good SEO texts that will be found on Google.**

Overview

- What are SEO texts anyway?
- Write SEO texts - step by step
- Step 1: Find the right keyword
  -
  - Tools to help you do keyword research
  - How you can tell whether a keyword is suitable
  -
  - How keyword research works
  - In case the keyword research doesn't work that easy for you
- Step 2: Make the search intention aware
  - How to find out the search intention
- Step 3: analyze competition
- Step 4: Think about the structure and find interesting headings
  - How to write interesting headlines
  - What to do with SEO, how interesting your headlines are
- Step 5: Write reader-friendly texts
  - How to make your SEO text reader-friendly
- Step 6: Observe formal SEO criteria in the text
  - These criteria are important for your SEO text
- Step 7: Optimize the snippet & write data for the Yoast plugin
- Step 8: image SEO
- The final criterion: patience (practice makes perfect)

What are SEO texts anyway?

SEO texts are all texts with which you want to be found in search engines like Google, and which you therefore create according to certain criteria. This can be blog articles, website texts, texts for your online shop, lexicon entries or the like.

Write SEO texts - step by step

And how you can write SEO texts yourself - we will now go through that step by step.

Step 1: Find the right keyword

What are keywords? In short: everything that people type in search engines. Keywords are **search terms** and can come in the form of individual words, phrases or entire questions.
But how do you know what people are typing in search engines? Finding out is the goal of keyword research.

In the **keyword research** you will find out:

- what people are looking for or with what terms (**keyword**),
- how often they do this per month (**search volume**) and
- how easy it is to appear high in the search results for this keyword or how strong the competition for this keyword is (**SEO difficulty level**).

Tools to help you do keyword research

To get **keyword ideas first** (without SEO metrics), I recommend the following tools and platforms. With them you can get an overview of which topics and questions on your topic are of interest to Internet users.
Platforms to find keyword ideas (selection):

- Google Suggest (Here you simply enter a search term in the Google search bar and you will automatically be suggested additions - as in the example below. If you press Enter and carry out the search, you will receive additional keywords

under "What users are looking for" at the beginning and "Related Searches" at the bottom of the first page of search results.)

- YouTube (Like Google, it offers automatic suggestions when you enter your search term.)
- Pinterest (Also offers automatic suggestions.)
- Amazon (also offers automatic suggestions and is particularly suitable for product topics.)
- Answer the Public (Especially useful for finding frequently asked questions about the keyword.)

To check how often the keywords are actually searched and how easy it is to rank at the top for them, you need **tools that show you the SEO metrics** . These include these:

SEO tools to analyze keywords (selection):

- Ubersuggest (free)

- KWFinder * (free for 10 days)
- SISTRIX
- Google Ads Keyword Planner

I myself use the KW-Finder from Mangools * for my keyword research and Ubersuggest to supplement it.

With the help of these SEO tools, you will receive the important **SEO indicators** (search volume, SEO difficulty level) and suggestions for **related search terms** . But what do these key figures actually mean?

How you can tell whether a keyword is suitable

If you enter a keyword into an SEO tool (like here in KWFinder), you will get the search volume and the SEO difficulty level:

The keyword "yoga mat" is searched for an average of 25,900 times per month (search volume) and the SEO difficulty level is 30 (out of 100).

Now how do you know if the keyword is a good fit? The **right keyword You determine using these three criteria:**
1. **Popular**
Enough people should search for this keyword at all. This means that the search volume should be as high as possible (in niches at least 10).

2. **Rankable**
It should be realistic that you can rank highly for that keyword. The SEO level of difficulty should be as low as possible for this. The rule of thumb is: anything under 30 is optimal.

3. **Relevant**
The keyword should match your target group and your offer, so that you also attract the right readers.

The **right keyword** has the largest possible search volume (from 10) with the lowest possible SEO level of difficulty (below 30) and is relevant to your offer or your target group.

How keyword research works

Now it's time to get down to business! I'm assuming you already have a rough topic in mind for your SEO text. Maybe you are a yoga teacher, coach or beast a mediation app and want to write an SEO text about meditation.

1. Find keyword ideas

To find ideas for keywords or topics, you can first try out the tools for keyword ideas mentioned above.

At Google Suggest you will e.g. B. suggested these topics:

2. Check SEO metrics

In the SEO tool, you can now see **which keywords are interesting for you** . Think of the three criteria from above - popular, rankable and relevant. In other words: high search volume, low SEO difficulty and a topic that fits your target group and your offer.

After scrolling a little in the SEO tool and entering the relevant keywords from Google Suggest, you have already collected this **list of good keywords** on the subject of meditation:

In case the keyword research doesn't work that easy for you

Then you may not be on the heels of the right keyword. Depending on the topic and niche, keyword research can also **look for clues** .

Try **brainstorming** : test out different generic terms and related words that you put into the tools (both SEO tools and idea tools). After all, it may be that you For example, as a designer, you start with the keyword "brand design", but people search for "have a logo designed" much more often.

Be aware that **not every topic and niche works the same** . Meditation is a very popular topic and it doesn't seem like there is much competition on Google yet - an SEO jackpot! But there is another way. You can imagine that I get high search volumes when it comes to SEO - but also an incredibly strong competition. **On the other hand, you may find yourself in a small niche where** the search volume is low overall. Then don't be discouraged by high search volumes around

2,000. For you, 50 search queries mean a lot more, because often there are 50 seriously interested people! As always, quality comes before quantity.

Step 2: Make the search intention aware

The **search intention** describes what the person is actually looking for or what their goal is when they enter the words on Google.

Before you finally choose your keyword, you should be aware of the search intention. Because it influences:

- Whether you will attract the **right readers** (does the intention match your goal?),

- whether you will **rank high on Google** (because Google places texts at the top that correspond to the search intention) and

- whether your website is **clicked** in the search results (because the reader sees that your text will fulfill their search intent).

You see: The search intention is incredibly important in order **to attract more readers through Google with your SEO text.**

For your SEO text this means in concrete terms: The **search intention determines what and how you write the SEO text** : How can you best answer this question? How can you best solve the problem? It starts with the format (product comparison, tips list, how-to guide, picture collection, video, experience report, ...) and ends with the content. The goal is to offer the best solution for the search intention for your keyword.

As you out find the search intent

There are two ways to identify search intent: intuitively and through Google search results.

1. Intuitive

Put yourself in the place of the searcher: What questions go through his head when he enters these words on Google? What is he hoping to find?

2. Google search results

Just enter the keyword into Google. For the example "learn to meditate" you will get these Google search results (without ads):
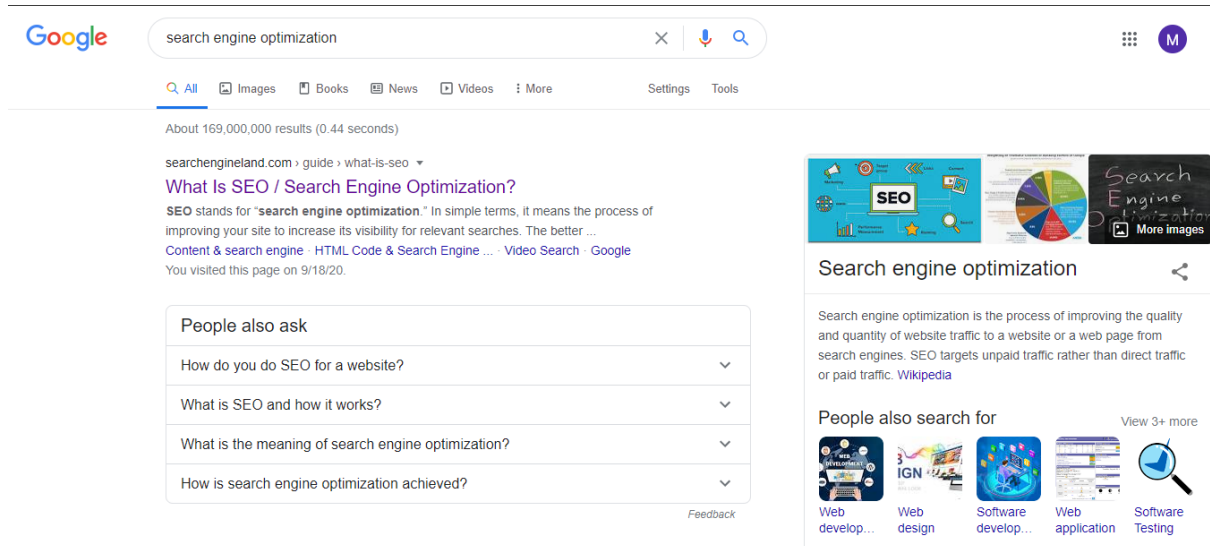
You can quickly see that articles with instructions are particularly popular.

It looks completely different with the keyword "yoga mat": Here you mainly get product results from online shops and one or the other product comparison.

Step 3: analyze competition

By scrutinizing your competition, you can see **what works particularly well for your chosen keyword** . Simply enter your keyword on Google and look at the search results - at least the first 5.

Pay particular attention to:

- **What information** the other pages contain,

- **how** they package the information (lots of photos, list, table,) and

- where there are still **gaps in content** .

This way you can see **which content is important and how the most successful articles are structured.** You can get **inspiration** from them for your

own text . Copying is of course not allowed.   This promises against copyright law and is also recognized by Google as "duplicate content".

For your SEO text, think **about** how you can **solve the reader's question or problem even better** than the competition. Or: Which questions and problems **have not yet been resolved** .

Step 4: Think about the structure and find interesting headings

Before you start writing, think about a clear text structure. So you have a **framework** that makes your **research easier** and ensures a **consistent overall picture** from the start . This also makes it easier for the reader (and Google) to understand the structure of the text later.

A good practice is to write down the subheadings you plan to use. The structure can look like this, for example:

Tips for a better sleep

Why many people sleep badly today

5 tips to finally sleep better

Tip 1: don't eat too late

Tip 2: turn off your cell phone, laptop and television in the evening

Tip 3: find an evening routine

Tip 4: Use the power of plants with sleep tea and lavender oil

Tip 5: darken the room

Conclusion: mind and body must be able to come to rest

You can also write down your ideas for the main message and the content of the paragraph under each subheading. Of course, the headings and the structure can still change in the writing process.

How to write interesting headlines

In order to make the reader really want to read, you need interesting (sub) headings - for example with emotional hooks. Here are **three types of emotional headlines** you can find inspiration for:

- **Pain headings**
  They trigger the need to avoid pain or unpleasant situations.

  Example:

  "Hunchbacks due to desk work: you can prevent this with these exercises"

  "The most common mistakes in wedding planning"

- **Joy headlines**
  They address the need to gain joy and positive emotions.

  Example:

  "Tips against period pain: Finally pain-free and carefree again"

  "Powerful phrases for e-mails that sweep your customers away"

- **Evidence headings**
  They arouse curiosity because an authority or generality is taken up.

  Example:

  "WHO confirms: a low-meat diet reduces the risk of cancer"

  "700,000 Germans have already learned to meditate with this app"

What to do with SEO, how interesting your headlines are

Why are interesting headlines so important? Sure, they **attract more readers** . But they also have an indirect effect on the **Google ranking** . Because an important factor for the ranking are the user signals. These give Google information about how readers behave on your website and interact with your text.

If a user clicks on your article in Google search results because they think the headline is interesting, this sends a positive signal to Google. Likewise, if he stays longer on your website because the headings encourage him to continue reading. Such **positive signals of user behavior** improve your Google ranking.

Step 5: Write reader-friendly texts

Another proof that search engine optimization isn't all about keywords. Because writing reader-friendly texts is **important for the reader and for Google** :
The reader

- immediately recognizes that the article is of interest to him and stays on the website. When he is greeted by a confusing mess of text, he often clicks away again immediately.

- stays on the website longer because he doesn't get tired of reading.

- can skim the article and recognize the most important information. And let's be honest - we all like to skim, don't we?

Google

- sees readers spend more time on this website and less often instantly. (Hello, positive user signals!)

- can more easily understand what the text is about and classify it accordingly.

- also treats reader friendliness as a ranking criterion.
  But how does it work with the reader-friendly texts?

How to make your SEO text reader-friendly

The goal is that the reader can read your text **without forcing themselves to concentrate** or **having to make** a **coffee** first .

And these criteria will help you:

- Crisp introduction: arouse curiosity right from the start.

- Many sub-headings: loosen up the text.

- Short paragraphs following the rule of thumb: One paragraph for each thought or statement.

- Short sentences: don't tire so quickly.

- Lists and tables: promote clarity.

- Images and empty areas (white space): so that the eye can rest.

- Quotes and emphasis: loosen up the text.

- Verbs instead of nouns: for a living language.

- Avoid passively: "He reads the book" instead of "The book is read".

- Language level and style: Should be tailored to the target group.

Step 6: Observe formal SEO criteria in the text

Only now do we get to the point many of us think about when we hear about **search engine optimization** . Where do the keywords have to be, how often should they appear, etc.

I deliberately put this part back because it won't help you if the **basis is** n't right: the good content.

If the basis is fulfilled, you can use the following SEO criteria to set **signal flags for Google** in the right places so that it can find and understand your text even better.

These criteria are important for your SEO text

1. **Positioning of the keyword in the text - where it should be used**

- In the heading (H1)

- In the first paragraph

- Several times in the sub-headings (H2 & H3)

- Several times in the text

- In the meta data (see step 5)

2. **Frequency of the keyword - how often it should appear**

- The keyword should appear 1 to 3 times per 100 words. (However, keyword density is becoming less and less important. It is important that the keyword and synonyms are used naturally.)

- Do not use keywords unnecessarily often: The so-called "keyword stuffing", that is keyword stuffing, is rated negatively by Google.

3. **Heading hierarchy - correct formatting**

o Format main heading as H1

o Format other subheadings hierarchically as H2, H3 etc.
Example:

Writing SEO Texts: The Complete Guide for Beginners [H1]
Crash course: what are SEO texts? [H2]
Step 1: Perform keyword research [H2]
Keyword research tools [H3]
How you can tell whether a keyword is suitable [H3]
Step 2: Make the search intention aware [H2]
How to find out the search intention [H3]
...

4. **Internal links - links within your own website**

o At least one link to a page within your own website

o Talking link: Mark a meaningful word or phrase and link it, e.g. B. " <u>Meditation exercises</u> " instead of " <u>here</u> ".

5. **External links - links to other websites**

- 1-3 links to another website (more depending on the type of text, e.g. for overviews, book lists, …)

- Pay attention to quality: only link to trustworthy sources with high authority.

Step 7: Optimize the snippet & write data for the Yoast plugin

In the next step you optimize the snippet, i.e. the **display of your SEO text in the Google search results** , but also in social media.
On Google the snippet looks like this:

You enter the texts for the SEO title, URL and meta description in the free WordPress plugin Yoast (or comparable SEO plugins).
What you should pay attention to when writing this data, we go through individually in the order in which they are queried at Yoast.

1. **Focus keyphrase**
Enter your keyword here.

2. **SEO title**
The SEO title for the snippet can be different from the title of the text. When writing, pay attention to these criteria for the SEO title:

- Describes the content of the text correctly.

- Contains the keyword, ideally at the very beginning.

- Is unique (don't use the same SEO titles for pages).

- Has a maximum length of 70 characters so that it is fully displayed in the search results (as of November 2019)

3. **Slug or URL**

The URL should bring the content to the point in a nutshell and contain the keyword as close to the front as possible.

Instead of

/ learn-to-meditate-step-by-step-instructions-for-beginners
rather write

/ learn to meditate

4. **Meta description**
A good meta description (meta description) signals to the reader that he will find exactly what he was looking for on your site. It **piques interest and encourages the reader to click on your page** . Of course, what is in the meta description also has to be correct, otherwise the reader will be disappointed and will quickly click away again.
The challenge here: The description should **not be longer than 160 (in some tools 155) characters** so that it is not cut off. (Status: November 2019)
Incidentally, Google no longer checks whether the **keyword is used** in the meta description - but the readers do. So let it flow in so that readers can see that your text matches their search query.
Do you want a change? You can also use symbols in the description, such as | - or>. If it suits your style, even emojis are possible, like , or .

Step 8: image SEO

The metadata of the images are also **relevant for Google** . Because the search engine uses this data to better understand the content of your site. At the same time, with optimized images you increase your chances of being found in the Google image search.
And best of all: Image SEO is super simple and quick. Because Google currently only evaluates two pieces of information: the **file name and alt text** (alternative text).