



SEO Starter Guide

Direct Submit

AUGUST 2024

Starting Out with SEO

Search Engine Optimisation (SEO) is a critical digital marketing strategy focused on improving a website's visibility in search engine results pages (SERPs). Here's a concise guide to starting out with SEO:

Understanding SEO

SEO involves optimizing your website so that it ranks higher on search engines like Google, Bing, and Yahoo. It encompasses various on-page and off-page strategies tailored to align with search engine algorithms.

Keyword Research

Start by identifying the keywords your target audience uses when searching for products or services in your niche. Tools like Google Keyword Planner and SEMrush can help in discovering relevant keywords.

Search...

SEO

On-Page SEO

1. Title Tags: Ensure each page has a unique, descriptive title that includes the primary keywords.

2. Meta Descriptions: Write engaging meta descriptions that incorporate keywords and encourage clicks.

3. Headers (H1, H2, H3): Use headers to structure content, making it more readable and including keywords naturally.

4. Content: Produce high-quality, informative content that provides value to the reader. Use keywords judiciously and avoid keyword stuffing.

5. URL Structure: Create SEO-friendly URLs with clear and concise descriptions of the content.

■ Technical SEO

1. **Site Speed:** Optimise images and leverage browser caching.
2. **Mobile-Friendliness:** Ensure your website is responsive and performs well on mobile devices.
3. **Sitemap:** Create and submit an XML sitemap to search engines to help them index your site efficiently.
4. **Robots.txt:** Use Robots.txt files to manage which parts of your site search engines can crawl.

■ Off-Page SEO

- **Backlinks:** Acquire high-quality backlinks from reputable sources. Guest blogging, influencer collaborations, and partnerships are strategies to consider.
- **Social Signals:** Engage on social media platforms to enhance brand visibility and drive traffic to your site.

■ Analytics and Monitoring

1. **Google Analytics:** Track your website's performance, user behaviour, and conversions.
2. **Google Search Console:** Monitor your site's presence in Google SERPs, identify issues, and optimize accordingly.
3. **Ahrefs/Moz:** Use these tools to analyze backlinks and track keyword rankings.



■ Staying Updated

- SEO is an ever-evolving field. Follow industry blogs, participate in forums, and attend webinars to stay abreast of the latest trends and algorithm updates.
- Starting with this foundational understanding and focusing on continuous improvement will set your SEO strategy on a strong path forward.
- If you need some help with your SEO Project, get in touch today with Direct Submit. Call 0800 669 6848 or contact us using our online form.