



SEO Step-by-Step Tutorial

Simple Basics For Beginners to Master

If you're just getting started with SEO, then a step-by-step SEO tutorial is in order. By this point, you've likely heard of a few basic terms, such as keyword research and on-page optimization. But how do you apply all the knowledge you've gathered thus far?

Let's go through it step-by-step. No matter how new you are to SEO, anyone can get started with the below SEO tips and get their website to rank in no time. Well — some time. Maybe a year or more. SEO, you should know, is a long game.

By the end of this tutorial, you'll be able to walk away with a list of actionable steps to get your SEO strategy off the ground.

SEO step-by step tutorial

- **Step 1:** Find keywords.
- **Step 2:** Put keywords in the page title.
- **Step 3:** Put keywords in the page URL.
- **Step 4:** Put keywords in your meta description.
- **Step 5:** Put keywords in your H1 text.
- **Step 6:** Use keywords in the page's content.
- **Step 7:** Build links to your website.
- **Step 8:** Monitor your rank.

Keyword research

Keyword research is as simple as picking a list of words and phrases relevant to your business. Think about which words are most likely to get people to do what you want them to do (visit your website and submit a form) and focus on those words.

You can use a dedicated [keyword research tool](#), but as a beginner, it's wise to choose your keywords intuitively at first. For instance, if you sell roasted coffee, you might opt for "roasted coffee," "Colombian coffee," and "local coffee roaster."

List these keywords out in a spreadsheet or document for you to keep track of. Then, pick *one* word or phrase to use on *one* page of your site. In other words, you don't want to target different keywords on one page. You want to target one keyword, as well as any keywords semantically related to the selected keyword.



For instance, you might write a page for “local coffee roaster.” In this page, you can target semantically related terms such as “local coffee,” “coffee roaster near me,” “coffee roaster [city name],” and “locally roasted coffee.”

Put keywords in the page title

Once you’ve chosen a keyword, it’s time to put it into action. First up, you want to put in your web page’s title.

The page title is one of the most important things that Google, and other search engines evaluate to determine what is on a web page. It’s what appears on top of your web page’s result in the search engine results pages (SERPs). Notice how the following brand put its keyword, “Atlanta Coffee Roaster,” on its page title:

<https://www.peachcoffee-roasters.com> : Traf/mo (us): 540/690 - Kw (us): 48/217

Peach Coffee Roasters: Atlanta Coffee Roaster | Coffee Shop

Peach Coffee Roasters is a specialty coffee roaster and coffee shop near you located north of Atlanta in Johns Creek, Georgia.

MOZ DA: 26/100 (+24%) Ref Dom: 128 Ref Links: 3.48K Spam Score: 4%

Don’t forget to keep it short. Experts recommend 65 characters or fewer to ensure that search engines don’t trim your title, like in this search result:

<https://www.esseloncoffee.com> : Traf/mo (us): 340/750 - Kw (us): 7/416

Hand Roasted Fair Trade Coffee - Esselon Coffee Roasting ...

Esselon is an artisanal, small-batch coffee roaster in Hadley, MA and is an award winning café and coffee wholesaler, ... Hand-crafted, Locally roasted.

MOZ DA: 12/100 (+9%) Ref Dom: 40 Ref Links: 372 Spam Score: 4%

Keep in mind that your brand name is part of the character count of your website’s title.

The diagram shows a search result for "SEO 101: How it Works - Network9". Red arrows point from labels to specific parts of the search result:

- Page Title** points to "SEO 101: How it Works - Network9"
- URL of the page** points to "network9.biz/seo/seo-101-how-it-works/"
- Meta Description** points to "Looking to get started with SEO? Here's SEO 101: How It Works—to give you an understanding of how SEO works, and 3 crucial things that affect your rank."

Put keywords in the page URL

Google and other search engines also use the text of the URL of the page to determine the content of the web page. You should use your keyword or phrase specifically in the **SLUG**.



A *slug* refers to the part of the URL that identifies the address of the individual page. The slug is located at the end of the URL after the domain and any subdirectories.

URL Slug Example

<https://blog.sema.score.org/marketing/how-to-optimize-urls-for-search>

Here are the elements of this URL:

Protocol: https

Subdomain: blog

Domain: sema.score.org

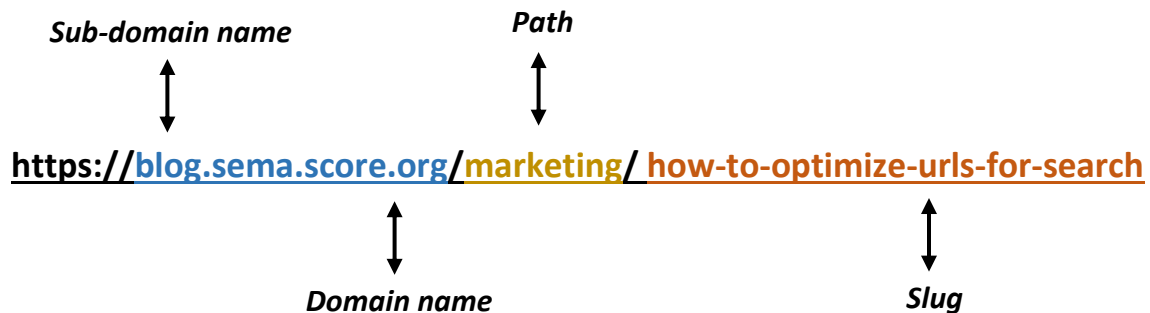
Subdirectory: marketing

URL Slug: how-to-optimize-urls-for-search

At minimum, a URL is composed of the protocol and the domain. Other elements are added depending on the page and where it is within your site's structure.

In this example, it's really clear from the subdomain and subdirectory where you are — you're on sema.score blog in the marketing section. From there, you can tell what you're going to read about in the marketing section of sema.score blog — how to optimize URLs for search. Search engines get it. Readers get it. It doesn't look like spam. All good.

Permalink structure



A [permalink](#) is the web address used to link to your content. The URL to each post should be permanent and never change — hence the name *permalink*. The Settings Permalinks Screen allows you to choose your default permalink structure. You can choose from common settings or create custom URL structures.

Don't overdo it, though. If you sell coffee, for instance, don't create a slug that says:
mycoffeecompany.com/coffee-atlanta-near-me-fulton-county-greater-atlanta-area-coffee
Keep it short, descriptive, and simple. One effective example would be:
mycoffeecompany.com/atlanta-coffee-roaster



If you're using WordPress, here's how to change your [web pages' slugs in the backend](#)

Put keywords in your meta (page) description

Your [page's meta description](#) can further tell search engines and users what your page is about.

The screenshot shows a Google search for "searchmetrics". The search results include a main entry for "Searchmetrics: Enterprise SEO and Content Marketing Platform" with a URL. Below the main entry, there are several related links: "Searchmetrics Suite", "Company", "Login", "Knowledge-Base", "What's New", and "Searchmetrics Content ...". A green arrow points from the text "Meta Description" to a green-bordered box around the meta description text: "The Searchmetrics Suite for enterprise companies is the global leader in SEO marketing and analytics, SEO optimization, social and content marketing."

While metadata is not nearly as important as it used to be, it still counts. Take advantage by putting your keyword or phrase there. The description should be readable by a person and make sense, and the [keyword metadata](#) should focus on your keyword or phrase. Don't make it long — less is often more.

en.wikipedia.org › wiki › Fashion ▾

Fashion - Wikipedia

Meta Description

Fashion is a popular aesthetic expression at a particular period and place and in a specific context, especially in clothing, footwear, lifestyle, accessories, ...

Fashion design · Fashion accessory · Fashion week · Fashion show

www.vogue.com › fashion ▾

Fashion News and Trends: Designers, Models, Style Guides ...

Meta Description

The best in celebrity style, the latest **fashion** news, and trends on and off the runway.

Fracked Fashion · At Bunka Fashion College in ... · The Year in Fashion: The 29 ...

www.instyle.com › fashion ▾

Fashion Trends, Latest Fashion Ideas and Style Tips | InStyle

Meta Description

Get the latest **fashion** tips and outfit ideas from your favorite celebrities and designers, whether it be luxury brands like Gucci and Chanel or affordable basics from ...

Fashion Week · 10 Fashion Items You Thought ... · Clothing · Street Style



Put keywords in your H1 text

The H1 text is usually the title of an article or some larger bold text at the top of your page. Google and other search engines can see this, and they put extra importance on the words in the H1 text. Make sure your keyword or phrase is there. Here's an example:

Our Department ← Heading 1 (automatic from title)

CASCADE DOCUMENTATION

- CONCEPTS ▶
- CONTENT CREATION ▶
- REFERENCE ▶
- SITMAP

Mission ← Heading 2

The mission of our department is to create, support, and encourage best-practices in delivering content via the web, email, and mobile app. Our department strives to be the best it can be. With competent individuals as a part of the team, we have the ability to take the marketing to the next level with digital technology.

Vision

The vision of our department is to be a comprehensive resource to partners in order to increase communication efficiency and efficacy in web, email, and mobile app channels.

Values

Audience-focused ← Heading 3

Knowing your audience helps you to make decisions about what information you should include, how you should arrange that information, and what kind of supporting details will be necessary for the reader to understand what you are presenting. It also influences the tone and structure of the document. To develop and present an effective argument, you need to be able to appeal to and address your audience.

Data-driven

Data driven is an adjective used to refer to a process or activity that is spurred on by data, as opposed to being driven by mere intuition or personal experience. In other words, the decision is made with hard empirical evidence and not speculation or gut feel.

Heading Tags for SEO:

- <h1> Most important
- <h2> Second Most Important
- <h3> Third Most Important
- <h4> Fourth Most Important
- <h5> Fifth Most Important
- <h6> Sixth Most Important

how to cahnge default title tag to h1

All Videos Images News More Settings Tools

6 results (0.52 seconds)

Changing article titles from h2 heading to h1 heading - Joomla! ← h1

<https://forum.joomla.org/viewtopic.php?t=683739>

Dec 23, 2011 - 22 posts - 11 authors

I am using frontpage blog layout for my site www.njteachertalk.com. It seems by default, the article titles are surrounded by h2 headings. I was also looking for a way to change my H2 tags to H1 and I came across this ...

How To Change Heading Tag For Better SEO in Blogger | Blogger ... ← h1

bloggertipssandtricks.blogspot.com ▶ Only Blogger Seo

Dec 5, 2016 - Heading Tags (h1, h2, h3, h4, h5) of a website are very important for SEO (Search Engine Optimization). ... Many blogger templates are using h2 or h3 tags for post titles. ... <b:else/> <b:if cond='data:post.url'> <b:if cond='data:blog.url != data:post.url'> How To Change Default Title Tag on Blogger for SEO.



Use keywords in the pages content

Using your target keywords in your content is an essential part of your [on-page SEO strategy](#).

Why? Because doing that signal to search engines that the page is actually about the keyword and should show up in search results. I have heard from "experts" that you should use your keyword anywhere from 4-6 times to 10-12 times. My advice is to just write naturally, but to carefully avoid practices such as [keyword stuffing](#).

In other words, don't write something like this:

*"We are **Atlanta Coffee Roasters**, the best **coffee roasting company in Atlanta, GA**, where you can find **Atlanta locally roasted coffee** roasted by hand in our **coffee shop serving the greater Atlanta area.**"*

That's simply unreadable. Compare that with the content from the local coffee roaster company:

"At Peach Coffee Roasters, we're passionate about single-origin coffees and carefully crafted blends. We have three licensed Coffee Q-Graders who select the best coffees from around the world and roast them to perfection. This obsession with quality extends to every step of the process, from green coffee sourcing to small-batch roasting and using only the best brewing methods every time. "

Build links to your website

Once you signal relevancy to search engines via your keywords, it's time for the hard work to start: [building inbound links to your website](#) from authoritative sites in your industry or niche.

This is arguably one of the most important SEO steps you have to take. The number and quality of links pointing to your website are quite important to Google and other search engines to evaluate your rank on different terms. If people are linking to you, then that means that your site offers authoritative, trustworthy information on a certain topic.

You should also [externally link to websites](#) related to your industry, which further demonstrates your relevance for that keyword. [To learn more](#)

Monitor your rank

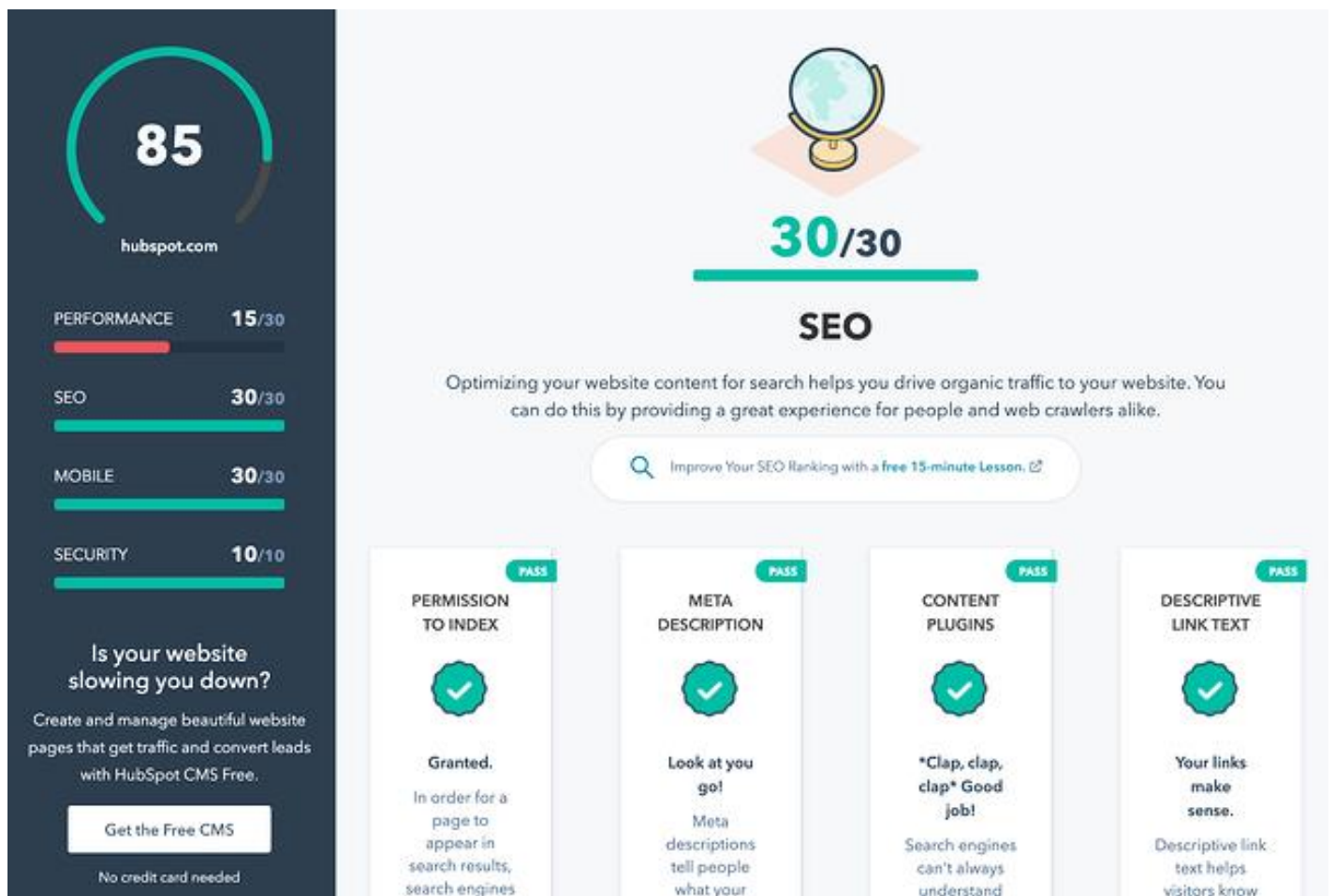
Last but not least, it's time to check on the results from your efforts. Give the search engines some time to do their thing (from a couple of weeks to a few months), and then keep checking your rank to see what happened and track your progress.

If you're just getting started with SEO, you can check this rank manually by searching for your target keyword in Google. We also recommend using [Google Search Console](#) to see your rankings for free. Since GSC can be limited in some respects, you can upgrade to an official [SEO monitoring tool](#) to track the most relevant keywords and consistently come up with strategies to improve your performance.

You should also monitor your [Google PageRank](#). Google uses your Page Rank as a measure of how "important" your website is on the web. Having a higher Page Rank means you have a better shot at being one of the top results for search terms.



During the monitoring process, you should also grade your website. Use a free tool such as [Website Grader](#) to evaluate the SEO effectiveness of your site.



Don't let your learning to stop here. With the above steps, you can get started creating an effective search engine optimization strategy, but keep in mind that SEO has countless moving parts that warrant care, attention, and tenacity. That's why some companies have entire teams dedicated to their SEO efforts.

The good news is that you don't have to guess about your next steps. Use our starter pack to ramp up your SEO plans and boost the likelihood of your website ranking on the first page of the SERPs.