



SEO RESOURCE GUIDE

Elijah's Tips & Resources for Search Engine Optimization

GETTING STARTED

HOW SEARCH ENGINES WORK

- <https://goo.gl/vhk3rj>
- <https://youtu.be/BNHR6IQJGZs>

SITEMAP TEMPLATE

- <https://goo.gl/KwwrkS>
- Paper or whiteboard also great

KEYWORD RESEARCH

- <http://adwords.google.com/>
- <https://keywordtool.io/>
- <https://answerthepublic.com/>

GOOGLE AUTO SUGGEST

- Put initial keywords in Google
- Add any new suggestions to list

ON-PAGE SEO

WEB PAGE ELEMENTS TO OPTIMIZE WITH KEYWORDS

- Search-friendly, short URLs (include keywords when possible)
- Heading tags (H1, H2)
- Meta tags
 - Title tag - 65 characters
 - Meta description - 300 characters
- Internal links - link within your content to other pages on your site
- Image title and image alternate text

OFF-PAGE SEO

EARNING BACKLINKS

- Use search operators to find Guest Blogging opportunities
 - <https://geoffkenyon.com/advanced-search-queries-guest-posting/>
- If needed, find affordable writers on Fiverr.com
 - <https://www.fiverr.com/categories/writing-translation/>

- Do not BUY links from fiverr!!

ADDITIONAL TOOLS

LOCAL SEO

- Top citations list - <https://goo.gl/WqeV4x>
- Google My Business - <https://www.google.com/business/>
- Whitespark - <https://whitespark.ca/>

WORDPRESS SEO

- <https://yoast.com/wordpress/plugins/seo/>

BACKLINK CHECKER & COMPETITOR RESEARCH

- <https://ahrefs.com/>
- <https://majestic.com/>

WEBSITE SPEED & USABILITY

- <https://developers.google.com/speed/pagespeed/insights/>
- Content delivery network - <https://bunnycdn.com/>