

Search Engine Optimisation: How to Guide: Step-by-step

- ✓ Overall, write, design, construct the website for UI (User Interface) and UX (User Experience), and not for SERP (Search engine results pages)
- ✓ Build for mobile and voice searches [How to](#)
- ✓ Build the site hierarchal (logic site mapping)
- ✓ Ensure that your title elements and tab attributes are descriptive and accurate
- ✓ Use keywords (what users are searching for) that create descriptive, human-friendly URLs
- ✓ Use original content that is relevant and important
- ✓ Write content that can be shared and talked about
- ✓ Order keywords for the User's mind's eye: spelling, punctuation, and capitalization provide additional information that the engines use to help retrieve the right pages and rank them
- ✓ Use keywords in titles, text, and metadata
- ✓ Use CTA's in keywords: [How to](#)
- ✓ Index WordPress site: [How to](#)
- ✓ [Google webmaster tools](#)
- ✓ Create breadcrumbs: [How to](#)
- ✓ Create dynamic HTML sitemap: [How to](#)
- ✓ Test URL: [How to](#)
- ✓ Customise 404 pages: [How to](#)
- ✓ Create robots.txt: [How to](#)
- ✓ Automate page speed: [How to](#)
- ✓ Create good anchor text: [How to](#)
- ✓ Write good meta descriptions: [How to](#)
- ✓ Specify alternative text for the image: [How to](#)
- ✓ Image properties: [How to](#)
- ✓ Look at what the competitors use

Contact [me](#) for your personalised SEO Plan.