

Simple Guide To Organic SEO For Beginners

Here is a step-by-step guide to organic SEO for beginners:

- Keyword Research

The first step to SEO is understanding what keywords and phrases your target audience is searching for related to your business.

Use free tools like Google's Keyword Planner, Ubersuggest, or SEMrush to find high traffic yet relatively low competition keywords to target.

For example, a personal trainer may target "at home workout plans" and "beginner upper body workouts."

- Optimize Website Content

Create blog posts, videos, and web pages that answer questions for each target keyword.

Include your primary keywords in strategic places like page titles, section headings, opening paragraphs, image names, and URL slugs. But don't over-optimize. Write for users first.

For example, a blog post could be titled "The Best At Home Workout Plans for Beginners" and cover exactly that topic for site visitors.

- Update Site Navigation and Structure

Make sure your website's navigation menus and taxonomy make it easy for visitors to find relevant content. Organize related pages together.

Implement effective breadcrumb trails, categories, tags and site search to help users navigate your site.

For example, related workout plans would live under a "Workout Plans" section page and faceted navigation tag.

- Enhance Site Experience

Ensure your website provides a user-friendly experience on all devices and quick page load speeds.

Apply metadata and alt text to images, craft compelling page descriptions, eliminate broken links/404s.

For example, workout images could use alt text like "woman lifting weights above head in beginner upper body workout using dumbbells."

- Earn Backlinks

Build quality backlinks from related websites by pitching guest posts or placing sponsorships and partnerships. Relevant niche sites are best.

Put in the relationship work with influencers and partners to earn featured placements or links.

For example, a personal trainer could write fitness tips for athleisure blogs in exchange for backlinks and exposure.

That covers my top tips for organic search optimization for beginners!