



# The Complete SEO Guide For Beginners

*Mark Staves*

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About this book By following the steps outlined in this book, you will be able to get your website to appear above your competitors in the search engine results pages. This book will teach you how to turn an ordinary website into a powerful online marketing tool. Who is this book for? -People that have little or no experience of search engine optimization. -Owners of small to medium sized websites or blogs. -Anyone that wants a general introduction to search engine optimization (SEO). -Web designers who want to create search engine optimized websites. -Anyone thinking about creating a new website. What will you learn from this book? This book is packed full of methods, hints and ideas that you can use to get your website to the top of Google and Bing. The book includes step-by-step instructions on how to optimize your website for search engines. - Getting started: Learn How to choose the right domain name for your website and how to select the right hosting company Discover the perfect keywords for your website and allocate them to your top landing pages in order to get those pages to rank well in search engines. - On-page SEO: Learn how to make use of the title tag, the description Meta tag, the keywords Meta tag, page headings and use the right type of URL structure. Also learn how to optimize your images, videos and content for search engines. - Site-wide SEO: Discover how to create an XML sitemap, a robot.txt file, an HTML sitemap and an RSS feed. Also learn about site navigation, internal linking, and breadcrumbs. Discover how to separate code from content and how responsive web design can benefit your website. Additional chapters cover schema markup, including authorship and publisher markup. - Off-site SEO: Learn about PageRank, backlinks and reciprocal links. Then learn how to submit your website to the right directories including the DMOZ. - WordPress SEO: Discover how to optimize your WordPress website or blog, so that it will get to the top of search engines like Google, Bing and Yahoo. - Social media: Learn how to create a Facebook page, Twitter account, Google+ account, YouTube account and Pinterest account for your business. You will also learn how having a blog can boost your website to the top of search engines. - Local business SEO: Create a Google My Business account and a Bing Places for Business account. Then learn how to optimize your website for local search and how to get citations for your business. - E commerce SEO: Discover how to optimize your category and product pages so that they will be search engine friendly. Then discover how Google Merchant Center can be used to increase your eCommerce sales. - Recovering from a Google penalty: Learn what Google penalties are and how to know if your site has been penalized. Learn how to recover from a penalty and how to use the Google Disavow tool to remove bad links that are pointing to your website. - SEO Tools: Instructions on how to create a Google Webmaster Tools account, a Bing Webmaster Tools account and a Google Analytics account. Discover how you can use these tools to optimize your website for search engines. - Additional resources: Perform an SEO audit of your website and make use of online tools to check your SEO.

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