



EASY SEO GUIDE FOR BUSY BUSINESS PERSONS

Make easy for busy business persons to communicate with SEO guys, and understand the SEO matrices and results.

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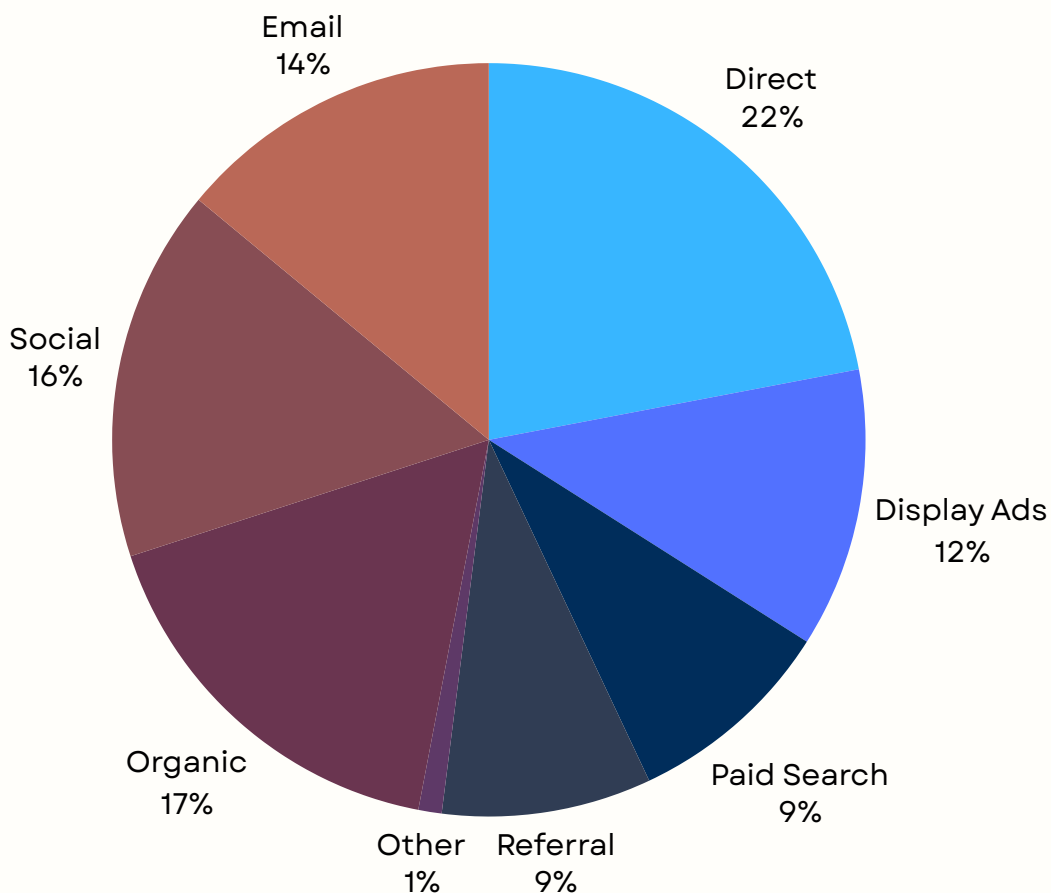
Some Motivating Stats:

According to the latest report of HubSpot:

The below stats show that Organic, Direct, and Referral in combine more then any other channel. That is the reason SEO is important.

- Nearly one-fourth (22%) of web professionals surveyed in 2022 said direct traffic was their top source.
- Display Ads (12%), Paid Search (9%), Referral (9%), Other (1%).
- Following direct was organic search (17%), social (16%) and email (14%)".

Source.



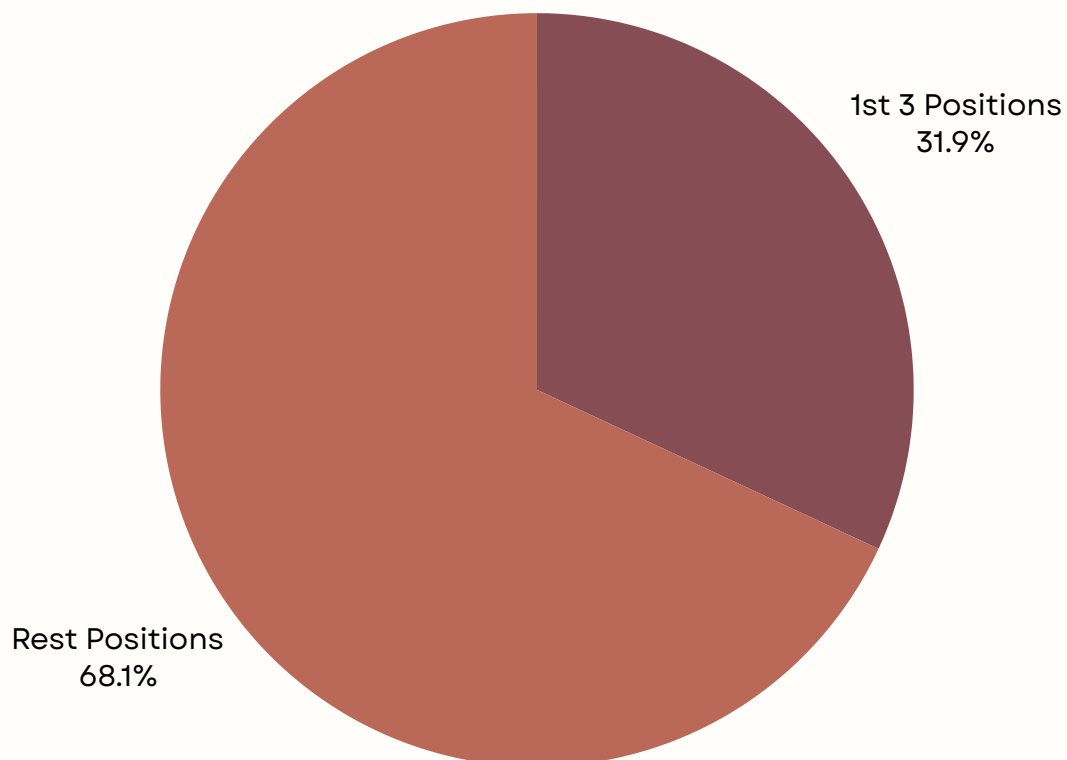
Some Motivating Stats:

According to a report of Backlinko:

Top ranking positions see the most clicks: Studies consistently show that the top positions on search engine results pages (SERPs) garner the majority of clicks.

- **Backlinko** reports that the first result on Google receives 31.9% of clicks, emphasizing the importance of ranking highly for relevant keywords.

Source.



Some Motivating Stats:

According to a report of HubSpot:

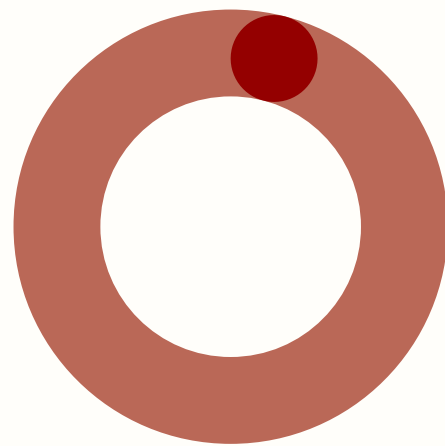
SEO leads are more likely to convert: Compared to other marketing channels, leads generated through organic search tend to have a higher conversion rate.

- **HubSpot:** States that leads from SEO have a 14.6% close rate, compared to 1.7% for outbound leads

Source:



Inbound Leads Close-Rate.



Outbound Leads Close-Rate.

What is SEO?

SIMPLE DEFINITION:

Getting your website found in search engine results for terms relevant to your business.

BENEFITS:

More website traffic, leads, and customers without paying for ads.



How SEO works?

- **A. Think like your customers:** What would they type into **Search Engines** to find a business like yours? They are called “**Keywords**”, what they type to search in for something relevant to your business.
 - **Example:** “Printing Company in Faisalabad”.



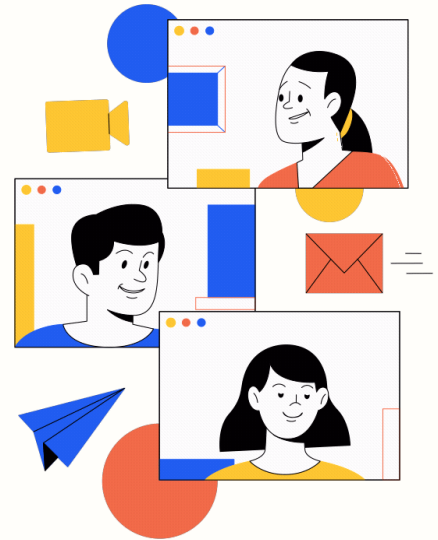
printing company in Faisalabad



- **B. Target relevant keywords:** Include these keywords strategically in your website content and titles. Choose only keywords with a monthly Search Volume of more than 70.
 - **Example:** “Town Crier printing company in Faisalabad”
- **C. Create valuable content:** Informative blog posts, product descriptions, and “about us” sections attract visitors and establish your expertise.
- **D. Optimize website for mobile browsing:** Many searches happen on phones, so make sure your website is mobile-friendly.



- **E. Get mentioned online by others:** Talk to other blog writers and get a link from their website to your website. Also, posting on social media with a link to your website will help you get traffic.

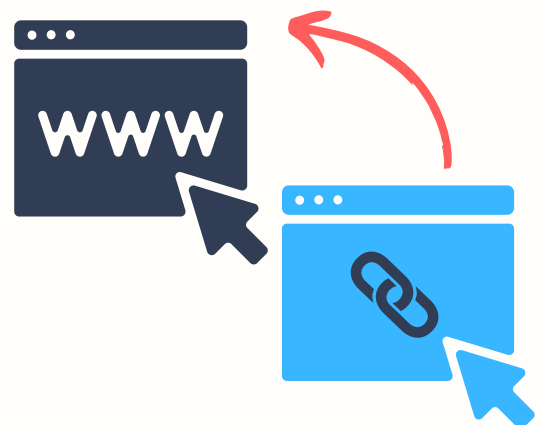


Sections/Parts of SEO:

- **On-Page SEO:** It's all about making a website page so rich with relevant keywords, so that the search engine can easily match it and hopefully show it when someone search the relevant keywords on search engine (Google, Bing, etc).



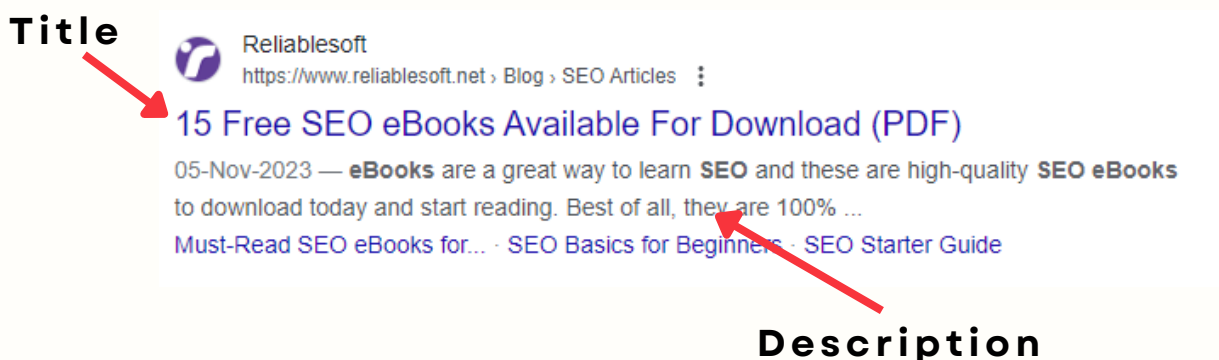
- **Off-page SEO:** Getting good recommendations from other websites. These websites can be business directories, blogs news websites, or even social media.



- **Technical SEO:** Making sure the website is secure, speedy, and mobile responsive. Further, there are two more important files, Robots.txt and sitemap.xml. We have mentioned about them briefly in the Important Terms section



- **Meta Titles & Descriptions:** The short text snippets customers see in search results – make them catchy and include your target keywords.



- **Image Alt Text:** A short description of images for visually impaired users and of course for search engines as well, to "see" what your images are about.
- **Headings (H1, H2,...H6.):** These are the subheadings in the content, other than the main heading. H1 is the highest in rank which has more importance, followed by the H2, H3, to H6. Organize your content like a clear outline, helping users and search engines grasp your main points.
- **Internal Linking:** Linking between your website's pages for better navigation and to show search engines how your content is related.
- **Keyword Optimization:** Including relevant keywords throughout your content, but in a natural way that helps readers.

OFF-PAGE SEO

- **Backlinks:** Links from other websites to yours, acting like "votes" of confidence. It is a signal to search engines that your content is useful.
- **Social Media:** Sharing your content on social platforms can attract more visitors and potentially lead to backlinks.
- **Guest Blogging:** You will write a blog post for another website relevant to your business and as a reward they will give you **Backlink**.
- **Directory Submissions:** Directories/Business Listing are website that have lists of business. Listing your business on reputable online directories can boost your local search visibility.

TECHNICAL SEO

- **Website Speed:** How quickly your website loads—slow sites hurt rankings and frustrate users.
- **Mobile-Friendliness:** Your website needs to look great on smartphones and tablets, as most searches happen on these devices.



- **Robots.txt:** A file that tells search engines which pages they are allowed or not allowed to visit for indexing.
- **Sitemap:** A list of all pages on your website that helps search engines find and index them.
- **Structured Data:** These are the simple code that is inserted into website page to helps search engines understand your content better for example if your page is a product details or an event information.

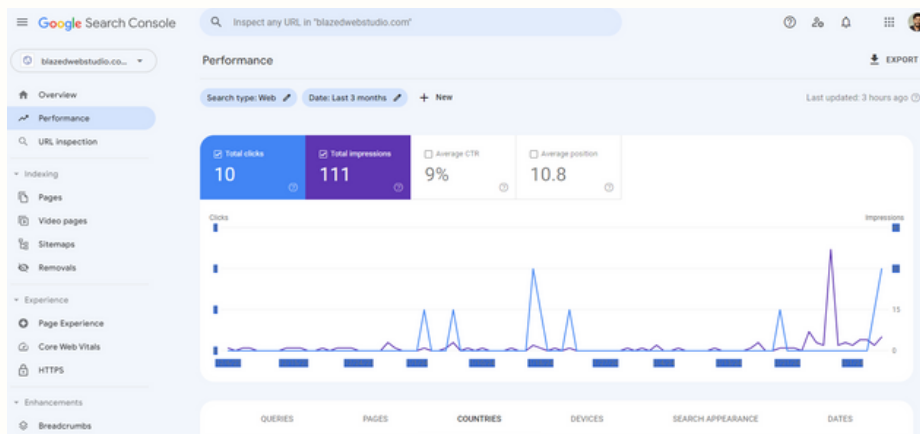
SOME IMPORTANT TERMS:

- **Keywords:** Search terms that people type in search engine.
- **Search Volume:** The number of monthly searches people do for a specific Keyword.
- **Indexed:** I know you are familiar with this word. Index is actually the table of content, that you find in the beginning of every book. Similarly, the website pages which Search Engine (Google, Bing or Yahoo, etc.) register and can be shown in results, they are Indexed.
- **Not Indexed:** The website pages that are not registered yet by search engines.
- **Crawl:** When the Search Engine visits the website page.
- **Impression:** How many times do people see your website page in the **Search Engine Results Page?**
- **Click:** How many times have people clicked on your website pages in the Search Engine Results.
- **CTR (Click-Through-Rate):** The percentage of Clicks over Impressions.
- **Position:** The position of a website page for a specific Keyword.

SOME IMPORTANT TOOLS:

What is Webmaster, and what is Google Search Console?

Let me make this easy for you. Every Search Engine has a simple system, where you can submit your website and they can read it easily all the pages on your website. In general, this tool/system is called “**Webmaster**”. But every Search Engine has defined a personal name for it, for instance **Google** has a Webmaster with the name of “**Google Search Console**”.



Here is a Google Search Console screenshot.

SOME IMPORTANT QUESTIONS:

Ask your SEO guy for the reports every week and look for the following data in that report.

1. Ask the SEO guy, if he has submitted the website to Google, Bing, and Yahoo Webmasters.
2. Ask, if all necessary pages are indexed in Google and other Search Engines.
3. What are the **Keywords** on which we are getting traffic? See, if they are relevant and have a good monthly **Search Volume** (80 or above is a good Search Volume, in some cases 50 is also acceptable).
4. What is the **Position** of your pages in SERP (Search Engine Results) Page on these Keywords?
5. What is the **CTR** you are getting per week?
6. What are the **Top Pages**?
7. Which are the **Top Countries**, where we are getting high clicks? check, if these countries are relevant to your target countries.

CHECKLIST TO MEASURE THE RESULTS:

1. **Search Volume** (80 or above is good Search Volume, in some cases 50 is also acceptable).
2. If your landing page (the page you want to rank) **Position** is between 1-5, it's awesome, if 5-10, it's OK, and if it is on 11-15 or the 2nd page, then it needs improvement.
3. **CTR** 3% or above is good.

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