# Advanced SEO Guide by

# **MULTIPLY SEO**



Free E-book

# **ADVANCED**



SEO GUIDE 2023





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#### 1. WHAT IS SEO?

Consulting Strategy

Web Analytics Management CONTENT

Reputation Management KEYWORD Online Presence Building

Design Social Media Marketing

E-mail Marketing Mobile Marketing Services

PERSONAS Marketing Website

Local Optimization

Content SEO is the King

Seo Content Marketing

Marketing Media Marketing Services

Content Marketing Marketing

Marketing Marketing Marketing

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SEO Stands for Search Engine Optimization, In Simple words, SEO is a Google checklist to rank a webpage on its search results.

#### **WHY SEO IS IMPORTANT?**

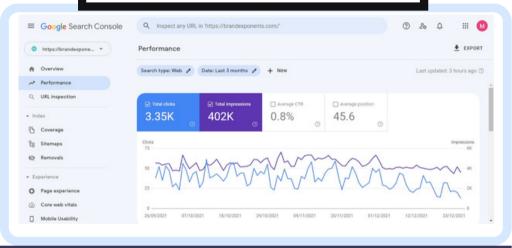


# SEARCH INTENT



#### 2. IMPORTANT SEO TOOLS

#### Google Search Console



With Google Search Console you can inspect URLs, Check Index issues like Sitemaps, coverage issues, Removals, Core web vitals, Page Experience, MobileUsability and overall performance of your website on Google.

# **GOOGLE ANAYTICS**

GOOGLE ANALYTICS IS A VERY IMPORTANT TOOL, IT IS A
DATA ANALYSIS TOOL THAT HELPS YOU UNDERSTAND
YOUR TRAFFIC SOURCES, USER BEHAVIOR,
DEMOGRAPHICS, CONVERSIONS, ACQUISITION, BUYER
PERSONA, BOUNCE RATE, USER ENGAGEMENT ETC.



#### Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

Start measuring

#### Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

#### Get insights only Google can give

Access Google's unique insights and machine learning

21 Google | Analytics home | Terms of Service | Privacy policy | 🔟 Send feedb







#### 3. ON-PAGE SEO



ON-PAGE SEO MEANS
OPTIMIZING YOUR WEB
PAGE SEO WITH TARGET
KEYWORDS, OPTIMIZED
TITLE, META DESCRIPTION,
META TAGS, INTERNAL
LINKING, IMAGE
OPTIMIZATION, ALT TEXT,
URL ETC.

#### **BEST TOOL FOR ON-PAGE SEO**



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**RANK MATH** 



**SEO DOCTOR** 



FOR SHOPIFY SEO

We at multiplySEO use this WordPress Plugin/Shopify App for our On Page SEO optimization needs.

#### 4. KEYWORD RESEARCH

Keywords are the important words and phrases that people use to make queries. Google picks and indexes valuable content through keywords, so it is important to have relevant keywords on your webpage, so Google can find and index it easily.



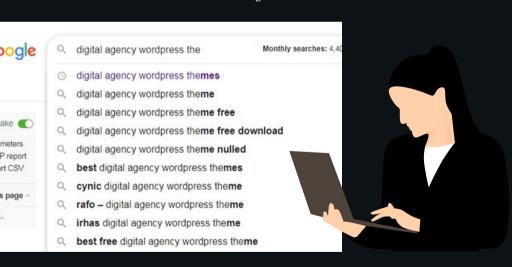
#### **Types of Keywords**



LONG TAIL KEYWORDS AND SHORT TAIL KEYWORDS

#### LSI KEYWORDS

When you make a query on Google and it shows more suggesstions to it like the image below, these are called LSI keywords.



## KEYWORD RESEARCH TOOLS

AMREFS

**UBERSUGGEST** 

ANSWER THE PUBLIC

SEMRUSH



# 5 OFF PAGE SEO

Off Page SEO is the process of promoting your website on other relevant places within the search engine. It is totally opposite of On Page SEO. Link Building is the common practice of Off Page SEO.



#### 6. LINK BUILDING

LINK BUILDING IS THE MOST IMPORTANT PART OF OFF PAGE SEO. IT IS A RANKING SIGNAL FOR GOOGLE.



THE BEST WAY TO DO IT
IS BY DOING OUTREACH
TO OTHER BLOGGERS
AND ASK THEM TO LINK
TO YOR WEBPAGE.

THE GOAL IS TO GET THE
HIGH AUTHORITY
RELEVANT BACKLINKS
TO YOUR CONTENT.



## BLACK HAT SEO

Black Hat SEO is the negative or spammy Off Page SEO practices that should be avoid if you want to survive on Google search results.





Common Black Hat SEO practices are:

1.Directory listing
2.Social media bookmarking

3.Spam comments

4.Paid/bulk listings



# WHITE HAT SEO



White Hat SEO are the legal SEO practices that can benefit you to rank higher on Google search results.

#### Best White Hat Off Page SEO Practices:

- 1.Outreaching to your niche bloggers and asking them give a backlink to you.
- 2. Guest Blogging on high authority website relevant to your niche.

# 7. TECHNICAL SEO



Nowadays On-Page and Off Page SEO is not enough to rank your webpage on top of Google search resuts.

Your website technical SEO must be upto mark and well balanced.

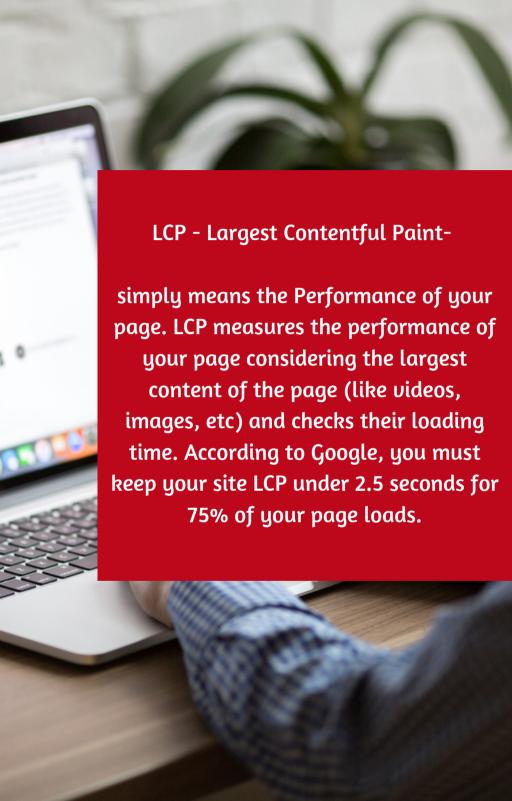
Your website must be fast without any glitches and errors.

The motive of proper tehical SEO is to provide smooth user experience to you website visitors.

#### 8. CORE WEB VITALS

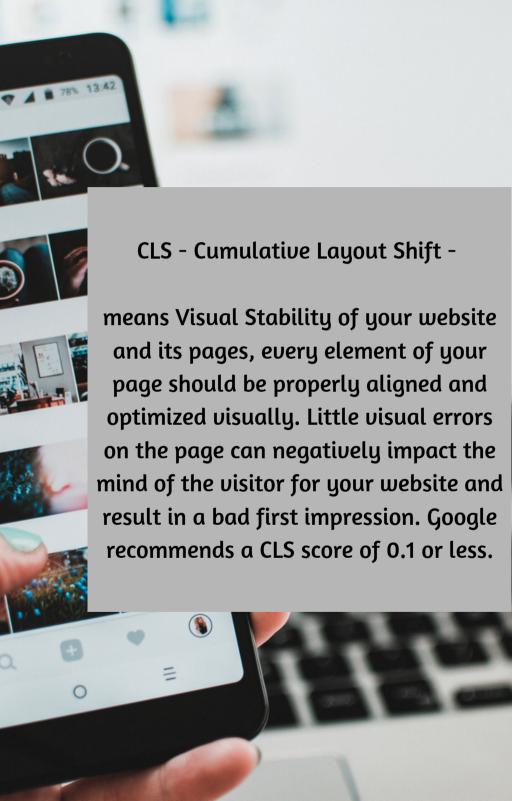
Core Web Vitals are the set of three metrics that can help you achieve your website page's speed and performance. It is a part of technical SEO.





#### FID - FIRST INPUT DELAY -

means Responsiveness or Interactivity of your page. In simple words when a visitor clicks on something on your page, it should respond immediately and smoothly which shows how reliable your website is to the visitor. For this Google has suggested keeping your website FID under 100 milliseconds for 75% of page loads.



# MEASURING CORE WEB VITALS

The easiest way to measure core web vitals is by visiting pagespeedinsights and analyzing your website pages.





Programmatic SEO is an important term that can be implemented if a website has lots of content to offer. A website needs to cover all the important topics and keywords in its niche to achieve the best results through programmatic SEO. Intensive keyword research is required while keeping in mind the search intent of these keywords and then creating maximum landing pages with quality and unique content to achieve the EAT (expertise, authoritativeness and trustworthiness) for the website.



HOW TO LEVERAGE AI FOR SEOL

Al is not a threat to SEO experts instead it is a blessing for SEO experts who understand how to use Al for their SEO needs.

Being careful while using AI tools is also important as the data provided by AI tools are not up to date and accurate.

Tools like ChatGPT can help do SEO tasks more smoothly with more attention to little detail. Tasks like creating titles, meta descriptions, headings and tags.

#### 11. CONCLUSION

SEO is a very wide and critical concept. In simple words, SEO is important, without SEO search engines will become a universe of garbage content.

Google is the most visiting search engine in the world beacuse it only wants to show super quality content to its users based on user query and that is really important.

Everything you have read in this EBook is only relevant when you produce unique quality content and match the user intent of the visitors of your website.

#### 12. IMPORTANT RESOURCES

For helpful articles on WordPress visit <u>wpHow.co</u>

For amazing WordPress themes visit

BrandExponents.com

To create a WordPress website for free vi<u>sit</u> instawp.com

TO hire a SEO Expert visit multiplyseo.com



# WE HOPE YOU ENJOYED READING THIS EBOOK



# THANK YOU

