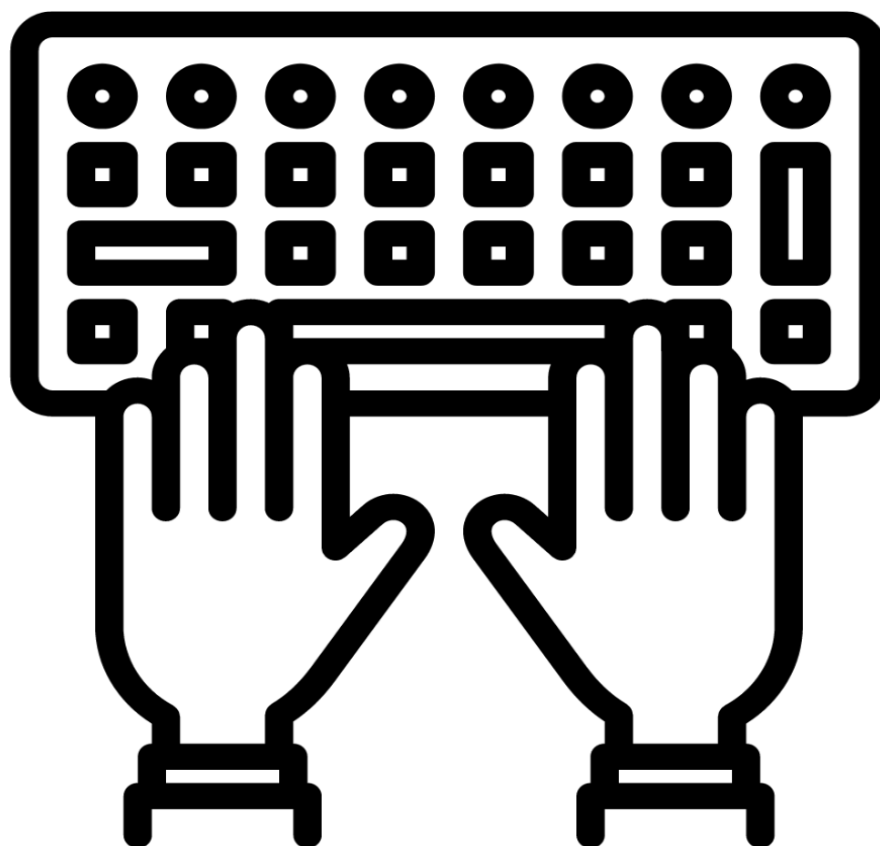


SEO

FOR BEGINNERS



WRITTEN BY BRENT FUCKING
JACOBS

Introduction

Want me to do your Marketing? Schedule a call: <https://calendly.com/irents/30min>
It's free, and every service is protected by a money back guarantee!

Anyway... Here we go:

I should come up with a cheesy ass introduction of how I have been in this industry for years and I know my shit because I did X and X?

Well... in Reality, I am Brent Fucking Jacobs, and the only thing that I am pretty certain of? Is that I have a SEVERE computer addiction.

See, I am going to be straight up with you.. You won't learn any "cutting corner" techniques, if that is what you are looking for, you are at the wrong place.

In this particular book I will teach you a foundation that'll allow you to make an educated decision, and to help yourself if you are not in the position of outsourcing it.

I Will try to cover just enough to help you get started as I believe having a strong foundation is quite necessary If you ever intend to take SEO seriously.

You will learn things that are vital for putting together a basic level SEO strategy that'll allow you to build from there.

I'll try to cover as much as possible in a practical manner that'll hopefully allow you to execute exactly what you learn by just reading the book.

See, I personally? Well, I am a believer in doing. I used to write 2K words a day on 5 blogspots as my budget was literally zero when I initially started...

...Meaning I spent my days writing, testing different strategies on blogspots...

...Why?

Well... I believe in learning by doing... And one thing is for sure! With this book? You'll be able to do EXACTLY that!

What is SEO?

When it comes to marketing there are a lot of different channels you could try to rock at in order to get more business, and many of them will work once you know what works in your niche, that said. One of the most well known marketing channels out there that is growing quite rapidly every day as Google becomes more important as we speak, is SEO.

Search Engine Optimisation, or a Fancy word for making sure your website is optimized to get placed higher in the Google search results.

Everybody uses Google nowadays, chances are that you used Google to find this book.

Google is so sophisticated, and we love it so much that we use it for everything. If you want to go to a restaurant, you'll search: Restaurant nearby. Want to eat something specific, in my case spaghetti as spaghetti is simply the best out there, you'll search: Spaghetti restaurant nearby, and you will get very accurate results.

You will get a list of the best Restaurants out there and there is a high chance that you will click on one of the top three listed restaurants as it is proven that the top three listed search results get 75% [\(source\)](#) of all the search traffic!

This means that if you aren't ranking in the top three? You are missing out on 75% of people who are ACTIVELY searching for a company that has Inflatables to rent.

Now, you are probably wondering: "If I have to get to the top 3 in the search results, wouldn't it be smarter to just pay for it and invest in Google Ads?", which is a valid way of thinking and it makes sense.

Why invest in an expensive SEO instead of just paying per click? Well, here is the thing, with SEO you have a lot more freedom and a Good SEO can rank you for thousands of keywords and make you hundreds of thousands of dollars in revenue.



In my opinion SEO is a long term strategy that becomes quite cost efficient by time while pay per click, while it can be quite scalable and long term, becomes less cost efficient by time and is a less passive way of getting leads.

That said, It is smarter to invest in both instead, and grow and outgrow your competition everywhere you can, grow your brand and become the household name in the niche.

Now, SEO In Itself is something that looks really complex and that is because there is a lot of pseudoscience going on.

A lot of the things said by SEO's, a lot of the things claimed to work, are things we don't know for sure. By now, Google doesn't share their algorithm and while we have a broad idea of what Google uses to judge websites, we don't know the importance of the variables they use to do so.

What we do know is that how your website is structured is important in the eyes of Google for the website crawlers, these are coded "robots" that visit websites and look at specific pointers to, in this case, judge your website.

This means It is Important for your site to have the keywords you try to rank for positioned correctly.

We also know that backlinks are important. Backlinks are mainly links from sites to your website, but we will cover that more in depth in the off page section.

We know that the technical side of your website is important. Things like how fast is your website, are there errors? What pages are you indexing and which ones aren't you? Technical SEO is perhaps one of the hardest, yet, most fascinating, underrated and fun parts of SEO.

That said, while we know these things are important, we don't know the ACTUAL importance of the ranking factors.

A lot of SEO's don't do any research and due to the fact that a lot of things aren't clear SEO becomes a guessing game which causes 50% of people who invest in SEO to have a bad experience due to incompetent SEO's and 50% of people who invest in SEO to have a Good experience either due to Luck or due to some people who Actually invest in testing.

See, a Good SEO has Macro sites in place. These are sites that listen to the Macros of Google.

For example, I have sites where we don't build links to. This is so that we can find out how important on page is in the current Google update, and what Google pays more attention to On page wise. What signals are more important?

Our other sites are for example to determine the power of backlinks, and what strategies work off page wise?

Now, we test on multiple sites to get more accurate data, but this is something important any good SEO should do. Because as soon as marketing becomes a guessing game, it becomes unscalable and a less viable strategy.

Results become less consistent and you will be throwing things against a wall until they stick which is quite cost efficient.

Now, chances are you are getting overwhelmed and my apologies for that. SEO sounds very complicated but in REALITY, It Isn't.

That said, in order to Answer the question: "What is SEO". In all Reality SEO is to optimize your website and manipulate the ranking factors, and do a better Job than your competition whilst doing so in order to get higher in the Google search results.

If you are looking for someone to do the SEO for you instead, head over to <https://calendly.com/inflatableseo> and schedule a meeting!

LOCAL SEO VS NATIONAL?!

Now, before we can talk about all the SEO aspects and things to “manipulate” in order to get you higher in Google, It is important to know the difference between Local SEO and National SEO.

Because, as you probably have noticed, there are quite a lot of different kinds of “SEO” and in most cases they’re nonsense.

In most cases there is no difference, but when it comes to Local SEO there are some things that don’t look significant for the average SEO but can be quite useful for somebody like you, and me, who are able to think out of the box.

Local SEO doesn’t play by the same rules which allows us to use it to our advantage as I truly believe that you don’t have to break rules, but you have to find out how to use them to your advantage.

Now, the names alone should tell you a lot by now. Local SEO means that you are targeting specific regions, specific cities. You are targeting a specific place, a local place. While National means you are targeting the entire country.

I get that you might think that it is way better to rank for the entire country as there are way more people to reach, but that isn’t the case.

For example, if you are looking for a plumber, you won’t look for a company 200 miles from home. No, It makes more sense that you look for a local company, which is why service based companies limit their reach and go Local instead.

Going local is really important for multiple reasons. For example, as a local company you’ll often go for a Google my Business, as getting ranked in Google maps often makes a big difference and is one of the more important assets out there.

The thing is that the main ranking factor for local businesses is proximity.

Imagine your business is in Florida, but you also want to target Louisiana, you won't be able to make it happen with your Florida based Google My business.

This is because Google wants to give users the most relevant answers to your query, and Louisiana isn't relevant for people in Florida when it comes to a service based search.

Proximity is key.

So, what do most people do in order to bypass this? They grab another GMB, they pay shady vendors to get a shady GMB verified, and that is often how they expand. Unfortunately in most cases this is a bad idea.

Google is suspending more and more Google my businesses, often for no reason at all, and while a legitimate business can get unstuck really quickly, It won't be that easy for a fake GMB.

It just Isn't a very long term, scalable strategy in my opinion.

As you can tell Local SEO has a couple rules, while National SEO is more the whole concept of SEO.

Proximity isn't that relevant, and It is more straightforward: On page, backlinks, Technical. Less limitations and bigger results.

Which is why Local SEO is mainly for Service based businesses who operate within a city, and National SEO is better for let's say an Ecommerce who can ship everywhere.

That said, now, we know about Local SEO and the limitations. Let's cover the things that we can use to our advantage.

In order to do that it is important to learn more about duplicate content. Google Isn't a big fan of sites that copy content over, and when it comes to nationwide SEO in most cases those sites don't even perform up to standards, that is... If they Perform at all.

With Local SEO, you can duplicate the content IF it is LOCAL and IF it is a different city. This is why Mass page building is a thing.

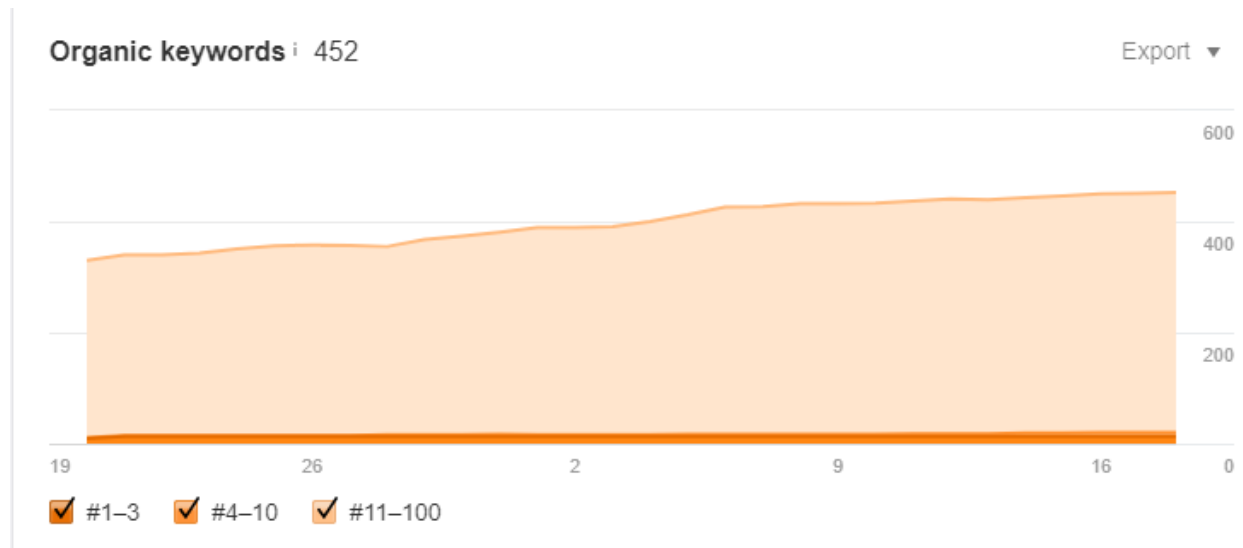
Mass page building is where somebody uses a software to change all the cities in the content and automates creating pages for every city in their state by doing so.

Not a big fan of the strategy as it has some limitations which is why I won't cover it in depth, yet, this means that we can copy service pages for different service areas and expand our reach.

This however is a good thing!

This means that we have to invest less in content as we can reuse the content, and if done manually instead of using a mass page building software and just spamming your website, the results can be quite extraordinary.

Here you see the results of a client in a 30 days period:



So, while local SEO has some limits due to certain rules, it also has a lot of potential and is in many way also easier than nationwide SEO.

National SEO is often the expensive kind of SEO, it's all kinds of big brands competing to make it out there, and investing tens of thousands on backlinks and such. They hire SEO agencies like mine, and it quickly becomes a big part of their marketing strategy.

With Local SEO it's often way cheaper to rank, and also way easier. Of course, some cities are still considered hard and may still cost thousands to rank, but it will cost less than somebody who tries to rank for "**Nike shoes**" for example.

In local SEO the results are often less impressive than national SEO, but the results are often quicker and quite game changing for the companies doing local SEO.

How to do Proper On page SEO

Now that you are familiar with Local SEO and the differences between local SEO and National SEO, It's time to cover On page SEO.

On page SEO is often deemed the most important part of SEO, and I agree. While backlinks are important as well, you site won't reach Its full potential without a proper on page strategy.

On page SEO is how we call the things we change on the website itself that is something Google can see, changes you make on the Page itself...

Because one of the most misunderstandings is that SEO's claim to rank websites.

We don't. We don't rank websites, we rank your web pages, and in the end by doing so we rank all the pages on your site. Your website in itself though, we don't. That said, It's often easier explained that way which is why the misunderstanding.

Now, while backlinks are important, Google cares more about relevancy for the users because in the end Google is a business as well.

As a business you want to provide relevancy, and in this case Google does it by being really thorough when it comes to a website and it checks the relevancy of your page. So, if you are trying to rank for, lets say: Inflatable rentals in New York, you won't be writing: How to build a super Robot.

No, you will try to provide the most accurate, most relevant information for your users to make an educated decision, and if you do so... You will Rank.

That said, by now you probably have seen me use the term :Keyword a lot of times whilst not going really in depth on it. Well that is because in my opinion a proper on page strategy BEGINS with proper keyword research!

Keyword research is important because we have to know what keywords we want to target, and doing keyword research can tell us things such as: How much budget will be required in order to rank?

Can I rank with my current website structure and authority? People searching for this Keyword, are they looking to rent my inflatables, or are they looking for Information instead?

As you can tell... Good Keyword research will tell you a lot of useful things. But, how do you do proper keyword research?

On Page: How to do Keyword Research

When it comes to Keyword research there are a lot of helpful tools we can use. In this case I will use [Ahrefs.com](https://ahrefs.com), which is quite an expensive tool which also has a free option. That said, Keyword research will remain the same overall. Ahrefs.com just allows us to take a look at stuff that is a tad more in depth.

Which is good because we want our information to be accurate in order to make an educated marketing strategy.

When doing Keyword research I look at the following things:

1. **Keyword Difficulty**, which is not really VERY accurate but a good metric to filter out a lot of the high competition keywords.
2. **Keyword Intent**, what is the intention of the keyword. Is it a commercial one, does it allow us to sell something? Or is it better used for informational content, which is important as well.
3. **What does the top 10 look like?** What does your competition look like? Do they have a lot of relevant backlinks, how is their on page? How detailed is their content?
4. **How many sites use this specific keyword in their title?** It often tells us which pages are actively optimizing for the keyword. That actually has the page dedicated to that. It's not 100% accurate to tell us whether It will be a low competition keyword, but at least it's a good eyeballer, and a good practice. In fact [KGR](#) (Doug Cunnington's Keyword Golden Ratio) Is using Allintitle.

These four things should basically tell you whether you can rank for a keyword or not, of course you can go and make it way more complicated if you want to, but In my opinion that is quite unnecessary.

I rather keep SEO quite simple and clean, and It is quite important that you can scale it, so if your processes are easy to apply, you can outsource It cheaper and more efficiently.

Now, if you pay attention to most courses, and most SEO's out there, they'll use fancy words. It's a sales tactic really, and It makes sense. If you use hard words that are hard to understand for a beginner, you will often get confused and hire them due to the impression they leave behind.

While SEO in itself is quite EASY they often make it sound complicated, which causes things like Keyword research or backlinking to look very intimidating while in reality it isn't.

Now, let's put what we have learned into practice. Let's fire up Ahrefs.com and start our keyword research. In this case we will use Inflatable rentals as a niche and as a city we will go for Staten Island, I took a random city.

When we begin with keyword research It is important to have a Site structure, as certain keywords have their own goals.

For example, inflatable rentals in Staten Island NY would be a keyword we would use for a service page. A service page is often the page where you offer the service itself. So, as an Intent the keywords should be mainly Commercial.

Before we dig deeper though, It is important to explain "**long tail keywords**" and "**short tail keywords**".

For explaining purposes imagine being a sneaker seller. You sell sneakers, but... You sell a specific kind of sneakers. You sell Red sneakers with a cool print on the side.

What would be the most effective and easiest keyword to rank for?

Sneakers for sale OR Red sneakers with a cool print.

Of course it is “**Red sneakers with a cool print**” as these are people looking for something similar if not EXACTLY the thing you are selling. They know what they want, as they know what they are looking for and they are more eager to buy!

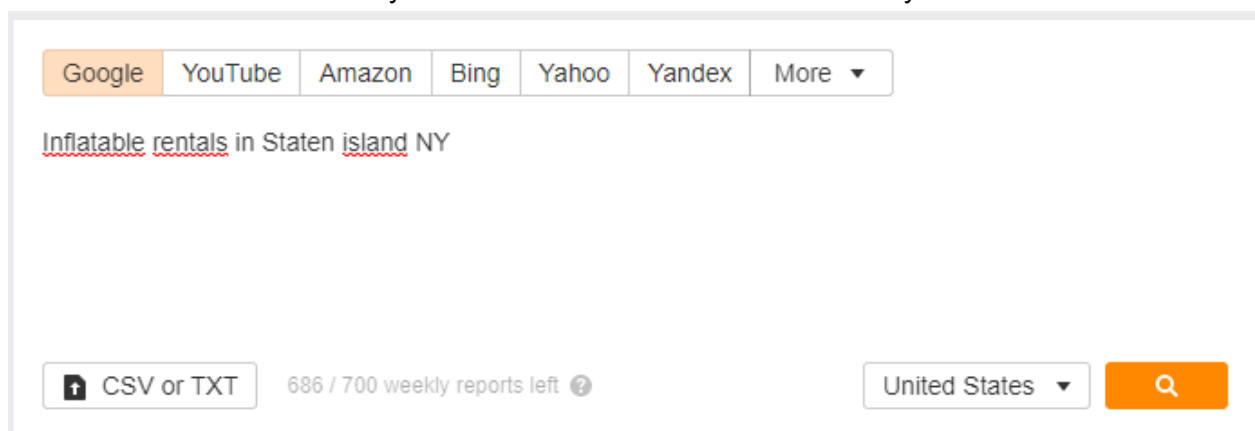
They already decided what they want, now they’re just looking for a good place to buy. Yet, there are less people searching for it. That said, It is an easier keyword to rank for.

Sneakers for sale however, would make you target everybody who is looking to buy sneakers, who knows whether they’re looking for Red sneakers or not. Anyway, you are targeting everybody who is looking for sneakers.

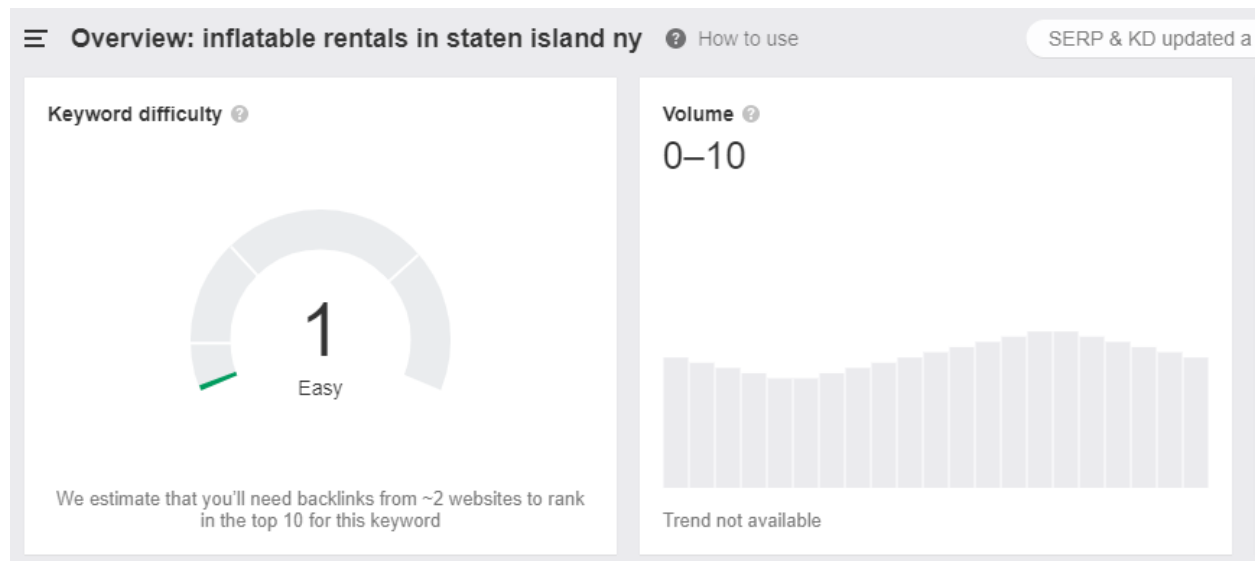
While it still would be profitable to target “**Sneakers for sale**”, It would be way harder while your conversion rate would go down as well, as the people looking for sneakers for sale are looking for sneakers, but not yet for anything specific.

They still have to decide. Sure, you are reaching more people, but it’ll be harder for you to compete as well as more expensive for you to compete. That said, let’s begin with keyword research.

Let’s head over to Ahrefs.com and make use of their keyword tool. You will find some free alternatives at the “[Important Resources](#)” section which I encourage you to check out as I will mention some neat and mostly free resources to check out and hone your skills.

The image shows a screenshot of the Ahrefs keyword tool interface. At the top, there is a row of buttons for different search engines: Google, YouTube, Amazon, Bing, Yahoo, Yandex, and a 'More' button with a dropdown arrow. Below this, the search query 'Inflatable rentals in Staten island NY' is entered into a text field. At the bottom of the interface, there is a row of controls: a button with a download icon and the text 'CSV or TXT', a status indicator '686 / 700 weekly reports left' with a help icon, a dropdown menu set to 'United States', and an orange search button with a magnifying glass icon.

Let’s see what the search returns. It will give us an idea of things to target.



What does this tell us? It looks like a lot, and most SEO's will say. Go for the keyword, or they will even say **"DON'T GO FOR THE KEYWORD! NOBODY IS SEARCHING FOR IT!"**

Now, before we go more in depth on what did return, do know that Search volume, while it is good to look at it, is quite an inaccurate metric. Still, let's keep it in mind.

What we see here though is that there isn't that much demand, and the keyword difficulty is low. Usually, I search a bit further or I look at what more Ahrefs have to tell me, so let's do just that. Let's look at what Ahrefs is telling us, what more information there is.

Parent topic

bounce house staten island

Search volume 60

#1 result for parent topic

Bounce House & Slide Rentals, Staten Island | Clowns.com

https://www.clowns.com/bounce-house-rentals/staten-island/

Total traffic 42

Keyword ideas by search volume

Having same terms	Questions	Also rank for
Keyword ideas not found	Keyword ideas not found	bounce house48,000
		inflatable water slide rental3,400
		bounce houses near me1,700
		house rental near me900
		jumpy house600
		View all 488

You will notice that there are some terms you aren't familiar with such as "Parent Topic". It is pretty self explanatory, It is the main keyword, and if you rank for Bounce house staten island you will also compete for the child topics. In this case Inflatable rentals in Staten Island NY.

Before we will go more in depth, let me explain my thinking process to you. While on first sight the competition was quite low, and It was a free grab, It also tells us that there is basically no search demand.

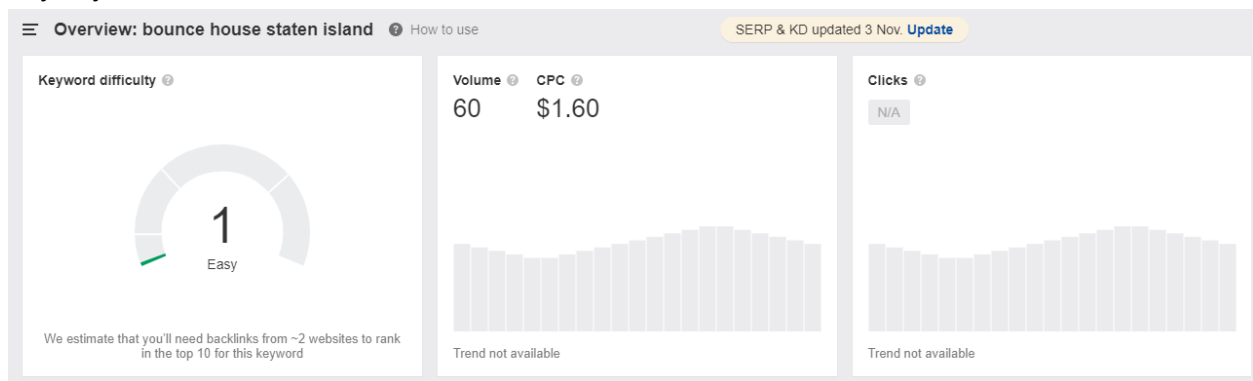
So when we scroll down to gather more info, we also notice that there is a parent topic that does have demand, which would also make us compete for the keyword we intended to.

So, let's take a look at bounce house staten island instead.

This part of keyword research is what I call: "recon". You are gathering information on the keywords you want to rank for, and in the meanwhile you get a better idea of the industry as well. This is where it all starts.

This is the VERY beginning of SEO. You can't start and become a good SEO without the knowledge to do basic Keyword research in an efficient and effective manner. If you can't do this, you won't be able to rank properly by yourself.

Anyway, let's search for "Bounce house staten island" and see what it returns:



On the first sight it tells us that this keyword has a quite low competition, and there is demand.

Of course this is not enough information for us to go off, but now we at least know that the keyword is worth digging deeper into it.

We knew: "Inflatable rentals in staten island NY" wasn't worth digging into as the search volume was pretty much nihil, and there was a parent keyword. The parent keyword had a search volume of 60 so it was worth checking it out.

Now, in most cases I don't take search volume into consideration as I think it is quite an overrated metric as I've mentioned above, and I've actually manipulated it once on a test to make sure my assumptions were right.

But it is a good metric to look at and decide whether you should dig a tad deeper or not. Find out if there is a different keyword that would also make you rank for the one we intended too, and whether that one is worth our time.

In this case It is as this keyword has demand and on the first sight the same level of competition. Which means more traffic, for the same amount of work.

That said, let's continue. At this point this keyword looks juicy to us, and we need to dig deeper. Gather more information, what is required to rank. So, what we should do is check out our competition.

Luckily ahrefs has a built in function, but you could just search every competition manually.

SERP overview for "bounce house staten island" 								
 Image pack								
Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	
1 Bounce House & Slide Rentals, Staten Island Clowns.com https://www.clowns.com/bounce-house-rentals/staten-island/ ▼	4.0M	30	10	1	1	42	62	
2 Party Jam Parties: New York/New Jersey Party Rentals http://partyjamparties.com/ ▼	18M	10	31	233	75	153	181	
3 Inflatable and Ride Rentals, Children's Amusement in New ... https://www.inflatablesny.com/ ▼	48M	2	25	103	33	898	324	
4 Top 10 Best Bounce House Rental in Staten Island, NY - Last ... https://www.yelp.com/search?find_desc=bounce+house+rental&find_loc=Staten+Island,+NY ▼	61	94	15	1	1	11	11	
5 Top 10 Local Favorite Bounce House in Staten Island, NY ... https://www.yelp.com/search?find_desc=bounce+house&find_loc=Staten+Island,+NY ▼	61	94	14	0	0	16	2	
6 Bounce House Rentals Staten Island NYC Clowns4Kids https://clowns4kids.com/bounce-house-rentals-staten-island/ ▼	5.1M	27	10	3	2	9	15	
7 Inflatable Slides & Bounce Houses for Rent in New Jersey ... https://www.beelineentertainment.com/inflatables.html ▼	21M	8	14	5	3	17	54	
8 Inflatable Rentals Staten Island - Bounce House Rentals in ... https://www.funnewyork.com/staten-island/category/staten-island-inflatable-rentals/ ▼	28M	5	8	2	2	6	8	
9 Affordable Bounce Houses in Staten Island, NY - GigMasters https://www.thebash.com/search/bounce-house-staten-island-ny ▼	19K	77	11	0	0	5	3	
10 Staten Island Bounce House Rental Archives Staten Island ... http://statenislandpartyrentals.com/tag/staten-island-bounce-house-rental/ ▼	29M	5	5	0	0	5	10	
Show more								

Now you will notice there is a lot of information such as AR (Ahrefs Rank) DR UR Backlinks Domains Traffic and the amount of keywords a page ranks for.

We will mainly look at the backlinks, traffic, and keywords. We take DR into consideration but It isn't our main concern. I will go more in depth about that in a minute.

Let's take a look at : Backlinks, Traffic and keywords first.

Backlinks	Domains	Traffic	Keywords
1	1	42	62
233	75	153	181
103	33	898	324
1	1	11	11
0	0	16	2
3	2	9	15
5	3	17	54
2	2	6	8
0	0	5	3
0	0	5	10

As you can tell we have a row of backlinks and domains. Now, Domains is where it matters more as Domains are the domains referring back to your page so this means UNIQUE links to your competitors.

Backlinks will always be higher than referring domains and that is simply because in most cases you will have multiple links from one website. We mainly care about Unique, relevant links.

Looking at these columns it tells us that except for the top 3, most people aren't really doing well backlinks wise and if we look at traffic or the amount of keywords they're ranking for, It also turns out to be quite low competition.

Sure website #2 and #3 are doing far better than most of them, so this tells us either the backlink profile isn't relevant which in this case I don't think it is. We could check it out but in my

opinion it will be a waste of time as I personally think those websites aren't actively optimizing for that keyword.

That said, let's not assume and take a look at those two pages.

Party Jam Parties: New York/New Jersey Party Rentals
<http://partyjamparties.com/> ▼

Inflatable and Ride Rentals, Children's Amusement in New ...
<https://www.inflatablesny.com/> ▼

We don't even have to visit the website to tell that they're not actively optimizing for the keyword as it is not even in their title tag.

Now, by now you should already have seen me mention the title tag a couple of times, so let me explain the importance of it.

The title tag is the FIRST thing Google sees. Code is always read from the top to the bottom. ALWAYS.

When google visits your website they don't see fancy graphics or anything, they see the code. A mix of HTML, CSS, Javascript, php and so on. That is all they see.

```
<!DOCTYPE html>
<html lang="en-US" class>
  <head>...</head>
  <body class="post-template-default single single-post postid-113795 single-format-standard">
    <div id="page" class="site">
      <div class="site-inner">
        <a class="skip-link screen-reader-text" href="#content">Skip to content</a>
        <a class="skip-link screen-reader-text" href="#site-top-navigation">Skip to navigation</a>
        <header id="masthead" class="site-header" role="banner">...</header>
        <div id="content" class="site-content">
          ::before
          <div id="primary" class="content-area">
            <main id="main" class="site-main" role="main">
              <div id="top-menu-single" class="top-menu-single shadow-sm">...</div>
              <article id="post-113795" class="post-113795 post type-post status-publish format-standard has-post-thumbnail category-how-to">
                ::before
                <header class="entry-header" style="background-image: linear-gradient(176deg, rgb(109, 95, 255) 0%, rgba(109, 95, 255, 0.4) calc(700px - .13%), rgb(255, 255, 255) calc(700px - .1%), rgb(255, 255, 255) 100%), url(https://www.seopress.org/wp-content/uploads/2019/11/wordpress-code-seopress.jpg)">...</header>
                <div class="entry-content">...</div>
                <div class="entry-footer">...</div>
                ::after
              </article>
            </main>
          </div>
        </div>
      </div>
    </body>
  </html>
```

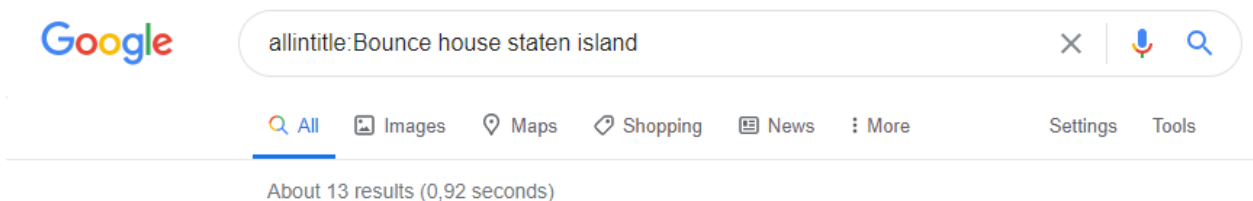
The first thing they'll read that matters to them is: Meta tags, and Title tag. It tells them what keyword you are actively optimizing for. So, it is quite important.

If we take a look at the websites however, let's grab the entire first page, you'll notice that barely any site that matters is optimizing for it. Sure, you have Yelp, but I often don't take sites as yelp into account as they're barely competitive in most cases.

Now, many will disagree, but I just believe that if you write relevant content and build enough links? They don't even matter.

- 1 Bounce House & Slide Rentals, Staten Island | Clowns.com
<https://www.clowns.com/bounce-house-rentals/staten-island/> ▼
- 2 Party Jam Parties: New York/New Jersey Party Rentals
<http://partyjamparties.com/> ▼
- 3 Inflatable and Ride Rentals, Children's Amusement in New ...
<https://www.inflatablestny.com/> ▼
- 4 Top 10 Best Bounce House Rental in Staten Island, NY - Last ...
https://www.yelp.com/search?find_desc=bounce+house+rental&find_loc=Staten+Island,+NY ▼
- 5 Top 10 Local Favorite Bounce House in Staten Island, NY ...
https://www.yelp.com/search?find_desc=bounce+house&find_loc=Staten+Island,+NY ▼
- 6 Bounce House Rentals Staten Island NYC | Clowns4Kids
<https://clowns4kids.com/bounce-house-rentals-statens-island/> ▼
- 7 Inflatable Slides & Bounce Houses for Rent in New Jersey ...
<https://www.beelineentertainment.com/inflatables.html> ▼
- 8 Inflatable Rentals Staten Island - Bounce House Rentals in ...
<https://www.funnewyork.com/staten-island/category/staten-island-inflatable-rentals/> ▼
- 9 Affordable Bounce Houses in Staten Island, NY - GigMasters
<https://www.thebash.com/search/bounce-house-statens-island-ny> ▼
- 10 Staten Island Bounce House Rental Archives | Staten Island ...
<http://statenislandpartyrentals.com/tag/staten-island-bounce-house-rental/> ▼

So, while we know the competition is pretty low, and we probably won't need a lot of backlinks in order to rank. That said, we can still dig deeper and check the "allintitle" results.



This you do by going to Google write: Allintitle:keyword here.

As you can see it returned 13 results which is extremely low, and tells us not a lot of people are optimizing for it anyway. Which means we can optimize for it, and we can put the keyword in our keyword map.

I often like to put together a spreadsheet to do so which often looks like:

[illegible]

You will identify more keywords and eventually you will map out your content. This I do using a sheet as well. This sheet will help us put the keywords we gathered and put in our keyword map to use. This way we know where to use which keywords.

The sheet often looks like:

Slug:					
Keyword	KD	Searchvolume	Allintitle	Intent	Tag
					Main
					Cluster
					Cluster

Now, you will read some stuff you haven't read before, so let me explain it.

Slug means your URL for example <https://Website.com/this-part-is-the-slug>, you want your keyword in there, so it is smart to put your main keyword in there.

Then you see the tags Main and Cluster, this is because you never optimize for just one keyword. You actually go for, most often, a minimum of 3 keywords. A main, and the rest I call cluster.

How do you determine which keyword to place where? Let's look at our keyword list. Note: For practice purpose I identified a couple more keywords. Same principle counts for each one of them.

1. How high is the KD
2. Is there Demand
3. What is the Intent
4. How does competition look like

Keyword	Allintitle results	Keyword Difficulty	Search volume	Intent
bounce house staten island	13	1	60	Commercial
bounce house rentals staten island ny	3	0	0-10	Commercial
bounce house rentals staten island	10	1	50	Commercial
inflatable photo booth staten island	0		0-10	Commercial

As we can see we have a handful of keywords, in this case all commercial but same applies for informational keywords. These are keywords with the intent of informing or solving an issue rather than offering a solution.

We see that Bounce house staten island has the most search volume, but yet I would rather go with Bounce house rentals staten island as my main keyword.

Now, you're probably thinking: But the search volume is lower!? Well, Yes. But bounce house rentals are EXACTLY who we wish to target, the competition is slightly lower and the search volume doesn't differ too much. It also sounds better. Does this mean going with a bounce house on Staten Island is a bad choice? No. It's just not EXACTLY what we want to optimize for.

If you own a Porsche Garage, you don't want to rank for Red cars for sale. No, you want to rank for Porsches for sale. Same applies here.

Now, you're thinking process should be the following when mapping out content:

1. **Does it target my IDEAL customer?**
2. **How is the demand?**

Targeting the right audience always wins over demand! If there are 100 people but the wrong kind of people visiting you, it will be less profitable than 10 people actually willing to rent your houses.

Slug: bounce-house-rentals-staten-island					
Keyword	KD	Searchvolume	Allintitle	Intent	Tag
bounce house re	1	50	10	Commercial	Main
bounce house re	1	0-10	3	Commercial	Cluster
bounce house st	1	60	13	Commercial	Cluster

This is how it should look. The main keyword in the slug, and at the main tag. For the cluster you pick keywords that target the same thing, sound very similar and could help with explaining the page.

Note: Clusters are just other keywords you will want to target because they're similar to the main keyword and they help with explaining the whole page. In most cases you end up targeting them automatically when writing the content anyway, but I find it helpful to map them out to have clarity.

This is how you do keyword research, and if you master this. You know the most ESSENTIAL part when it comes to SEO. You know how to identify the keywords to target!

On Page: Keyword Golden Ratio (Keyword Research Method)

While you know how to do keyword research and how to map content by now, if not you can always read back in the [Keyword research](#) chapter above, you also should have noticed that I mentioned the Keyword Golden Ratio.

The keyword Golden ratio is a keyword research method found by Doug Cunnington, who is a really good marketer.

That said, while I decided to cover it as I have tested it here and there and I am familiar with the whole functionality of it. I must admit that I haven't tested it thoroughly nor have I some ACTUAL data for you to go off.

Yet, when I decided to write this book, I decided to cover all the things that I am familiar with that could help you in improving your marketing.

The keyword golden ratio is a keyword research method that makes use of certain variables.

1. Allintitle: Results.
2. Search volume

It is a method invented to find low competition based long tail keywords. “[Long tail keywords](#)” are something we covered in the Keyword research part, but they’re basically keywords that are quite in depth and to the point.

Now, while Doug Cunnington has a sort of cult, again, I cannot Stress this enough, I haven’t tested it thoroughly and have No opinion on it at all.

I have heard that it works by some, while others say it doesn’t. If I had to have an opinion on It, I would say that it works great for affiliate websites, and certain smaller sites but It isn’t doable for an Actual company that intends to scale.

That is my opinion, that said. It isn’t backed up by any data I’ve gathered, as I have not.

Anyway, this is how the method works: You identify a few keywords (I believe with a search volume below 250, but to read more on that head over to: <https://nichesiteproject.com/keyword-golden-ratio/>).

Once you identify them run them through Google using the Allintitle search operator as we have covered above as well, so:

Allintitle:Keyword here

Now note down those results and divide them by the search volume of the keyword. If the result you get from that is below 0.25, you apparently will rank in the top 100 instantly after being indexed.

That said, while we have covered this technique and even though I haven’t tested it thoroughly, I do recommend playing around with it.

It is good to try new stuff, test it out and play with it. Even if you don’t rank Instantly, in most cases you will have selected a low competition keyword anyway.

On page: Optimizing and Creating content.

Now you know how to identify keywords to rank for, It is time to actually create content and to rank for the keywords we have identified.

Before I go anymore in depth, I want to make it very clear that your first priority should always be your users.

When writing content you will hear a lot of SEO's use terms like wordcount. Now, when you are writing your content it is really important that you ain't writing for Google but to HELP your users in one way or another.

As soon as your content starts to sound bad, or you gotta write fluff in order to get the wordcount up, you are doing a bad job. While you should write as much in depth as possible, you shouldn't keep writing if everything is said.

Your main priority is your users, keep that in mind.

That said, word count isn't entirely useless. You should go more in depth than your users, and I do use word count as a metric to know how I am doing. I don't use it however as a standard to meet.

But you won't be competing with somebody who wrote a in-depth article 1000 words long, with fancy graphics and is all about helping somebody, while you have a small article that is merely to promote yourself 300 words long, with barely any relevance towards your customer.

What I like to do, what I personally find to be a good practice. Is to go on the top 5 web pages who are competing for your main keyword, gather their word count by copy and pasting everything into: <https://wordcounter.net/> Grab the highest word count and add 250. That is the amount of words I often intend to write.

Will I always get there? No, If it sounds like fluff, I quit writing. But it will help me to come up with content that is far more in depth than my competitors.

So, when you have done that you should have a clear idea of how long your article should be, you can get to writing.

Now, when determining a page structure, It is important to think in HTML and get familiar with the html tags as you will often hear things like: Meta tags, Title Tags, H1, h2 and so on.

While in reality h1 and h2 are different kinds of headers. Title tag is the title, and meta tags are the tags you use to help Google describe your site.

Bounce House Rentals: Staten Island. Bounce Houses. Combo Slides. Water Slides. Dry Slides. Obstacle Courses. Inflatable Games.

For example is the **meta description** of:

www.clowns.com > Bounce House Rentals ▼

Bounce House & Slide Rentals, Staten Island | Clowns.com

Bounce House Rentals: Staten Island. Bounce Houses. Combo Slides. Water Slides. Dry Slides. Obstacle Courses. Inflatable Games.

While:

Bounce House & Slide Rentals, Staten Island | Clowns.com

Is the **Meta Title**.

Meta tags are tags Google often uses to display your page in their search result, so they're quite important to optimize but when optimizing content, it is important to know this kind of stuff, as it is vital.

Now, don't worry. In most cases the platforms where we build websites are often caught up and offer a simplified way of putting together a website structure.

Still, it is good practice and in my opinion important to learn basic HTML. It is REALLY easy, like super duper easy, and you'll thank me later.

Anyway, let's get back to what we were supposed to do: **Optimizing and structuring Content**.

For practice purpose we will use generated content but it is important to know that **duplicate content is a No go**, unless you are doing local SEO as covered in the: "[Local SEO vs National SEO](#)" part.

When building content, what I often do is I take a look at the best ranking competitors and I check their structure.

That said, for many people that might be complicated and you might actually benefit from tools like: [Page optimizer pro](#), or [SurferSEO](#) that do exactly that FOR you. Tells you how to write based on the structure of your competitors.

If you don't have the budget to do that or hire a marketing company, and looking at your competitors, a good idea and rule of thumb might be: Place a header every 150-250 words. Make sure you have:

1. **One H1 tag. (Most theme's actually put the H1 tag as a default, it is important to look though. Don't get more than one h1 tag!)**
2. **One H2 tag (You can get more than one h2 tag but in most cases two h2 tags are the absolute maximum depending on your competition.)**

If you need more headers don't be afraid to use h3, h4, h5, h6 tags. They're all quite useful to SEO as well, the h1 and h2 tag however have rulesets that were important to mention.

When doing On Page SEO it is important to make sure you did the following:

1. **Put the Main keyword in the URL**
2. **Put the Main keyword in the Title**
3. **Put the Main keyword in a h1 tag**
4. **Put the Main keyword in a h2 tag**
5. **Put the Main keyword in the first and last paragraph.**
6. **Put the Main keyword in the Meta Title and Meta Description**
7. **Put the Main keyword in the Alt tag of the first image.**

This is how you SHOULD optimize your main keyword, and this is a good basic checklist to keep on hand in order to optimize your content, or more specifically your main keyword.

Your other keywords however should be sprinkled throughout the content. But again, and I cannot stress this enough. **Write for your USERS, not for GOOGLE.** A lot of SEO's tend to do the opposite and write only for Google, this way they get Traffic but here is the thing. SEO Isn't just about getting people on your website.

The main thing that a lot of SEO's tend to get wrong is that SEO is actually all about getting the RIGHT people on your website, offering a solution, and closing the deal.

Getting people on your website is one thing, but the most important and often the hardest part, is getting people to convert. Conversions, in the end, is what it is all about. If you can't sell, your work will be in vain, and so will all the money be that you tend to invest.

Anyway, when working with cluster keywords I find it important to mention them in:

1. **H3, h4 and other headers.**
2. **Throughout the text where there is use for it.**
3. **Other image alt texts.**

Sprinkle them amongst the text. Doing this should optimize your content quite well, and should help you with ranking quite well as well!

On page: Content Optimizing - Keyword Density

Now that we have covered the basics of optimizing your content, we need to talk about Keyword Density.

See, you can't mention your keyword too much because that is considered spammy, and if you go overboard even considered keyword stuffing. Let me give you an example of what keyword stuffing is. Let's imagine that Inflatable rentals in staten island is our keyword:

“Hey, do you also feel the urge to rent inflatable rentals in Staten Island? Inflatable rentals in Staten Island are amazing. We at Inflatable rentals in Staten Island believe that inflatable rentals in Staten Island need to be of an amazing quality in order to rent inflatable rentals in Staten Island.”

Not only does it sound funky, but It can severely hurt your website. That is why people came up with something called Keyword Density. Keyword Density in short is the amount of times your keyword is mentioned.

Let's say you have 1000 words and I write my main keyword Once. This means I have a keyword density of 0.1%.

Of course that is way too low. But you get the point. Now, when you use the practices we discussed in the above you will always be okay, as we don't really go for keyword stuffing at all!

If you still want to dig deeper in all of that you can go to:

<http://tools.seobook.com/general/keyword-density/>

While keyword density is often deemed to be an outdated metric, I still believe that it is relevant in a way, and It's always good to keep an eye on it. This is also why plugins like [Rankmath and Yoast](#) are useful. They actually tell you whether you have mentioned the keyword enough, and so on. Because obviously, if your content is longer you'll mention it more.

On Page : Internal Linking - WEBSITE STRUCTURE

Now we have talked about optimizing your page structure, it is important to make sure that your ENTIRE website is optimized. That your entire website has a certain flow and make sure that everything is accessible.

In order to understand all this I have to divide “**Internal Linking**” up into all different subjects. Yes, Internal linking is big. Big and underrated actually!

Internal linking is a very interesting subject, but in order to completely understand it, It is important to understand Google crawling.

Google doesn't manually visit every website, that is Logic and I am pretty sure that everybody already knew that, but that said, not everybody is quite computer literate and that is okay. Yet, I need to cover this as thorough as I can.

When Google visits your websites it actually makes use of crawlers. Tiny developed coded piece of Robots that check your website for certain variables and pointers. Variables being the “ranking factors” that we try to manipulate.

Now, when It visits your website it looks for other pages in certain ways. One of these ways are internal links. Links from one of your pages to another page.

In most cases people use a sitemap, for people who use ERS (Event Rental System), I'll cover more on that later!

Anyway, a page with no internal links to it and no way for a REGULAR user to find the certain page is considered an Orphan Page.

So, while Google can and will index your page the page itself has little use to the users as without a Direct link to it, they won't really be able to find it.

Now, when Google crawls your website you want it to crawl all the pages that you WANT to rank, you want it to crawl the pages that have USE to you.

That said, while I Won't dig too deep into index management in this chapter, It is important to optimize the pages that Google CAN crawl, and those that aren't really a necessity. Internal linking, while not enabling you to do that (I will cover index management in a later chapter so keep reading!), allows you to point crawlers into the right direction.

Consider internal links to be the road map for crawlers. That said, It is used for different things as well, such as passing link juice.

A common practice is for people to make a certain informational page that they can build a lot of links to, NATURALLY, and then they use an internal link to send link juice to one of the service pages, or money pages.

This is because in a lot of cases, if you aren't a professional link builder, or you don't have a large budget, It can be quite hard to build useful links towards a money page.

Internal linking in General is a MUST!

Internal linking is one of those foundational things that you NEED to master, but for somebody who is looking to HIRE a marketing agency, It is also important to know about certain Terms and uses.

Internal linking is something that a lot of SEO's tend to use to close the client, as they can make it sound so complex that It often scares clients.

They'll use words such as GEO SILO, or SILO structure which in general is just a certain way in which the pages are linked.

The only difference between a GEO silo and a SILO is that a GEO silo is often localized, and a SILO doesn't necessarily have to be. That said, what strategy you decide to use is up to you. I

often try to put at LEAST 3 internal links in a page, but keep the minimum to at least 2 internal links per page.

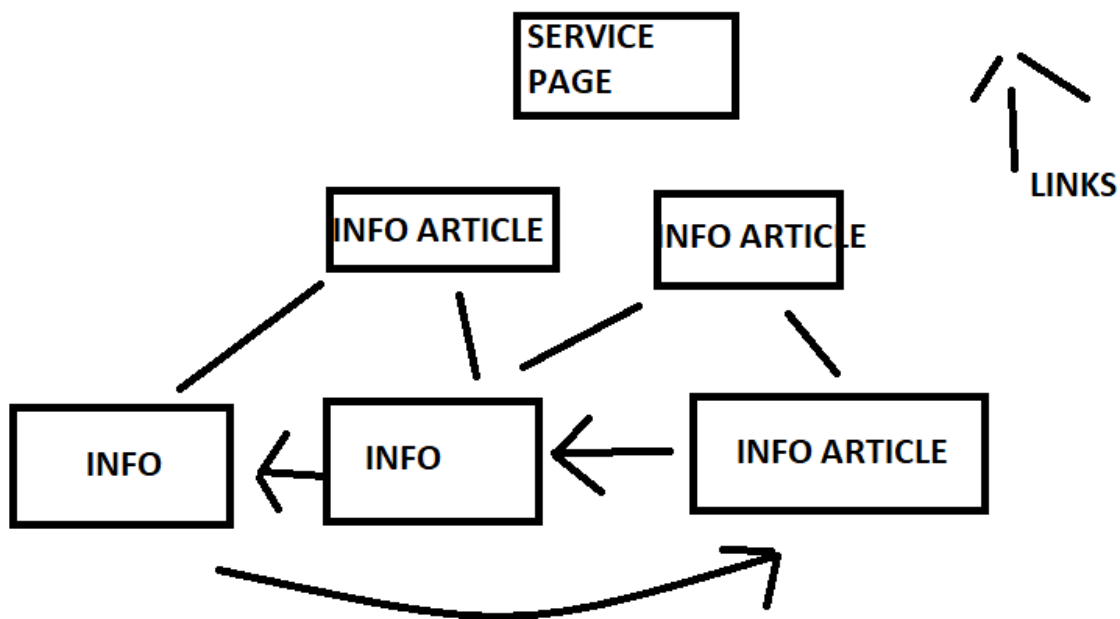
On page: SILO AND GEO SILO STRUCTURE

Silo structures whether they are GEO or not, often have the same purpose. They pass Link juice.

Now, you often have heard me use the term “**Link Juice**”. When building links, the power links give to your page are considered Link juice. Now, that power can be spread through your site by using internal links and is often done so, to build more trust and authority throughout the website, and to build links that can push money pages.

A silo structure focuses on pushing internal links in a certain way that eventually one, or two pages receive all the juice.

An image might be better to illustrate what I mean.



The Lines are supposed to show you how everything is internal linked. Basically, in most cases you pass the links from articles relevant to each other. Eventually you will end up pushing link juice to a certain page.

GEO silo's do the EXACT same thing but use locations, this is often done, even by me, to rank for certain cities.

Localizing it also gives us the ability to scale it for other cities allowing us to book more results on more locations.

Now, a SILO structure has a lot of upsides as It is important to make content to go more in depth on something you are selling. Whether you are selling a service, renting inflatables or you are a simple ecommerce, you need to solve problems.

Problem solving is and has been the backbone of our economy. Think about it, the reason almost every computer uses WIndows, is because we NEED it. Sure, nowadays there are other OS, but at the time Windows was growing, they were quite ADVANCED compared to others and solved a Billion dollar issue better than the other operating systems out there.

Now, they solved a Billion dollar issue making them billions of dollars. Do you solve a million dollar problem, chances are you will end up making a bucket load of money.

Your company should be all about providing a solution to your customers and that is why It is important to have a lot of informational content that backs up your service pages. It really positions you as an expert, an authority within your niche and while it has a lot of use for passing link juice, it also helps with brand building in my opinion.

On Page: Internal Linking - Footer and Header links.

Now, we do know about SILO's and we know about the importance of Internal linking, there are still some things that you NEED to know before you can start building out your website. One of these things are Footer and Header links.

They're often things that are misunderstood, and are actually quite important as well. See, Footer and Header links they are believed to not pass the same amount of Juice as other pages, yet they aren't completely irrelevant. In fact, I find them quite useful.

See, by now, you should know that the MOST IMPORTANT THING is USER EXPERIENCE. Your USERS are more important to you as Google.

Using Footer and Headers are IDEAL to give your website a nice structure. You SHOULD link in a way so that every page is accessible, or well, every page that you WANT TO BE accessible.

What I find to work best is to put the important thing such as your blog, service pages and so on in your header.

Things like Terms of service, Refund Policy and things like that. The things that are Necessary legally wise, but not so Necessary when it comes to your Users and having them convert.

Consider them your MAIN pointers throughout the roadmap.

They're often underrated and a lot of the time they get Dismissed, but they're quite important.

Especially for your Users.

On page: Internal Linking - Anchor Ratio

While by now you should be familiar with Internal linking at the moment, we still have to cover Anchor Ratio before we can actually continue as this is more important in order to prevent your rankings from getting hurt.

That said, in order to understand Anchor Ratio it is important to know what it is, and what an anchor is. In order to understand an anchor though, It is important to know how links look like in html format.

I told you! I told you that learning HTML would benefit you! Now, a link whether it is internal or a backlink are the same thing in HTML format. They're A tags and look like:

```
<a href="https://Sitetolinktohere.com">Text To display, which is also the Anchor text, here.</a>
```

Basically, to make and keep it simple, the anchor text is the displayed text of a link. Just because you link to something doesn't mean you gotta display the URL. The text you display is considered an anchor text.

Anchor Ratio however is how many times you used that particular anchor text compared to others.

So let's say I use the following anchor text: inflatable 99 times, and I use a different anchor text once, my anchor ratio would be 99% for the anchor Text Inflatable. This would be considered spammy and a very bad practice

Of course, this is quite Logical, but this is important for you to know as Anchor Ratio is quite important. It is important to keep quite a balance when it comes to internal linking. A lot of SEO's however claim to have found the golden anchor text ratio, but I recommend you to link to relevant keywords that'd also help out your user. Keep a balance in it.

You can read more on this on: <https://diggitymarketing.com/anchor-text-optimization/> As it is quite important!

On page: URL structure

Sure, we have covered internal linking and anchor ratio by now, but we haven't covered stuff like URL structure yet, which we should. See, url structure is important, especially for our users!

For example: `site.com/Brent-wrote-the-best-SEO-book-ever-to-be-found-in-the-SEO-community` is WAY too long. True, but too long.

When writing an URL you need to plan towards the future as well as planning for your Users.

Make sure that your URL structure is optimized in a sense that It is short, and easily to navigate and often it is a good practice to put your keyword in the URL.

Of course, later on in this book you'll learn how to avoid Cannibalization and how to recognize it. Which is a whole different subject.

You just need to make sure your urls are easy to remember, there is a clear structure and it is easy to use.

On page: Plugins like Yoast and Rankmath

By now you should have a fair understanding of how to perform proper on page SEO, in fact even though you might not have memorized it all which I don't expect you to (You should keep practicing), you should know more than the majority of so called "SEO's".

That said, one thing we didn't cover yet are plugins like Yoast and Rankmath. For owners who use ERS, this Isn't relevant to you unless you use ERS in combination with wordpress, then it is.

Still, Yoast and Rankmath are popular plugins and almost EVERY SEO, even I use them. They help with a lot of stuff, but I feel that a lot of people use them the wrong way.

See, what those plugins do is give you a guide on how to optimize your page, but It also helps you with sitemap generation which is something we will cover later on, and schema markup. The plugins help with a lot of things and I do use them! Actually, I use Yoast most of the time as Yoast is bigger, and has a more sophisticated team in my opinion, which is important for when a vulnerability is detected or for how the plugin interacts with your website.

That said, I don't use them for the on page functionalities as I find them to be not that helpful, they still have things that make our job easier.

For example, they allow you to:

1. **See how many words you have written instead of copying it over to wordcounter.net all the time.**
2. **Writing and changing metadata right there on the page itself.**
3. **Allows you to see how many times you have used your keyword.**

Of course they also make things like your sitemap and schema markup easier as mentioned above, but I mainly use it for the mentioned 3 things.

Still, It is important to be aware of the cons as well! See, what a lot of people don't tell you is that having plugins is always a tad dangerous. They're often not dangerous for the functionality, but more due to the side effects.

Having too many plugins can bloat your site and eventually slow down your site dramatically, but that might not even be the worst side effect either! No, see. The most well known way for hackers to hack a website is through vulnerable plugins or themes.

That is also why It is very important to ALWAYS get the OFFICIAL THEME and OFFICIAL PLUGIN, because they continuously update. This way if there is a vulnerability, it often gets patched quite quickly (Yet it used to be there, and at that moment your site is at danger) but Nulled theme's / cracked theme's and plugins don't have that.

They don't get patched, so if you have a vulnerable plugin or theme, your site is open to be hacked and nobody who solves it for you.

We see this a lot with Yoast PRO and people who buy like the \$1 premium versions on Ebay, or download the cracked version themselves.

This is dangerous!

You don't need the premium version anyway, in my opinion that is. So, why would you even consider getting a cracked version?

Off Page: What are backlinks?

Backlinks are a very important ranking factor, but what exactly are backlinks, how do they work?

Backlinks are rather easy, in general It is just a link on another website pointing to your website... Quite easy, Isn't it?

Exactly.

Now, don't be fooled... There is a lot more behind the term "backlinks" (Read: "[Toxic Backlinks](#)").

But in general a backlink is a link from another source back to your website. Now, when it comes to backlinks we, as experienced SEO's, talk about A tags.

A normal link will look like:

```
<a href="https://urlhere.com">Text to display</a>
```

But you might also see:

```
<a rel="nofollow" href="https://urlhere.com">Text to display</a>
```

This is considered a nofollow link. While in the SEO community there is this big debate over whether Nofollow links matter or not, one thing is for certain and that is that a nofollow link is different from a dofollow link because and I'll quote wikipedia here:

"nofollow" is a setting on a [web page hyperlink](#) that directs [search engines](#) not to use the link for [page ranking](#) calculations. It is specified in the page as a type of [link relation](#); that is: `<a rel="nofollow" ...>`. Because search engines often calculate a site's importance according to the number of hyperlinks from other sites, the `nofollow` setting allows web site authors to indicate that the presence of a link is not an endorsement of the target site's importance."

While a dofollow link does EXACTLY the opposite.

What a nofollow link basically means is that the site linking to your site does use your website on their site, but tells google not to include your link when it is calculating your page ranking.

A dofollow link basically means that the link in itself should be included.

Of course, there is also the "sponsored" link, but before we go in depth on that, it is important that in all reality... active link building isn't really something Google likes.

They dislike guest posting, and you pay for links, so they're trying to combat that as much as they can.

A lot of SEO's don't notice though, and they leave a lot of footprints, which causes harm. The sponsored link is basically exactly that. It tells Google, you paid for it.

It'll look like:

```
<a rel="sponsored" href="https://urlhere.com">Text to display</a>
```

Site owners can use this in case someone paid for a link, or for an advertisement. While this is often something important for the site owner, a link builder will often strive for Dofollow.

Does this mean though that you should ignore them, or avoid them? Not at all... Link Diversity is important as well!

Off Page: Link Diversity.

Before we get into why Link diversity is important, It is important to know that when we talk about the backlinks that are pointing to your website, we are talking about a backlink profile, or link portfolio.

Of course, the first thing people tend to do when they read about the importance of backlinks, they ignore the entirety of on page, and spend a lot of money on links they get from Fiverr. They make sure they're dofollow and tank their entire site.

The tanking (losing the ranking) often has multiple reasons. One of them being that the links made by the guy on Fiverr are often made by a software that creates either free blogs or goes and comments on spammy blogs just so you get links.

The problem with that though is that they're not vetted properly, which causes them to be of a low quality.

What we often see too, is that there is no diversity in backlinks. The backlinking profile just looks very spammy, being almost entirely dofollow links, as people assume that these links are the only links that matter.

Building links is a good thing, but It's not something as easy as getting a fiverr gig, or a [Legiit](#) gig.

Think about it, If it was that easy... Everyone would do it, meaning that the person who buys the most gigs would in the end win, as everybody would be doing the same thing.

Having different kind of links, whether they're dofollow or nofollow, makes it look natural, which is what you want.

Unnatural backlink profiles often end up putting you in danger, keeping you from achieving the success you are looking for.

The problem with that is that SEO is rather a slow process. It Isn't the fastest

Off Page: Backlinks, why you need them.

Backlinks... This is a word you should be familiar with by now, and the reason being is that everybody spreads it around as if it is the holy grail.

Well, It is not.

Before you start calling me out, and think I am full of shit, I am not saying backlinks aren't NECESSARY nor am I saying they aren't important.

They are!

Are they the most important thing when it comes to SEO? Not at all. Content is king, and if your content is bad... If your on page SEO is bad... You are trying to start a car with a broken engine, yet a full tank.

So, yes, you should be building backlinks... But, you need to get the foundations down first!

Now, It is quite normal that you are so eager to build backlinks, or learn how to do it, as It is a serious, blown out of proportion, thing in the SEO world.

There are various strategies, and all kinds of different approaches.

Unfortunately, everybody tries to take on the backlinking part from the beginning and they mess up by doing so.

See, while backlinking in general is easy, the vetting of backlinks is often underrated, and not taught equally as the acquisition of it.

Meaning that a lot of beginning business owners read about backlinks, and their first reaction is to head over to Fiverr, and buy thousands of backlinks as they're super cheap there.

What nobody told them though, is that those links are created automatically, and often toxic for their website.

This means that, instead of building out their authority, they're literally diminishing the little authority they had.

Off Page: Toxic Backlinks and how to avoid them.

When building backlinks a lot of people are often confused, because while they are building a lot of backlinks, their website rankings tend to decline.

Of course, I totally understand that It is confusing. You are building links just like a lot of your favourite SEO's say you should do.

Hell, you've done just like your favourite SEO guy told you to do so, and yet... Your website is declining!

Or perhaps you are building a lot of websites and your website just Isn't going up, so you are confused...

...You probably took DA (Domain authority) and PA (Page authority) into account. For those not familiar, DA and PA are metrics put together by Moz.com, they have their own way of judging backlinks which they use to tell you whether your links are good or not...

...and while they regularly update the algorithm behind it... the metrics itself are complete nonsense, as Google doesn't use it at all.

In fact, any GOOD SEO Doesn't use them.

The only people who use them are people new to SEO, incompetent SEO's, and fraudulent people who are in it just for the money such as Link builders.

See, link builders realised that those metrics are quite easy to exploit and make it seem as if the link is really valuable while in reality, the link holds almost no value at all.

Of course, due to that specific metric going up and the beginning SEO's not knowing what they should look at, they can sell those links for up to \$200 for a SINGLE link.

...Fortunately, you'll probably waste way less money, unfortunately, It'll hurt your site even more as they will probably come with more volume.

A Good link has:

1. Good content (Relevant content)
2. A frequent posting schedule
3. A good amount of traffic (that is relevant to your country)
4. Ranks high for relevant keywords.

A bad site has:

1. Spun / spammy or irrelevant content (not always the case, they learn)
2. A lot of backlinks (Yet, lack of traffic and rankings)
3. Posts A LOT (They use automated software)

Of course, It tends to be a bit more complicated as people like me, we tend to use filler links that we filter out with High quality links in the end, that we don't really share with our customers.

...This could fairly well be the case.

Our reasoning behind is that we really care about link velocity (The speed at which links are built), and we've seen it work really well.

Of course, you should also avoid:

1. Blog comment Links
2. Profile Links

A good SEO might build some, but Good links are often not that easy to get, and blog comments and Profile links are often easily overdone, or automatable with software, which is a bad thing to do... If you don't know what you are doing.

Off Page: Anchor Text / Anchor Text Ratio

Now, while we have covered toxic links, there are other dangers when building links without knowing what you are doing, one of those dangers is your anchor text ratio.

In order to understand Anchor text ratio though, It is important for us to understand what anchor text exactly is, and in order to do that... we need to understand how websites are made.

See, websites nowadays, making them, became easy. Nowadays everybody has a website, and can make one.

Wordpress made it so easy that all you really have to do is drag and drop the elements you'd like.

Making a website is easy... yet, It wasn't always like that. In fact, not that long ago... You actually had to know HTML, CSS, and if you wanted cool stuff you'd also have to know PHP and Javascript.

Nowadays, website builders automatically do that for you.

Sure, you see a nice button or a nice image but in reality an image actually looks a bit like: ``;

A Link works the same way `<a href="link">Text to display aka anchor text</a>`

The text displayed that is linking to your site is considered your anchor text. Now, if all of the websites would say:

Bounce house rentals in Spaghetti land

This would mean your anchor text ratio would be 100% as all your anchor texts would have that specific anchor text.

There is no way that Google won't know that you didn't get your links legitimately.

Most often, when you build links you want to have diversity, meaning that you shouldn't have over 10-20% anchor ratio as that is pretty obvious depending on how many links you have of course.

Off Page: Outreach Links, what are they?

At this moment you should understand the basics of vetting links and the difference between bad and good links.

You should know what links are, and why they are important, but do you know how to build them?

Well, there are many kinds of links, and a lot of different approaches to link building, but one of the most effective one is outreach links.

Of course, outreach links have a variety of approaches surrounding it, but in the end... It follows the same principal.

You send a mail to your link prospect, and negotiate what is required to get a link on their website.

A Mail might look like:

Hey Taylor,

I recently came across BanjosOnTheGreen.com and saw that you play a Deering Banjo. I broke the neck on my banjo a few days ago so I've been looking for a new one. I've never played a Deering before though: what's your take on them?

Also, I've been writing up music articles and would love the chance to write on your blog. I'd be happy to send over a new set of banjo strings as a thanks!

Cheers,

-Peter

(source:

https://seoshouts.com/link-building-email-outreach-templates/#Email_Outreach_Templates_for_Guest_Posting)

Of course, this is a template that Isn't written by me, but you get the idea.

Unfortunately people have caught on, and now know their website is worth money, so... Often, they'll ask you to pay for a link.

Just do your best to deliver value to them, and they'll be open for it.

It is recommended to have a couple of follow up mails, but you get the idea...

You reach out for a link, and negotiate till you get one!

Off Page: Outreach Links: Guest posts

That said, as I told you before... There are various approaches to outreach links, and there are many different kinds of outreach links.

One of the most popular kinds of outreach links are Guest posts, a guest post in reality is you writing a blogpost for somebody else.

They'll post it on their website with a link to your choosing.

This is almost always with agreement to the site owner, and the topic is often decided on by email contact.

They're also quite easy to find, all you have to do is head over to Google and write: Keyword + "Write for us"

You'll get sites that actively look for guest posters, but in my opinion the best way to get GOOD guest posts is to reach out to websites that are relevant to you, and don't have "write for us" on their site.

This often means you are the only one having a link on one of those websites, which is something you should strive to get.

If everybody can get a link on the website It'll diminish the value you get from it. Which means you'll be throwing money against the wall.

Guest posts though are a good way to start with link building.

It's best to get an in-house writer when you start doing it, yet, not necessary... It's merely for scaling purposes.

If you have to write on average 500-750 words per links, It means you'll have less time to focus on the important stuff, such as the rentals itself... which is a bad thing.

An inhouse writer can simplify the job for you.

You can also make use of cheap services like: <https://ineedarticles.com>, don't use these for your actual website though.

It is a good service to get content for guest posts, in some cases... depending on the standards of the website, and It is rather cheap depending on the things you cross.

Off Page: Outreach Links: Resource Page links

Of course, there are many link building strategies and both Resource page link building and guest posts aren't even coming close to covering all of them, but they are the ones that are most frequently built.

Now, you have probably seen those pages with: "Interesting links:" and then a bunch of links.

Links mentioned by the owner that they found to be quite useful...

Those pages are considered to be resource pages, and our goal is to get on there. But, how do we find sites that have those pages?

Simple, go to Google.

Search for keyword + inurl:"links.html" or search for keyword + inurl:"links.php" which is often the page on which the resource pages will be.

Once you find some pages, It is rather easy. You send them a mail with a reason why you should be there.

Of course, resource pages are often built easier but hold less value most of the time as well.

This is mainly because of all the links of that page to other websites and the webpage in itself not containing relevant content whatsoever.

Yet, you shouldn't necessarily avoid those links if the website in itself is quite relevant.

Resource page links are way easier to build because people don't really need to post certain content on their website, or go in and change content.

It feels like less of a commitment, so they rather allow resource page links.

Of course, don't forget about link diversity and do an all round link building session, if you decide to do one.

Don't forget though that link building strategies are depending on your niche, and if you can't find link targets for your specific keywords try to branch out to shoulder niches, in order to stay relevant, yet build links.

Off Page: Citations & Directories.

Yet... while building links is important, and knowing how to vet them is important... When we deal with Local websites, we have other things to look at as well.

But before we can really discuss things like Citations and directories we have to understand what NAP's are.

It basically means: Name, Address, Phone number.

It often looks like this, in my case:

Developomatic

<https://developomatic.Com>

Address where I live 32

Cincinnati Ohio 78999 US

+32 499 999 999

It contains all your business information, and this is important because Google is actively searching for that.

A citation is basically a reference to your business that contains your NAP, and we frequently use sites like Yellowpages or Yelp for that.

(Some citations: <https://moz.com/learn/seo/citations-by-category>)

On average SEO's built up to 100 citations to your business. This is a necessity and will help your rankings as well.

Google looks constantly for those signals, and if you aren't building them you are one step behind because I promise you, that even bad SEO's are doing them.

They're the very basics for local SEO.

Of course, as you can tell from the link I've linked just now, that citations are often built on directories that allow us to submit our NAP's in there.

It doesn't mean though that all citations are your NAP's submitted in directories, you just have to make sure you reference your NAP's in there.

Whether It is on a website that is relevant to yours or a directory doesn't matter. It isn't the directory that makes it a citation.

We call those sites citations because they let us submit our data.

Technical SEO: Schema Markup

Now that we have talked about internal linking and optimizing your website for Google it might be the best thing to cover how to make it easier for Google to know what your website is about.

While Google is quite advanced and already got quite good at identifying what pages are about or what they're intended to do, schema can still help quite a lot.

Also, schema has other uses as well, but we'll cover that later. Let's first talk about what Schema markup is, and why It's such an overtalked subject in the SEO community.

See, in reality there hasn't been any intensive testing and sure there was this time when people could use a Frequently Asked Questions markup in order to manipulate rankings, but eventually a lot of people got penalized by doing that, so we know very little, yet a lot.

What we do know for sure is that Schema markup is important, but you have to use it in the right manner.

That said, often It is a task that is automated by plugins, but let's for the sake of this book imagine that in this case you have to do it manually.

Then we have to understand Schema properly. Schema is written in JSON code and you can read more on Schema markup at: <https://schema.org/docs/gs.html>

You can also check what kind of schema you are using at:
<https://search.google.com/structured-data/testing-tool/u/0/>

Most pages have their own structured data formats for example "local businesses" it would look like:

```
<html>
```

```
<head>
```

```
<title>Dave's Steak House</title>
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Restaurant",
  "image": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "@id": "http://davessteakhouse.example.com",
  "name": "Dave's Steak House",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "148 W 51st St",
    "addressLocality": "New York",
    "addressRegion": "NY",
    "postalCode": "10019",
    "addressCountry": "US"
  },
  "review": {
    "@type": "Review",
    "reviewRating": {
      "@type": "Rating",
      "ratingValue": "4",
      "bestRating": "5"
    },
    "author": {
      "@type": "Person",
      "name": "Lillian Ruiz"
    }
  },
  "geo": {
```

```
    "@type": "GeoCoordinates",
    "latitude": 40.761293,
    "longitude": -73.982294
  },
  "url": "http://www.example.com/restaurant-locations/manhattan",
  "telephone": "+12122459600",
  "servesCuisine": "American",
  "priceRange": "$$$",
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Monday",
        "Tuesday"
      ],
      "opens": "11:30",
      "closes": "22:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Wednesday",
        "Thursday",
        "Friday"
      ],
      "opens": "11:30",
      "closes": "23:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Saturday",
      "opens": "16:00",
      "closes": "23:00"
    }
  ]
}
```

```

    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Sunday",
      "opens": "16:00",
      "closes": "22:00"
    }
  ],
  "menu": "http://www.example.com/menu",
  "acceptsReservations": "True"
}
</script>
</head>
<body>
</body>
</html>

```

It covers a lot of things as you can see. It covers the type of business, the time it opens and closes. Where it is positioned and so on.

Now, if you use schema markup, you help Google understand what your page is about, and help it to understand it better. Not just that, your site will look better in the Search results as well as you can see:

[Lupo's Heartbreak Hotel - Things to Do - Providence Journal](#)

[thingstodo.providencejournal.com/.../11365-lupos-heartbreak-...](#)

Come to The Providence Journal to get information, events, reviews and ...

Wed, Oct 3 [The Punch Brothers](#)

Fri, Oct 5 [Wolfgang Gartner](#)

Fri, Oct 12 [Waka Flocka Flame](#)

Schema tells Google what your Data, or Content means. Google uses this information to return a more informative result for his users as you can see in the image above.

Now, I get that this all looks really complicated especially since a lot of people will tell you to write it yourself, and you might not even have the slightest clue on how to write in Json. Don't be ashamed, a lot of people don't and that is also why It's totally unnecessary to write it yourself.

Google didn't expect you to write this yourself, so you don't have to, and No... You don't need to buy a fancy plugin or a fancy tool that does it for you. Google itself released a markup helper that is quite easy to use: <https://www.google.com/webmasters/markup-helper/u/0/>

When you click on that link you'll get to a page that'll help you out, but I will walk you through it.

By clicking it you should be on a page looking like:

Structured Data Markup Helper

The screenshot shows the Google Structured Data Markup Helper interface. At the top, there are two tabs: 'Website' (selected) and 'Email'. Below the tabs, a text box contains the instruction: 'This tool will help you add structured-data markup to a sample web page. [Learn more](#)'. Below this, another text box says: 'To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:'. There is a grid of 12 radio button options for data types: Articles, Book Reviews, Datasets, Events, Job Postings, Local Businesses, Movies, Products, Question & Answer Page, Restaurants, Software Applications, and TV Episodes. Below the grid, there are two tabs: 'URL' (selected) and 'HTML'. Under the 'URL' tab, there is a text input field with the placeholder 'url' and a blue 'Start Tagging' button to its right.

Let's use a blogpost on one of my dutch test sites: <https://notsorry.be> as a practice sample. Just very quick, this site was used to test a theory of mine, and not really to optimize SEO wise. I wanted to see how Google interacts with your website if you translate the content.

Anyway, we will use one of the blog posts:

<https://notsorry.be/espresso-vs-koffie-head-to-head-vergelijking-koffie-infographic/>

To get going.

The first thing we gotta do is select the type of data that the page is about, what kind of markup we do want to use. Once that is done we paste in the url, and click start tagging. So, let's do just that and see what happens, right?

Structured Data Markup Helper

Website

Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

☒ Articles

☐ Book Reviews

☐ Datasets

☐ Events

☐ Job Postings

☐ Local Businesses

☐ Movies

☐ Products

☐ Question & Answer Page

☐ Restaurants

☐ Software Applications

☐ TV Episodes

URL

HTML

<https://notsorry.be/espresso-vs-koffie-head-to-head-vergelijking-koffie-infographic/>

Start Tagging

Let's click Start Tagging, and see what it brings us. It basically opens up our website and allows us to tag the data that we find necessary, so let's do that!

The screenshot shows the Google Structured Data Markup Helper interface. The main area displays a dark blue banner with the text "ESPRESSO VS KOFFIE HEAD TO HEAD VERGELIJKING [KOFFIE-INFOGRAPHIC]". The right sidebar, titled "My Data Items", lists various tags for an "Article" type, including Name, Author, Date published, Image, Article section, Article body, URL, Publisher, Aggregate rating, Rating value, Best rating, Worst rating, and Count. A "CREATE HTML" button is visible at the top right of the sidebar. The top navigation bar includes links for Home, Shop, Blog, Contacteeron, Myaccount, Cart, and Checkout.

You Select what you want to add to the schema markup by selecting it. Once you select it, It will open up a little box with all the possible tags you can use. What tags to use are quite self explanatory as for example "author" is the person who wrote the article.

Clear tag

Name

Author

Date published ▶

Image

Article section

Article body

URL

Publisher

Aggregate rating ▶

Now, If you don't really find the elements you are trying to add you can use the "add missing tags" button on the right.

Add missing tags

This is more manual, but might also be easier and quicker to do.

Once you filled in all the tags which we will do for practice sake, you click Generate HTML. It will return a whole bunch of code in JSON.

Structured data as JSON-LD Markup

[Articles ?](#)

Add the script block below to the head section of your html:

```
<!-- JSON-LD markup generated by Google Structured Data Markup Helper. -->
<script type="application/ld+json">
{
  "@context" : "http://schema.org",
  "@type" : "Article",
  "name" : "ESPRESSO VS KOFFIE HEAD TO HEAD VERGELIJKING [KOFFIE-INFOGRAPHIC]",
  "author" : {
    "@type" : "Person",
    "name" : "Brent"
  },
  "datePublished" : "2020-11-20",
  "articleBody" : "Espresso</A> en druppelkoffie zijn twee van de populairste koffiedranken ter wereld. </P>\n\n\n\n<P>Dus in een debat
```

This code you copy & paste in your source code. For Wordpress users I recommend using: <https://wordpress.org/plugins/schema-app-structured-data-for-schemaorg/> For people who use ERS put it in the HTML code editor.

Technical SEO: Sitemap.XML

Of course, while we now told Google what exactly it is they're reading, It is important to put together a sitemap.

Wordpress users have an easier time doing this as It is practically automatically generated using Yoast or Rankmath.

For people using ERS, well, I often do it myself. Let me put it like that. A sitemap is exactly as It sounds. It's a mapped out version of your site.

Looking like: https://developomatic.com/sitemap_index.xml

It should have all the links on there that you find useful (from your website). This you can submit to Google and increase your indexation rate dramatically.

<https://www.quicksprout.com/creating-website-sitemap/>

Is a good explanation on how to create one, but in general It is coding your site in a XML version of your site.

It'll contain all your webpages you want Google to index, and once you submit It... They'll be able to crawl it, increasing your indexation.

Which in itself makes it easier to detect changes made to your website.

Which then makes it easier for you to rank on a long term basis as your website will be indexing way quicker. And It'll be picked up more often, meaning that Google will "judge" your site more often.

If you do your work correctly, you'll go up in the Google rankings.

Technical SEO: Image Optimisation & Site speed Optimisation

How Google reads our website is important, no doubt. Of course, part of It means our website will have to be fast.

Now, a fast website requires good hosting. I myself like ERS, and for wordpress sites I use Siteground and WPXhosting.

That said, your website needs to be as fast as possible, and there are ways to optimise that.

One of these ways is to make sure that your images are the size they need to be, and not bigger because It looks better when making them.

Websites will often use a lower resolution anyway due to a certain set of rules often put in place by the developer, and if your images are too big resolution wise, their size will be bigger as well even though It won't be visible on the website.

This will slow down your website.

It is best to use .webp or .jpg versions of the image unless the background is transparent, and make sure that the resolution of the website are exactly the resolution you want it to be displayed on the website.

Other than that, in order to keep your website fast, It's important to make sure custom code is running on pages it is intended to.

For example, if you use contact form 7 on wordpress, It'll load it on every page, even those where you don't require a form.

It'll slow down your website.

Same goes for ERS, if you put custom code in your header, or footer... It'll most likely run across the entire website, even where It isn't required.

In the end It will slow down your website, which is what we are trying to avoid.

Luckily though with ERS, you don't need the look at caching and stuff like a CDN, which sounds complex while It really isn't.

You can do all this by grabbing a copy of WPRocket.

Important Resources:

Blogs to follow:

<https://ahrefs.com/blog> - To learn more about backlinks and SEO overall.

<http://seobythesea.com/> - To know more about Google Patents, and how Google works.

[Craigcampbellseo.com](http://craigcampbellseo.com) - I know Craig, he covers things others don't.

<https://internetmarketing.gold/> - If you want to learn more about testing.

<https://diggitymarketing.com/> - Matt Diggity, the founder of Chiang Mai SEO, and also an incredible marketer, shares a lot of Nuggets on his website.

On page tools to use:

[Ahrefs.com](https://ahrefs.com) for keyword research

[Page Optimizer Pro](https://pagespeed.io/page-optimizer-pro) to simplify optimization.

[SurferSEO](https://surferseo.com) More popular than page optimizer pro, same stuff though.

<https://wordcounter.net/> To count words and get an idea of the word count to meet.

<http://tools.seobook.com/general/keyword-density/> More about keyword density