



5 BEGINNER TIPS TO

IMPROVE YOUR SEO

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Intro

I am so appreciative that you are reading the Intro to my first-ever guide! Just by downloading and reading the Intro you've shown me that you are ready to improve your ranking in search results. Give yourself a pat on the back! In this guide, I've broken down 5 beginner tips that you can apply immediately to your website. Along the way, you will find helpful clickable links that look like this: [link](#). Use these resources to dig a little deeper.

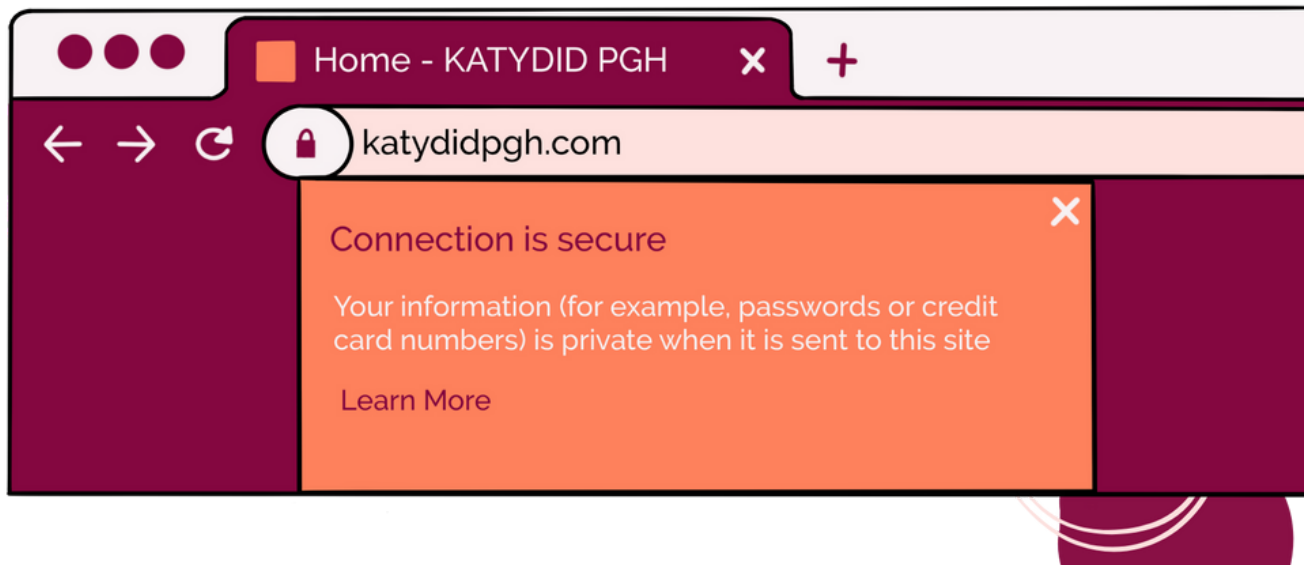
If you have any questions along the way please feel free to email me hello@katydidpgh.com or DM me on Insta [@katydidpgh](https://www.instagram.com/katydidpgh). I'm not just saying that I mean it! I love answering questions about SEO. One more thing before you get started I highly recommend downloading and using the Chrome browser. You don't have to but some of the tricks in this guide use Chrome's developer tools and I find them quite handy. Now grab your favorite beverage and continue on my friend the wonderous world of SEO awaits!

Search Engine Optimization

What is SEO?

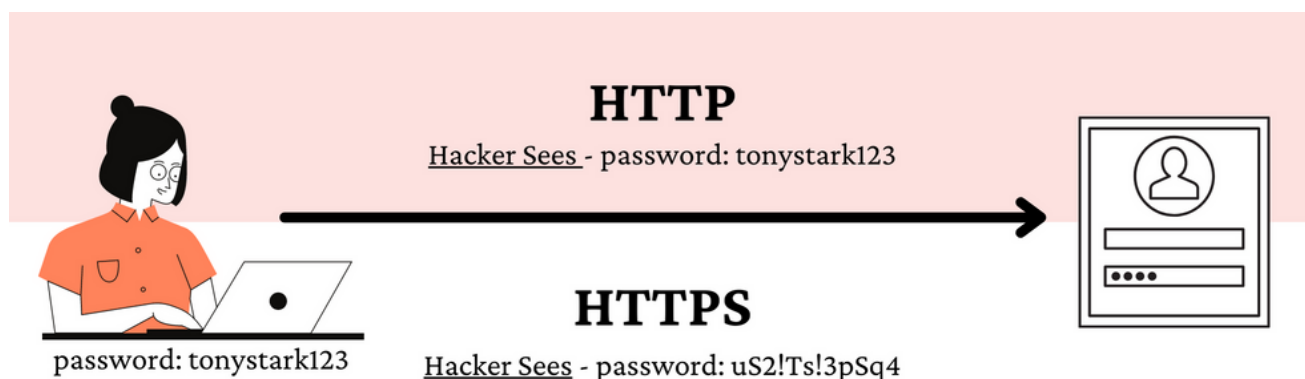
SEO is the science of improving the content of a website to improve its ranking of appearance in search engine results. Google uses programs, called spiders, to read the content of your site and add it to an enormous search index. Google's algorithm then ranks websites from the index. An algorithm is a bit like a recipe. It's step-by-step instructions for a computer to solve a specific problem. That's it! For SEO purposes that's all you need to know.





1. Security is Important for SEO

Google's algorithm is designed to measure the Expertise, Authority, and Trust (E.A.T. for short) of a website. In order to rise in the search engine results your site has to convey all three. The biggest mistake that can immediately crumble all three is not having a secure website. The kind of site that hackers love. The simplest way to add an extra layer of security to your site is to add an **SSL/TLS Certificate**. An SSL Certificate is a digital certificate provided by your hosting company that adds an extra layer of security between the server and the browser. It adds an extra layer of encryption to protect information shared from the browser to the server.

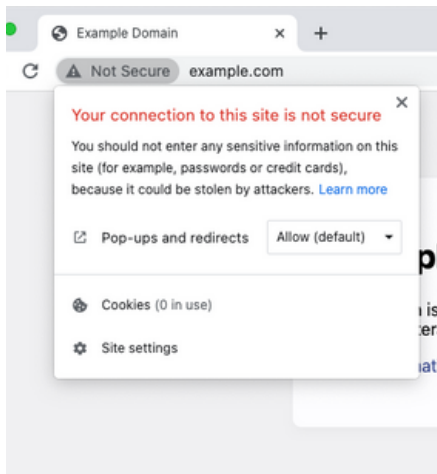


E.A.T.

Google's algorithm is designed to measure the expertise, authority, and trust (E.A.T. for short) of a website.

HOW TO SEE IF A SITE HAS A SSL CERTIFICATE

Not sure how if your site or a site you are visiting has an SSL? Follow these simple steps to find out.



SSL Certificate

Google has made it painfully simple to know if a website has a SSL Certificate. Simply go to a website in chrome and if to the right of the URL there is a caution ⚠ symbol and "Not Secure" there is no SSL Certificate.

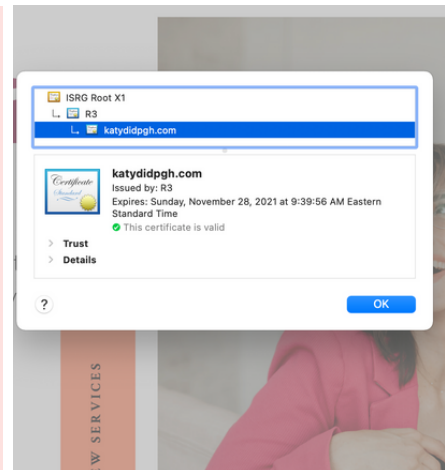
HTTP:// vs. HTTPS://

Alternatively, you can copy and paste a URL from chrome onto a document. If the URL starts;

HTTP:// = Not Secure

HTTPS:// = Secure

In order for a website to use HTTPS:// it has to have an SSL Certificate.



User Experience

How a user feels when they are experiencing a site is pivotal to SEO, so much so companies will pay out the wazoo for User Experience Experts. If a user is seeing a warning message they are automatically put into unease and are less likely to stay and interact on the site. The more time a user spends on a site the more bump Google gives in search results. The more time a user stays on a website the more it shows Google that the result they provided was relevant to the user's search.

Padfoot Pet Grooming

[Website](#)[Directions](#)[Save](#)[Call](#)

4.8 ★★★★★ 34 Google reviews

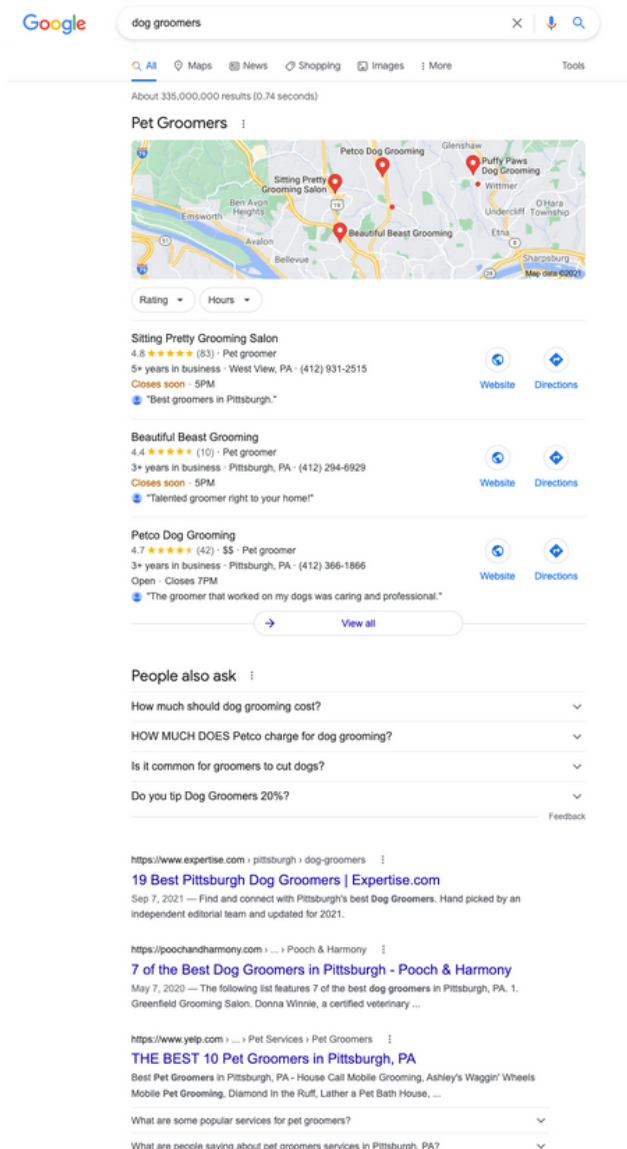
Pet groomer in Pittsburgh, Pennsylvania

Address: 123 Penn Ave, Pittsburgh, PA 15222

Hours: Closed · Opens 8AM Mon

Phone : (412) 888-8888

2. Set up *Google My Business*



Google's Free Marketing Tool

Search a business category in Google and look at the search results. The very first thing shown in the results is a map with local businesses highlighted underneath. The local business shown underneath the map are set up through [Google My Business](#).

FULLY COMPLETE YOUR PROFILE

- ☐ Business Category
- ☐ Location
- ☐ Phone Number
- ☐ Website
- ☐ Business Hours
- ☐ Business Description
- ☐ Photos

Businesses with photos added to their Google Business profile receive 35% [more](#) clicks.

Reviews

Remember Google's search algorithm is designed to measure the E.A.T. of a search result. Positive reviews show Google that your site has all three. Since positive reviews are likely to contain relevant long-form keywords, they reaffirm what the Google crawlers are already seeing for your on-site SEO (relevancy).

At the end of your sales funnel you should include a reminder to leave a review. You could include a review request in your Thank You email or add a button to your site that directs customers to leave a review.



Awesome stall, super friendly!

More places >

People also ask

How much does dog grooming cost?

How much should I tip my dog groomer?

What does dog grooming include?

3. People Also Ask



Finding an Answer

When users want an answer from a search engine they commonly type in a long-form question. This is especially true when they are using a voice search assistant, like Hello Google or Siri.

Take Up More Real Estate

In 2019 Google announced that site content using FAQ structured data would be eligible for their questions and answers to display directly in Google Search. Content displayed using this special structure would take up more real estate on the search results thereby making it more likely a user will click on that content. Because FAQ pages are likely to have the most keywords pertaining to your site's subject it is easier for Google's crawlers to determine what a site is about.

hotels in nyc

<https://www.expedia.com> > ... > New York

Find hotels in New York, NY from \$76 - Expedia

Browse Expedia's selection of 3671 hotels and places to stay in New York. Find ch ... DoubleTree by Hilton Metropolitan - New York City.

Where is the best place for a stay in New York?

What's the best place to stay in Queens?

<https://www.tripadvisor.com> > ... > New York City

THE 10 BEST Hotels in New York City for 2021 ... - TripAd

Popular luxury hotels in New York City include The Towers at Lotte New York Pala Whitby Hotel, and The Bryant Park Hotel. See the full list: New York ...

What are the best hotels near Central Park?

What are the best hotels near The National 9/11 Memorial & Museum?

<https://www.kayak.com> > ... > Hotels in Long Island

16 Best Hotels in New York. Hotels from \$15/night - KAYA

The Manhattan At Times Square Hotel - New York - Lobby · Row NYC - New York Pod 51 - New York - Rooftop · Millennium Hilton New York One UN Plaza - New ...

Brainstorming Questions

Start brainstorming by putting yourself in your ideal client's shoes. What questions would they type in a search engine to find your service or product? Consider clients with all knowledge levels of your subject matter. Then write down questions that you get from clients on a regular basis. Finally, go to <https://answerthepublic.com/>. Make sure you change the country and type in 1-2 relevant keywords to your site. Search through the results to find questions that real users are asking Google Search.

When writing answers to your questions try to be as clear and concise as possible. It is also a good idea to think about your sales funnel. Is there a way to link a product or service in your answer?



Setting up an FAQ Page for your CMS:

If you know JavaScript: <https://developers.google.com/search/docs/advanced/structured-data/generate-structured-data-with-javascript>

WordPress : <https://wordpress.org/plugins/ultimate-faqs/>

Shopify: <https://apps.shopify.com/helpcenter>

Squarespace: <https://kristineneil.com/blog/how-to-create-a-faq-page-on-squarespace>

Wix: <https://support.wix.com/en/article/adding-and-setting-up-the-wix-faq-app>



4. Image Optimization

Visuals are also important to SEO for the success of a website. One of the most crucial reasons to optimize images is how much they can affect the load time of your website. [A study by Google concluded that a page with a 1-3 second load time has a bounce rate of 32% and when the load time increases to 1-5 seconds the bounce rate is 90%.](#) Bounce rate is calculated by taking the visitors that only access one page on a site divided by the number of visitors to a site.

Bounce rate (%) =

Visitors that access only a single page (#) ÷ Total visitors (#) to the website

Resolution vs Size

Next you will want to take a look at the resolution. Resolution is the quality of an image measured by dots per inch (dpi). Most monitors display no more than 72 pixels per inch (ppi) so images should be no more than 72ppi. You can easily adjust the resolution with whatever free photo application your desktop comes with.

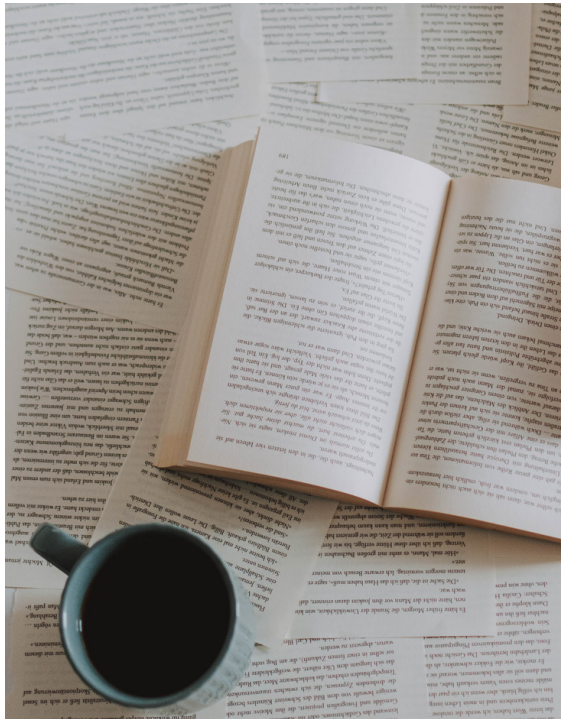
Free photo applications

MAC - Preview
Microsoft - Photos

Readability of an Image

When Google's crawlers are reading a page they see there is an image by seeing the tag in the code. The only way they know what an image shows is by the title, caption, and alt text.

Taking the time to fill out all 3 with relevant descriptions goes a long way for how Google indexes your site



Accessibility

When it comes to SEO one of my favorite things to talk about is how accessibility is important for SEO.

Accessibility ensures that websites are useable for everyone. The alt-text tag of an image is “read” by search engines and screen readers. The alt-text tag should be used to describe an image. Imagine you are describing the image to someone that is visually impaired and that is what should go in the alt-text.

Adding alt-text using any website platform

- [WordPress](#)
- [Shopify](#)
- [Showit](#)
- [Squarespace](#)
- [Wix](#)
- [Weebly](#)

LOAD IMAGES NO BIGGER THAN THE SITE REQUIRES

Here is how you find out what your image size should be:

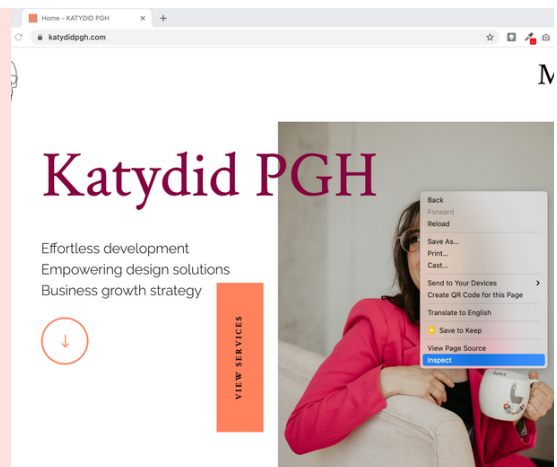


01.

Open up your site on a desktop, not on an external screen. We are going for the average screen size of a user's computer or browser window. Make sure that it is taking up the whole area of the screen.

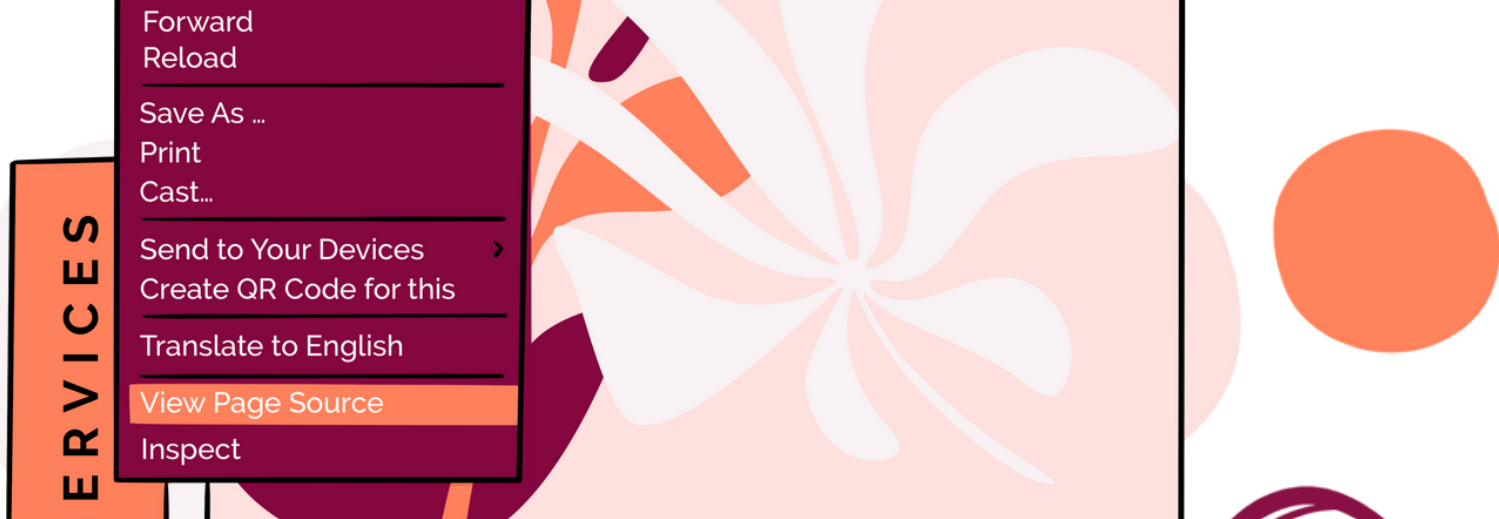
02.

While using the Chrome browser, right-click on an image displayed on your site. Click on **inspect**. A box will appear on the bottom or right hand side of the screen. .



03.

Under the elements panel make sure the `<img>` is highlighted. Scroll down to the end of the styles box. There you will find the dimensions of the image element. You can always round up if it is not a whole number.



5. Competitor Analysis

Reviewing competitors' sites is a good way to find out what your site is doing well and what needs improving. You are going to be able to reverse engineer a competitor's SEO strategy and use it to improve your own. Working smarter not harder.



Identify Your Competitors

Start by searching Google using the keywords your business is targeting. You can also use some of the research you did in the section 3. What businesses are answering your client's most asked questions?

Be sure to search local competitors also. If you are just searching "pet grooming", you may be overwhelmed by the number of results. A great way to narrow it down is to start with local competitors. Don't just do one search and think you are done. Do multiple searches and keep track of the businesses that keep showing up. You can do this with any number of competitors but starting with 3-5 will give you useable results.

What does a competitor's site structure look like? What pages are they directly linking to in their navigation and footer? What pages are they directly linking to on their homepage?

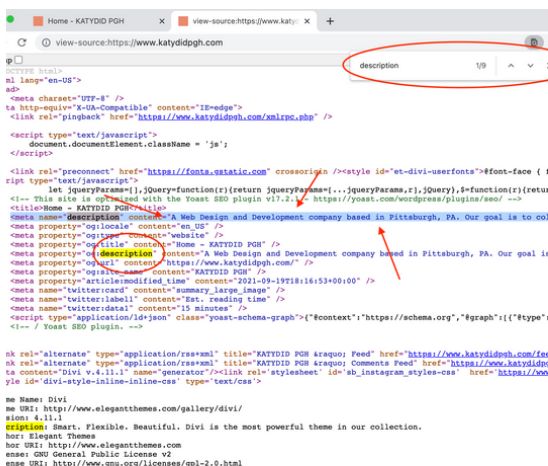
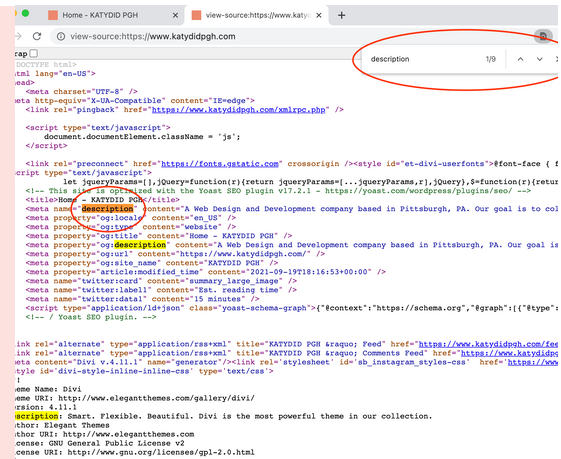
FIND THEIR META DESCRIPTIONS

A meta description is the HTML tag used to describe what your page is all about and what is displayed under your pages title in the search results.



01. While using the Chrome browser, right-click anywhere on the homepage of the site. Click on "View Page Source".

02. If using a **Mac press Cmd + F, PC press Ctrl + F**. In the box that pops up search for "description". Continue until `<meta name="description"` is highlighted. Anything after `content=` is the meta description.



03. `<meta name="description" content="A Web Design and Development company based in Pittsburgh, PA. Our goal is to collaborate with cool humans and make the website development process as simple as possible." />`

What questions are your competitors answering? What do their call to actions look like? What keywords keep coming up? Keep track of your research using a notebook, spreadsheet, or the [workbook](#) at the end of this guide!

Once you've collected data from 3-5 sites, find what words or phrases re-occur and make a list. Then see if you can think of original words or phrases that you can relate to the first list. This will become your list of keywords to add to the content of your site.

Keywords can be words or short phrases.

Where to use Keywords:

- Page Titles
- Headings
- Image Names
- Call to Actions
- FAQs



You did it! Do a little congratulatory dance! You read this whole guide and now have the tools to start your magical SEO journey. Take what you've learned and henceforth go out and create an amazing stress-free web presence and a website that converts sales.

You deserve it.



RESOURCES AND TOOLS



[Answer The Public](#)

Keyword research tool used to discover what users search for.



[Keyword Tool](#)

Easy to use keyword generator.



[SEO Starter Guide](#)

Google's knowledge guide for SEO



[Google Search Console](#)

Google's tool that analyzes your website's search performance.



[Page Speed Insights](#)

Google's tool that generates suggestions to make a page faster



[Google My Business](#)

A free business profile that improves local search results.



[Yoast](#)

My favorite SEO plugin for WordPress



[Katydid PGH Insta](#)

Still have questions DM me on Instagram.

Competitor Research

Work Smarter Not Harder

Pick 3-5 competitor sites to use in your research. Make sure some are local competitors. Fill out each individual competitor page then make a list of keywords that are common and related keywords that you can think of.

	COMPETITOR	LOCAL
	Padfoot Pet Grooming	✓
1		
2		
3		
4		
5		

Competitor #1

PAGE TITLES	LINKS	HEADINGS

CALL TO ACTIONS	IMAGE NAMES	FAQ'S

META DESCRIPTION

Competitor #2

--

[illegible][illegible]

META DESCRIPTION

Competitor #3

--

[illegible][illegible]

META DESCRIPTION

Competitor #4

--

[illegible][illegible]

META DESCRIPTION

Competitor #5

--

[illegible][illegible]

META DESCRIPTION

Keywords

can be individual word or short phrases (three to 5 words long).

RE-OCURRING KEYWORDS

[illegible]

RELATED KEYWORDS

[illegible]