

# WHAT IS SEO?

## You are about to find out

Search engine optimization or SEO refers to the kind of technique, which helps the search engines such as Google find and at the same time rank a particular website higher than the other websites. Read more depth.

Here's how to do it?

### STEP 1

Choose the right keywords. Do keyword research. Add one keyword per page or post. Make posts 1000+ long. 2000+ is better.

<http://mysite.com/keyword>  
Find keyword tools by a search to know how well it ranks. Some are tough so stick to lower search volumes at first.

### STEP 2

Add 1 keyword title, description tag, slug, sprinkle throughout your page.

Add LSI keywords, synonymous usually found on the bottom of Google search results.

Use the keyword in the first 100 words.

Link to other posts on your site and other authority websites.

### STEP 3

Add a picture or two and use the title, alt, and slug. Use the keyword in only the first picture. Don't over optimize keyword stuff.

### STEP 4

Don't over optimize your website. Over optimizing your posts or pages is easy to do without knowing. Take your time and write what you know. The search engine G\*ds will thank you with first page rankings. See the more you write the more of a chance you will show up on the first page is not true at all. So don't think that you have 500 posts you should rank number one.

### STEP 5

,Search engine optimization or SEO refers to the kind of technique, which in the first place helps the search engines such as Google find and at the same time rank a particular website higher than the other websites that you can find right on the internet. The key to first page results is promotion and backlinks. The more of this you do search engines will move your website up and climb to the first page.

Promote on all social media using social media tools. Find influencers, write a guest post on authority sites.

Write, photos, optimize, promote. promote, and then promote. Direct people what you want them to do and ask nicely.