



MONARCHY

MANAGEMENT

SEO FOR BEGINNERS

**Your guide to the basics of
SEO and how to implement
them.**

Table of Contents

1. What is SEO?

2. Keywords and SEO

3. Keyword Implementation

4. On-Site SEO

5. Images and SEO

6. Link Building

What is SEO?

SEO - or Search Engine Optimization - is the process of optimizing your sites for search engines like Google, Bing and Yahoo - Google being the most popular.



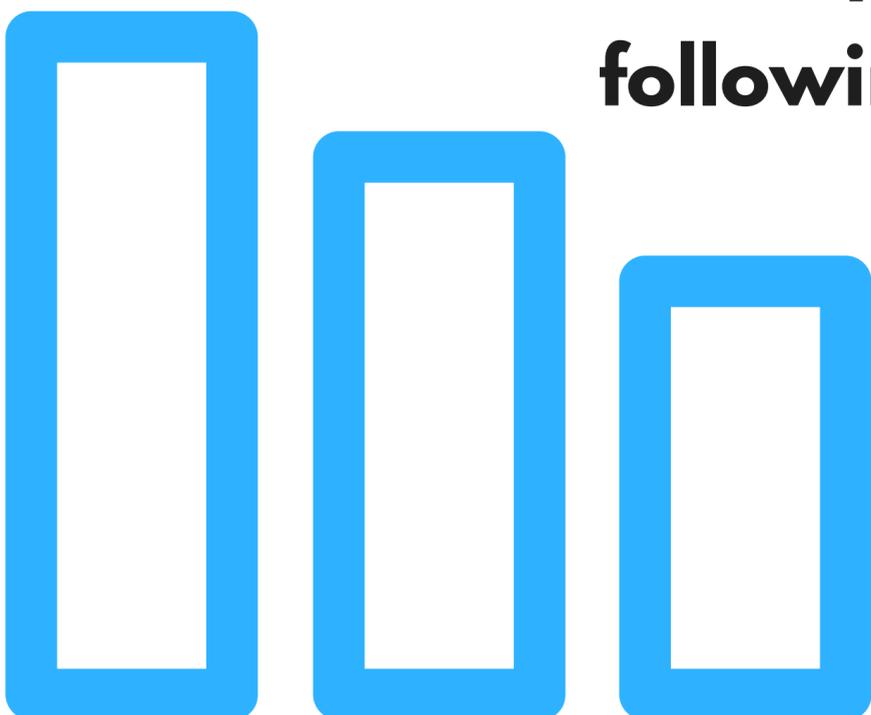
The goal of SEO is to get your website ranked highly in the SERPs (Search Engine Result Page) so people can find you in organic searches, as opposed to paid ads.

Google receives over 63,000 searches per second on any given day.

What is SEO?

What makes SEO tricky is telling Google what your site is about, and what search queries relate to your site. For example, if you're a bakery in Washington, you don't necessarily want to be associated with a recipe for sourdough bread - rather you want your site to appear in the SERPs for queries like "best bakery in Washington", or "bakery open near me".

You can tell Google these things through an array of on-page and technical optimizations. While some aspects of SEO can be fairly technical, the following tactics are ones that anyone can implement.



What are Keywords?

Keywords are words or phrases that identify what your website is about. There are several different types of keywords:

Generic Keywords are keywords that have high competition and high search volume. Like the name suggests, the keywords are very generic - like “Running Shoes” or “Toasters”.

Broad Keywords are keywords and phrases that provide pretty good traffic and not as much competition. Their moderate competition and click-through-rates lead to their name. Examples of broad keywords would be, “Purple Running Shoes” or “Black Automatic Toasters”.

Longtail Keywords are the often forgotten sister during keyword research. They have a low search volume, but a high conversion rate as those who are searching for specific terms are likely to buy. Example are, “Purple Running Shoes in Austin” or “Where to buy a black automatic toasters.”

Now that you know, the different types of keywords you’re ready to research the right ones for your business.

Keyword Research

To get an idea of what people are searching for in relation to your business, check out Google's **Keyword Planner**. This is a free service that is typically used in helping with paid ads, but it gives us some great **SEO** insight as well.

The screenshot shows the 'Your first campaign' setup page in Google Keyword Planner. It features a progress bar at the top with three steps: 'About your business' (completed), 'Your first campaign' (current step), and 'Payment'. The main heading is 'Your first campaign', followed by a brief explanation of a campaign. Below this, there are three numbered steps: 1. 'Decide how much to spend' with a 'Your budget' field set to 'Set your daily budget'; 2. 'Choose a target audience' with 'Locations' set to 'United States and Canada' and 'Networks' set to 'Search Network, Display Network'; and 3. 'Keywords', which includes instructions to 'Add around 15-20 keywords' and a table with columns for 'Keyword' and 'Search popularity'. A teal arrow points to the 'Keywords' section.

Keywords Add around 15-20 keywords. [?](#)
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity ?

Keyword Research

A higher search volume is great because it shows you that people are actually searching for the product or service you offer. However, keywords that have higher search volumes are more difficult to rank for in the SERPs because everyone wants to rank for those!

Want to make sure you're on the right track for your keywords and key phrases? Try searching them yourself and see if your competitors come up. You can also use this tactic backwards, by searching for your competitors and taking a look at the 'related searches section'.

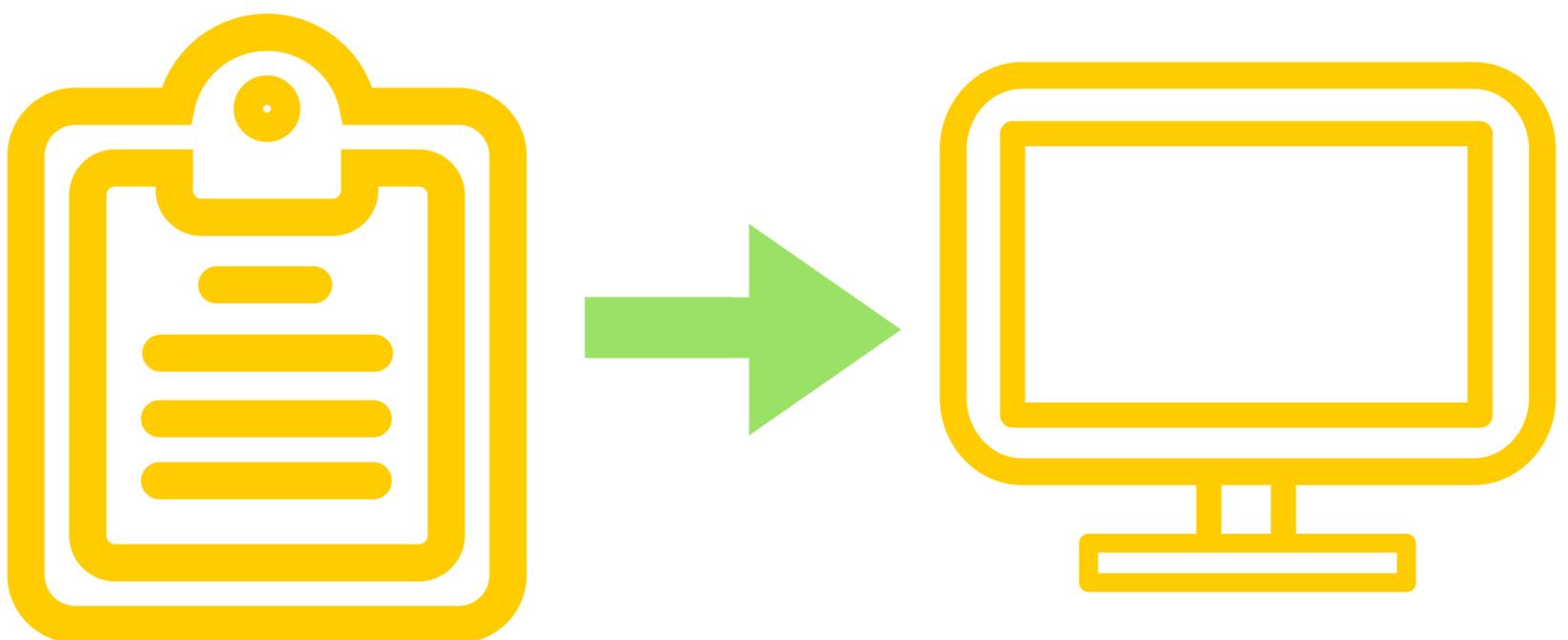


Keyword Implementation

Now that you have your keywords from Google's Keyword Planner and Google's Related Searches section - how do you implement them?

You will want to use those keywords throughout your site - in your site's copy, in blog posts, in title tags, meta descriptions and URLs!

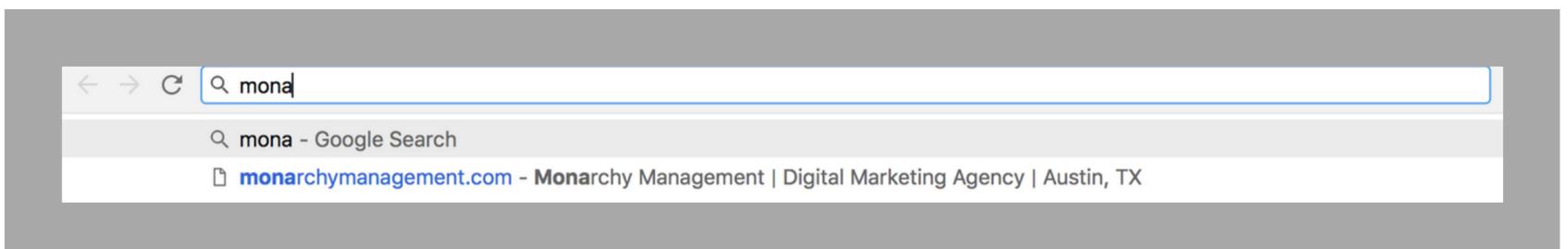
Not sure what the above phrases mean? Flip to the next section!



On-Site SEO

Title Tags:

Title tags give Google a description of what your page is about. This increases the SEO value of the page.



In the example above, you can see the title tag for Monarchy Management appears when you start to search for it.

Typically every page of a website will have it's own title tag with a description specific to the contents of that page.

These tags are actually part of your site's code.

On-Site SEO

Meta Descriptions:

A Meta Description is the short summary of a website page. While Meta Descriptions themselves don't play a part in Google's algorithm, click-through-rates (CTRs) do.

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Expert social media, SEO, content, email and digital marketing management, for small businesses, startups and individuals.



The more people that click through to your website or to a page on your website, the more important it looks in Google's eyes.

Obviously, they are going to rank the more 'important' sites higher in the SERPs.

On-Site SEO

Meta Descriptions:

Make sure your meta description is around 300 characters and includes a call to action to click through and learn more.

Yoast SEO is a great WordPress plugin for editing meta descriptions, while Wix offers the editing option in the advanced settings section of the current page.

Yoast SEO: the #1 WordPress SEO plugin

- ✓ Get more visitors from Google and Bing.
- ✓ Save time with the redirects manager.
- ✓ Improve your site structure with internal link suggestions.
- ✓ Attract more visitors from social media.

Take your SEO strategy to the next level and get Yoast SEO today!

On-Site SEO

URL Structure:

URLs have a structure, or hierarchy of their own, that allows people and Google to navigate your site quickly and effectively.

An example of URL hierarchy would be.

<https://www.monarchymanagement.com/SEO/Keywords>.

SEO is a category while Keywords is a subcategory. You would follow the same structure if you sold goods.

<https://www.kathyhandmadesoaps.com/bodywash/citrus>

Looking at this URL you can see that Kathy organizes her products by type and scent, making it easy to shop.

These URLs should naturally have your keywords in it, adding to the SEO value of the page.

On-Site SEO

Site & Blog Copy:

Throughout your site and blog copy, you want to have your keywords naturally placed. Don't try to add them in an awkward or un-natural way as Google will penalize you.

The practice of adding too many keywords in an odd way is known as 'keyword stuffing'. This Black-Hat SEO practice used to be effective, but the Google bot continues to get smarter, and this practice no longer works.

Site and blog copy contribute to the SEO value of the page. Google looks at the copy to help determine what the page and website are about. Often, it can be awkward to have 1,000+ words on your homepage. This is mitigated by having a blog.

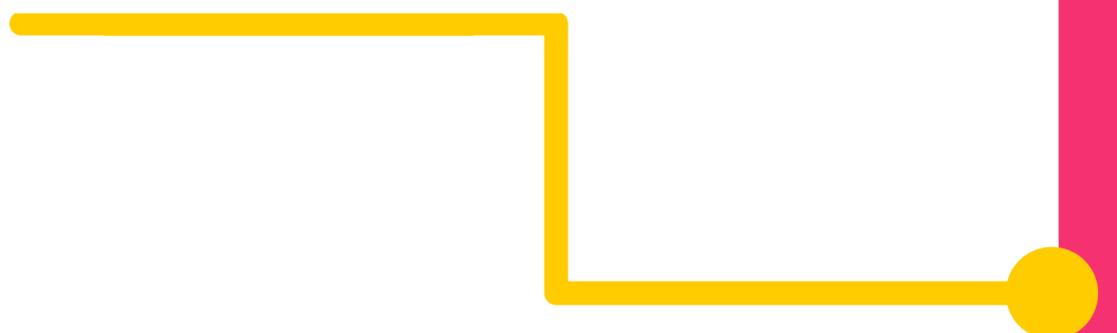
On-Site SEO

Site & Blog Copy:

Blogs allow you to add keywords and content to your site, without having to overpower your main pages. SEO is important, but so is user-experience, so never do anything that would obstruct your site visitors from buying or experiencing your site in the intended way.

Make sure to follow these guidelines when writing blog posts or site copy:

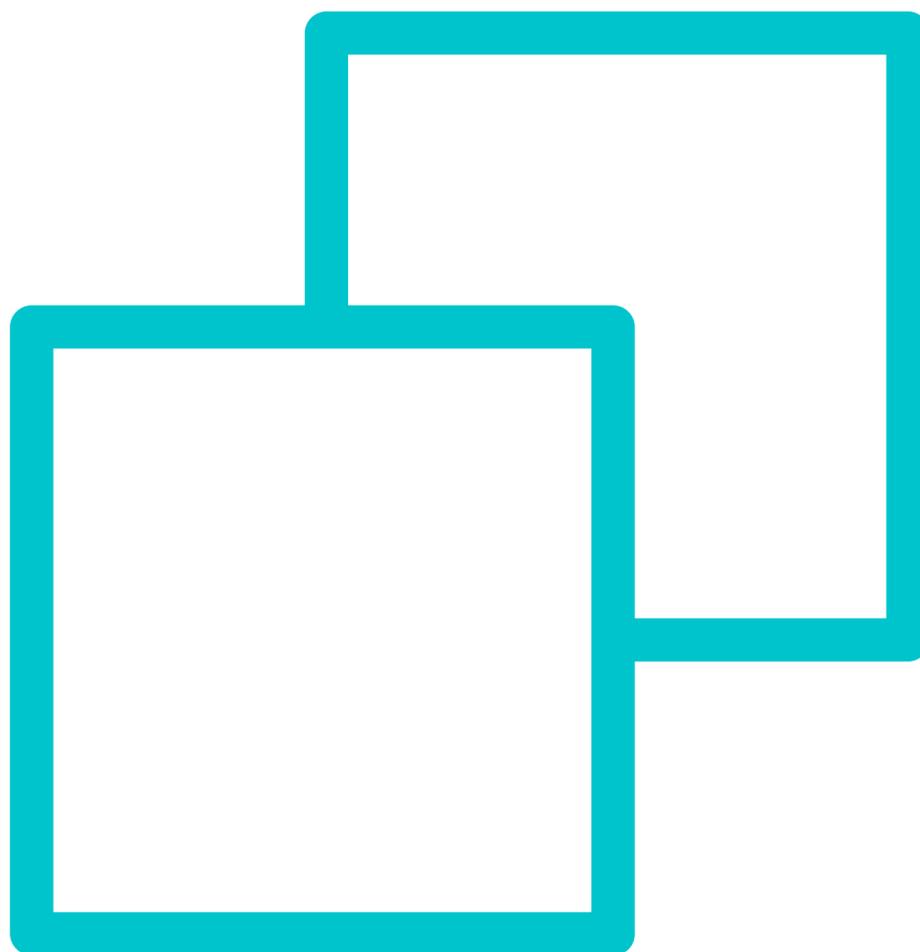
- **Make each post at least 500 words, 800 words or more is ideal**
- **Write about topics people are searching for (refer back to your longtail keywords)**
- **Include interesting and relevant images**
- **Write for the web by spacing out long paragraphs into small sections**



Images & SEO

Although SEO is often tied to site-copy and technical SEO, images do play a part in the overall SEO health of your site.

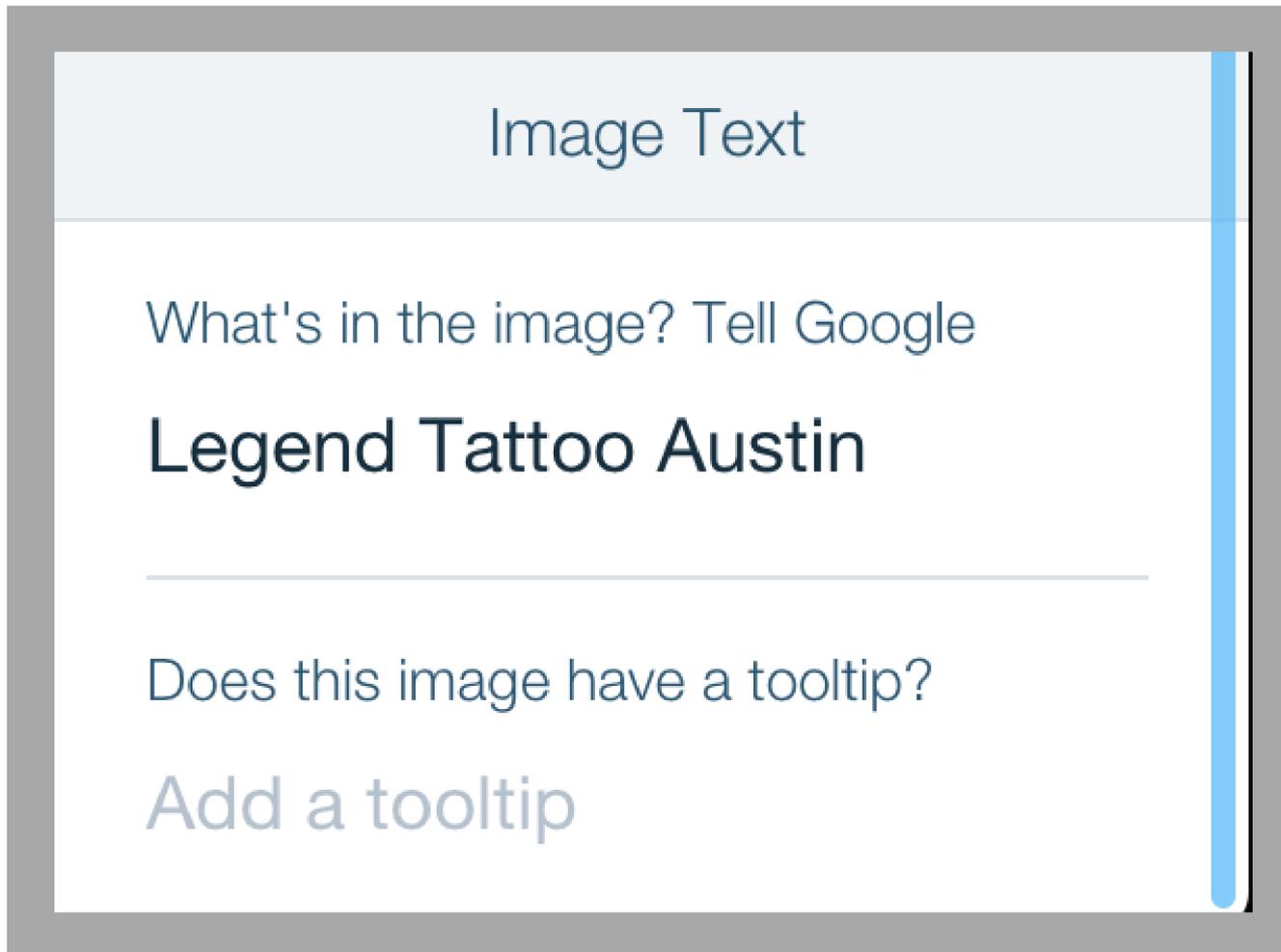
Why?



Properly sized and optimized images lead to a better site speed which leads to a lower bounce rate (amount of people immediately leaving your site after entering).

Images break up large chunks of text, making your blog easier to read. When your blog is easy to read, people will stay on it longer - another positive SEO signal

Images & SEO

A screenshot of a user interface for adding alt text to an image. The interface is contained within a grey-bordered box. At the top, there is a light blue header with the text "Image Text". Below this, there is a text input area with a light blue placeholder text "What's in the image? Tell Google". The user has entered the text "Legend Tattoo Austin". Below the input area, there is a horizontal line. Underneath the line, there is a question "Does this image have a tooltip?" and a link "Add a tooltip" in a lighter blue color. A vertical blue bar is visible on the right side of the input area.

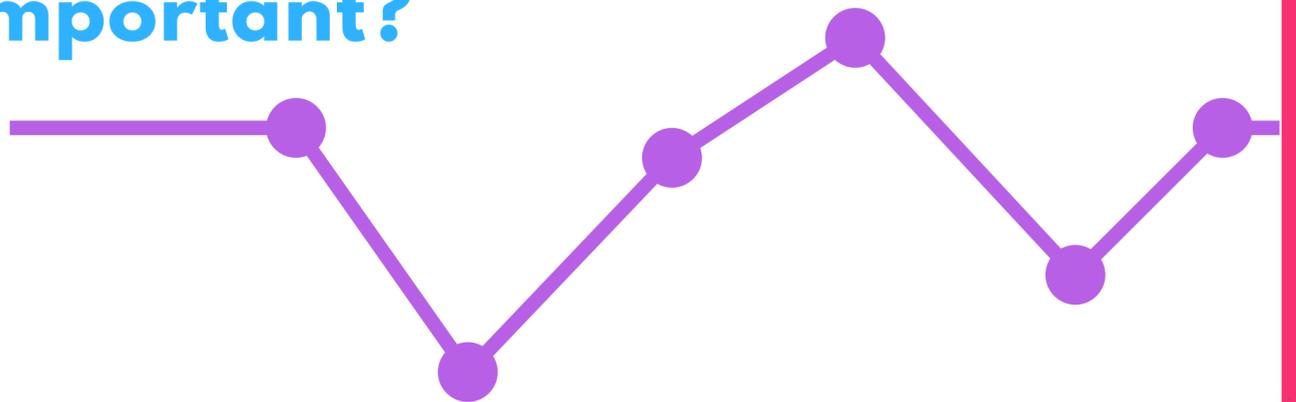
Another easy, but beneficial tip when working with SEO and images is paying attention to Alt Text. The Alt Text basically tells Google what is in the image. This allows your images (and therefore site) come up in image searches!

By adding the Alt Text you're giving potential visitors another opportunity to discover your site. The best part is it's very easy to do. WordPress, Wix and other site builders have the option to add Alt Text. Just use descriptive keywords that relate to what your future customers are searching for.

Link Building

Link building is the backbone of SEO. Some of it happens naturally through sharing high quality content to interested audiences, while other link building happens through guest posts and outreach which take a little more effort.

Why is it important?



When sites link back to yours, it shows Google that you are a trusted authority for the topic they are writing about. Search Engines are more likely to prioritize trust worthy content on the SERPs.

Like I mentioned above, a lot of link building happens naturally. If you're creating interesting content that provides value, people will link to it as a resource. This method can take time and is more difficult when you're first starting out.

Link Building

Another method of link building is guest posting. This is where you write a blog post for another blog and within it you link to your site. You might link to a your blog post if it fits naturally within the post you are writing, or you will have a link to your site in your author's bio.



Alexis Krasinski

Alexis is the owner of [Monarchy Management](#), an elite digital marketing firm, where she focuses on helping small businesses grow and establish themselves in the ever-changing digital world. When she is not writing, tweeting, or taking pictures of her food, she is watching Golden Girls with her dog and boyfriend in Austin, Texas.

Link Building

Outreach link building is where you write a post that you think is valuable and you reach out to blogs whose audience it might benefit. For example, your blog might focus on reviewing kitchen supplies and this particular posts lists out juicers. A good blog to reach out to would be a cooking blog. Do they have a post about juicing or smoothies? Your post on juicers would be very valuable to their readers who look to follow the recipes.

For guest posting and link outreach, do your research on some blogs or websites that might be a good fit. See if they have a section on guest posting, and if not, reach out via the contact form.



Link Building

It can be intimidating to email someone asking them to share your content, but you should look at it like you're doing them a favor by sharing your fabulous resource.

This is a great email format to use for the smoothie/juice example above.

Hey (Blog Owner),

I loved your post on different smoothie recipes (link to the post). It can be really difficult to come up with the unique flavors that you did. I also share a love of smoothies and juice and recently wrote a post about the best blenders and juicers of 2018 (link to your post). I thought your readers would find it to be a valuable resource as they follow your delicious recipes!

Let me know if you agree!

Thanks,
Alexis

Link Building

Send over this email and feel free to follow up two more times (three outreaches in total) reminding them of your suggestion. If they don't respond after your series of emails, they probably aren't interested, but that's okay! Just move on to the next site.

Make sure not to reach out to exact competitors when shopping your post. You won't want to reach out to a blender review site with your own review post if it ranks the products differently. That site won't want to share an opposing opinion because they want to be seen as the authority.

The last point I will make about backlinking is to pay attention to the anchor text. The anchor text is what is highlighted as linking to your post. For example:

Link Building

"In this blog post we'll be talking about the best smoothies for long hair. Smoothies are easy to make with the right blender!"

"The right blender" would be the best anchor text in this example because it highlights and correlates to your post about the best juicers and blenders.



If you feel like you don't have enough quality content, or you just aren't getting the response you were hoping for, try the press release method.

Do something noteworthy in the community or in your industry and write a press release about it. You can then shop this around to different news outlets. Or if the contribution is large enough, people will write about it and link to you naturally!

Conclusion

SEO can feel time consuming and overwhelming, but it is well worth it. Proper use of SEO will increase conversions, engagement and brand recognition!

Hopefully, this ebook has helped demystify SEO, but if you're still feeling overwhelmed, approach it this way. First, define your keywords and what your business is all about. Next, focus on the more technical things, like Title Tags and URL structure.

Finally, take a look at your site copy and link building as these will be the most time consuming as it will take months to build up this content.

Not sure if you'll have the time or expertise to implement the perfect SEO strategy? No problem, focus on what you do best and Monarchy Monarchy will handle the rest.

