



# SEO Tutorial A-Z + SEO For WordPress

## Website & Marketing

### SEO Tutorial For Marketing

## What is SEO?

SEO stands for “**search engine optimization**.” It is the process of getting traffic from the “**free**,” “**organic**,” “**editorial**” or “**natural**” search results on search engines.

All major search engines such as [Google](#), [Bing](#) and [Yahoo](#) have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users.

## Download 21 SEO Checklist

Every search engine has an algorithm to grab the information from websites, arrange them. After arranging they show them to us according to our demands. We are going to learn the important factors that effect in search rank. How should we use them in our best interest and grow our website and business. Once you understand the rules, you just have to work on it and you will get the result you want. Even though SEO looks a bit complicated but you can learn it fast and easy.



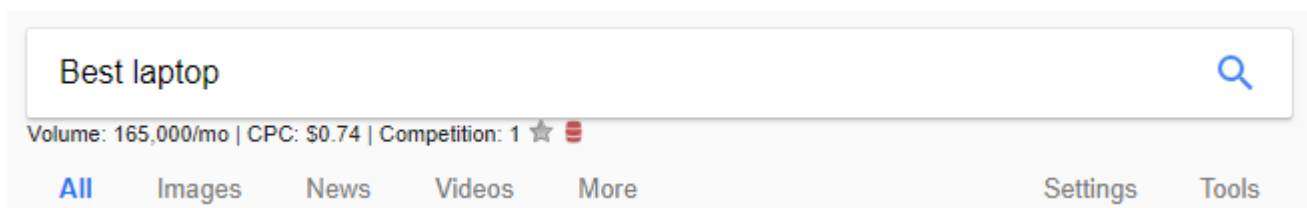
SEO include 3 major sections:

- [Keyword research](#)
- Build a web page with SEO structures
- Drive traffic to it from different channels

Together we are going to learn and practice all these 3 steps to master SEO.

## 1. Keyword Research

*Keyword conversion and bounce*



**Keywords** are the queries we search for in search engines and there are 2 types:

- Broad
- Longtail

**Broad keywords** are the ones which are **1-2 words and have a huge search volume**. For example “wordpress template”, “chocolate cake” and “job”. As you can see they are very broad and many topics can be inside them. Broad keywords have a huge bounce rate and low conversion rate which is not good for marketing. Also it is extremely hard to rank in these type of keywords.



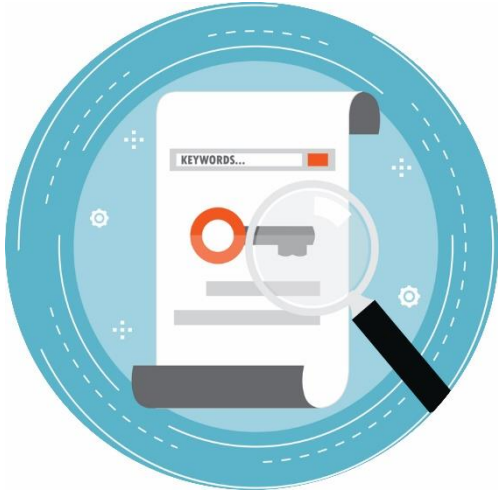
On the other hand we have **longtail keywords** which they are more specific and **include 3-8 words**. Here are some longtail keywords for the same examples:

1. WordPress template for online T-shirt store
2. How to make chocolate cake at home
3. I’m looking for a job in New York

As you can see all of the keywords above include **several words** and they are specific for a situation. **Longtail** keywords have a low bounce rate and a higher conversion. The main reason is that people find exactly what they were looking for.

## 2. Different types of broad and longtail keywords

We can point out to different type of these keywords which later help you to find a better choice for your web page. **Broad keywords** have only one type which are called “**general**”, such as “sales”, “best laptop”, “London hotels” and so on.



But on the other hand **longtail keywords** have **3** different types which are “**informational**”, “**transactional**” and “**general**”. Lets look at some examples:

- **Informational:** How to sell T-shirt online
- **Transactional:** Buy a laptop in London
- **General:** eCommerce wordpress website

Above you can see 3 different examples for **longtail keyword**. It is much better to select longtail keywords with low **competition**. During the next parts we will elarn more about competitions.

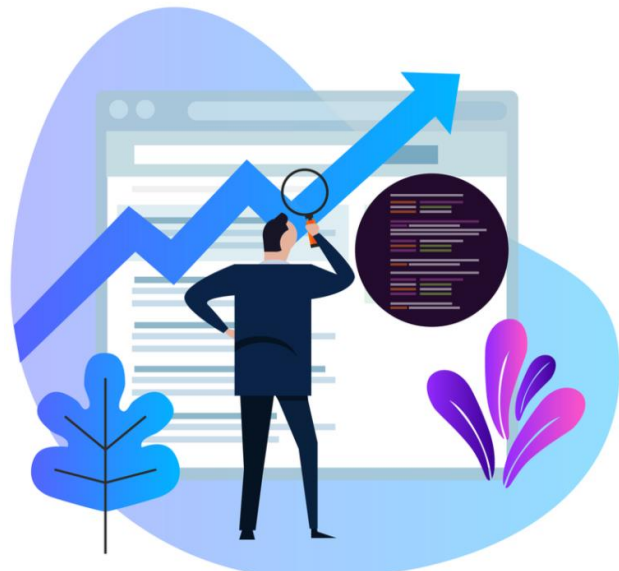
## 3. Create a keyword list

Before working on your web pages it is very important to **search and create a list of potential keywords** in your niche. There are many different tools and places you can search for a keyword and in this part we are going to use some of them to create our list.

### Wikipedia:

Search for your own niche in [Wikipedia](#) and there try to pay attention to the **words highlighted**. This way you can find more good ideas connected to your business. For example we are going to look for “[digital marketing](#)” in Wikipedia and let’s see what we will find there. I’m going to write the **highlighted words** below as a list:

- [display advertising](#)
- [search engine optimization](#)
- [search engine marketing](#)
- content marketing
- [influencer marketing](#)
- content automation
- campaign marketing
- [data](#)-driven marketing
- [e-commerce](#) marketing
- [social media optimization](#)
- ...



As you can see we have selected 10 keywords which are connected to **digital marketing**. If you have a business in this niche, with this list you have a pretty good idea **on what topics you can work** and create a web page. Also some of the words above weren't highlighted in Wikipedia, you just need to pay more attention and read it fast to find suitable keywords.

As a first step using **Wikipedia** we have found several **broad keywords** and we have to keep going deep and deep until we get to the right keywords for our web page.

### Ubersuggest:

The next tool we are going to use in our **keyword research process** is [Ubersuggest](#). You can write the topic of your niche as an example here we will search for "**digital Marketing**". Ubersuggest is going to show us more information about the keywords which are very useful.

Below you can see the result of our search:

<input type="checkbox"/>	KEYWORD		SEARCH VOLUME		CPC		COMPETITION
<input type="checkbox"/>	about digital marketing		30		\$ 9.73		0.45
<input type="checkbox"/>	about digital marketing course		10				1.0
<input type="checkbox"/>	about internet marketing		10				0.03
<input type="checkbox"/>	ad agency		2900		\$ 9.48		0.5
<input type="checkbox"/>	advertising agency		14800		\$ 11.2		0.24
<input type="checkbox"/>	advertising agency internet marketing		10				0.07
<input type="checkbox"/>	advertising agency services		110		\$ 2.87		0.57
<input type="checkbox"/>	advertising agency websites		90		\$ 12.07		0.35
<input type="checkbox"/>	advertising business internet marketing		10				0.29
<input type="checkbox"/>	affiliate marketing agency		140		\$ 10.7		0.57

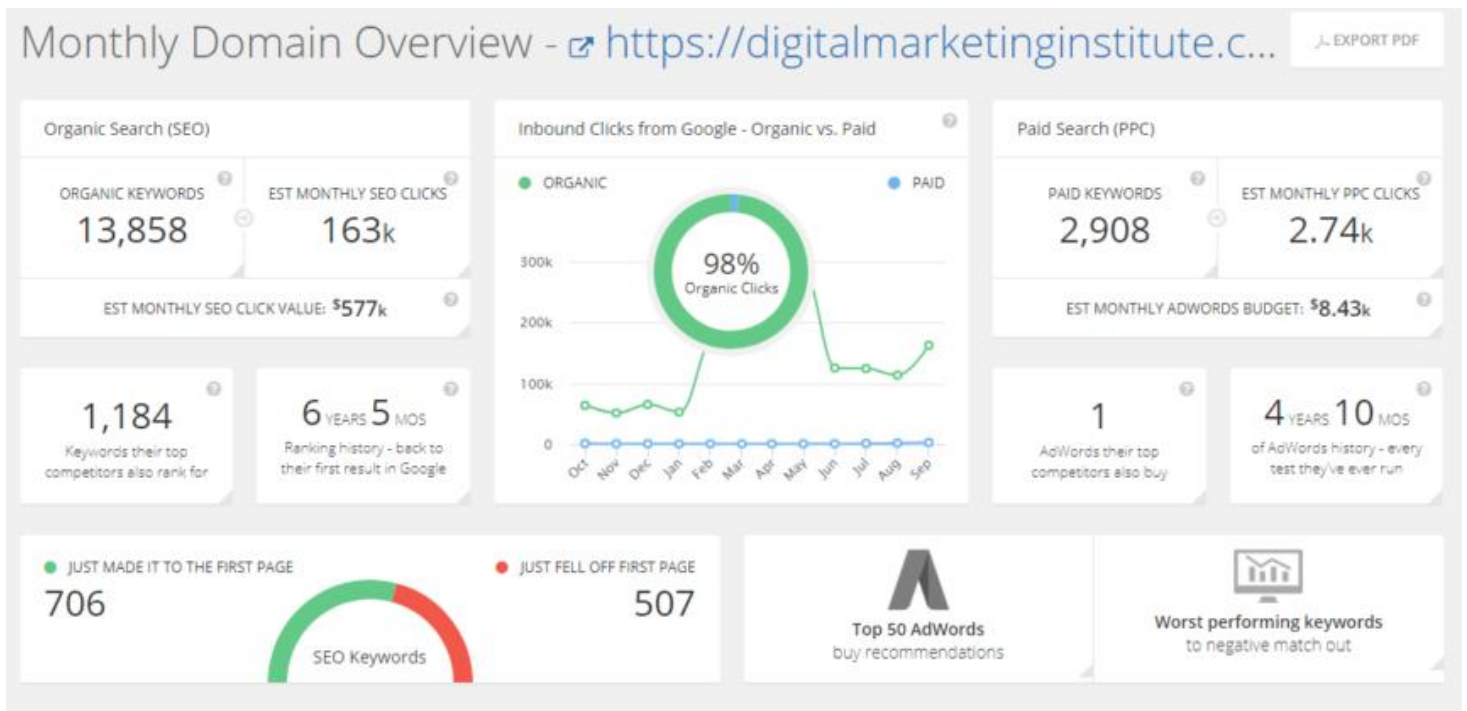
In the picture above we have different columns. The first one we can see **different keywords suggested**. On the second column we see the **search volume in each month** which is very important for our research, but we are going to use it later. Inside the third column we see **CPC** which stands for **cost per click** or **pay per click (PPC)**. For the last column we have the **competition rate**, which show us how hard or easy it is to rank for that keyword. Same as the previous part select some of the **keywords connected to your niche** and add them to your list.

## 4. Competitor keyword research

The next step in our SEO tutorial is to take a look at our competitor's website and see in which keywords they are ranking in search engines. For this steps we are going to use several other tools which provide these information.

### Spyfu:

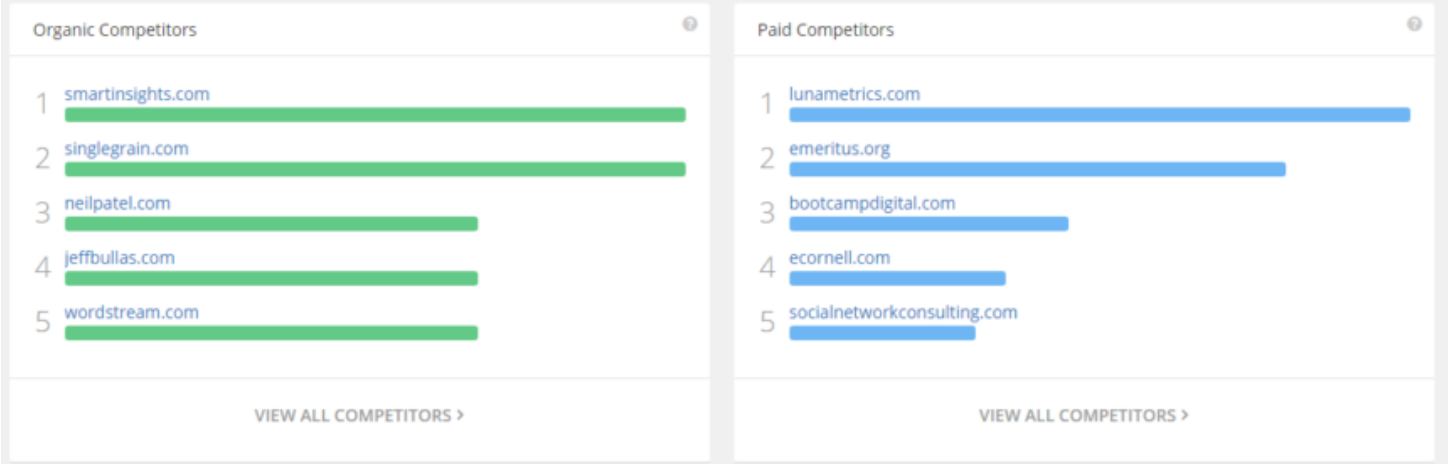
**Spyfu.com** is one of the great websites which give us this chance to make a **research about our competitors** and find our way up in SEO. If you don't know who are your competitors, go in **Google** and search for your niche. From there you can find different websites and check them out, see which ones are working in your niche. In our example we are going to search for [digitalmarketinginstitute.com](https://digitalmarketinginstitute.com). Just paste their URL in Spyfu.com and see the [result](#).



In the image above you can see a general information about your competitors website such as **organic search**, **paid search** and so on. I strongly suggest to take a look and pay attention the information you find here.

If you scroll down the next thing you see is about other **competitors in your niche**, so from here you can make a research on other competitors you have.

## Competition



As you can see on the left column we have **organic competitors** and on the right side we have **paid competitors**.

The next part is what we have been looking for which is about **top keywords** our competitors are ranking in.

## Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month		Paid Keywords	Cost Per Click	Monthly Cost	
8	digital marketing?	884	<button>ADD</button>	marketing master online	\$22.13	\$1.78k	<button>ADD</button>
9	digital marketing.	788	<button>ADD</button>	marketing online course	\$22.06	\$331	<button>ADD</button>
10	digital marketing	712	<button>ADD</button>	internet marketing master	\$4.68	\$642	<button>ADD</button>
7	digital marketers	1.01k	<button>ADD</button>	certification in digital marketing	\$11.05	\$167	<button>ADD</button>
1	=marketing consultant	1.08k	<button>ADD</button>	online marketing certificate	\$2.31	\$637	<button>ADD</button>
<button>VIEW ALL ORGANIC KEYWORDS &gt;</button>				<button>VIEW ALL PAID KEYWORDS &gt;</button>			

You can also click on the button “**view all organic keywords**” and see the complete list of it. This is the part you should add more **keywords to your list** so later we can improve them and select the best ones for our web page.

The next part is also very helpful and important which shows the **top inbound backlinks** to our competitors website. This way you can easily understand from where they are **bringing traffic to their website**, maybe you can follow the same instructions for your own web page.



## Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links	
<a href="https://www.40defiebre.com/predicciones-tendencias-de-marketing-digital/">https://www.40defiebre.com/predicciones-tendencias-de-marketing-digital/</a>	71k	1	38	2	20	<button>ADD</button>
<a href="https://databox.com/popular-linkedin-ads-features">https://databox.com/popular-linkedin-ads-features</a>	24k	20	46	10	20	<button>ADD</button>
<a href="https://www.bitrix24.com/about/blogs/smart-work/the-most-effective-lead-nurturing-practices-that-...">https://www.bitrix24.com/about/blogs/smart-work/the-most-effective-lead-nurturing-practices-that-...</a>	155k	1	51	7	20	<button>ADD</button>
<a href="https://www.lean-labs.com/blog/4-signs-you-need-to-create-more-long-form-content-and-how-to-do-...">https://www.lean-labs.com/blog/4-signs-you-need-to-create-more-long-form-content-and-how-to-do-...</a>	4.6k	1	39	1	20	<button>ADD</button>
<a href="https://www.velsoft.com/products/supervisors-and-managers/advanced-project-management/">https://www.velsoft.com/products/supervisors-and-managers/advanced-project-management/</a>	75	1	20	1	6	<button>ADD</button>

## Similarweb

Before we go to the next part, there is another tool I would like to introduce which is [Similarweb](#). Lets take a look at our example using similarweb and see what we will learn more.

The screenshot shows the Similarweb profile for digitalmarketinginstitute.com. At the top, there's a header with the website name, a 'COMPARE' button, and a 'DOWNLOAD' button. Below this is a section titled 'August 2018 Overview' with a brief description: 'gain an internationally recognised accreditation. study online or in a classroom through one of our education partners. enrol now.' To the left, there are three key statistics: 'Year Founded 2008', 'Headquarters DUN LAOGHAIRE, Co. Dublin, Ireland', and 'Estimated Employees 10 - 50'. To the right, there's a small image of a smartphone and a tablet displaying the website. At the bottom, there are three ranking boxes: 'Global Rank 135,193' (Worldwide), 'Country Rank 99,307' (United States), and 'Category Rank 10,805' (Business and Industry).

Ranking Type	Rank
Global Rank (Worldwide)	135,193
Country Rank (United States)	99,307
Category Rank (Business and Industry)	10,805

Similarweb give us some additional information such as **website ranking** worldwide, category and country. If you scroll down you find more information such as **top countries**, **referrals**, **traffic source** and much more, which can be very useful in our research.



## 5. Keyword planner

By now in this SEO tutorial we have created a list of keyword suggestions which we need to **analyze**. To analyze our list we are going to use some Google product such as [keyword planner](#). Open keyword planner, sign in (sometimes when you sign in it will **redirect you** to other pages, if so click on tools and again select keyword planner). Click here to go to [keyword planner home](#). Select find new keywords, and paste the keywords you already found out. Keyword planner will **analyze** our list and also provide other suggestions. Below you can see the image of the **result** keyword planner is showing us.

<input type="checkbox"/> Keyword (by relevance)	Vol	CPC	Comp	Avg. monthly searches	Competition
<input type="checkbox"/> content marketing ☆	90,500	\$8.38	0.39	10K – 100K	Medium
<input type="checkbox"/> ecommerce marketing ☆	5,400	\$16.02	0.52	1K – 10K	High
<input type="checkbox"/> content automation ☆	320	\$2.30	0.2	10 – 100	Medium
<input type="checkbox"/> marketing campaign ☆	12,100	\$7.55	0.17	1K – 10K	Low
<input type="checkbox"/> seo ☆	823,000	\$4.50	0.3	100K – 1M	Medium
<input type="checkbox"/> social media optimization ☆	3,600	\$2.98	0.13	1K – 10K	Low
<input type="checkbox"/> search engine marketing ☆	18,100	\$9.45	0.26	1K – 10K	Medium

Look at the keyword planner **suggestion** and select the best ones and add them to your list. I strongly recommend you to pay attention to **competition level and search volume**, because later we are going to validate our keyword list and I want you to get ready for that step.

Add the new keywords to your **list** and remove the ones you think are not good. On the next part we will use another tool from **Google to compare different keywords**.

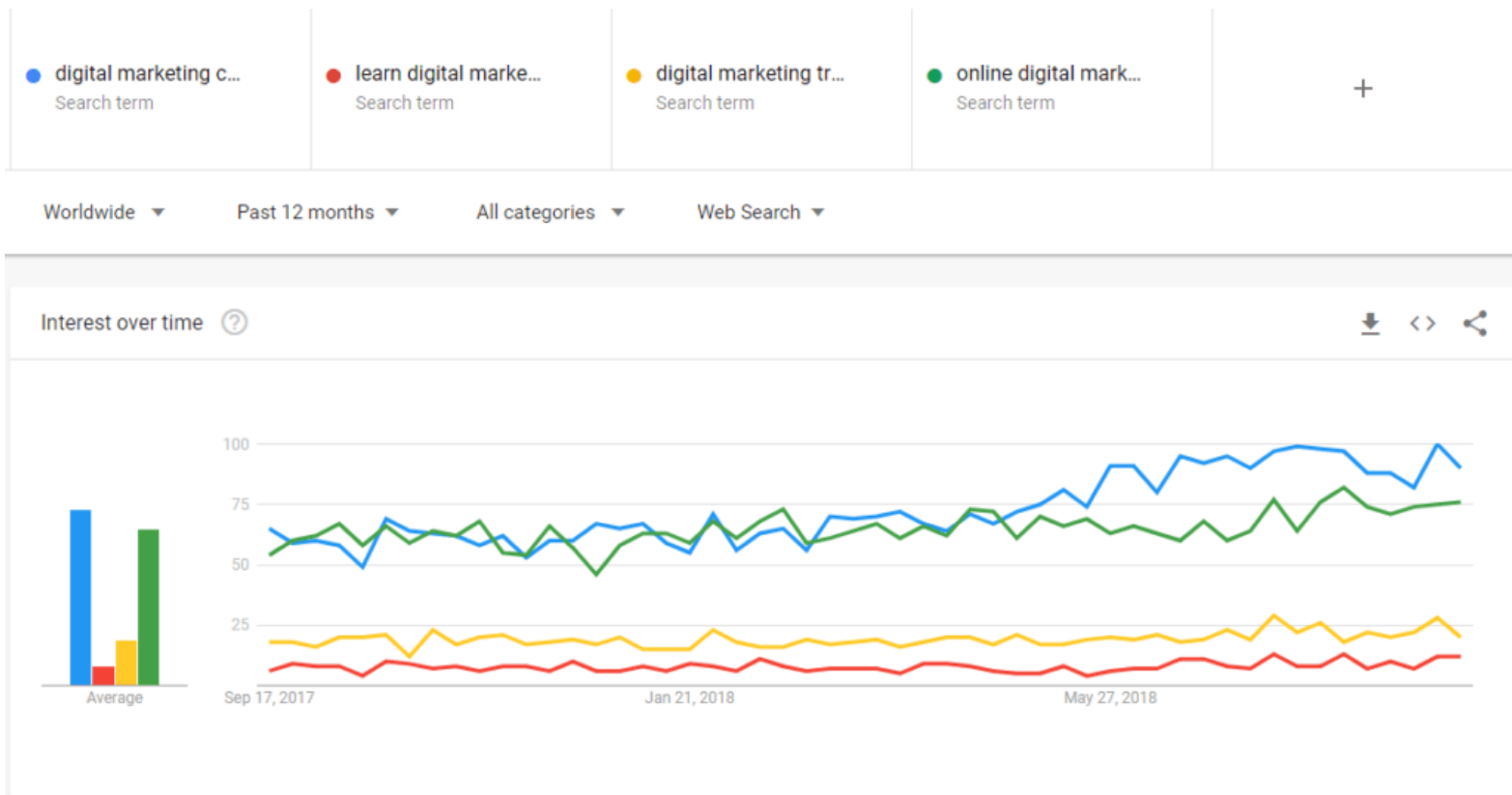


## 6. Google trend

In this part we are going to use [Google trend](#) to compare our top keywords and select the best one. Let's make an example and compare the keywords together.

- Digital marketing course
- Learn digital marketing
- Digital marketing training
- Online digital marketing

Below you can see the result of **comparing these 4 keywords** together.



As you can see it is obvious that our first keyword, **digital marketing course** is ranking higher than other key words. If you are focusing a **specific country**, you can change the location to the target you want. The result will be different. Using Google trend we can compare several keywords which are almost the same but different in one or two words. It is important to compare **similar keywords** other wise the result won't be precise.

### MozBar

Another useful tool we can use here is a **chrome extension** [MozBar](#). Install and activate it on your browser, and when you search for a topic in Google, under each website you see a new bar. There we can see **PA** which stands for **page authority** and **DA** for domain authority.

## What is Digital Marketing? Overview & Resources - Marketo

<https://www.marketo.com/digital-marketing/> ▼

Digital Marketing is a broad term that covers advertising through online channels such as search engines, websites, social media, email, and mobile apps.



## Digital Marketing Institute: Digital Marketing Courses & Training

<https://digitalmarketinginstitute.com/> ▼

Gain an internationally recognised accreditation. Study online or in a classroom through one of our education partners. Enrol Now.

You visited this page on 9/15/18.



## What Is The Future Of Digital Marketing? - Forbes

<https://www.forbes.com/sites/.../2018/03/28/what-is-the-future-of-digital-marketing/> ▼

Mar 28, 2018 - After finding that B2B organizations are not getting the most value out of the old digital marketing playbooks, our company decided to create ...



## What is digital marketing? | SAS

[https://www.sas.com/en\\_us/insights/marketing/digital-marketing.html](https://www.sas.com/en_us/insights/marketing/digital-marketing.html) ▼

Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and ...



**PA** is their page rank on Google, based on **SEO structure** they had on their page, **traffic**, **backlinks** and so on.

**DA** is how their **domain address** is effecting on ranking in Google.

If **PA** and **DA** are **higher than 40**, it is very hard to out rank them. If you are new to **SEO** and **you don't have much traffic** on your page, you should focus on keywords **lower than 40 PA and DA** that your competitors' web pages have. This way you can be sure that you can get to the first page of Google with a bit harder work.

On the next part we are going to **validate our keywords** using the tools we have learned by now.

## 7. Keyword validation

Now it is the time to look at our **list**, use the tools we have learned and find the **best keyword** for our web page.

We are going to use **Keyword planner**, **keywords everywhere** (chrome extension), **Moz** and **Google trend** to validate our keywords.

Import all your list into **Keyword planner**, and pay attention to the **volume**, **CPC** and **competition**. Select the ones which have high search **volume** but their **competition** is **lower than 0.3**. CPC is important if you are planning to run ads otherwise you don't need to pay attention to it at this stage.

Select the **top 10 keywords** and then bring them into **Google** and check their PA and DA. **Remove** the keywords which their **PA/DA is higher than 40**.

After that select the **top 5 keywords** which has the lowest PA/DA and import them into **Google trend**. Compare them together and select the best one which has the most **popularity**. **Congratulation!** you have came **1/3** of the way and you have the right keyword for your web page. Let's go for the **second major part in SEO**.

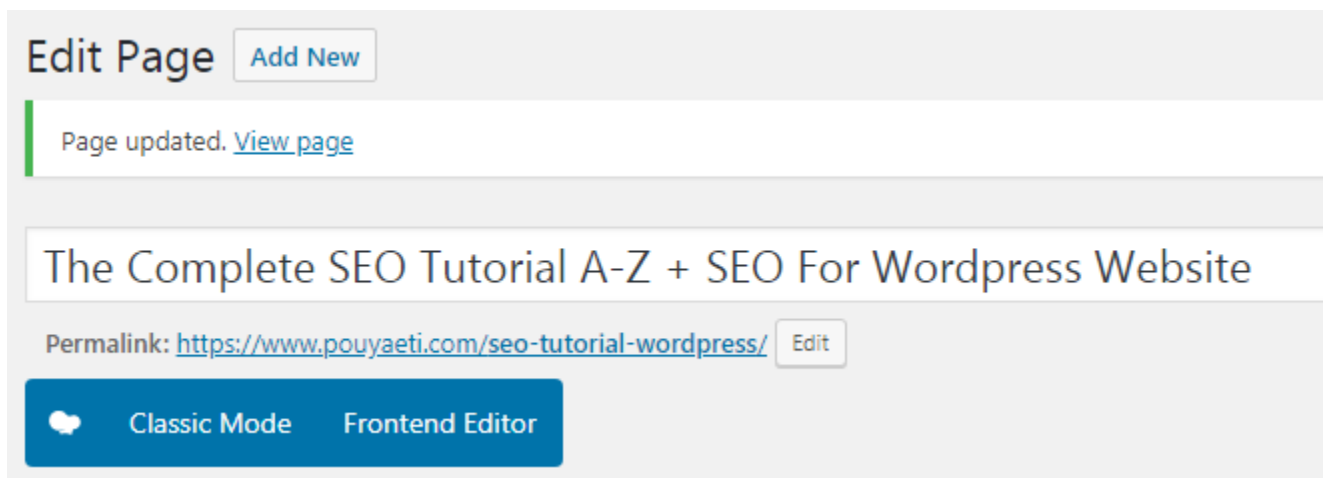


# Build A Web Page With SEO Structures

## 8. Page title, URL & headline

During this part in SEO tutorial we are going to **build our web page** following SEO rules and structures. The first important part after creating a new page on our website is to select the right **page title, url and headline**. We are going to practice this on a **wordpress** website but it is almost the same in any other web service.

Create a new page and click on edit. When you go inside the first thing you see is the image below:



Write your page **title using the keyword** we selected in the last part, and it should be **less than 70 characters**. To **count** the letters you can use **lettercount**. The reason that your title should be less than **70 characters** is because more than that **Google won't show** it and you start to lose the chance to attract users.

There are several useful tools to **analyze your title** from different views, let's go over them together.

### Coschedule

The first tool we are going to use in our SEO tutorial is **coschedule** which will analyze your headline and give you tips how to improve it. If you **practice** with these tools, over time you get better and better at **writing headlines**. Let's try our headline here and see the result together. As you can see we got 60 for our title "**The Complete SEO Tutorial A-Z + SEO For WordPress Website**". This tool is telling us what type of words to use to improve the rate of our headline.

There are **4 type of words** we can use which are “**common**”, “**uncommon**”, “**emotional**” and “**power**”. Below you can see some examples from each type.

## The Complete Seo Tutorial A Z Seo For Wordpress Website



### Word Balance

An analysis of the overall structure, grammar, and readability of your headline.

<span style="color: orange;">●</span> COMMON	30%
a, for, the.	
<span style="color: red;">●</span> UNCOMMON	0%
Increase the number of uncommon words in your headline to improve your headline.	
<span style="color: blue;">●</span> EMOTIONAL	10%
complete.	
<span style="color: purple;">●</span> POWER	0%
Increase the number of power words in your headline to improve your headline.	

### Common Word Examples

a	about	after	and
her	how	this	why
these	what	your	things

### Uncommon Word Examples

actually	awesome	baby	beautiful
heart	here	more	right
see	social	world	year



## *Emotional Word Examples*

absolutely	attractive	blissful	bravery
confessions	danger	dollar	spotlight
valuable	worry	wonderful	zinger

## *Power Word Examples*

for the first time	in the world	make you	no questions asked
pay zero	thing I've ever seen	what this	will make you
you see what	you need to know	you see	what happened to

These were some **examples** from each type of words you need to add in your headline. But to make your work much easier you can **download a complete list of words** from all these types, which make your work much easier.

[Download the list of useful words for headlines](#)

## Aminstitute

The next useful tool we are going to check out in this SEO tutorial about headline is **Aminstitute**. It is much harder to get a high rate in this website, and above **50 usually is a good headline**. Let's check our headline in this tool and see the result together.

### "The Complete SEO Tutorial A-Z SEO For WordPress Website"

Your Headline's EMV Score:

**55.56%**

This score indicates that your headline has a total of 55.56% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75% EMV words** in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 55.56%, your headline also has the following predominant emotion classification:

#### Intellectual

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially effective when your goal is to arouse curiosity, and when offering products and services that require reasoning or careful evaluation. The majority of words with emotional impact in the English language fall in this Intellectual category. Intellectual impact words are the most-used of all three categories, and have the broadest appeal to people in general.

Intellectual impact words are best used to attune copy and sales messages aimed at people and businesses involved in the fields of education, law, medicine, research, politics, and similar fields. While not restricted to these groups, by giving presentations which are weighted with Intellectual impact words, your clients and customers will be more positively influenced and you are more likely to attain a more favorable response.

As you can see the result is almost good for our situation. Our **headline** here is not just for a web page but we have to use it as a product in other **platform** and that is why we can't bring the best out of it for every platform.

Now it is your turn, place your headline and select your category and see how much you rank and how you can improve your headline.

## URL

It is very important to use your keywords in your **url** but not the common words. In our example we can have:

seo-tutorial-course-wordpress-website

This will also help to rank higher in google, if you pay attention when you search for a term in google you can see the keyword is highlighted in their URL.

## 9. Yoast plugin

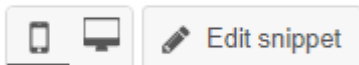
One of the great advantages using wordpress for your website is that you can use many **powerful plugins** which make your work much easier. In this part we are going to use **Yoast plugin** to improve the SEO of our web page.

Please login to your wordpress dashboard > go to plugins > add new > search for Yoast. Install and activate the plugin, then come to your page and at the bottom of the screen you will see new options added for **SEO**. **Yoast** plugin will help you to set everything up correctly and also it will give you **tips on how to improve** your page.

The Complete SEO Tutorial A-Z + SEO For WordPress Website

<https://www.pouyaeti.com> > seo-tutorial-course-wordpress-website

Learn and master SEO and how to rank number 1 on Google, UX SEO, Backlink SEO, Keyword Research SEO, SEO Audit + WordPress SEO Training



SEO title

+ Insert snippet variable

The Complete SEO Tutorial A-Z + SEO For WordPress Website

Slug

seo-tutorial-course-wordpress-website

Meta description

+ Insert snippet variable

Learn and master SEO and how to rank number 1 on Google, UX SEO, Backlink SEO, Keyword Research SEO, SEO Audit + WordPress SEO Training



As shown in the image above, click on edit snippet. Before we have selected out **page title** and **slug** is the URL shown in Google search result.

The other important part is **meta description**. If your page doesn't have meta description, search engines like google will take **the first 150 words** from your web page to show in the search result. But it is extremely important to add meta description.

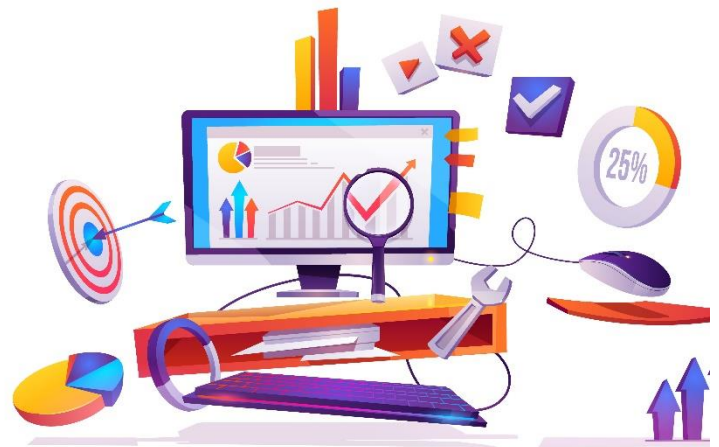
Start your meta description with a **verb**, and try to talk about the **rewards** that exist in your web page. Remember that people will see your meta description and if you use **cognitive biases** such as, **reward and curiosity**, you have a better chance attracting them.

## Readability Steps to accomplish

You should do your best to accomplish all the elements below for a successful **readability** in our **SEO tutorial**.

- 30% of the sentences contain a transition word or phrase, which is good.
- The copy scores 72.5 in the Flesch Reading Ease test, which is considered fairly easy to read.
- Great job with using subheadings!
- None of the paragraphs are too long, which is great.
- 22.5% of the sentences contain more than 20 words, which is less than or equal to the recommended maximum of 25%.
- 3.7% of the sentences contain passive voice, which is less than or equal to the recommended maximum of 10%.

After all these scroll down and at the bottom of this plugin tab you see **"focused keyword"** click on it and add your keyword there. Yoast will also give you more tips about using keyword on your web page.





## SEO Steps to accomplish

You should do your best to accomplish all the elements below for a successful SEO. Remember, having an effective SEO set in your website guarantees the visibility of it on search engines and leads much traffic to your websites.

Let's have a look at them.

- The focus keyword appears in the [first paragraph](#) of the copy.
- The exact-match [keyword density](#) is 0.5%, which is great; the focus keyword was found 15 times.
- The meta description [contains the focus keyword](#).
- The [meta description](#) has a nice length.
- The focus keyword appears in 1 (out of 21) [subheadings](#) in your copy.
- The [images](#) on this page contain alt attributes with the focus keyword.
- The text contains 2790 words. This is more than or equal to the [recommended minimum](#) of 300 words.
- This page has 0 nofollowed [outbound link\(s\)](#) and 32 normal outbound link(s).
- The [SEO title](#) contains the focus keyword, at the beginning which is considered to improve rankings.
- This page has 1 [internal link\(s\)](#).
- The [SEO title](#) has a nice length.
- The focus keyword appears in the [URL](#) for this page.
- You've [never used this focus keyword before](#), very good.