Lesson 17: Best SEO Practice

In the last lesson, I was talking to you guys about SEO. In particular, I was talking about off-page SEO, what it was and how to strengthen it on your page. Now, I will discuss some of the best practices you should put in place to make sure your website will come up strong on top of the search engines.

1. Start now!

I am not kidding when I say get started straight away. You know how earlier I said something about article marketing is slow and steady and PPC gives you relatively quick results? Well, SEO sort of fits in both categories and here’s why.

Reliable SEO takes not weeks, not months, but YEARS to establish. You’ve got to have a relatively “aged” domain on a website that’s been up and running for a few years for it to make an impact. It has to have been regularly updated with content. SEO isn’t just about getting ranked in the search engines, it’s also about a good attitude towards Internet Marketing.

Nothing happens overnight, nor even in a few months. Starting now with your own hosted website is a good practice to keep so that you end up with a website that can be very valuable a few years down the track.

1. Build links

Aim to build a consistent amount of links every day. This practice will not let you down and will ensure that a website you start now is optimized well. Even if it’s writing an article a day and putting a link in the Bio Box redirecting back to your site, that’s all it takes if you really want a website with good SEO.

1. Anchor text

With the links that you build, always remember to make the anchor text the keyword or keyphrase that you want optimized. For example, make sure that the keyphrase “how to lose weight” is bolded and hyperlinked to your site. Hyperlinked meaning made into a link (usually in blue and bolded).

This is just something that makes it easier for the search engines to find the keywords that will be used for off-page SEO purposes.

Make sure to keep each of these three things in mind if you want to incorporate SEO into your Internet Marketing. Even if you’re going to rely on PPC, it’s good practice to be mindful of.

In the next few modules, we’re going to be discussing the pros and cons of having your own site and using other resources online to get started.