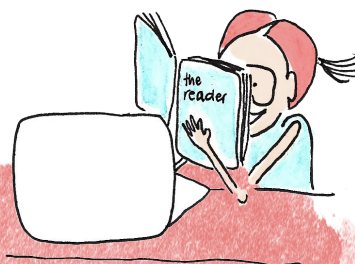


STEP BY STEP SEO



SUMMARY OF KNOWLEDGE: OVERVIEW

1. Find the right keywords > **keyword research**
2. Use **keywords** not only in content, but **on specific places**
3. Place **keywords** in **meta title** and **meta description** for better search results.

SUMMARY OF KNOWLEDGE: KEYWORD RESEARCH

1. Use the **Adwords keyword planner**
2. Insert all the words you can think of related to your product and see which has the **highest search volume** and lowest **competition**
3. Or **add words** to **lose some competition**, like regional words as **NY**
4. Get **inspired** by the tool for new words to use or new products

Last remarks to research

- How is your competition doing? Can you do better?
- Make a decision for your keywords!
- Start with one keyword-set and one page

SUMMARY OF KNOWLEDGE: USE OF KEYWORDS

1. The use of your keywords should **not exceed 5% of the total amount of words on the page**. So always try to keep it between 3-5%.
2. Use at least **300 words** in
3. Your **homepage** can have **more than one keyword** (set); on the **subpages** you stick to **one keyword (set)**

The elements in which to use your keywords:

- URL
- (META)TITLE
- META-DESCRIPTION
- HEADINGS <H1>, <H2>
- ANCHOR TEXT (LINKS)
- BULLETS
- <ITALIC>
- <BOLD>/
- IMAGE ALT-TAG
- USE VERBS OR PLURAL FORMS

Naturally written text > Use verbs or plural forms.

SUMMARY OF KNOWLEDGE: *SEARCH RESULTS*

1. Write attractive **meta titles** and **meta descriptions**
2. Include keywords in your **meta titles** and **meta descriptions**
3. Write **different meta titles** and **meta descriptions per page**

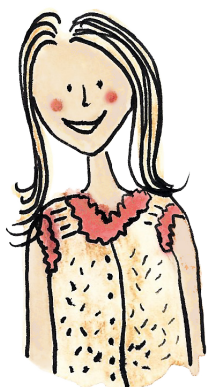
DO YOU THINK YOUR WEBSITE IS A MESS?

GREAT!

Submit to me your website-url. I will select some websites to use as examples in the 12 week program that is in development. To submit your website go to:

<http://www.step-by-step-seo.com/>

The reward, when being picked as a chaotic usable website, is that you get the step-by-step SEO training for free, a lot of attention for your brand and free SEO advice!



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