



Become an SEO expert

Being an expert in SEO implies being an expert in many other things, we will need to have a content, image, link and operation strategy.

Free Ebook



Index of contents

FOR A START
WHAT IS SEO?

03

04

ESSENTIAL SEO TERMS

ESSENTIAL TERMS DESIRE
Web crawling and indexing

05

06

SEO
Factors to increase Visibility

VISIBILITY
Domain Factors
Content Factors
Page Factors

07

10

OPTIMIZE WEBSITE

On-Page SEO
Off Page SEO
Imagebuilding and Image
Optimization

HOW TO CHOOSE A
KEYWORD?

11

Index of contents

MORE OF THE
BACKLINKS 12

FINAL SUGGESTION
Look at your competition

15

CONCLUSIONS 16

TO START WHAT IS SEO?

Beginning with our journey towards the expert that we want to be on the subject, let's start by reviewing the meaning of SEO or Search Engine Optimization, which, in a simple way, can be defined as:



"The set of techniques that aim to improve the visibility and positioning of websites to place them in the first places of search engines."

In other words, the first results that a search engine will give you (be it Google, Yahoo, etc.) will be those websites that have had the best SEO practices to reach the objectives desired by all brands: correctly respond to the search intention, meet user expectations and obtain the desired clicks and organic visits. And how to achieve all this? Well, through certain elements, terms and steps that make up this tool, which we will see below.



ESSENTIAL SEO TERMS

Search engine

Let's start with the points to know, from the element that will set the whole pattern: the search engine or search engine, which is a mechanism that:

- It collects information available on web servers, distributing it to users through the crawling process.
- It uses the so-called "spiders" that map the data stored on the network, resorting to the identification of the keyword (keyword) used by the person conducting the search.
- This search, in turn, uses algorithms that connect the user's request with the database, where the contents are indexed.
- Obtaining in this way, a list of links that direct to websites in which the related topics are mentioned.
- There are also different types of search engines, as mentioned in the following table:

TYPES OF SEARCH ENGINES

01 Hierarchical: The most used, precisely, are textual interrogation interfaces where databases are reviewed through spiders, collecting information on the content compatible with the user's search, classifying the results by the relevance of the specific search and according to the user's browsing history. An example? Google.

02 Directories: These are page links that are grouped by category. They are very simple, but require continuous human support. Likewise, they do not go through the sites or store the contents, since they only group links by categories and are organized by date of publication and not by relevance or concordance with the user history. An example? Open Directory Project, "Dmoz."



TYPES OF SEARCH ENGINES

03 Metasearch engines: They are interfaces that work by forwarding searches to several search engines at the same time, expanding the range of results, presenting their own conclusions and ordering the links according to the order defined by their own structural system. An example? Dogpile.

So, depending on the type of search, we will also see its different functions, both internal and external.



ESSENTIAL SEO TERMS

Web crawling and indexing

Now, as we review more about search engines, we will review two essential elements to understand how SEO works:



Web crawling:

- As we mentioned, it is the way in which the engines find information, using a robot or web crawler that enters and collects data from the websites and follows the links as any user would.

Thus, it will jump from one link to another and navigate through various pages with which it collects information and feeds its database.



Indexación:

- Once the web crawler finds the information, it automatically generates an index with the most important results.

And, precisely in this phase, it is where more attention should be paid, because if the intention is to know and use SEO, it will be necessary to do everything possible so that the website occupies a position in these results.

Achieving what is known as "organic positioning", a term which we will learn below.



ORGANIC POSITIONING

Factors to increase visibility

And, since we knew all this, it is time to delve even deeper into our SEO and search engine match, mainly through the factors that can give your website greater visibility and positioning.

So, based on the research of Brian Dean, one of the most experienced experts in these matters, let's learn about the factors of the main 3 elements and some of their ins and outs.

VISIBILITY

Dominance factors

Considering that the domain is the address of the website, it is necessary to consider at least 3 keys to improve it:

Age: It is believed that the older the domain, the better its relevance. Reality? SEO will be the key factor, as well as the quality of the content.



• **History:** We must ensure that the history of the domain is clean, that is, that it does not have penalties.

• **Main keyword at the beginning of the domain:** A considerable advantage, so it should be done if it is within the possibilities.

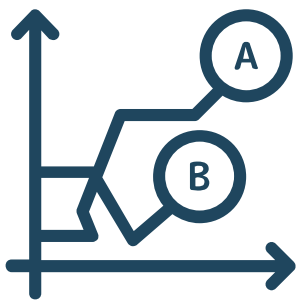
Having to pay attention to the domain authority that is reached, that is, its degree of popularity, which can be measured easily and quickly through the quantity (and quality) of links that go to the site.

Any extra tools that can also support you to check it? Citation Trust by Majestic SEO, Domain Authority by Moz and Domain Rating by Ahrefs.

VISIBILITY

Content factors

Perhaps, the factors par excellence of SEO, since being able to get the most out of it will depend on them, since organic positioning will depend directly on them. Therefore, special attention must be paid to:



Length: Although the number of words is taken into account (the greater the better), its originality and quality must also be guaranteed. Likewise, do not forget to leave good spaces and avoid crowding of texts.

- **Keywords:** It will be essential to have at least one main keyword (of which we will see more details later) and some secondary keywords.

- **Good spelling and grammar:** Errors, even in punctuation marks, can be decisive for not achieving good positioning.

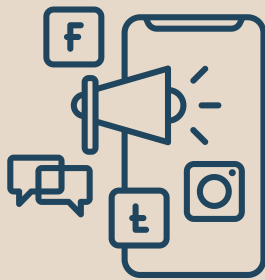
Any extra tips?

- Add bullets Just like these!
- Use high-quality images and alt text.
- Use internal links, but without exaggeration.
- Update posts regularly.

VISIBILITY

Page Factors

However, regarding the factors related to the proper functioning of the website, the following must be considered:



- **Speed:** The essential factor, the shorter the loading time, the better the browsing experience and, therefore, the ranking.
- **Mobile-friendly or responsive:** That is, the content is adaptable to mobile phones, tablets, laptops, etc.
- **Link quality:** We will always have to take care that we do not have broken links or that they do not work, as it can damage the reputation of the site.

Do not forget about security, as different studies indicate that at least 65% of the domains located in the top positions with high search volumes have an HTTPS protocol, that is, they are secure websites.

OPTIMIZE THE WEBSITE

SEO on page

And, well, now that we know the main factors, let's see how we can further optimize our website (and with it SEO), dividing the practices into 3 essential points.

That is, everything that has to come in your content naturally. The big key to this first section? The keywords and the accommodation:

Main keyword:

It must be found in the URL, title, meta title, meta description, first paragraph and throughout the content. Preferably long-tailed.

Meta title

Not to exceed 60 characters, capital letters and emojis can be used.

Spaces between paragraphs and use of images.

Secondary keywords: In headings and subheadings and in the body.

Meta description

Without exceeding 150 characters.

HOW TO CHOOSE A KEYWORD?

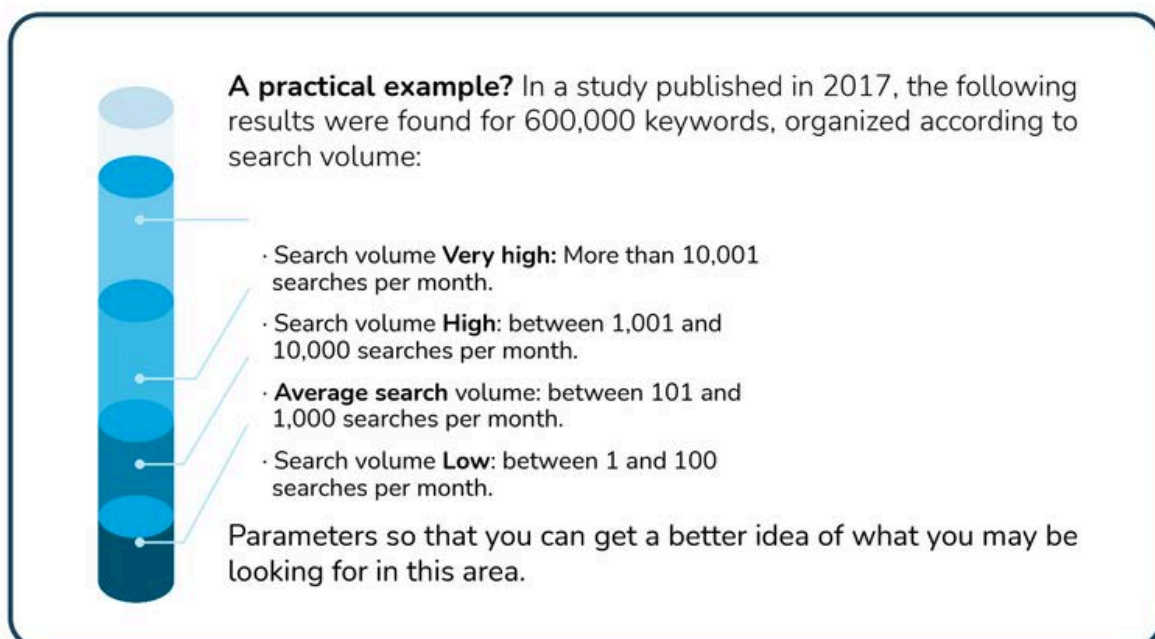
And well, if you are not familiar with the construction of keywords, take these keys into account:

There may be generic keywords (with 1 single word – for example, cars) or semi-generic (with 2, for example, convertible cars), it is important to try to define a long tail keyword, which, usually, will be a phrase of more than 3 terms (for example, convertible car for sale), since they express very specific knowledge about the search.

How to best determine them? Doing a keyword Research, in which we can see the search volume of any term. Where to do it?

There are several tools, including:

- Google Trends, Ahrefs, Keyword Surfer, Answer the Public, etc.



OPTIMIZE THE WEBSITE

SEO off page

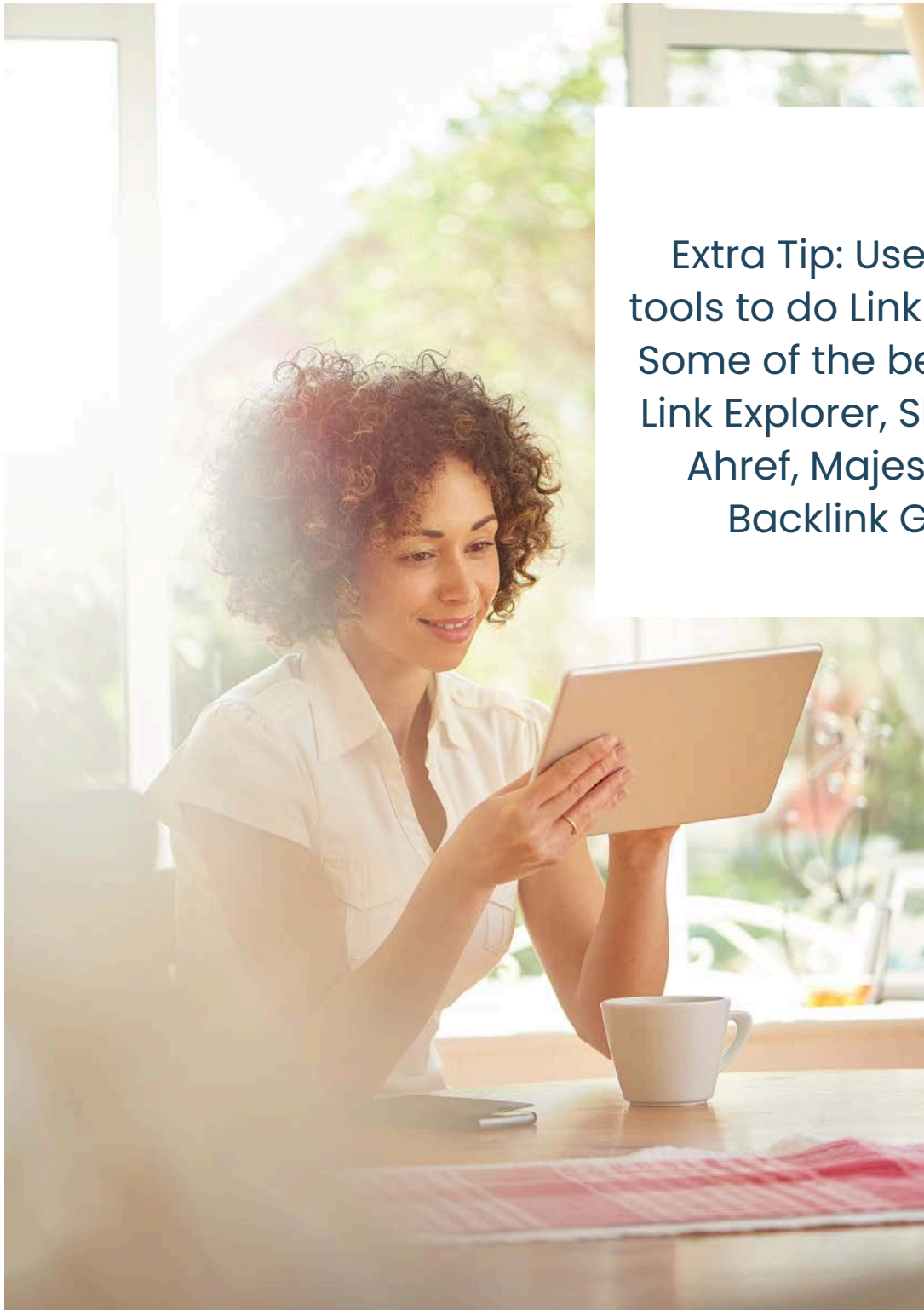
On the other hand, there will also be some strategies outside the web page that will help us improve positioning and visibility; the main ones below:

- Having a blog with periodic and quality content, remembering that current users are no longer just looking for a product or brand, they are looking for an expert.
- Tip: The keyword and writing rules apply here as well.
- Use Linkbuilding: That is, have external links and get reputable sites to link to your content.
- Use social networks to increase traffic and disseminate content.
- Have quality backlinks (hyperlinks that redirect to another page), which can be achieved through Guest Posting (portals related to your content), design of interactive infographics or content creation to belong to lists and rankings.



OPTIMIZE THE WEBSITE

SEO off page



Extra Tip: Use some tools to do Linkbuilding. Some of the best? Moz Link Explorer, SEMRush, Ahref, Majestic, or Backlink Gap.

MORE OF THE BACKLINKS

Before moving forward, let's talk a little more about **Backlinks** and their importance, considering at least 5 keys for their use:

- The most valuable are the so-called Nofollow Backlinks, since they are organic, that is, they show that they are not bought.
- Nofollow Backlinks, which are used to make engines ignore a particular link, should be used when you feel that the quality or accuracy of those sites cannot be guaranteed.

Apply Guest Posting, that is, make or have guest blogs.

- Make press releases.
- Focus on trying to get contextual backlinks, that is, those that are surrounded by the text itself.
- And, check if you have unlinked backlinks, so you can contact the content owner to notify them of the broken link and try to update the post.



OPTIMIZE THE WEB PAGE | IMAGEBUILDING AND IMAGE OPTIMIZATION

Finally, we will have to pay attention to the images. How? Well, through Imagebuilding practices (Linkbuilding strategies to achieve positioning with images) and their optimization, including:

Create clear, concise and short titles for the images with the keywords, being important to fill the alternative text (Alt text) and the description of the image

Use of different formats, including: infographics, graphics, photos, maps, logos, memes, gifs, etc.

Always use high quality and resolution formats.

Trying to show innovative and interesting visual content, the plus? Find some fun (if your turn allows it).



FINAL TIP: LOOK AT YOUR COMPETITION

Finally, on the way to being an SEO expert, we recommend you always be aware of your competition, because you will have to have a better offer, so you can check:

- Variety of products and services.
- Demographic reach.
- Physical and digital presence.
- Buyer person.
- Current position.
- Prices, promotions and offers.

And, of course, your type of marketing and digital strategy, improvement parameters that will always raise the level.

CONCLUSIONS

As we have seen, being an expert in SEO also implies being an expert in many other things, because to increase visibility, traffic, residence time and, of course, the conversion rate, we will need to have a global strategy that includes sub-strategies of content, image, linking and operation.

So, although we hope that this guide will help you in your goals, do not forget that if you need support to achieve it, we are here to help you.

Contact us!

playinteractive.mx



LET'S TALK

Start your project



Contact

hello@playinteractive.mx



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