



## SEO – great checklist for beginners

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### **Build firm, solid SEO pages.**

Review your content and pages frequently to make sure all your information is relevant and helpful and improves user experience. If you have coding issues, correct them so that your pages will load faster.

### **Put time and effort into writing excellent content and then impress its value on potential customers by marketing it consistently for several weeks.**

Use a variety of methods to let your customers and potential customers know about your valuable content. Make use of social networks and email outreach to contact influential people within your niche. Find similar content and post meaningful comments to alert the authors and readers of those pieces to yours.

### **Connect with relevant websites in your niche and make friends.**

Post great, valuable content on authority sites and include a link to your contributions in your guest posts. This is very White Hat and it sets you up as being friendly, trustworthy, knowledgeable and accessible. It's good for your reputation.

### **Make social connections via Facebook, Twitter and Google Plus.**

The influence of social media on rankings has been contested in the past; however, a recent study conducted by Quicksprout has confirmed that positive social media connections will improve search engine rankings.

## Keep good company.

Article directories can be helpful to you; however, choose with care. Look into the quality of the website and its content. Link only with sites that have strict editorial requirements and a reputation for high quality, authoritative content. Don't sully your name with poor associations.

## Always strive for high quality.

When you post on your own blog or website, leave a comment or provide content for another site always keep it high quality. The information you post will make an impression on customers, potential customer and business associates who may read it. Make sure the impression you leave is a positive one.

## Think outside the box.

You should always be on the lookout for ways to make your site better and increase your search engine rankings. If you neglect this, you will always lag behind. Keep increasing your knowledge of your niche and use that knowledge to disperse solid, authoritative, valuable information to people who have a genuine interest in your product or service.

***Hard as it may be to believe, these points only represent a skimming of the surface when it comes to great, modern SEO. Be that as it may, if you will simply follow these tips you are sure to see an increase in your meaningful traffic and your rankings.***