

The definitive guide to advanced SEO techniques (for beginners)

Yoast



Syrup: A Yuri Anthology Vol. 3

★★★★☆ 4.7 out of 5

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by Yoast

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Search engine optimization (SEO) is the process of improving the visibility and ranking of your website in search engine results pages (SERPs). It's a complex and ever-changing field, but there are some basic principles that you can follow to improve your SEO.

On-page SEO

On-page SEO refers to the factors that you can control on your website, such as your content, title tags, and meta descriptions. Here are some on-page SEO tips:

- **Create high-quality content** that is relevant to your target audience.
- **Use keywords throughout your content**, but don't overdo it.
- **Optimize your title tags and meta descriptions** to include your keywords.
- **Use header tags (H1, H2, etc.) to structure your content** and make it easier to read.
- **Make sure your website is mobile-friendly.**

Off-page SEO

Off-page SEO refers to the factors that you can't control directly on your website, such as backlinks and social media signals. Here are some off-page SEO tips:

- **Build backlinks to your website from high-quality websites.**
- **Create social media profiles for your website** and share your content.
- **Encourage your customers to leave reviews on your website** and social media profiles.
- **Submit your website to search engines.**
- **Use Google Analytics to track your SEO progress.**

Advanced SEO techniques

Once you have mastered the basics of SEO, you can start to use more advanced techniques to improve your ranking. Here are some advanced SEO techniques:

- **Use schema markup to structure your data** and make it easier for search engines to understand.
- **Optimize your website for voice search.**
- **Use video content to improve your search ranking.**
- **Create a content marketing strategy** to promote your website and attract links.
- **Use paid advertising to boost your search visibility.**

SEO is a complex and ever-changing field, but it's an essential part of any online marketing strategy. By following these tips, you can improve your website's ranking in search results and reach a larger audience.

About the author

Yoast is a company that specializes in SEO. We offer a variety of products and services to help businesses improve their search ranking.

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