**S E O**

[**Search engine optimization** (SEO)](https://drive.google.com/file/d/1KY2OeMeYrvRRh3YQzeZXmOxpEjMBONCr/view?usp=sharing) is a process of implementing the rules and regulations of a search engine to build a website. The process helps a website rank on the top page of search engines.

**A clear brief outline of SEO**

**❤** [**On Page and Technical SEO**](https://drive.google.com/file/d/1KY2OeMeYrvRRh3YQzeZXmOxpEjMBONCr/view?usp=sharing) **❤**
✅1. Technical SEO audit or website audit and preparing a report highlighting problems and solutions
✅2. Keyword research for finding out high search volume but low completive and profit winning
keywords.
✅3. Competitor analysis and intensive study of SWOT
✅4. In word press site, Yoast SEO and rank math SEO plugin installation, configuration, and optimization.
✅5. XML sitemap creation and submission to the search engine for indexation
✅6. Robots.txt setup or optimization
✅7. Google Analytics setup and study the whole condition of the business
✅8. Setup and checking and fixing search console errors
✅9. On pages SEO optimization for every page and post
✔a) Proper placement of selected focus keywords
✔b) Writing SEO friendly title with main keywords
✔c) Writing a meta description
✔d) Optimizing H1, H2 and H3 tag with keeping important keywords
✔e) SEO friendly Image alt attributes optimization
✔f) SEO-friendly content writing with proper placement of all keywords
✔g) Schema markup for structured data Slung setup
✅11. Cache clear and remove death url
✅12. Duplicate content check
✅13. Broken link check and remove
✅14. Loading speed test and optimization

**❤** [**Local SEO**](https://docs.google.com/spreadsheets/d/108X3Gz3S-UI-KnsdWQYYRwcDjQluqFqxpxtQXGL1BYI/edit?usp=sharing) **❤**
✅1. Local on-page SEO and technical SEO audit
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✔i)Image optimization and adding GEO tag
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✅3. Google map citations with profile mages and full address
✅4. Local citation or listing

**❤** [**Off-page SEO or Link building strategy**](https://drive.google.com/file/d/1KY2OeMeYrvRRh3YQzeZXmOxpEjMBONCr/view?usp=sharing) **❤**
✅1. Blog Comment
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✅5. Blogger Outreach Backlink
✅6. Resource Page Link Building
✅7. Article Directory
✅8. Web 2.0
✅9. PDF, PPT, Image, Video submission & Tire Backlink
✅10. Directory Submission
✅11. Classified Ads

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**S E O**

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The world is moving fast to be digitalized in every part of business activities. In this situation, if a business website wants to make profit, it must rank on local search and even global search. Local SEO demands GMB or google business Profile optimization and google map citations besides the total SEO activities.

Every business desires to make more profit, but it is not an easy task at all. There are lots of opponents around the business with the same products and services. So, it has to give a full attention for effective profitable keyword research and competitor analysis to discover the high search volume keyword, but low competitive and also should follow the all events of SEO.

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