



<https://seocompanylosangeles.us>  
<https://www.udemy.com/user/kent-mauresmo>

### Keyword Research Tools:

- <https://adwords.google.com/KeywordPlanner>
- <https://serps.com/tools/keywords>
- <http://ubersuggest.org/>

Put together a list of 10 keyword phrases that you want to rank for now:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Analyze the keywords above, and choose your top 3.

Keyword Analysis Tools:

- <https://moz.com/tools/seo-toolbar> (100% free)
- <http://www.marketsamurai.com/> (limited with free account)

Write Your Top 3 Keywords Below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Web Hosting

If you're building a new website, purchase a domain name that has your main keyword in it.

You want to register your domain name for at least 2 years, or 5 years if your budget allows.

Choose fast web hosting!

If you have a WordPress website, then use web hosting specialized for WordPress. It costs a few dollars more, but it's worth it because it's really fast!

Also decide if you want a secure website, or an unsecure website. A secure website has "https://" at the beginning of the web address.

Secure websites rank higher because it protects the user's information making the website “user friendly.

Below are some good web hosting solutions for WordPress users:

- [Bluehost.com/wordpress](http://Bluehost.com/wordpress)
- [InMotion.com/wordpress](http://InMotion.com/wordpress)
- [GoDaddy/wordpress](http://GoDaddy/wordpress)

If You're a WordPress User, Install The WordPress Plugins Below To Improve Your On-Page SEO:

- Add Meta Tags
- All In One SEO Pack
- Google XML Sitemaps
- Shareaholic
- SSL Insecure Content Fixer (\*If you have SSL certificate installed)
- WP Force SSL (\*If you have SSL certificate installed)
- WP Sitemap Page
- WP Smush

Choose a Keyword Optimized Title Tag (less than 60 characters - use <http://www.charactercountonline.com>)

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Choose a Keyword Optimized Description Tag (less than 160 characters)

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\*Choose Your Homepage Meta Keywords (Simply use your top 10 keywords from your list)

Tools To Find Your H1 & H2 Tags On Your Homepage:

- <https://seocompanylosangeles.us/free-seo-analysis-tool>
- <http://seositecheckup.com>
- <https://www.site-analyzer.com>

\*\*You only want ONE H1 tag and ONE H2 tag on your homepage.

Choose a Keyword Optimized H1 Tag For Your Homepage

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Choose a Keyword Optimized H2 Tag For Your Homepage

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## How To Structure Your Articles & Blogs:

- H1 Tag (The title of your article is set as your H1 with WordPress)
- H2 Tag (Add an H2 tag within the body of the article as subheading)
- H3 Tag (Add an H3 tag within the body of the article as subheading)
- Add images, Youtube videos, or embed Google Maps
- Longer articles are better (450 words +)
- Include hyperlinks in your article that link back to your homepage
- Use your target keyword in the first two sentences
- Use your keyword in the tag and categories section (Blog Posts)
- Enter a title tag, description tag, and keyword tags in the All In One SEO plugin

## Optimize Your Images

### Websites To Get Legal Images:

- <http://www.gettyimages.com>
- <http://www.shutterstock.com>
- <http://www.freedigitalphotos.net>

### How To Optimize Your Images:

- <http://www.imageoptimizer.net> (compress very large images)
- Rename images using your keywords (save to desktop)
- Add keywords to title tag of images
- Add keywords to alt image tag
- Add keywords to caption of images
- Add keywords in description tag of images

## Analyze Entire Website For Free

- [www.traffictravis.com](http://www.traffictravis.com)

## Build Quality (Whitehat) Backlinks

Find authority high traffic websites to build backlinks from using Alexa:

- <http://www.alexa.com/topsites>

Here are some examples to get started:

## Social Bookmarking

- <http://digg.com>
- <http://www.folkd.com>
- <https://www.stumbleupon.com>
- <https://delicious.com>
- <https://www.reddit.com>
- <https://www.diigo.com>
- <http://blog.friendfeed.com>
- <http://weheartit.com>

## Social Networks

- <https://plus.google.com>
- <https://www.facebook.com>
- <https://twitter.com>
- <https://www.pinterest.com>

## Article Directories

- <http://www.vretoolbar.com/articles/directories.php> (huge list)
- <http://hubpages.com>
- <http://goarticles.com>
- <http://ezinearticles.com>
- <http://www.articlesbase.com/login>
- <http://www.articles.org>
- <http://www.pubarticles.com>
- <http://www.articlesfactory.com>

### Free Blogging Websites

- <https://wordpress.com>
- <https://www.blogger.com>
- <https://www.tumblr.com>
- <http://www.blog.com>
- <http://xanga.com>
- <http://www.weebly.com>

### SEO Tools

- <https://www accuranker.com> (Track your Google Rankings)
- <https://ahrefs.com> (Monitor your backlinks)
- <https://majestic.com> (Monitor your backlinks)
- <https://www.seopowersuite.com> (Monitor your backlinks)

### Index your backlinks (Make sure your backlinks are found)

- <http://www.indexification.com>
- <http://onehourindexing.co>
- <http://linklicious.co>

## Automated Backlink Building Tools (Greyhat & Blackhat \*use with caution\*)

- <http://www.backlinkbeast.com>
- <http://magicsubmitter.com>
- <http://www.senuke.com/xcr>

## Submit Your Website To Search Engines

- <https://www.google.com/webmasters>
- <http://www.bing.com/toolbox/webmaster>

## Business Listings

- <https://www.google.com/business>
- <https://www.bingplaces.com>
- <https://smallbusiness.yahoo.com/local-listings> (List with 50+ directories at once and save time)

Complete all the tasks above yourself, outsource it to a freelancer, or you can hire me to do it.

## This Is Your SEO Blueprint.

Most small business owners don't do ANY of these things correctly..or at all. I know this for a fact; trust me! I talk to business owners all the time, and they don't even know what their target keyword is for their own business.

Once you understand these basic steps, you can move on to Search Engine Marketing (SEM).



SEM involves things like:

- Mobile optimization and SEO
- Content above the fold
- Adjusting your title tags to increase click through rate
- Optimize your homepage to convert traffic into sales
- Email marketing
- Exit Pop-ups
- Pay Per Click Marketing
- Video Marketing + more

If you follow these steps correctly and consistently, you'll blast past all the amateurs and you'll see who your REAL competition is..if any.

Contact me if you need help.

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Please Take 30 Seconds and Leave a Review on Udemy Because I'd Really Appreciate It!

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**Kent Mauresmo**

Web Design & Search Engine Optimization

Websites:

<https://seocompanylosangeles.us> (SEO Help)

<http://bestwebhostinginc.com> (Web Hosting Guides)

<https://elite.seonoble.org> (Private Noble Organization)

email:

[contact@read2learn.net](mailto:contact@read2learn.net)