

# **POCKET SEO GUIDE**

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## **A comprehensive pocket seo guide to learn SEO and conduct better optimization.**

You might have come across term 'SEO' or search engine optimization, this is a comprehensive guide to help you learn and implement seo solutions for your website and blogs.

This guide is meant for beginners and moderate webmasters and bloggers who are looking for a step-by-step seo guide to learn and implement best seo practices on their blogs and website.

I have gone through quite a few seo guide but they are too technical or written to promote a single product which leaves you with little room for customization.

In this seo guide, I will be taking you through the basics of search engine optimization.

### SEO Definition- Basics of SEO Guide

So what's all fuss about it! What is this bloody SEO?

SEO or search engine optimization can be defined as process of **optimizing your website** to increase traffic from search engines.

I have highlighted 'optimizing your website' in the above definition in bold to emphasis on it.

Entire universe of SEO revolve around the concept and phenomena of website optimization which will be covered in this seo guide.

People use search engines like Google, Bing and Yahoo to search for all kind of information and queries. These queries are keywords or key phrases. Based on these keywords, search engine return a list of results which contains primarily webpages, along with pdf and images.

Few example of keywords which you can use to run in your favorite search engines could be; men shoes, seo guide, learn seo, Google seo guide, Bing SEO guide, LED TV or anything else which you can think of.

So the entire game of SEO is to optimize your blog or website for these major search engines, rank higher for your targeted keywords and receive free but laser targeted traffic.

Now you can use social media also to receive traffic but its effectiveness depends upon the niche, if you are looking at conversion rate. Social media usually doesn't deliver high converting traffic for internet marketing niche whereas it could be useful for some other industry like tourism or apparel.

There are various studies to suggest that people are more prone to make purchases while searching for it on search engines rather than networking on social sites like Facebook, Twitter etc. This fact has led to the creation of this seo guide.

I am not trying to undermine social media, in fact social media marketing is an integral part of SEO in current world. But that is indirectly and we will come to that in short while. I must say that, it is really good for getting free traffic.

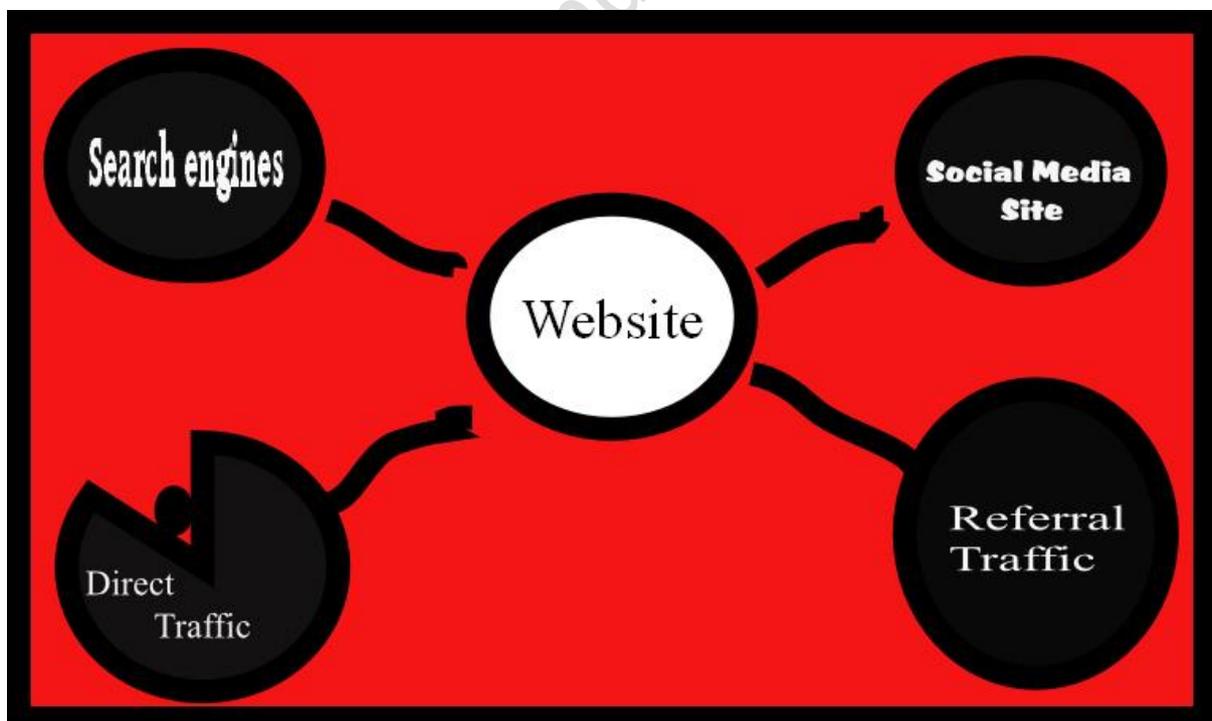
At the moment, you need to understand the difference between traffic coming from search engines and social media websites i.e. traffic from search engines is much better for conversion in comparison of social media traffic.

This seo guide will help you to learn seo in details along with tools, techniques & seo optimization tips to quickly implement tricks given in this seo guide. This SEO guide is going to talk about latest seo techniques therefore it is going to focus more on page factors.

In this beginners seo guide, we are going to focus on search engine optimization including social media marketing part of it. Social media is a very important factors in current optimization strategy.

After going through the definition of SEO, we need to understand the type of SEO.

This bring us to the chapter 1 of this SEO guide.



## Type of SEO

Types of seo is chapter 2 in this seo guide.

Seo can be broadly categorize in two categories;

1. On Page SEO
2. Off Page SEO

Initially search engines were primarily about keywords, keyword density & backlinks.

Keywords and its density inform search engines about the relevance of the content to the search query. It was part of on page SEO.

Off page SEO was mainly about backlinks. Major search engines like Google considered backlinks as votes. So if your blog had more backlinks, google will consider it as votes and will rank higher websites with higher number of backlinks.

As a result, both of these parameters were highly abused. Webmasters spammed a lot to get backlinks & created content with poor quality & high keyword density. These kind of websites doesn't serve much purpose for the users but were ranking high.

Google & Bing has made lot of changes to their search algorithm in the last few years to filter out bad content & currently they focus more on high quality content than anything else.

But search engines are just software & they need clues about the content and it is your responsibilities to provide them those clues. Therefore on page optimization has acquired great importance. In this seo guide, i will cover them in detail.

Backlinks are still required but their anatomy has changed a lot. We will cover that in later part of this post of this seo guide.

Now we will go through the process of search engine optimization. With this, we will move to next chapter in this seo guide.

### What is On page SEO?

On page seo or search engine optimization is the process of optimizing your website for search engines in order to make it more feasible for search engines to index and understand your webpage. If search engines can understand your content well, they will rank your content higher than others. This is the first lesson in this seo guide.

In order to do that, you need to take care of your webpage and make it more conducive for search engines to understand it.

So now coming to actual process of on page optimization, just have a look at this image;

### Diagram 1

To begin our SEO guide, we will first go through the most important elements of your page. If you look at the image above, you will find highlighted regions.

Let quickly go through them in order;

1. **URL** – urls were developed to use instead of IP numbers. Primary purpose of it was to make it readable for human. So when you see a URL, you should be able to get fair idea about the subject of the page. It may contain title of the post.



So if you look at the page URL in the above screenshot, you will find <http://akhilendra.com/list-wordpress-seo-plugins-2014/>. Anybody who see this URL can make out that this post is about wordpress seo plugins for 2014.

Search engines prefer URLs which are relevant to the content of the post, so you should always use URLs which are based on title of the page/post.

You should only use hyphen to separate words in url instead of using underscore, space etc.

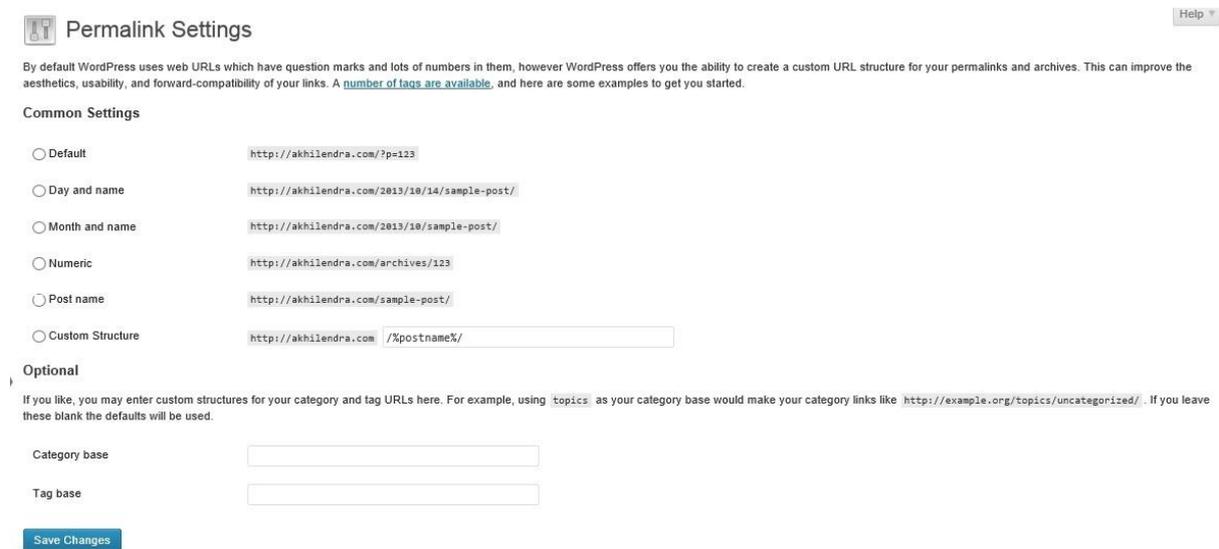
You should remove unnecessary words like To, By, in etc to reduce the length of the URL.

This bring us to another point for SEO optimized URL and that is optimum length of url for better SEO.

Length of URL is critical for SEO.

Extremely long URL will make it unreadable for humans as well as search engines.

Therefore you need to focus on perfect length of url. SEO Optimized URL are between 3-6 words in length. If you happen to be a wordpress user, then managing url on your blog is extremely easy. You can easily customize your permalink settings in wordpress.



## Diagram 2

You can find “Permalink” under setting in wordpress.

Wordpress is extremely user friendly content management system. You can customize every part of it in order to produce a well optimized website.

You can select an appropriate permalink setting for your blog. I will recommend to use <http://yoursitename.com/sample-post/> Or

<http://yoursitename.com/%postname%/> permalink

but you can also use

[http://yoursitename.com /2013/10/sample-post/](http://yoursitename.com/2013/10/sample-post/) or

<http://yoursitename.com/2013/10/14/sample-post/>.

Now moving ahead, we need to look at Title of the post.

2. **Title of your post or article** is the first thing your visitors will come across. Highlighted zone 2 & 3 present title of your post. Usually 2 & 3 will be same but sometime you may want to have different title for your visitors and different title for search engines.

Just like URLs, search engines don't prefer very long title. Try to keep it under 70 characters for better seo. Your title must contain keywords.

Better theme also provide option to add your blog's title to your post's title. If your website or blog contain keywords, it may also help. But it depends on your blog's title.

Try to target longtail keywords. We will cover keyword research in later part. At this moment, just understand that your title must contain primary keywords and it should not be longer than 70 characters. You can use tools like [rank tracker](#) from seo powersuite or [niche cracker](#) to find them.

As mentioned earlier, sometime you may prefer to have a different title for search engines and different for readers. Premium themes like studiopress, thesis & plugins like wordpress seo by yoast allow you to put custom title for your post which are only visible to search engines.

Using premium themes like studiopress is a very good method of optimizing your post for search engines like Google.

### 3. **Follow SEO Best practices for optimizing your post or webpage.**

In the diagram 1, highlighted zone 4 indicates main content on your page. You should follow seo best practices to create content which is designed to help search engines in understanding your content in a much better way.

Important elements of the content on page for better optimization are;

1. Meta description of your posts
2. H2 Tags
3. H3 Tags
4. Keywords in italics
5. Keywords in bold
6. Keyword density
7. Presence of LSI keywords in your post
8. Internal links in your post
9. External links
10. Google+ Authorship
11. Structured data like rich snippets
12. Image optimization

- 13. Page speed
- 14. Noindex Nofollow content
- 15. Post Size

All the above mentioned factors are extremely important for higher rankings on search engines.

Google and Bing, both pay huge amount of importance to on page factors.

In fact, major search engines like Google, Bing and Yahoo use title, description and keywords of a post to identify the content of a post.

Meta Description tags which provide information about the content of the post to search engines.

If you look into the source of any web page (right click and select view source), you will find three elements;

**<title>**Title of your post**</title>**

**<meta name="description" content="description of your post" />**

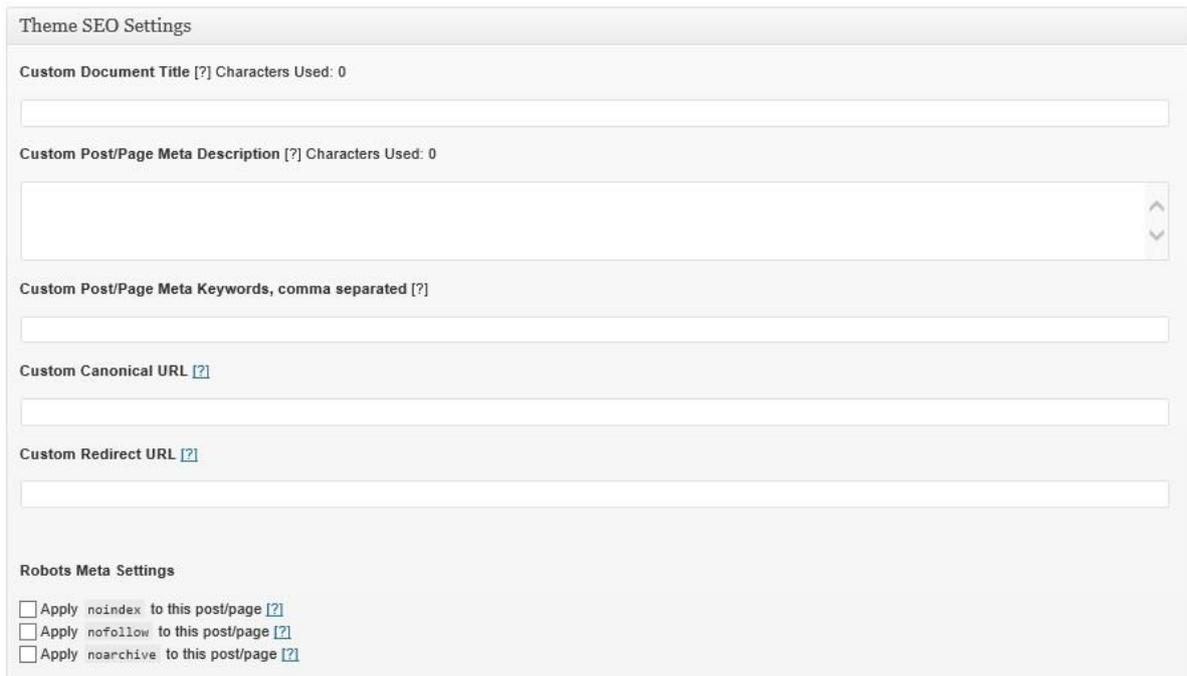
**<meta name="keywords" content="keywords of your post" />**

Search engines use information enclosed in these tags to deliver search results. Meta keywords are not as important as title and description so you can afford to not use them but never miss description.

Just like title, there is an optimum length of the Meta description also. 150-160 character is the maximum length for Meta description. This SEO guide is not only focusing on Google but also other major search engines like Bing and Yahoo that's why i am mentioning range of characters which is suitable for all of them.

Google and most of the other major search engines don't index more description than that.

You should focus on creating a well optimized Meta description for each post/article on your blog. If you are using studiopress themes, then you can create custom Meta description for your post.



The image shows a screenshot of a 'Theme SEO Settings' form. It contains several input fields and a section for 'Robots Meta Settings'. The fields are: 'Custom Document Title' (0 characters used), 'Custom Post/Page Meta Description' (0 characters used), 'Custom Post/Page Meta Keywords, comma separated', 'Custom Canonical URL', and 'Custom Redirect URL'. The 'Robots Meta Settings' section has three checkboxes: 'Apply noindex to this post/page', 'Apply nofollow to this post/page', and 'Apply noarchive to this post/page'.

If you are not using wordpress, then try to get these settings in websites.

After Meta description, you can enter keywords for your post.

There is absolutely no need to over-stuff keywords here, few are more than enough and you should only use those keywords which are present in your post.

After Meta description, **H2 & H3** tags are extremely important for better on page seo.

You should always have your primary keyword in H2 tags.

You can use either primary keyword or alternate related keyword in H3 tags.

**Keyword density** is calculated in percentage of total words in the post. Too high keyword density is equally bad for the overall optimization of the post.

Keyword density of 1-5 % is optimum for SEO.

You should try to focus on two to three keywords per post. It helps in optimizing your post for multiple keywords without increasing keyword density too much.

**Keyword decoration** is another important aspect of on page optimization. Keywords in bold, italics and underline are great way of keyword decoration.

Decorated keyword highlight keywords in the most optimized manner. They look good to your readers and also, to search engines.

While optimizing your content for search engines, you should never ignore your reader. Search engine doesn't make purchase. They can only deliver traffic.

If your content is not well written then it is not going to serve the purpose. Therefore you should never ignore your real audience i.e. your reader.

Ok, so coming back to on page optimization.

Presence of LSI keywords in your post is one of the important factors in your entire SEO game plan.

**LSI stands** for latent semantic indexing. LSI is primarily a method which correlate keywords and identify patterns among them.

So if there is a keyword, SEO Guide, there are other related keywords which are used by users to search for information on similar topic like Google SEO Guide, Bing SEO Guide, beginners guide to seo, wordpress seo etc.

LSI keywords in a post significantly enhance your chances of getting higher rank for targeted keyword. Using LSI keyword is also a great way to get traffic for related keywords.

If you are using wordpress, then you can use [SEOPressor](#) plugin to find appropriate keywords for your post. SEOPressor will scan your keyword for targeted keywords (you can target three keywords/post) and deliver LSI keyword for each primary keyword. You should use these keywords in your post for better rankings.

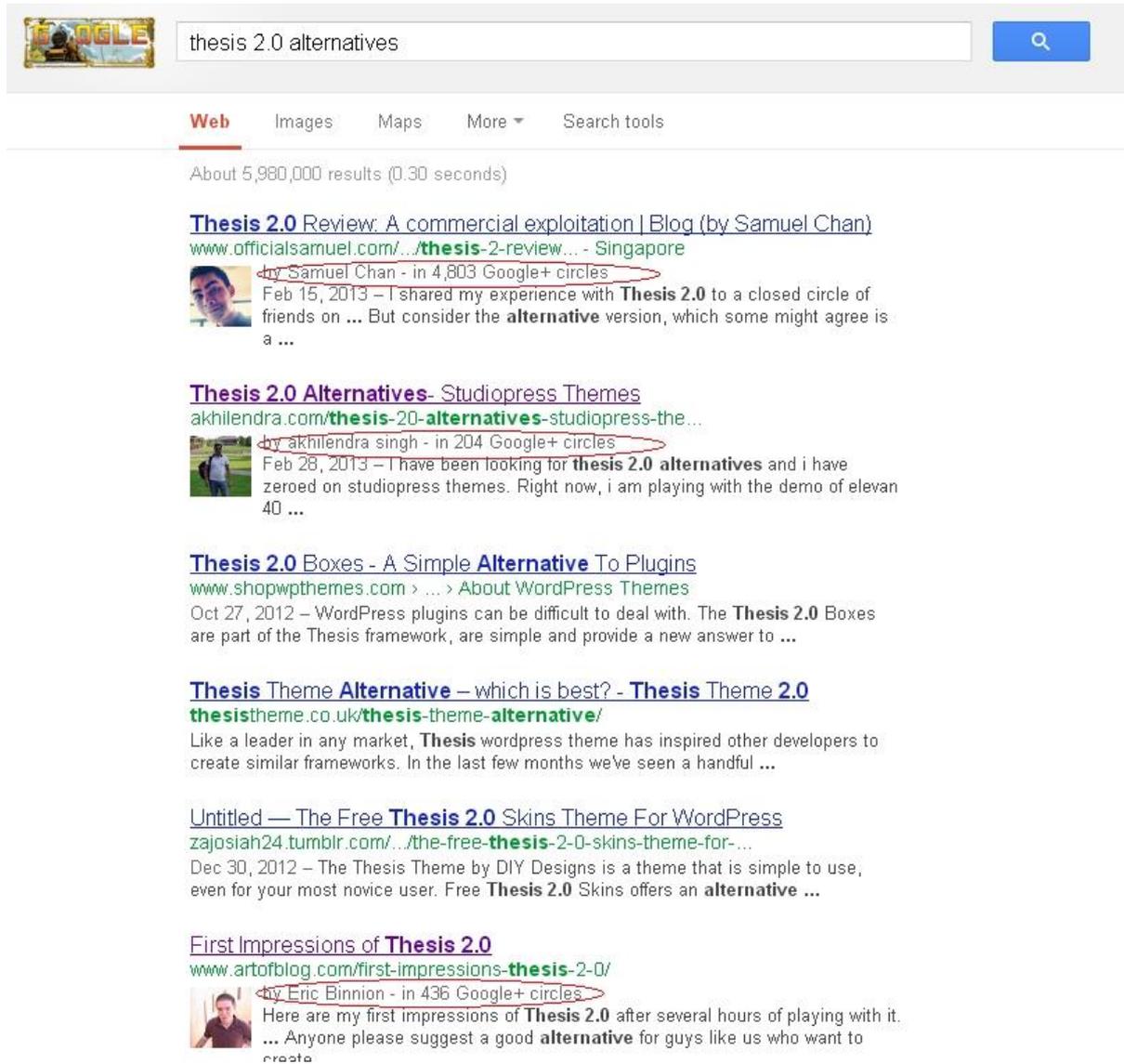
If you are not using wordpress, then you can create a spreadsheet and manually add keywords to that list in order to achieve similar result.

**Internal Links** are the link of your own website or blog in the post content. Internal links are extremely important for SEO and you should always use them. But don't try to over-insert links. Optimum limit of 3-5 internal links is good for SEO. If you see, i have placed ample number of internal links in this seo guide.

**External Links** are URLs pointing to other websites. webmaster often avoid to use external links in their post as they don't like to drive their visitors outside their website but putting 2-3 relevant external link in your post is good practice for seo. Linking to major websites like Google, Bing Facebook etc can bring good results to your and you should also link to relevant content on some other website. Say you found a good post about something and later you are writing about similar topic, linking to post can enhance your level of SEO. I have placed ample number of external links in this seo guide.

**Google+ Authorship** has become one of the most talked about and important factors after inception of Google's social networking site Google Plus. No SEO guide can be completed in current world without talking about Google plus authorship.

Integrating Google+ in your website or blog is extremely good for seo. You should create a profile on Google+ and integrate it in your website. If you are using wordpress, then it is extremely easy to integrate Google+ Authorship to your blog. You can use plugins like [SEOPressor](#) to easily do that. You should work on increasing your presence on Google Plus as it will help you further enhance your authorship. You should always share your content on Google Plus in order to achieve optimum results.



The screenshot shows a Google search interface with the query "thesis 2.0 alternatives". The search results are filtered by "Web". The first result is a blog post by Samuel Chan titled "Thesis 2.0 Review: A commercial exploitation | Blog (by Samuel Chan)". The second result is "Thesis 2.0 Alternatives- Studiopress Themes" by akhilendra.com. The third result is "Thesis 2.0 Boxes - A Simple Alternative To Plugins" from shopwpthemes.com. The fourth result is "Thesis Theme Alternative – which is best? - Thesis Theme 2.0" from thesistheme.co.uk. The fifth result is "Untitled — The Free Thesis 2.0 Skins Theme For WordPress" from zajosiah24.tumblr.com. The sixth result is "First Impressions of Thesis 2.0" from www.artofblog.com.

**Structured Data** is the term which is used to refer all form of markups which follow a preset rules. Structured data has acquired great importance as far as SEO is concerned. Search engines like Google give huge importance to structured data in the snippets and webpage with structured data will most probably outrank webpages without structured data. Therefore no matter what, you should always use structured data in your post or webpage.

Structured data include;

- [schema.org](http://schema.org)
- [Microformats](#)
- [Microdata](#)
- [RDFa](#)
- Data that you have tagged in [Data Highlighter](#) in Google Webmaster Tool

In simple terms, Google use structured data to create rich snippets which are displayed in SERP.

Rich Snippet (structured data) can be used for following type posts;

- Reviews
- People
- Products
- Business and organizations
- Recipes
- Events
- Music
- Authors with profile photo

If you have noticed, when you search for product reviews, you get search results with rating stars in them. That is rich Snippet.

The screenshot shows a Google search for "gi joe 2". The search bar contains "gi joe 2" and the search button is visible. The search results page shows "About 258,000,000 results (0.36 seconds)". The first result is "G.I. Joe: Retaliation (2013) - IMDb" with a rating of 6.3/10 from 26240 votes. A rich snippet is displayed for this result, showing the title, rating, and a brief description. Below the IMDb result are several other links, including Wikipedia, a trailer site, and YouTube trailers. On the right side of the search results, there is a large image gallery for "G.I. Joe: Retaliation" and a detailed information box for the movie, including its release date, director, producers, production companies, and cast members.

**G.I. Joe: Retaliation**  
2013 Film  
G.I. Joe: Retaliation is a 2013 American science fiction action film directed by Jon M. Chu, based on Hasbro's G.I. Joe toy, comic and media franchises. It is a sequel to 2009's G.I. Joe: The Rise of Cobra.  
Wikipedia

**Initial release:** March 27, 2013 (Sweden, France, Ireland, ...)  
**Director:** Jon M. Chu  
**Producers:** Lorenzo di Bonaventura, Brian Goldner  
**Production companies:** Di Bonaventura Pictures, More  
**Screenplay:** Rhett Reese, Paul Wernick

**Cast**

 Channing Tatum Captain Duke Newcomer	 Dwayne Johnson Roadblock	 Bruce Willis General Joseph Colton	 Adrienne Palicki Lady Jaye	 Lee Byung-hun Storm Shadow
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As you can see, search results with rating stars look much better than plain search results. Google has shown great preference for such rich snippets in the recent past. Therefore it is imperative for you to include them in your search results.

You can use wordpress plugins like [SEOPressor](#) to integrate rich snippet for your wordpress blog. You can highlight and tag content in other content management systems.

You can use Google Webmaster tool to verify if rich snippets are displayed correctly for your blog or website content.

Login to Google Webmaster tool and navigate to your website's dashboard and click on Additional tool menu item in the left hand menu.

## Google Webmaster> Your Website Dashboard> Additional Tools

**Webmaster Tools**

Home | **Structured Data Testing Tool**

Structured Data Testing Tool

URL:  HTML:

Help with: Troubleshooting, Help Center

**Preview**

Google search results | Google Custom Search

Email Marketing Automation- GetResponse Updated Review  
akhilendra.com/email-marketing-automation-getresponse-updated-re...  
★★★★★ Rating: 5 - Review by Akhilendra - Mar 30, 2013  
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.  
by akhilendra singh - More by akhilendra singh

**Authorship Testing Result**

Authorship is working for this webpage.

Google+ profile link: <https://plus.google.com/113022116235284853997>  
Google+ profile name: **akhilendra singh**  
Authorship can be explicitly established via two primary methods: email verification or rel=author markup. Keep reading for more details on the implement each method for this page. [Learn more](#)

As mentioned earlier, you need to integrate structured data in your website.

**Image Optimization** is the process of optimizing images on your website for SEO. Creating SEO friendly images doesn't require much effort or skills. Always make sure to have keywords in the name of your image. This will help in getting optimized title. Search engines cannot read images like JPEG, PNG etc. They use ALT tags to identify it. Never forget to add alt tags containing keywords. Google Image search is a great way of getting traffic from it. Often webmasters forget to add appropriate titles and alt tag therefore google image search is not as competitive as Google Web search and therefore getting traffic from google image search is fairly easy. You can get amount of traffic from it if your images are well optimized.

Also, don't forget to compress your images before uploading them to your website. Heavy images tend to slow down websites. Slower websites are neither user friendly nor search engine friendly.

You can use wordpress plugins like WPSmush.it to compress your images and SEO Friendly Images (WP Plugin) to automatically add alt tags to it. In this seo guide so far, we have covered most of the on page optimization factors so far.

**Page Speed** of your website is one of the most important factor in ranking on search engines. No company or service provider want to give a bad experience to their users and so as Google. Google is aware of the fact that if they route their visitors to slow website then those visitors will not be pleased. Therefore google prefer faster websites over slower websites.

If you are thinking that why page speed has been included in this seo guide then make no mistake, page speed is as important as any other factors mentioned in this seo guide.

You can use free tools like;

1. [Pingdom Tool](#)
2. [Google Page Speed Tool](#)

To measure the speed of your website.

There are variety of methods to improve your page speed.

First method and foremost important factor is Web Host.

You should use a good web host who is able to provide high quality servers. Server response time is the first thing in order to achieve a better page load speed.

Web host like [Godaddy](#), [Hostgator](#), [Inmotion](#), [Dreamhost](#) and [knowhost](#) provide better servers which are able to provide good server response time. I am currently using knowhost and based on my post size, images and plugin usage, they provide me awesome page speed.

In the past, I have used hostgator and godaddy. They too are equally good for page speed and high quality service.

For Dreamhost and Inmotion, I can say from my friend's experience who have used them.

[WPEngine](#) is the best wordpress managed hosting so if you are using wordpress based sites, then WPEngine is the best choice for you. But they are slightly expensive.

After web hosting, website template is second most important factor influencing your page speed. You should high speed premium templates only. They are paid but

when you are doing so much for your site or blog then there is no point in shying away from investing in the basic foundation of your website.

A template forms the very basic foundation of your website. It is not only important from the design point of view, but also for user experience and SEO.

If you are a wordpress users, then I will suggest you to go for studiopress themes. Studiopress themes are based on Genesis framework. Genesis is the best framework for wordpress templates. I am currently using Elean Pro 40 themes. These themes from studiopress are best for usability, ready to use design, customization, and page speed and search engine optimization.

You can do everything with these [studiopress themes](#).

If you tight on budget, then you can also look at [Elegant Themes](#).

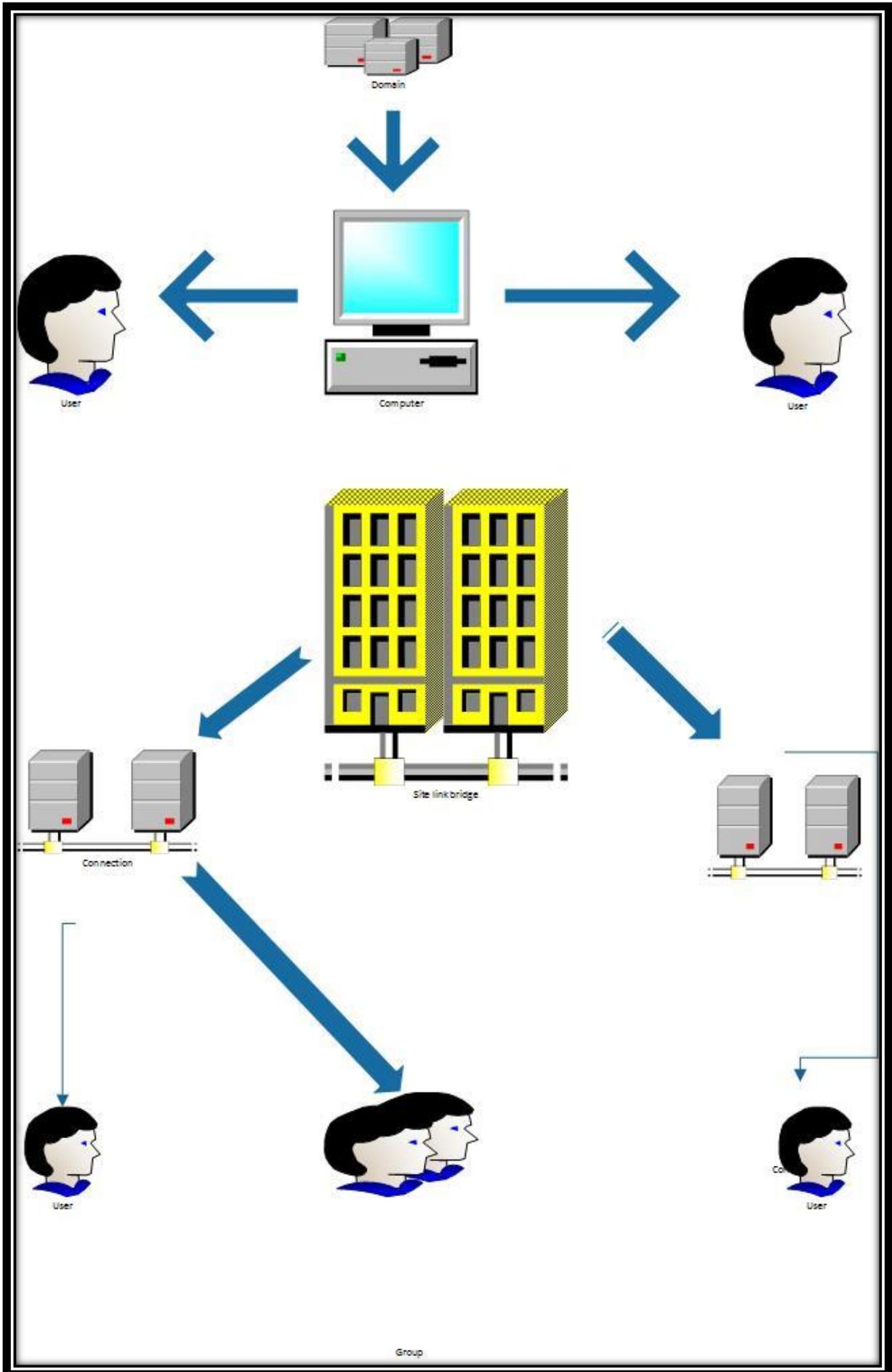
You can also look at Wordpress templates from template monster which are based on cherry framework.

For non-WordPress users, template monster is best. Template monster is one of the oldest and biggest template producer in the world. You can get all kind of website templates from template monster including other content management systems like Joomla, Drupal etc.

Next in the line of improving your page speed is caching and CDN.

You should use caching along with CDN to enhance the quality of user experience for your website users.

CDN is the best method to improve page speed. CDN or content delivery network operate by serving the content from the server which is closest to your visitors location thereby reducing the lag time.



MaxCDN is the best content delivery network service provider. They are economical and provide awesome services.

MaxCDN can be used by any kind of websites. They are easy to setup and integrate into any website.

MaxCDN offer 1 tb data at \$39.95 and you can get further bargain by using discount coupon "[akhilendramaxcdn](#)". Your final price would be around \$30 and for an average website, 1 TB data is huge.

MaxCDN provide following benefits and features to empower your website's speed and SEO;

- [SEO](#)
- User Experience
- User Retention
- Protect your site from crash due to surge in traffic
- To name some of the features offered by MaxCDN,
- It can be easily integrated in variety of content management system like wordpress, vbulletin, xenforo etc.
- GZip compression
- IP Resolution
- Query string
- Content disposition
- Strip all cookies
- Pseudo streaming
- Use stale
- Ignore cache control
- Servers across world including asia,Europe and USA.
- MaxCDN SSL

Wordpress users can use plugins like W3T Cache and WP Super Cache to user caching to improve their page loading time. These plugins can be used to integrate maxcdn in wordpress very easily.

To know more about how to improve page speed for SEO, [click here](#).

Nofollow Noindex is not only extremely confusing but also, quite critical too. nofollow noindex directly impact duplicate content on your website. duplicate content is lethal for any kind of websites especially blogs or article based website.

Nofollow is the content which is indexed but not followed whereas Noindex is the content which is not indexed at all. A single post is handled in multiple ways on a website. A post is filed under some category, it have few tags and it can be also found in your monthly archives. Now if it is indexed everywhere then same post will appear under multiple Top level Items like tags, category and monthly archives. It is

recommended to carefully calculate your requirement and allow index and noindex based on that.

For example, if you think that your category page is well optimized for SEO then you can allow it to index and do nofollow to tags and monthly archive pages. In some other cases, allowing tag pages to index could prove helpful. In case of most the websites and blogs, No-indexing archive page is a good idea. But again, it could vary for few websites. You can index tags as in case niche blogs, multiple posts share common tags which could get you in some good traffic.

In my case, I allow tags to index and I receive good amount of traffic from tag pages.

Post Size is last in this list, but definitely not the least in this list of on page seo factors. You should target minimum 500 words for the better position on search engines. Officially 300 words are enough but in current competitive worlds, it is better to maintain a fair margin. Post size is an integral part of this seo guide.

Minimum 500 words post mean better chances but it doesn't mean that you should write insane and non-sense articles. Idea is to collect more information and add more value to it rather than adding bogus content to your post.

Content is the king, remember search engines can make purchase, it is human who will. Therefore your ultimate target is your visitors.

You must follow all the guidelines mentioned in this pocket seo guide to create content which is superior to others.

Seo is all about beating the competition. If you can understand the competition for a particular keyword, you can beat it easily. It's not about being perfect, seo is about being better than competing websites for a targeted keywords.

You can use tools like SEOPressor and Scribe to create content which is rich in SEO and beat others. But it all depends upon the level of competition for that keyword.

Now it bring us to next major point in this SEO guide and that is, keyword Research.

What is Keyword Research?

Keyword research is the processing of finding out appropriate keyword or keywords for your post, blog or website.

I know you can write about anything but why waste efforts if no one is looking for that keyword. Keyword research let you know about the search queries which are used by people to search for a particular topic/subject.

Some example of these keywords are;

SEO Guide

SEO Tutorial, in them field of SEO.

Pizza

Shoes

Online shopping

Ecommerce site, etc.

Keyword research not only provide information about what is being search, but also, how it is being searched. There are different patterns with which a particular topic is searched. Keyword research provide information about it all.

In the current world where most of the single word or shorter keywords are already targeted and have got extremely high level of competition, it is wise to target keywords with low and medium level of competition.

Long keywords are often less competitive and more profitable. Most of the research shows that people using multiple phrases to search for a particular information tend to purchase more than people using single word.

You need to look for following information while doing keyword research;

- Competition level of the targeted keyword or keywords
- Number of local monthly search of your country
- Number of global monthly search
- Current trend of the keyword

Manually keyword research is possible but it will become too tedious and time consuming. Therefore it is advisable to use some keyword research tool to do it quickly and efficiently. You can do keyword research with Google Trends, suggestion and keyword planner tool.

Also, Bing webmaster is a very good free keyword research tool. For those who can afford to go for paid options, I will list them under SEO tool section.

But irrespective of the tool you use, always make sure to conduct keyword research along with its competition level and monthly search data before writing any post.

To know more about keyword research and best keyword research tools, [click here](#). In fact, keyword research contributed a lot in my decision to write this seo guide.

## Off-Page Optimization

As mentioned earlier, there are two types of search engine optimization. We have already gone through on page optimization and the second one is, Off page optimization.

Off page optimization primarily revolve around link building and guiding search engines through your websites.

both of them are extremely important.

Guiding search engines through your website ensure proper indexing of your website and also, making sure that they don't index unnecessary information like admin pages etc.

You can improve your site's indexing by using robots.txt and xml sitemap.

**Robots.txt** is used to tell search engines what to index and what not. It is a kind of Noindex but at the much granular level. You can use Google webmaster tool generate it or plugins like Wordpress SEO by Yoast etc.

**XML sitemaps** are xml files containing sitemap of your site informing search engines about links and their path on your website. Like we human can easily navigate in presence of a map, search engines too perform better when they have a map to refer. You can create xml sitemaps using variety of tools and plugins. You can submit them to google and bing using their webmaster tool.

Wordpress plugins like Google XML Sitemap and wordpress seo by yoast are great plugins to create and submit sitemaps to search engines.

Now coming to backlinking, more than enough is available on internet about backlinking and I think it is the most misunderstood concept about SEO.

Backlinks are considered as votes by search engines, therefore sites with more links use to get higher rank in the past. But remember, it use to happen, not anymore.

Today quality of link is far more important than quantity of it. So never spam to get backlinks. And within, it is social links which dominate the plane today.

Today On page seo dominate search engines and any seo guide will reiterate it. Even to get backlinks from social sites, you need to create content which is of high quality and encourage your users to share it on social site.

While doing link building, you need to ensure;

- Usage of proper anchor text in links
- Link from relevant and good site only.
- No Link Farming

Try to get links from social networking sites like Facebook, Google Plus etc.

I will not extend debate on backlinks as I have already mentioned that on page seo is more important today.

Era of link farming is already over. Google with so many panda, penguin, hummingbird has made sure that websites with poor quality of link building practices are penalised and pushed downwards in their ranking.

Best way to do link building is to earn them. Write great content which gets shared on social network. It will not only get you referral traffic from search engines but also increase the authority of your blog.

Gradually people will start linking to your site automatically.

So you will get both, social signals along with back links.

Therefore, content is the king and follow it.

If you run variety of queries on Google, you will realize that there are many websites with lesser backlinks, but are ranking high because of high quality on page optimization.

So right now, your primary focus should be on page optimization. Link building takes time and it is not the only factor so you don't have to worry if you have got less links.

This SEO guide is more about white hat seo tricks and techniques therefore i will suggest you to focus more on on-page factors rather than just link building.

#### Best SEO Tools to Implement this SEO Guide

As promised earlier in this seo guide, now i will cover tool to implement this seo guide. Search engine optimization could be overwhelming and with so many activities to be done, monitored and tracked, you just can't do it manually.

I mean, I am not sure probably you can but again, it won't be efficient.

You will have to spend a lot of time to understand the on page seo, off page seo and errors. It is better to use some tool.

[Google Webmaster](#) and [Bing Webmaster](#) are the best free seo tools on planet.

You can do whole lot of things with them.

Google Webmaster too provide great insight about how google crawl and index your site. Any errors found on it along with providing information short, long title, keywords and duplicate content.

You can also use google webmaster tool to verify google+ authorship and rich snippets on your site.

You can use google webmaster tool to verify robots.txt and submit xml sitemap for your website.

To read in detail on how to use google webmaster tool for better seo, [click here](#).

Just like, Google webmaster tools, Bing webmaster tool provide information on how bing look at your website. You can see your crawl rate, index rates, errors and much more.

Bing also provide additional features like keyword research along with SEO Report for your webpage.

Bing webmaster tool is also very good and you must use it along with google webmaster tool.

To read in detail on how to use Bing webmaster tool for seo, [click here](#).

As these are free tools, there are certain limitations like keyword research is not exhaustive. It doesn't include competition level which is crucial for success.

Similarly you will see errors in your google and bing webmaster reports but may not know how to fix it.

Paid SEO Tools provide exact information on how to fix those errors.

Some of the most economical and best seo tools around the world to implement this seo guide are;

1. [WebMeUp](#)
2. [SEOProfiler](#)
3. [IBP](#)
4. [SEO Power Suite](#)
5. [WebCEO](#)

These seo tools are well established. You can read a detailed comparison of different seo tools [here](#).

These seo tools provide great seo solutions to implement and improve seo for your website.

SEo Guide- Final Chapter

SEO is a ongoing process, there is no point ever where you can take things for granted and stop optimization. You have to constantly work on your website.

Offcourse, once you have got the basic foundation right, your daily or weekly effort will go down. But always remember one thing, each post on your blog or website is like a new website. You need to do keyword research from scratch along with following all on page seo best practices mentioned here.

SEO require investment of your time, efforts and money. This seo guide or any other seo guide can't be implemented without these investments.

If you happen to be a wordpress user then it is fairly easy and economical for you to achieve better results but it doesn't mean that others can't. It's just that they will have to work more on their websites to implement certain changes in comparison of wordpress users who can easily do that with plugins and themes.

Social Media marketing is huge and it is imperative for you to devote sometime to it. You can earn traffic, branding and links from social sites. Social triggers are very important and you should try to increase your presence on them especially Google Plus, Twitter and Facebook.

I have talked about few plugins and theme in this seo guide, you can know more about them at akhilendra's Resource section. To visit resource section, [click here](#).

Useful Readings to Supports this SEO Guide;

- [Wordpress SEO Plugins to implement seo guide](#)
- [How To Select a Webhost](#)
- [Best Wordpress Responsive Themes](#)
- [SEO Guide for Bing](#)

I have already mentioned few posts in this seo guide, don't forget to go through them.