



SEO BEGINNER GUIDE

from human to human...

Welcome!

[Hire SEO Expert](#) is a service for providing SEO optimization services and a place for hiring SEO experts.

We believe that SEO is a complex and ever-changing field, and we strive to stay at the forefront of the latest trends and technologies.

We are proud to offer our clients a comprehensive SEO approach that has repeatedly proven its effectiveness and efficiency.

We are also committed to transparency and honesty in our work and strongly believe that the best way to serve our customers is to always be open and honest with them about what we can and cannot do.

We share knowledge without hiding secrets!

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Why can you promise results in SEO and deliver on the promise?

...because SEO experts who adhere to ethics do not promise more than they can and can see the picture of the development of your site as he has many years of experience.

Trust the experts who will have the tools, knowledge, and experience to bring your site to the top. We do everything to ensure that the experts you can find on our website are exactly these experts.

Join The Experts

Where does SEO begin?

If there were a best strategy that could lead to success in both SEO and business in general, then it would be called

“Reputation in the thematic community as a strategy for success”

Trying to build a big company, first of all, you think about a name, a name that will be remembered. That's why you create assets that would be useful, that's why you create your product or service, and their quality gives you a reputation.

When you are one of the leaders in your market, everyone will spread your news or other information, even those that are already outdated. When your reputation speaks for you, word of mouth works, and you no longer need to spend money on advertising.

The fact is that this strategy allows you to discard the unnecessary and focus on your product, as well as focus on the category of buyers who

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will be interested in it. And the most interesting thing is that it will allow you to occupy the first position in the top search results.

Reputation in the thematic community is trust in you among users, and accordingly, it is your E-E-A-T (SEO ranking factor) and external links to your site. By improving your products, you can achieve this. You just need to make a small push and have strong technical SEO optimization...

Two commonly used SEO tactics

In SEO, there are two main tactics (or a combination of them) that you can use:

1. Focusing on high-frequency keywords

For promotion, we choose high-frequency keywords. We write more extensive articles to increase the number of requests on the page. We use short anchors with our keywords in the links.

For this option, you need to be sure that such pages will have a large number of links. Some people count on buying links, but this can harm the whole website. Therefore, you still need to have a high level of trust both among users and with search engines in order to rank for high-frequency keywords and occupy high positions.

2. Expertise building tactics

For promotion, we choose low-frequency and most important keywords. We work on the structure of the site and build it around one medium-frequency key that best suits your business. In the beginning, there should be only one key - one goal. You need to show your expertise in one narrow topic, take the first position and win trust. Then, with the support of supporters of your brand, you will be able to

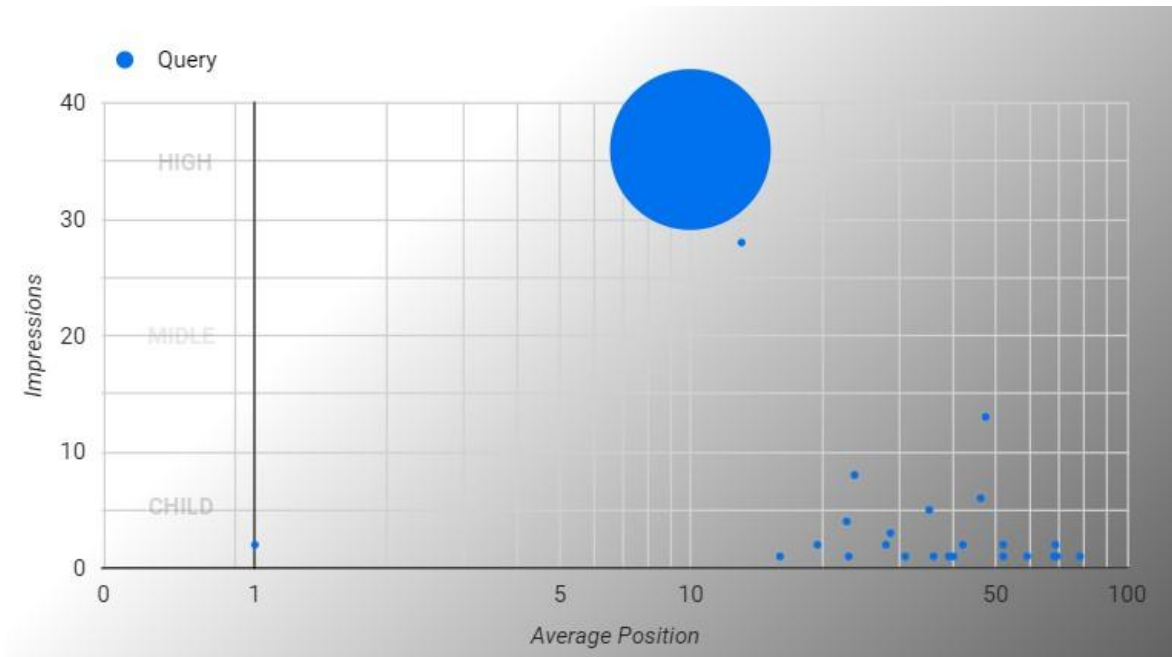
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expand your site, win more and more keywords, and gradually work on high-frequency keywords.

Be careful and always expand your expertise!



A graph showing the level of trust in your site. As many keywords as possible should reach the white zone, and their number of impressions should be consistently high. Gain more insight into our vision of SEO strategy with [Looker Studio SEO Strategy Tools](#)

Content for gaining mass

In order for your new pages to bring traffic immediately after publication, you need to create a proper content plan that would complement your expertise around one narrow topic, as well as make a deep SERP analysis for each individual page.

Expand your expertise and constantly create new content, as this leads to:

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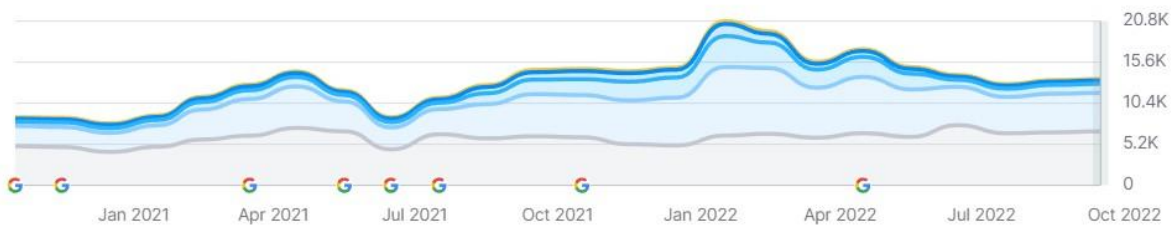
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- increasing the number of requests
- improving site visibility and site impressions
- increasing quality pages in the index
- number of inlinks and relevant anchors

Organic Keywords 13,426

Top 3
 4-10
 11-20
 21-50
 51-100

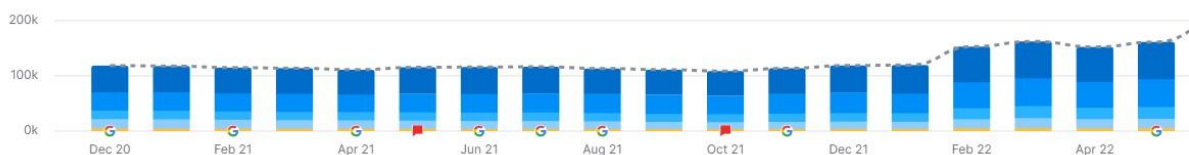


This, in turn, leads to improved keyword positions, increased brand inquiries (which is incredibly important), and increased traffic and overall site value!



Organic Keywords Trend

Top 3
 4-10
 11-20
 21-50
 51-100
 Total
 Notes



Pay attention:

Junk, low-quality pages that do not bring any benefit only prevent the site from ranking.

That is why it is important to pay special attention to the content!

Discover New Growth SEO Opportunities With Our [SEO CONTENT WRITING](#)

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Tech SEO

Remember, you are working with AI (artificial intelligence) and with bots that scan the site. Yes, content must be created for users - this is your product, but it will not reach users through SEO if:

- AI will not understand your content well;
- The code will be broken, and the scanner will not be able to read it;
- The page will be noindex, canonicalized, or internal links to the page will be nofollow, etc.;
- Google bots will more often crawl pages of your site that are not on the site (see Crawl Report in Google Search Console or [Log Data](#)).

All your efforts can be ignored with small mistakes in Tech SEO.

Inlinks

A few more words about internal links and anchors... Inlinks are very important, but very often, they are not given enough attention. As a result, there is cannibalization on the site, pages are not relevant to their titles, and orphaned pages appear. Therefore, give it a little more time, and it is desirable that you do it before launching the site for indexing.

We have developed our own solutions for Inlinks harmonization, so let us or the SEO experts who have joined us use all our power to help your site get to the top of the search engines.

[These and other tools are also open to SEO experts. Join today!](#)

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Website Rebuild

After starting the site for indexing, Google caches the pages of your site and does not always update the information very quickly. That's why it's important to set up SEO before you launch. This is especially important if you are creating a new site, doing a new site design, or rebuilding! On an existing site, uploading a new sitemap to Google Search Console can help in this situation.

Pay attention:

Look at the traffic and external links of the pages that you decided not to add to the new site.

Link Building

Never buy links (except for thematic pages that are at the top and have huge traffic), exclude any spam and temporary links, and do not use automation.

Keep up the high quality! Only be where you are proud of your brand presence (some links are toxic and can harm you). Be only there who can provide you with additional value and expertise.

In general, it is better not to create links. Get them using traditional marketing methods!

- Create mysteries, leave traces. Newbies will instantly become lobbyists for your brand because you are the first bright light in their secret that opens up the whole world.
- To build a reputation, we suggest using methods of improving products or services and not forgetting about outreach or PR - creativity, the best advertising.

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- Improve your product, and highlight the main advantages: the best quality, uniqueness, awards, or prices... **Give others a reason to tell about you!**
- Organize an online meeting and invite the main influencers of the Internet there, where you can exchange possessions with them...

Get creative, and you'll find many more ideas like this that will allow you to promote your brand and generally get real links that benefit more than just SEO!

Pay attention:

How to improve the conversion of your site?

Focus on queries that have a higher CPC (see [Google Ads](#)).

Advertisers are bidding higher for these queries, not without purpose...

If you are an SEO specialist, [join other experts](#) and expand your career opportunities!

- ★ More strategy and more tactics!
- ★ A deeper analysis of SEO!
- ★ An updated template for a full SEO site audit!
- ★ How to create a product to increase reputation and SEO results!
- ★ How to create content to be linked to!
- ★ Working outreach and link building tactics!
- ★ Looker Studio (Data Studio) tools!
- ★ And many more materials and templates!
- ★ **Promote your profile on our site and take care of your personal SEO expert brand with us!**

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