Namecheap Master Class SEO Tips for Beginners

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Print this workbook and take notes as you go through the masterclass.
Content:

1. What SEO is, and why Search is important
2. SEO myths
3. What components SEO is made up of
4. Language of SEO
5. SEO tools
6. Where to start with SEO
7. Search Intent
8. Pages to Optimise
What SEO is, and why Search is important

SEO myths
What components SEO is made up of:

1.

2.

3.

Language of SEO

Black hat is...

White Hat is...
On-Page SEO Is...

Off-Page SEO Is...

More on On-Page SEO can be found here https://www.contentnitro.co.uk/on-page-seo-tips/

SEO tools

- Google Search Console
- a traffic analysis tool (e.g. Google Analytics)
- a keyword research tool (e.g. KWFinder)
- a backlink analysis tool if it includes a broken link checker
Where to Start With SEO
Search Intent:

1.
2.
3.
4.
Pages to Optimise

Home Page
Next Steps:

1) What page on your site do you want to start optimising first? What keywords will you use?

2) Remember it doesn’t all have to be done at once
3) SEO is an ongoing thing - it’s not a *do it once and forget about it*. See how you can add in your keyword research, guest blogging and relationship building.