

Advance S.E.O. [Search Engine optimization] *For Rank Your Website*

About This Ebook-

In this ebook you will find the latest tricks
for rank you website , Blog \

Micro-niche Blog

This ebook is not For Affiliate or Other e-
commerce website \

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1-What is Your Content-

This is the First thing "Content" is a Tree of Your website, Blog you have to focus on your content as how are you working on your content or the content is already available on Google or other search engines this You basically double your chance of success with a written blog strategy.

According to Content Marketing Institute, 60% of organizations with a written content strategy are effective, compared to only 32% of those with a purely verbal content strategy being effective. is the point of your

Five Steps to Craft a Blog Content Strategy

This guide will be divided into five steps:

1-Define your goals.

2-Perform some target market research.

3-Come up with topic ideas and keywords to target.

4-Create a content calendar.

5-Build amazing content.

A Language Of Brad Smith-

"Almost every company knows about their customer's demographics (i.e. who they are). But, they know next to nothing about

their psychographics (i.e. why they buy).

Successful blog posts follow the old Problem Agitate Solution (PAS) copywriting principle. They begin by introducing the root problem reader's are facing. Then they agitate those problems by digging into the symptoms and pain points. Finally, they present a

solution (whether that's an idea, tip, hack, or simply positioning their product/service as the solution).

But, you can't do that effectively without understanding (1) what you're readers are trying to achieve, (2) what's preventing them from doing

it, and (3) what's going to happen to them if they don't achieve it.

Find the answers to those three questions (using surveys, interviews, etc.) and you'll be able to create blog content that does a hell of a lot more than just rack up social shares."

-Brad Smith

2- How many images you used in your blog.website

Images are great. That much should be obvious just from reading this post.

But the issue with using images in your blog is that they have a large file size. And a large file size means they're going to slow your website down.

Research from DoubleClick shows

that 53% of users abandon a mobile website if it takes longer than 3 seconds to load.

I shouldn't need to tell you that you don't want that to happen.

To avoid a slow website, optimize your images so that you can keep the visual quality of the image high, but the file size low.

This can be done manually, but it works more effectively using a number of different tools.

If you use WordPress to host your blog, then download the WP Smush plugin, which will automatically condense your image file sizes to ensure they're as low as possible.

Or if you would prefer to optimize your images before you upload them to WordPress, use a tool like Optimizilla.

3- how many Infograph used in website

Today, that's not the case. Everyone is making infographics. Now, you've got to make infographics that are better than the next guy's infographics. That's not easy to do.

I've been creating infographics for quite a while. I've made mistakes, but I've also figured out a few tips. Here are some

of the tips that can save your infographics from disaster.

1. Create your infographic for your target audience.

Coming up with an infographic idea is half the battle to creating a killer infographic. And the way to come up with great infographic idea is to figure out what your audience wants.

The infographics with the most traction, most attention, and most virality, are ones that meet your target audience right where they want it most.

One mistake that I've seen people make when creating an infographic is that they try to choose something that is generically popular rather than specifically relevant to their audience.

Your goal is to create an infographic for your audience, not necessarily for the whole world. Keep it specific, relevant, and targeted.

2. Keep it simple.

One of the advantages of infographics is that they can distill advanced ideas into a simple visual form.

But the inherent advantage of infographics can be their demise. An infographic can become needlessly complex, creating a mind-numbing cognitive overload rather than an “Oh, I get it” experience.

4- how many video embedded in blog

It's no secret that embedding videos on your blog post is a great way to attract readership and conversion. However, using video to its fullest potential involves more work than

slapping an embed code on an otherwise empty post. Here are four common mistakes we've seen along with some tips to help ensure that you make the most out of a video on your blog post.

1) No Indication That There is a Video in the Post

You should let your readers know right away that your blog post contains a video. You can accomplish this in two ways.

First, specify it in the title of the post. A good way to do this is to star the title out with “(VIDEO)” – this will let folks know right away that the blog post contains a video. Following “(VIDEO)” write your title as you normally would. For example, a good video blog post title would look something like: “(VIDEO) A Private Tour of Our Offices.”

Secondly, be sure your embedded video appears relatively close to the top of the post. If possible, you want to avoid the video appearing below the fold. Even if readers ignore the

title of your post, they will see right away that there is a video on the post if it appears towards the top.

2) No Text Content

Too often we see blog posts that are comprised solely of an embedded video. It's a good idea to give your readers some context before asking them to watch an entire video.

Introduce your video with a few sentences, and then summarize the video in a paragraph below. If you've transcribed the A-Roll in your video, you can use some of that content to

form the summary paragraph.

5- How many spam score in your blog website

Essentially, Spam Score does what it says on the tin; it's a system developed by SEO data and software company Moz which attempts to figure out how 'spammy' websites are and, subsequently, how trustworthy a website is (or is not). Sites are graded on a scale of 0 to 17, with 0 being the best (most trustworthy) and 17 being

the worst (least trustworthy).

In this day and age, it's not just a case of webmasters and business owners keeping an eye on their own websites' Spam Score and leaving it at that.

Nowadays, digital marketers, bloggers, online content creators and media-savvy online businesses typically check up on the Spam Scores of websites with whom they are thinking about working or collaborating with prior to actively pursuing the backlink via outreach and partnership initiatives.

After all, as a business you wouldn't

want spammy websites linking to you, for fear that they may negatively affect your site's backlink portfolio and, subsequently, organic visibility should your site be algorithmically penalised by Google or other search engines. Nor would you, as a writer, want your work to be associated with such sites, as it could leave you with a bad reputation in the eyes of future collaborators.

It has been theorised, but never empirically proven, that having links from websites with high levels of Spam Score linking to your site can negatively affect its organic search rankings. The more suspect sites you have in your

backlink profile, the greater the odds of your site receiving a Google link penalty for shady link building practices as well.

Like most things in the world of SEO, Spam Score isn't exactly a perfect science, but it is a pretty good indicator of how trustworthy a website is overall. Scores are colour coded for ease of judgement; sites which score between 0 and 4 are marked in green (low risk), those scored between 5 and 7 are orange (medium risk), while those which score 8 and above are marked in red (as you can probably guess, this is a bad thing – high risk!). Of course, not all websites which are marked down as

orange, or even red, are actually bad or spammy sites, but simply an unfortunate victim of circumstances in their own right. Nevertheless, such websites should be treated with initial suspicion and examined in detail nevertheless. We will be discussing in detail later exactly what brings about Spam Score and how you can go about managing it, but first...

7- what is your permalink

Before I start my explanation of permalinks, I want to show you two examples so you can refer to them as

necessary:

An example of a blog's main URL (which shows all the posts for a given period of time:

<http://www.blogpostdirectory.com>

An example of a permalink:

<https://www.blogpostdirectory.com/101/2008/11/what-is-a-permalink/>

A permalink is the link to an individual blog post. These are important because if you ever need to link to an exact blog entry (e.g., as part of a carnival), you use

the permalink as your link. It's poor blog etiquette not to use the permalink.

If you don't use the permalink, you'll just be linking to your main blog page. The problem with that is that, as you post new blog entries, the newest entry appears at the top of your main blog page and the other entries are pushed down on the page. The entry your readers are looking for may be down at the bottom of the page or already in the archives; your reader has no idea where to find the entry! If they click over to your site expecting to see a specific post related to a carnival and they see a different post, they may not take the

time to find the “real” post they’re looking for.

You can find the permalink link under any blog entry. However, not all blog hosts/designs handle permalinks the same way.

Typepad blogs: There’s a link that actually says Permalink under the entry.

Blogger: The link varies. It’s usually the time stamp of the post or the actual post title.

Other blogs have other links; many times the permalink is the title of a given post.

One way to figure out which link is the permalink of a post (if it's not obvious) is to put your cursor over each link under or above a post. As you hover over a link a little box should come up that says permalink. If it doesn't, that link probably isn't your permalink and you should move on to the next link.

Once you find the permalink, click on it and you'll be taken to a page with just that blog entry on it. Snazzy, huh? Now, to link to that page you just need to copy the URL in the address bar and use it where ever you were inserting your link (e.g., a Mr. Linky or a blog contest).

The easier way

As you might have noticed, I've been suggesting people to use WordPress. You probably already know that you can build a blog or make a website with it. In case you are planning to start a blog/website with WordPress (or you already have), then just log in to your WordPress dashboard and look for:

Settings -> Permalinks and use "Post name" – this should be the most user and search engine friendly way of dealing with permalinks.

permalinks

8-What is your Domain Authority

You might have heard of 'Domain Authority' (abbreviated: DA). Every single SEO and a lot of webmasters use that term. As it's a bit self-explanatory, you can already get a basic idea about it going by its name. Still, it basically means how much your site is likely to rank higher in search engines compared to competitor sites. So, it basically is a comparative metric and not an independent one.

So, increasing your Domain Authority

loosely means increasing your chances of ranking higher in search engines. That's why I've put together a list of 50+ ways that you can use to give your site's DA the boost that it probably deserves. What's more, I've also crafted an infographic containing all the strategies so that you can take a look at the fundamental points in an easier way. The post content is obviously more detailed, containing important explanations to the various points. You can take a look at both below.

Before I post the infographic, I'd prefer to tell you a few more things.

There's a metric of Moz exactly called 'Domain Authority' that they directly use in their Open Site Explorer tool along with similar terms like Page Authority (which is the page-specific variant of DA), MozRank (similar to PageRank) and MozTrust (how far away your site is linked from trusted seed sites). But the term 'Domain Authority' doesn't always mean the Moz metric.

Anyway, like I already said, the Moz metric is calculated on the basis of your site's search engine ranking potential. So, it's not like once you've achieved a Domain Authority of 40 (it's calculated in a scale of 0-100) it can't get reduced

back to 35 (it's much easier to take it from 30 to 40 than from 80 to 90). It actually fluctuates, but generally not that much for sites that are constantly progressing.

It's also important to note that the Domain Authority metric is almost entirely dependant on the backlinks (dofollow) pointing to your site. So, what helps the most to increase your site's Domain Authority (and thus it's ranking potential) is to acquire links from sites that already have high Domain Authorities themselves.

Another thing to consider is the correlation based ranking factors. Literally, any factor that has a correlation with higher search engine rankings can influence the Domain Authority of a site. So, in a not-so-direct way, your on-page SEO or offline marketing efforts can have an indirect influence on your site's Domain Authority.

There are many positive side-effects to having a moderately high Domain Authority. Better search engine visibility guarantees more traffic, leading to more exposure and brand awareness, and thus increasing the chances of landing

in more social shares and natural backlinks. Now, those are pretty good influencers of the Domain Authority metric themselves, so you can basically say that once you start rolling the ball, it continues to gain more and more momentum everyday.

8- how many back link have your website,blog

Backlink is a link one website gets from another website.

Backlinks make a huge impact on a website's

prominence in search engine results. This is why they are considered very useful for improving a website's SEO ranking. Search engines calculate rankings using multiple factors to display search results. No one knows for sure how much weight search engines give to backlinks when listing results, however what we do

know for certain is that they are very important.

Backlinks should be natural, this means that a website must not use artificial ways to create backlinks for their own websites. The quality of links is far more important than the quantity.

Example: Website A is a

restaurant and it gets a backlink from Website B which is a prominent food review blog or website. This is a valuable, natural, and relevant backlink that Website A has gained.

Due to the importance of backlinks, there are lots of bad practices followed by website owners to gain

backlinks. Some of these bad practices are: purchasing backlinks, link exchange networks, selling backlinks, etc. Most of these practices are not recommended by search engines. They usually deindex and penalize websites suspected of involvement in such practices.

Think of backlinks as conversations among websites.

Example: A blogger John Doe writes a very interesting article about a sports event. Another blogger Samantha Smith doesn't agree with John's article and writes about it in another article for

an online magazine. She links to John's article, so that her readers can understand both point of views. John's blog gets a valuable backlink. On the other hand, Samantha's article gets popular and many other websites link to her article. Samantha's website gets many new backlinks. Even though John only got one

backlink for his article, the value of his backlink is increased by the backlinks Samantha's article generated.

World Wide Web, or "the web" for short, is a network of web pages connected to each other via hyperlinks.

Each hyperlink connecting to a new document adds to the overall growth of the web.

Search engines make it easier for you to find these web pages. A web page linked by many other web pages on the similar topics is considered more respectful and valuable. In the above example, John's article gets the respect for sparking a conversation that resulted into many other web pages linking to each other. So

backlinks are not only important for a website to gain respect, they are also important for search engines and the overall health of the entire world wide web.

WordPress admin dashboard also has a widget titled Incoming Links. This widget displays links to the website from other websites,

particularly blogs. It uses Google's blog search results to show the links. There are other free backlink checker tools available online which can be used to see how many pages are linking to a particular page.

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