Article Writing Tips | SEO Article Writing

What is Article Submission?

➢ SEO articles are written primarily to gain increased visibility on Google for your business.

➢ Articles must be keyword rich.

➢ The ideal word limit for an article is 800-1000 words.

Guidelines for Article Writing

➢ Select your topic.

➢ Address your audience's needs

➢ Research.

➢ Tighten your draft.

➢ Make it specific.

➢ Read, revise, repeat.

Top SEO Tips

➢ Improve user-experience.

➢ Make the site mobile friendly.

➢ Make a strong presence in the social media.

➢ Make use of long-tail keywords.

➢ Produce high quality backlinks.

➢ Optimize the site.

➢ Optimize the site for rich answers.

Local and Classified Listing in SEO

➢ A business listing is the entry of NAP(name, address,
   phone number) along with other details on listing   sites.

➢ People search for a business directly on mobile phone,
   hence listing is beneficial.

➢ Listing is of two types-
      1. Business listing
      2. Classified listing

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How to do Article Submission in SEO

See Practical

What is Keyword Planner| Google Keyword Planner?

Keyword Tool is **free online keyword research instrument that uses Google Autocomplete to generate hundreds of relevant long-tail keywords for any topic**. Google Autocomplete is a feature used in Google Search. Its purpose is to speed up the searches performed by users on Google.

Page Speed Checker Tool free | Page Speed Optimization

The test is designed to help make your site faster by identifying what about a webpage is fast, slow, too big, and so on. We have tried to make it useful both for experts and novices alike.

https://pagespeed.web.dev/

https://yslow.org/

https://gtmetrix.com/

Backlink Checker Tool | Google Backlink Checker Online Free

A backlink checker can help you monitor your backlink profile so you are immediately notified should any poor-quality sites link to you. It also provides understanding of potential link building opportunities so that you can gain more positive inbound links that will benefit your site.

https://www.seoreviewtools.com/valuable-backlinks-checker/

https://ahrefs.com/backlink-checker

https://smallseotools.com/backlink-checker

Keyword Research Tool | Keyword Tool Dominator

Keyword research is a practice search engine optimization professionals use to find and analyze search terms that users enter into search engines when looking for products, services, or general information. Keywords are related to search queries and help inform.

https://www.keywordtooldominator.com/

Plagiarism Checker Tool Free | Duplicate Content Checker SEO

What is Plagiarism?

➢Plagiarism is the practice of taking someone else's work or ideas and passing them off as one's own.

➢It involves-

• to steal and pass off (the ideas or words of another) as one's own

•to use (another's production) without crediting the source

•to present as new and original an idea or product derived from an existing source

https://www.duplichecker.com/

https://www.grammarly.com/plagiarism-checker

https://smallseotools.com/plagiarism-checker/

https://www.quetext.com/plagiarism-checker

How to use google trends for SEO?

Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search volume of different queries over time.
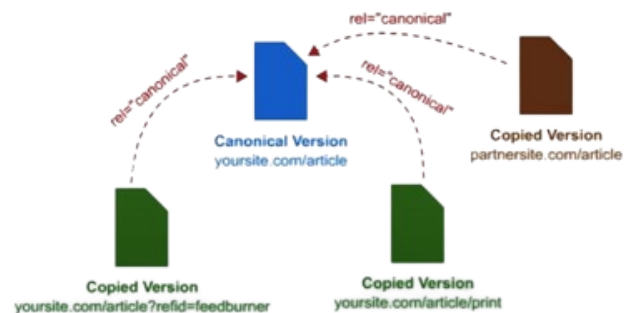
https://trends.google.com/trends/

Small SEO Tools | SEO tools for website | SEO checker tools free

https://smallseotools.com/

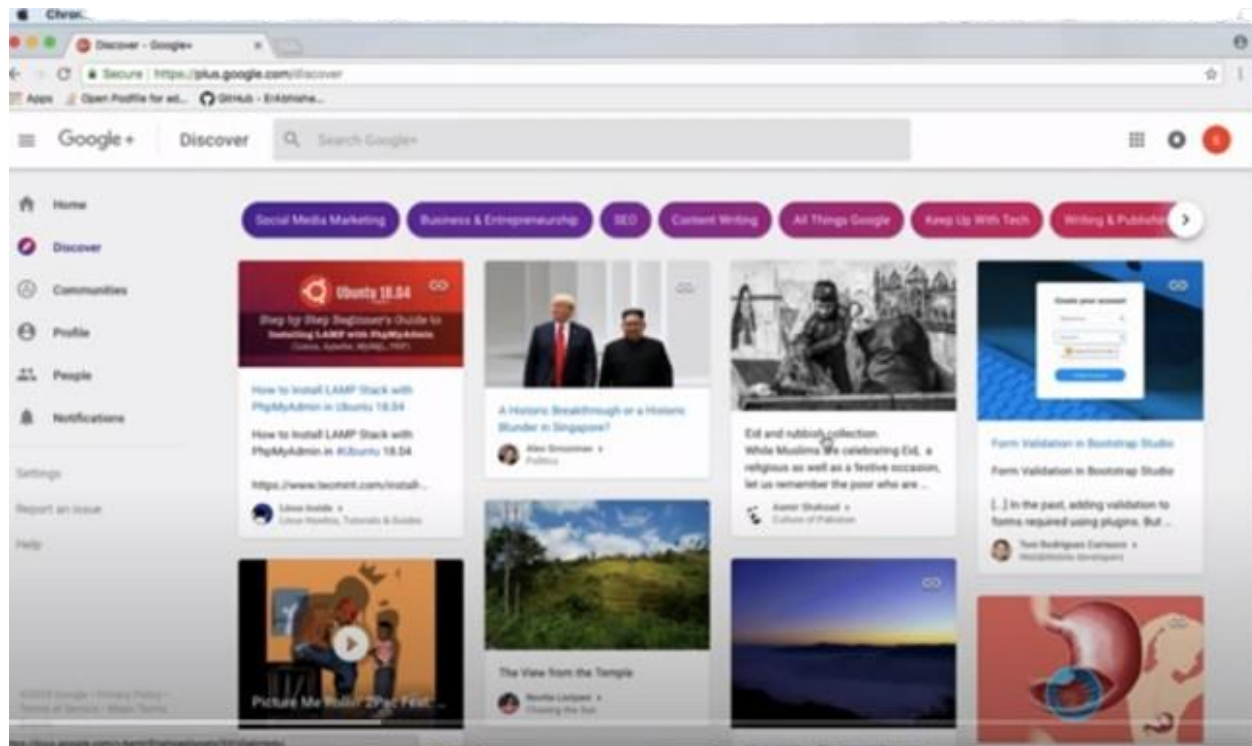# What is canonicalization issue | canonical tag SEO?

What is canonicalization?

Having multiple URLs for the same web content can cause problems for search engines. Using canonicalization helps webmasters prevent duplicate content issues.

Canonical tag:-
rel=**canonical** element

How to create Google plus brand page | Google plus Brand Page?

What is press release in SEO | press release Submission?

A press release is a powerful way to communicate your company's news and events. By crafting your press release in an SEO-friendly way, you can make sure that it functions as a companion to your SEO efforts as well.

https://www.thewebhospitality.com/free-press-release-submission-sites-list/

How to Improve your Mobile website speed Time | Google Test My Site?

Optimizing page speed for mobile involves addressing round trip requests, render-blocking, lazy-loading, compression, caching, and the Accelerated Mobile Page HTML (AMP-HTML) code options.

https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/mobile-site-speed-tools/

Introduction to Copyscape Plagiarism Checker | How to use Copyscape

What is CopyScape?

Copyscape is an online plagiarism detection service that checks whether similar text content appears elsewhere on the web. It was launched in 2004 by Indigo Stream Technologies.

https://www.copyscape.com/

Google Webmaster

See Practice

What is Google Analytics?

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic and also the mobile app traffic & events, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin.

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.