

# THE SEO BEST PRACTICES

BY THE DIGITAL HALL



## KEYWORD RESEARCH

- Use keyword research tools like Google Search Console, SERPfinity, Google Keyword Planner, ChatGPT, Keyword Insights, or Ahrefs to identify relevant keywords.
- Focus on long-tail keywords with high search volume and low competition.
- Prioritize keywords based on relevance, search volume, and competitiveness.
- Search Intent classification (informational, navigational, commercial, transactional, and zero-click/AI Overview keyword research)

## ON-PAGE OPTIMIZATION

### 1. Title Tags

- Include primary keyword near the beginning of the title tag.
- Keep title tags concise (50-60 characters).

### 2. Meta Descriptions

- Write compelling meta descriptions that include relevant keywords.
- Keep meta descriptions 150-160 characters (desktop) and 120 max (mobile)

### 3. Header Tags

- Use header tags (H1, H2, H3, etc.) to structure content logically.
- Include primary and secondary keywords in header tags.

### 4. URL Structure

- Create SEO-friendly URLs that include relevant keywords.
- Use hyphens to separate words in URLs.

### 5. Image Optimization

- Optimize images for size and format.
- Include descriptive alt text with relevant keywords.

### 6. Schema Markup

- Add structured data (FAQ, Article, Product) for rich results.

## CONTENT OPTIMIZATION

- Create high-quality, valuable content that addresses user intent.
- Incorporate target keywords naturally throughout the content.
- Use internal linking to connect related content within the website.
- Optimize content length based on topic and competition.
- Regularly update and refresh existing content to maintain relevance.
- Emphasize E-E-A-T (Experience, Expertise, Authoritativeness, Trust).
- Create original, first-hand content to combat AI-generated content devaluation.
- Optimize for AI Overviews and answer engines (AEO/GEO) — ChatGPT, Perplexity, Google AI.

## TECHNICAL SEO

- Ensure website is mobile-friendly and responsive.
- Optimize website speed and performance.
- Ensure HTTPS with a valid SSL/TLS certificate.
- Fix crawl errors and broken links.
- Create and submit XML sitemap to search engines.
- Implement schema markup / structured data for rich results.
- Optimize Core Web Vitals (LCP, INP, CLS) for site speed and UX.
- Ensure mobile-first indexing and crawlable JavaScript.

## OFF-PAGE OPTIMIZATION

- Build high-quality backlinks from authoritative websites.
- Pursue editorial guest contributions on reputable industry publications.
- Monitor and manage online reviews and citations.
- Leverage social media platforms to promote content and engage with audience.
- Participate in relevant online communities and forums.
- Build brand authority and entity signals (Knowledge Graph, Wikipedia, Wikidata).
- Pursue digital PR and earned brand mentions / unlinked citations.

## PERFORMANCE TRACKING AND REPORTING

- Set up GA4 (Google Analytics 4) to track website traffic, user behavior, and conversions.
- Use Google Search Console to monitor website performance, index status, and fix errors.
- Regularly review and analyze keyword rankings, traffic trends, and backlink profile.
- Generate monthly or quarterly SEO reports to track progress and identify areas for improvement.
- Use data insights to refine and adjust SEO strategies as needed.
- Track AI Overview / SGE impressions and citations.
- Monitor branded vs. non-branded traffic and zero-click trends.

## CONTINUOUS LEARNING & ADAPTATION

- Stay updated on industry trends, algorithm changes, and best practices.
- Attend SEO webinars, conferences, and workshops.
- Participate in online communities and forums to exchange knowledge and insights.
- Experiment with new strategies and tactics to stay ahead of the competition.
- Continuously refine and adapt SEO strategies based on performance metrics and market dynamics.