

How to Become an SEO Expert

Becoming an SEO expert is all about having an open mind, being curious, taking action, and having a drive to learn new things. Anyone can become an SEO expert if you follow the steps below.

Adopt an SEO Mindset

- Learners Mentality <https://www.zoho.com/cliq/blog/7-ways-to-develop-a-learner-mindset.html>
- Take action
- Positive Attitude
- Solutions Oriented
- Ask for Help

SEO Keyword Research

- Pick a niche you're interested in or passionate about
- Do keyword research using free tools (Ubersuggest, Keywords Everywhere and Answer The Public are a good start) <https://neilpatel.com/ubersuggest/>
- Make a list of keywords you're targeting and break them out into primary, secondary, and tertiary

Build an SEO-Friendly Website

- Use Wordpress
- Download a Theme
- Choose a Hosting Platform

Technical SEO Checklist

- Install Yoast SEO plugin
- Have your hosting company install HTTPS
- Install Google Analytics and Google Webmaster Tools

On-Page SEO Checklist

- Do on-page SEO for every page on your website
- Title Tags: Make them clickable, actionable, and use primary keywords
- Meta Descriptions: Make them clickable, actionable, and use primary keywords
- Make sure you add an alt tag and caption on ALL images
- Target anchor text and inner link to sub pages
- Blog once per month using your keyword list
- Make sure all pages have 500 words or more
- Write for people not search engines

Off-Page SEO Checklist

- Start a Twitter around your niche
- Engage in conversations that revolve around your website
- Actively search for guest blogging opportunities
- Create infographics
- Share your blogs on social media (Twitter, Facebook are a good start)
- Comment on the most popular blogs in your niche and link back to your website

Continuing Education for SEO

- Read Neil Patel, Yoast, Backlinko, and SEMrush SEO blogs everyday <https://backlinko.com/>
- Be helpful, approachable, and relevant
- Join an SEO and/or digital marketing meetup group
- Pick up a simple freelance gig on upwork
- Continued Education
- Answer questions on Quora
- Keep repeating the steps above for the same website, a new website, an agency, or as a freelancer!