

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...

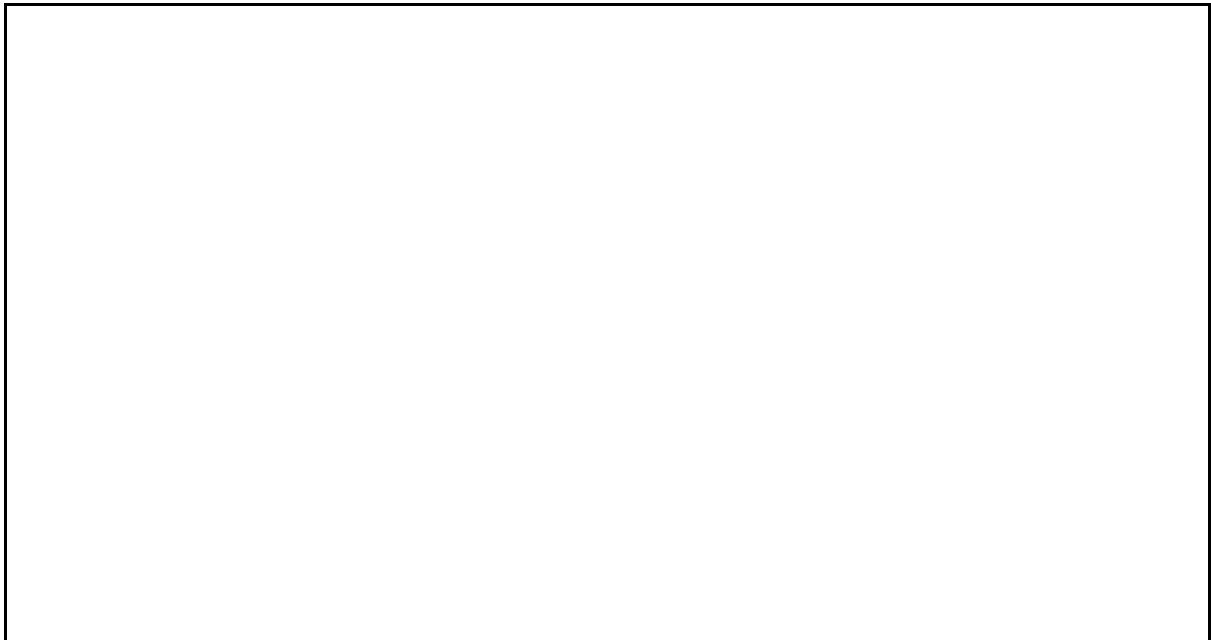
Off-Page SEO Is...

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

Contact Page

About Page

Next Steps:

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

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- 2) Remember it doesn't all have to be done at once

Activity:	Mon	Tue	Weds	Thurs	Fri	Notes

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- 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.