

What is SEO?

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) refers to how results appear when someone uses a search engine like Google, Bing, or Yahoo. These are called **organic search** results, which cannot be bought.

Countless factors can elevate or lessen the positioning of your brand when a User searches on the search engine. These can be broken into High-Priority, Medium-Priority, and Low-Priority.

Start of SEO

SEO

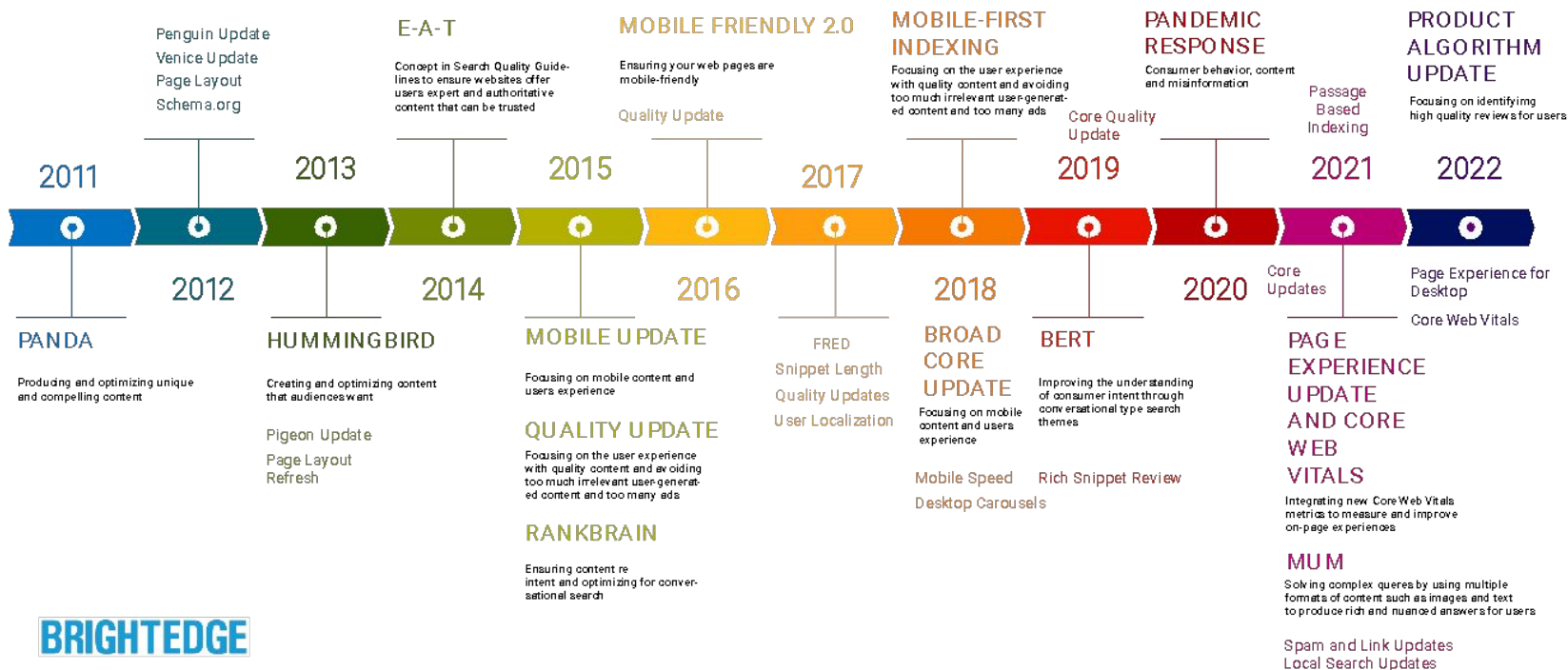
Bob Heyman and Leland Harden invented the term SEO around 1995-1997.

Even though SEO predates Google, Google dominated SEO attention over Yahoo, AltaVista, etc. The reason being they provided a better search query results.

The first iteration weighted factors including domain authority and internal and external links. This algorithm created a strong foundation for automatic indexing of the Internet, it was still vulnerable to Black Hat tactics.

As of 2021, it evaluates over 200 factors when determining SEO rankings, but these have increased over time.

GOOGLE'S FOCUS ON THE USER EXPERIENCE UPDATES, ALGORITHMS AND RANKING SYSTEMS



How to Rank on Google

SEO Ranking Guidelines

- Content Quality and Relevance
- Technical SEO
 - Title Tags
 - Meta Descriptions
 - Broken Links
- User Experience
 - Page Speed
 - Mobile-Friendliness
- On-Page SEO
 - Keyword Research and Targeting
- Backlinks

Step 1: Keyword Research and Implementation

The process of discovering the most popular keywords people are searching for on a given topic.

- What products or services do you sell?
- Research these products or services in WordStream or Google Ads within your target area
 - Find keywords that have the highest *Monthly Search Volume* while staying below a *Medium* competition level
- Implement these keywords in your headings, website body, title tags, and meta descriptions
 - When implementing in the Headings and body, make sure to implement at least once within the first 100 words

Keyword results for "marketing"

[Download all Keywords](#)

Showing 25 of 223 keywords

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
digital marketing	14,800	\$3.78	\$11.65	MEDIUM
affiliate marketing	8,100	\$0.84	\$5.77	MEDIUM
marketing	4,400	\$2.97	\$9.80	LOW
email marketing	2,900	\$10.39	\$50.50	MEDIUM
social media marketing	2,900	\$5.32	\$16.35	MEDIUM
influencer	2,400	\$0.98	\$4.21	LOW
multilevel marketing	2,400	\$0.97	\$3.50	LOW
facebook advertising	1,900	\$7.36	\$33.84	MEDIUM
affiliate marketing for beginners	1,900	\$0.95	\$6.34	MEDIUM
marketing information system	1,600	\$4.48	\$13.76	LOW

Step 2: Website Creation and Submit to Sitemap

After you've built your website, submit a sitemap in Google Search Console. This helps Google crawl your website and get found in the Search Results

- Sign in to Google Search Console
- Select your website in the sidebar
- Click Sitemaps under the Index section
- Remove any outdated or invalid sitemaps
- Enter `sitemap_index`
- Enter the URL for your sitemap
- Click Submit

Step 3: Run a “Site Audit” in SEMRush

SEMRush can crawl your website and find the Technical issues with the tool called “Site Audit”

- Create a free account in SEMRush
- Log in
- Click “Site Audit” under “On Page & Tech SEO” on the left menu
- Click “Create Project” on the top right
 - Input your domain and create a Project name, then click “Create Project”, then “Start Site Audit”
- Once the Site Audit is completed, navigate to “Issues” on the top menu
-
- Start by fixing “Errors”, then “Warnings”
 - “Errors” are high-priority issues
 - “Warnings” are medium-priority issues

Step 4: Check Website Speed

Website Speed is crucial to User Experience. If your website is too slow, Google will rank it lower in Search Results.

- Go to PageSpeed.web.dev
- Enter your website and click “Analyze”
- Check if your website “Passed” or “Failed”
 - If Failed, go through the “Opportunities” below and fix them
 - If Passed, nothing else to do

Content Creation

Are Blogs Dead??

Absolutely Not

Blogs are **essential** for driving organic traffic to your site.

Websites with blogs get **55% more traffic** than websites without blogs.

Google's latest "helpful content" update will rank websites better if you are actively adding new content to your site.

Blogs help position you as **thought leaders** in their industry.

Shifting Perspective

We need to begin positioning blogs in a new light.

Blogs are no longer recipes or travel experiences, they are a tool to drive more traffic to your website through answering peoples questions on Google Search.

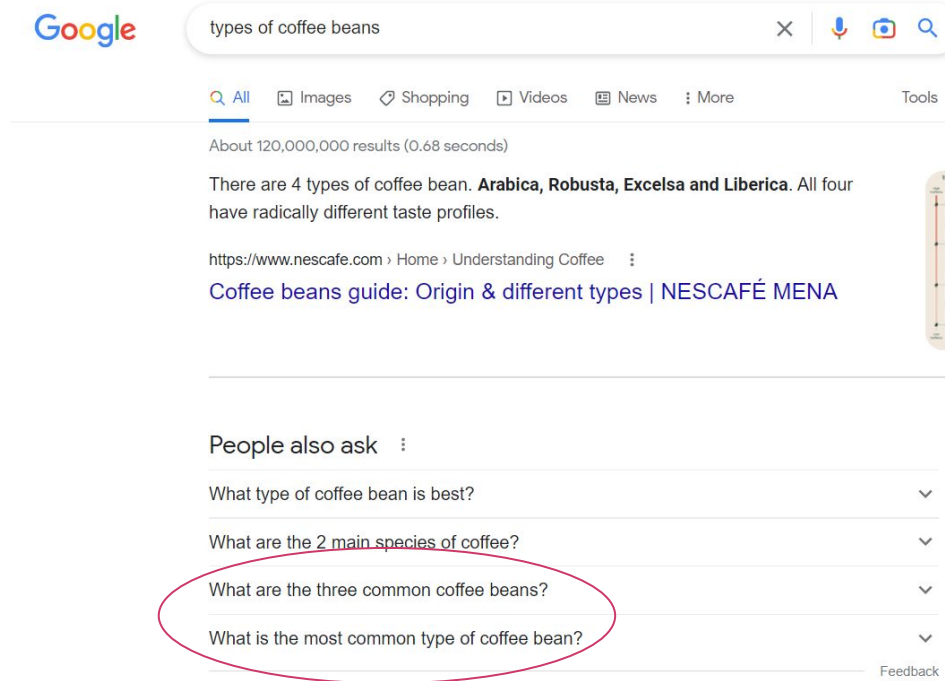


How to Create a Blog that will Rank on Google

Step 1: Start Searching

Pick a topic related to your brand and start searching on Google (in incognito).

The “people also ask” section will help you get an idea of all the top questions people are asking around a topic.



Step 1: Start Searching Cont.

The “**related searches**” and grey search suggestions will also give you great ideas.

Click around and jot down ideas on these 3 areas for all topics that may be good contenders!

Related searches



Coffee bean types chart



Types of coffee beans and characteristics



Best coffee beans



Robusta coffee beans



Types of coffee flavors

Feedback



4 types of coffee beans



3 types of coffee beans



types of coffee beans **in the world**



different types of coffee beans **blends and roasts**



types of coffee beans **wikipedia**

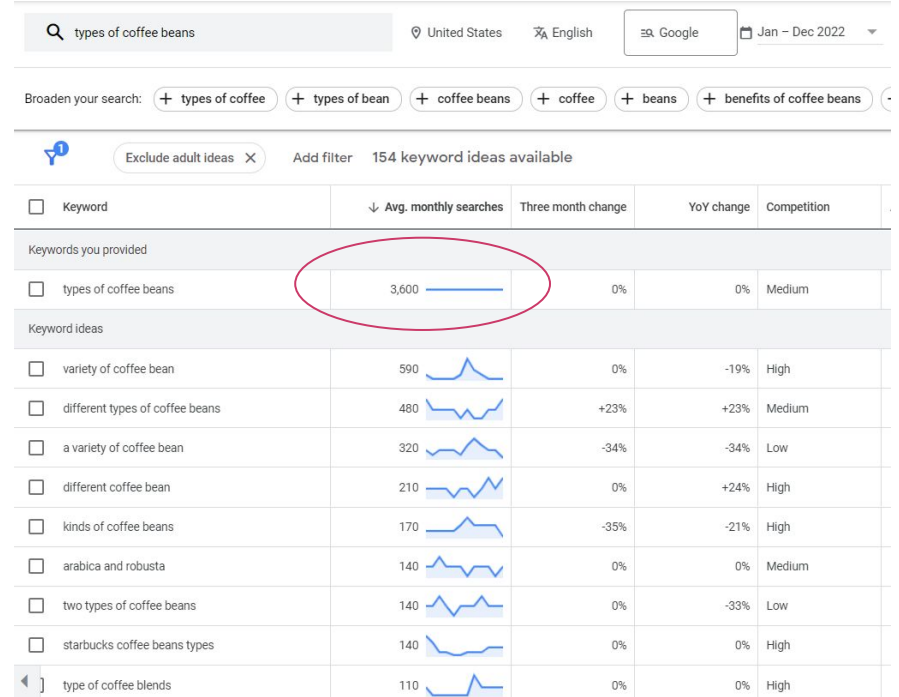
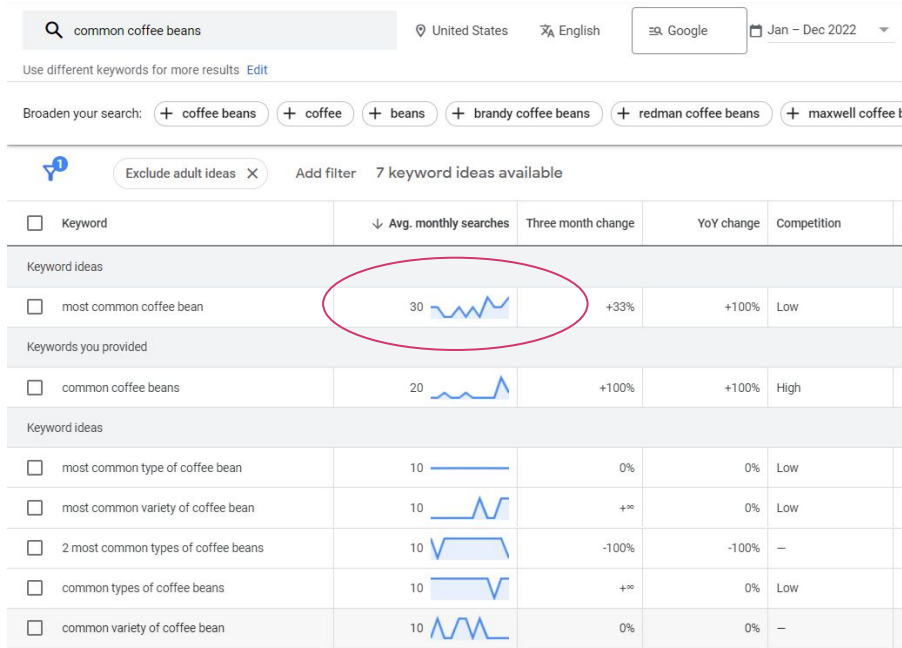


2 types of coffee beans



how many types of coffee beans **are there**

Step 2: Review Search Volume and Competition



Step 3: Use The SEMRUSH KW Magic Tool

Dashboard > Keyword Overview > Keyword Magic Tool

Keyword Research course User manual Send feedback

Keyword Magic Tool: types of coffee beans

View search history

Database: United States Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: 118 Total volume: 610 Average KD: 49%

+ Add to keyword list Update

Keyword	Intent	Volume	Trend	KD %	CPC (U...)	Com.	SF	Results	Last Update
use		31							
> difference		13							
> best		8							
> starbucks		8							
> two		7							
> mcdonalds		6							
> espresso		5							
+	how many types of coffee beans are there >>	90		50	0.27	0.02	+4	78.7M	1 month ago
+	what are the different types of coffee beans >>	30		49	0.21	0.20	+4	63.5M	1 month ago
+	are there different types of coffee beans >>	20		n/a	0.00	0.03		For metrics, try to refresh	
+	how many different types of coffee beans are there >>	20		n/a	0.00	0.00		For metrics, try to refresh	
+	how many types of	20		n/a	0.00	0.01		For metrics, try to refresh	

?

Step 4: Finalize with a Search Check on Your Topic

are there different types of coffee beans?



All Images Shopping Videos News More

Tools

About 248,000,000 results (0.64 seconds)

There are 4 types of coffee bean. Arabica, Robusta, Excelsa and Liberica. All four have radically different taste profiles.

<https://www.nescafe.com> › Home › Understanding Coffee

[Coffee beans guide: Origin & different types | NESCAFÉ MENA](https://www.nescafe.com/mena/en-ae/understanding-coffee/coffee-beans-guide)

<https://www.nescafe.com/mena/en-ae/understanding-coffee/coffee-beans-guide>



About featured snippets Feedback

People also ask

What are the 3 types of coffee beans?



What is the difference between coffee beans?



What is the best type of coffee bean?



Are there only 2 species of coffee?



Feedback

<https://districtroasters.com> › blogs › news › types-of-co...

SEO Resources

Free Tools:

- [Google Search Console](#)
- [SEMRush](#) Free Version
- [PageSpeed Insights](#)
- [Ubersuggest](#)
- [Google Business Profile](#)
- [WordStream](#) by LocaliQ
- Google Ads

Paid Tools:

- [SEMRush](#) Subscription

The End