

## ● HOW TO LEARN SEO



### SEO ROADMAP

01

Sophisticated algorithms employed by search engines such as Google determine the placement of webpages in search results.

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02

On-page SEO refers to the practice of optimizing specific elements of a website to improve its visibility in search engine rankings.

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03

Off-page SEO refers to a set of strategies and actions performed externally to your website, yet has a substantial influence on its performance in search engine rankings.

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04

Local SEO aims to enhance the visibility of your website in geographically targeted searches by optimizing its content.

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05

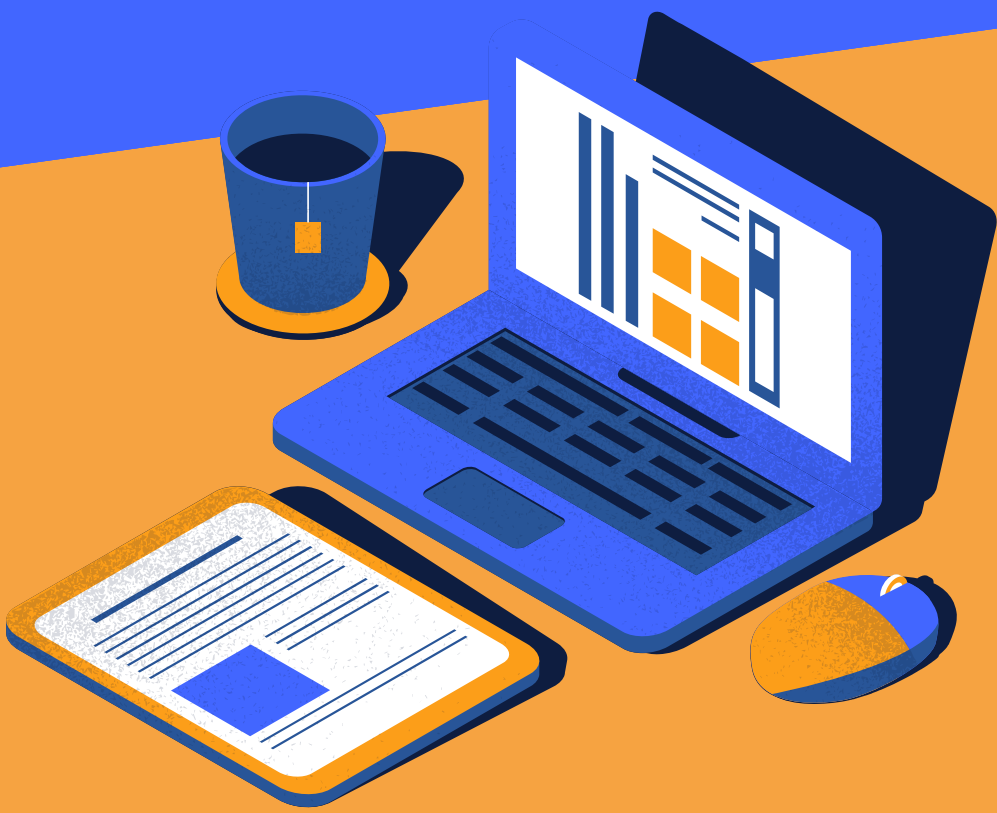
International SEO seeks to create website content that is attractive to users from diverse linguistic backgrounds and geographical locations.

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06

"E-commerce SEO" is a digital marketing strategy that enhances the online visibility of a business on search engine results pages (SERPs). The primary objective is to improve the store's ranking on search engines, consequently boosting organic traffic to the e-commerce site.

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### SEO BASICS

**01**

Keyword research involves identifying the subjects that your target audience is seeking, assessing the potential traffic generated by these terms, and evaluating the competition for ranking purposes.

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**02**

Focusing on producing and optimizing content can enhance your website's ability to meet user expectations and achieve higher rankings in search engine results.

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**03**

The technical optimization of SEO involves improving the hidden aspects of your website to boost its performance and make it more accessible to search engines.

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**04**

Link-building, an integral aspect of SEO, involves obtaining top-notch backlinks from external websites to bolster your own.

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**05**

Utilize SEO tools to retrieve keyword information. For example, in Semrush, you can access the Domain Overview tool and input your domain to observe your "Top Organic Keywords."