

FREE EBOOK

HOW TO  
IMPROVE  
YOUR

SEO

FOR FREE

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# Introduction

In this tutorial we will cover 5 major methods that allow you to rank higher on google and other search engines for free.

Firstly we have to cover what SEO is, how it works and then we will touch on things you can do to improve it.

If you have any questions reach out to me and let me know if there is anything you'd like to know that was not covered in this tutorial.

What is SEO?

SEO stands for Search Engine Optimisation.

A search engine is anything that will produce results through a text input. For example, the search bar on EBay can be classed as a search engine.

Optimising this is making your 'results' match closely to what people are searching for.

If you're able to include keywords and have your results match up exactly to what your ideal customer is searching for, you will show up at the top of their results. Whether it be Google, Ebay, Etsy, Facebook or even your store.

Search Engine Optimisation is a data driven method of getting more leads and more sales. It involves optimising the data that you're giving to allow the answers that people are searching for to be clearly readable, legible and digestible.

Okay, now thats covered, the fun stuff. How to actually get your stuff to show up first.

# Method 1.

## Key Words

Your key words need to match what your customer's are searching for, this is done super simply by google as they actually read through the pages on your site to find a match for what someone's looking for.

Ever notice that if you search for "What's the Best Camera?" into google it will appear with drop-downs containing information stored within a website?

This is a great example showing Google's bot's (crawlers) sifting through the information stored on millions of different sites to find the most clear, concise and well versed answer to the problem.

All you have to do is make your answer, the most clear concise and user friendly.

This means including the key words they are typing into the search bar.

Example:

Someone is searching for the best microphone on the market for a budget of £200.

Google stores data on their customer's knowing their buying habits, their location and their preferences.

Make your listing specific to your target customer by using key words that they will search for.

Some key words for this would be: Budget, Quality, Best Sound Quality, Best Volume Control, Sleek Design, Simple to Use, For Amateurs etc.

Your key words have to be words that will be used in the search box.

# Method 2.

## Accessibility

By making your results accessible Google will show your results knowing that people will have a better experience.

So the question is... How do we make a Web Page Accessible?

Firstly, we focus on visually impaired people, text-to-speech is a growing phenomenon, not only for visually impaired but for people who prefer listening to reading.

Essentially you have to make your content available in all formats, Audio, Text, and Video.

Now that Google has acquired Youtube, the search results will tend to be in available in video format as well as text and audio.

Accessibility also applies to photos and graphics, be sure to include 'alternative text' on your photos and graphics to ensure that visually impaired people can be painted a clear photo of what is on your web page. (This also tell's Google's Bot's exactly what the photo is, increasing your ranking).

Make your results accessible by formatting text ensuring that bot's can read it. This means inputting pictures that have important text is a No-No.

We all love visually pleasing designs, but designing your Hero section with a photo containing inlayed text will rank you much lower with accessibility.

Once we've got that covered we can focus on the text itself, if you have a varied vocabulary that's amazing but try to keep your H1 text and your H2 text below age 9 reading level as that's the average reading level of people in the UK. You want your product to be accessible to as many people as possible.

# Method 3.

## Formatting Photos Graphics and Text

What does formatting mean?

There are many definitions for it because formatting can be done for many different things with computers. So, here's my definition in this context:

Formatting - The process of making something compatible, easy to read and easy to be distributed.

Formatting your text is as simple as ensuring you have the correct spelling and correct spacing.

Double spaces will ensure that bots have a hard time reading your pages which makes it difficult to push to the top of Google's Search Engine.

Luckily we are accustomed to finding errors like this fairly easily.

How to format your pictures, this will be really dumbed down so if you have an understanding of IT I apologise, but bear with me.

There are tons of formats for photos, they all serve their own purpose.

Your computer codes your photo by breaking each pixel up into Red Green and Blue. It codes these colours using binary (ones and zeros).

A 4K photo will have roughly 3840 x 2160 pixels to code. Meaning it will have more than 8 million singular codes for each pixel. It will have to save the position of the pixel and the colour. This is how a single picture can take up a GigaByte of storage Giga= million. so this is a million ones and zeros just to code your pretty pictures. Quite impressive.

Different formats have different ways of coding, a JPEG is great at saving storage while a PNG is great at conserving the pictures quality.

So, for that reason it's best to format all of your pictures to PNG to conserve quality and allow your pages to load quicker, which brings us perfectly onto method 4.

# Method 4.

## Loading Speeds

We will keep this one simple. Now you know how your computer works to generate millions of pixels you can understand that we want to keep the storage to a minimum and give the computer an easy time at loading up our sites.

Heres a golden nugget for those that have read this far... check out google's free site to measure the loading speed of a site:

[https://pagespeed.web.dev/?utm\\_source=psi&utm\\_medium=redirect](https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect)

There are a couple methods to increase your loading speed so we will delve deep into each one.

**Hosting platform** - Ensure your hosting platform is performance optimised. It might not be that your site is poorly optimised but in fact that the hosting platform you're using is lousy. For this I would recommend setting up your website on Shopify or Squarespace (now obtained Google Domains).

**Compress and optimise images** - This is covered in method 3. so if you should be a wiz with this one already.

**Reduce the number of redirects** - A redirect is an external link. Try to keep your viewers on your site. Everytime an external link is clicked it prolongs the HTTP request which will inevitably take longer to load. This will give the appearance that your site has a slow loading speed (not a good look).

**Remove unnecessary JavaScript** - The more code your computer has to read through, the longer it will take to display your site. Minimise the amount of unused code and this will increase your loading speed significantly. Not too adapt with code? Don't worry use page speed insights to do the hard work for you.

<https://pagespeed.web.dev/>

# Method 5.

## Interconnectivity

What is it and why does it matter?

Put simply interconnectivity is giving a web users mobility and in-depth explanations without having to go into depth yourself.

If you have ever written a scientific paper you'll know this better as your 'references'.

The benefits of interconnectivity is it allows you to give the user as much information as possible to keep them well versed on the topic whilst also allowing a free flowing readability of your pages.

If you want to get super savvy with it, have in depth explanations linked within your site. This is known as internal linking.

This will build trust with the reader and ensure they stay on your site for longer.

Which Google sees as a massive green flag, the user is spending longer on your site and having a good experience.

So how do we interconnect?

Provide links within text by selecting text and 'right clicking' usually the bottom option is link or hyperlink. Copy and paste the link you want to interconnect and you're done!

Once correctly linked click on your now blue text to ensure it takes you to the desired location.

# You're all done and good to go!

## Good luck with improving your SEO!

You can find tons of information online but hopefully this breaks the most important points down for you in a more readable and digestible format.

This is also available as an audiobook and in video format. Drop me an email or dm via socials and I'll send you your preferred version.

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