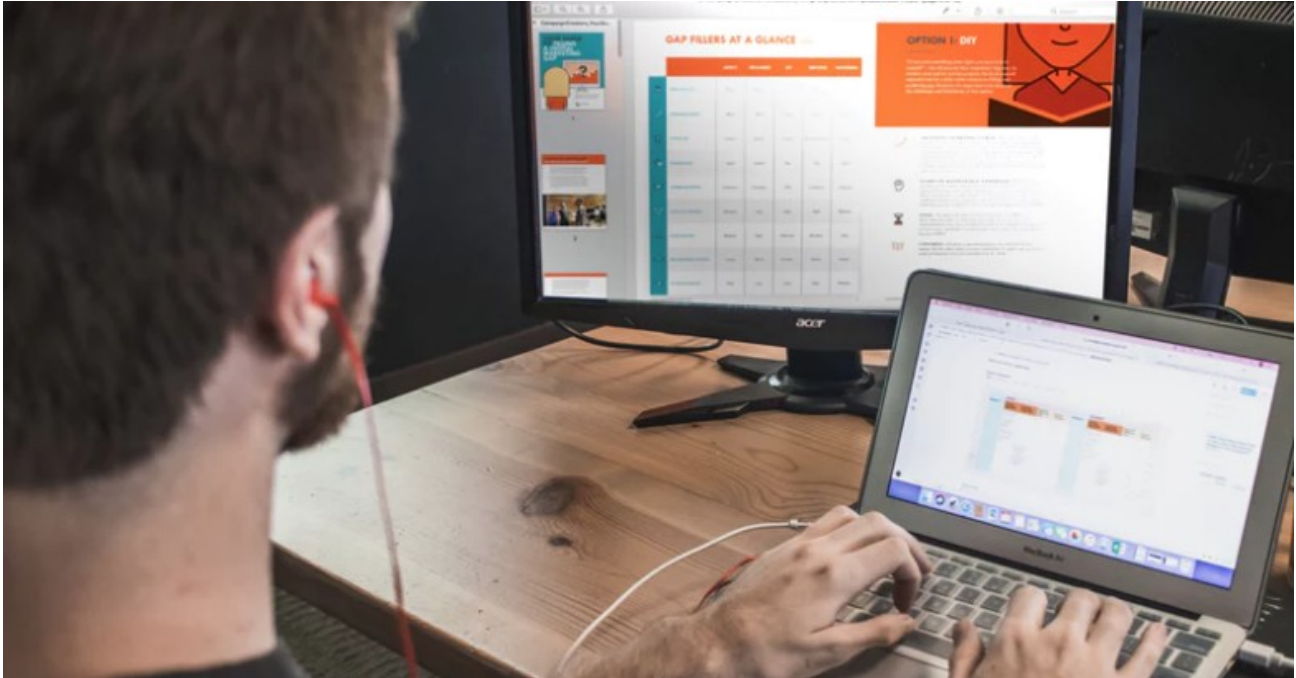


# How to Become an SEO Expert

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

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- 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
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## SEO Keyword Research

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- 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
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## Build an SEO-Friendly Website

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- Use Wordpress
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Download a Theme

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Choose a Hosting Platform

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## Technical SEO Checklist

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Install Yoast SEO plugin

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Have your hosting company install HTTPS

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Install Google Analytics and Google Webmaster Tools

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## On-Page SEO Checklist

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Do on-page SEO for every page on your website

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Title Tags: Make them clickable, actionable, and use primary keywords

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Meta Descriptions: Make them clickable, actionable, and use primary keywords

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Make sure you add an alt tag and caption on ALL images

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Target anchor text and inner link to sub pages

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Blog once per month using your keyword list

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Make sure all pages have 500 words or more

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Write for people not search engines

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## Off-Page SEO Checklist

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Start a Twitter around your niche

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Engage in conversations that revolve around your website

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Actively search for guest blogging opportunities

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Create infographics

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Share your blogs on social media (Twitter, Facebook are a good start)

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Comment on the most popular blogs in your niche and link back to your website

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## Continuing Education for SEO

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Read Neil Patel, Yoast, Backlinko, and SEMrush SEO blogs everyday <https://backlinko.com/>

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Be helpful, approachable, and relevant

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Join an SEO and/or digital marketing meetup group

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Pick up a simple freelance gig on upwork

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Continued Education

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Answer questions on Quora

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Keep repeating the steps above for the same website, a new website, an agency, or as a freelancer!

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