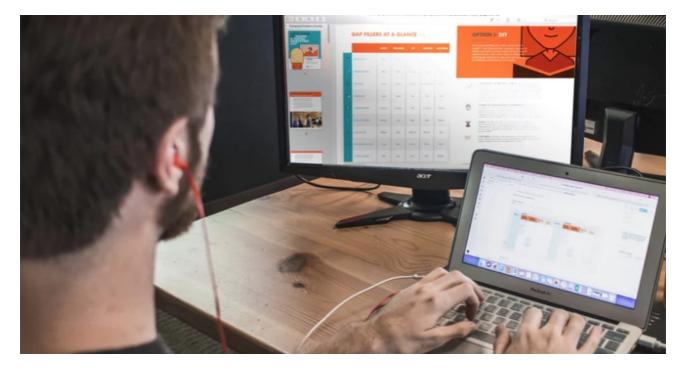
# How to Become an SEO Expert

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

- 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

## **SEO Keyword Research**

- 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

## **Build an SEO-Friendly Website**

- Use Wordpress
- Download a Theme
- Choose a Hosting Platform

#### **Technical SEO Checklist**

- Install Yoast SEO plugin
- Have your hosting company install HTTPS
- Install Google Analytics and Google Webmaster Tools

#### **On-Page SEO Checklist**

- Do on-page SEO for every page on your website
- Title Tags: Make them clickable, actionable, and use primary keywords
- Meta Descriptions: Make them clickable, actionable, and use primary keywords
- Make sure you add an alt tag and caption on ALL images
- ( ) Target anchor text and inner link to sub pages
- Blog once per month using your keyword list
- Make sure all pages have 500 words or more
- Write for people not search engines

#### **Off-Page SEO Checklist**

- Start a Twitter around your niche
- Engage in conversations that revolve around your website
- Actively search for guest blogging opportunities
- Create infographics
- Share your blogs on social media (Twitter, Facebook are a good start)
- Comment on the most popular blogs in your niche and link back to your website

## **Continuing Education for SEO**

- Read Neil Patel, Yoast, Backlinko, and SEMrush SEO blogs everyday https://backlinko.com/
- Be helpful, approachable, and relevant
- Join an SEO and/or digital marketing meetup group
- Pick up a simple freelance gig on upwork
- Continued Education
- Answer questions on Quora
- Keep repeating the steps above for the same website, a new website, an ager Make and Share Free Checklists

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