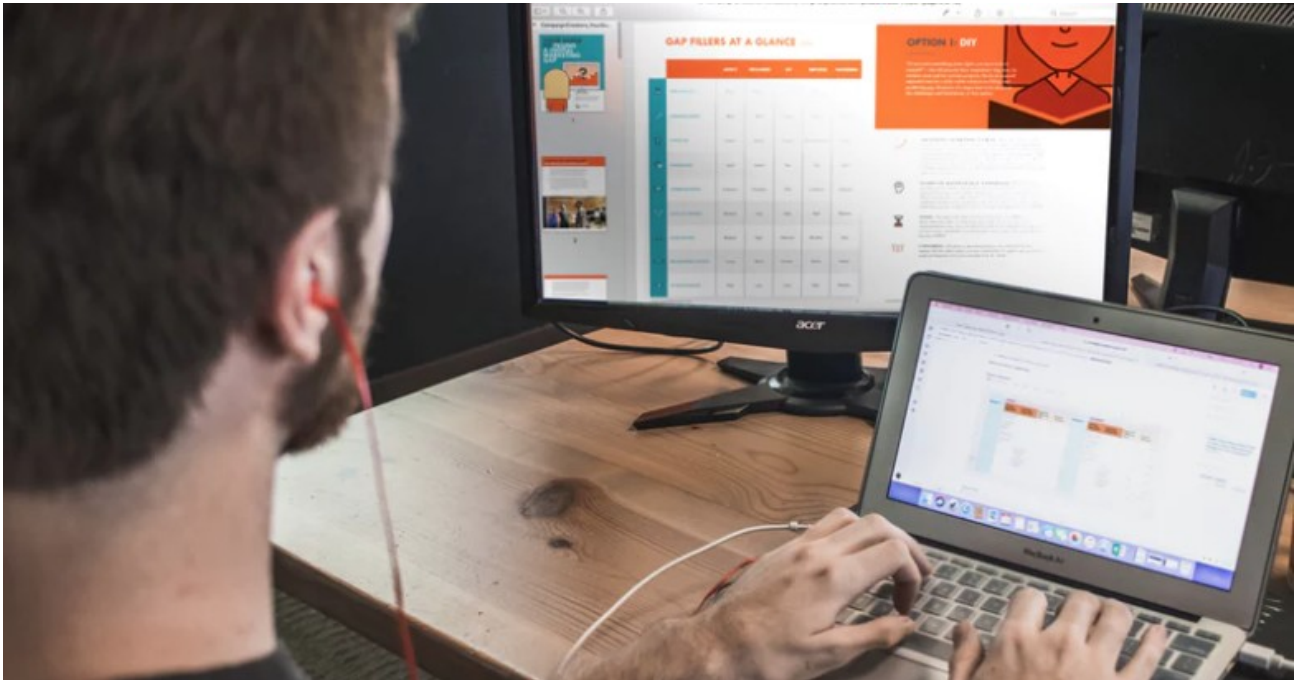# How to Become an SEO Expert

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 agency, or a audience