

# **Quick SEO Guide for Beginners**

How to Optimize Your WordPress Site & Get Found on Google

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## What is SEO?

**SEO (Search Engine Optimization)** is the process of optimizing your website to appear higher in search results like Google. Good SEO = more visibility, organic traffic, and potential customers.

## Basic WordPress Setup

- **Install an SEO plugin** → Rank Math (recommended) or Yoast SEO.
- **Set titles & meta descriptions** → Each page/post needs a catchy title (under 60 characters) and a clear description (under 160 characters).
- **Generate a sitemap** (done automatically by Rank Math/Yoast).
- **Connect Google Search Console** so Google can index your site faster.

## Keyword Research

- Use free tools like **Google Keyword Planner**, **Ubersuggest**, or **AnswerThePublic**.
- Target **long-tail keywords** (e.g., “best cheap WordPress hosting 2025” instead of just “hosting”).
- Focus on keywords with **low competition but high intent**.

## Content Optimization

- Place your target keyword in:
  - ✓ Post title
  - ✓ First paragraph
  - ✓ Headings (H2, H3)
  - ✓ Short, descriptive URL
- Use **synonyms and variations** to avoid keyword stuffing.
- Add **images with descriptive alt text**.
- Publish **high-quality, useful content** that answers search intent.

## Internal & External Links

- Build a network of **internal links** between your posts (e.g., a plugins article linking to your hosting guide).
- Add **external links** to reliable sources (Google values authority).

## Technical SEO Basics

- Ensure your site loads fast (good hosting + caching).
- Make your site **mobile-friendly (responsive)**.
- Always use **HTTPS (SSL certificate)**.

## Next Steps

- Consistently publish fresh content.
- Track traffic with **Google Analytics**.
- Adjust your strategy based on what's working.

**Remember:** SEO is a marathon, not a sprint. With consistent effort, your site will climb in Google rankings and attract steady, high-quality traffic.