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[A website with solid SEO genetics](#), a Search Engine-friendly infrastructure, fresh and original content, and a good hyperlink-building strategy will rank well in Search Engines. Any successful SEO campaign must start with these SEO fundamentals.

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A [***website must be Search Engine Friendly***](#) and have a brilliant balance of a beautiful and engaging design, as well as user-friendly functionality to offer a return on investment.

According to studies, just a small percentage of individuals browse past the first few pages of search results. It's pointless to create a beautiful website that can't be found on search engines. Here are five SEO fundamentals to help you optimize your site.

#1 Conduct Keyword Research.

The foundation of your website navigation and [SEO strategy](#) is keyword research. Keyword research is a technique used by [SEO experts](#) to identify and investigate the actual search phrases individuals use when conducting a search. Keyword research isn't limited to the use of keyword research software. There are various methods for conducting keyword research:

- Using Google Analytics to analyze your own data;

- Focus groups, for example, are a type of market research.
- Websites for social networking;
- Competitive research and analysis
- Tests of usability or landing pages.

#2 Technical Infrastructure

Your basic keyword research should be used to create an SEO-friendly technical infrastructure for your website. You must find a balance between having a Search Engine friendly architecture and having a visually appealing design that attracts users. It's critical to hire an Ecommerce SEO firm early on in the design phase to guarantee that the final product is optimized for search engines.



#3 Write SEO-Friendly Content

Search engines favour websites that are updated on a regular basis with unique and entertaining material. You must also strike a balance between optimizing a web page for specific keywords while keeping the content appealing to your customers. Both Search Engine crawlers and customers must find web pages appealing.

After you've settled on a keyword theme for your pages based on keyword research, you need to keep that theme in mind when creating on-page elements. These are some of them:

- Important keywords should be placed near the beginning of the title tag,

with word counts aiming for 10-12 words.

- Tags in the meta description: This is a cheat sheet for Search Engines to utilize as summary text (below the title) when a page is indexed.
- H1 and H2 headings: Make sure your main keyword or keyword phrase appears at the top of the heading, ideally at the beginning. Use one H1 heading on each page to draw attention to the most relevant keywords on that page in search engines, and H2-H5 headings to optimize for secondary phrases – make sure these are utilized as subheadings.

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#4 Link-Building Strategy

Backlinks are links from other websites that point back to yours. As your website is validated by other sites linking back to it, the more backlinks you have, the higher your pages will be ranked.

Search Engines will examine the reputation and relevance of the site linking back to you, as well as the “anchor text” (the words that the link is embedded behind) in the links to your site when calculating the line.

There are a variety of ways to get others to link back to your website, including:

- Creating outstanding content that other websites will want to link to.
- Submitting your blog to blog directories.
- Composing blog comments on industry-related news.
- Taking part in discussion boards.
- Composing guest posts.

Internal link techniques are also vital for SEO. However, don't utilize too many internal links in your material; instead, connect to a small number of relevant pages. The higher the value of each link on a page, the fewer links there are.

#5 Keep Track of Your SEO efforts

SEO is a continuous process that helps you maintain or increase your search engine ranking. Search engines are constantly updating their algorithms in order to increase the reliability of web searches for users. It's critical to stay watchful and track your continuing SEO efforts. This can be accomplished by:

- Continual SEO fine-tuning of your website, including title, description, alt, and keyword tags reviews.
- Evaluating the performance of your keyword strategy and focusing on fresh keyword phrases.
- Adding innovative and distinctive content on a regular basis.
- Concentrating on link-building techniques.

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Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment.

Thanks in anticipation.

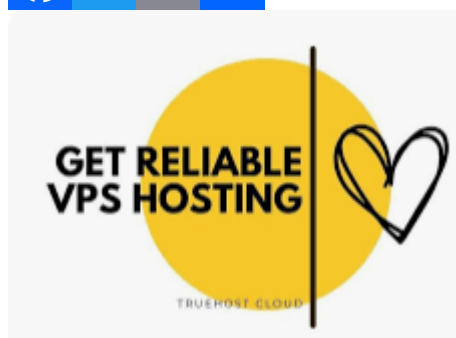
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