

Becoming an SEO consultant is not as tough as it might sound to be. If you have proper knowledge then you can become a successful SEO consultant and provide **SEO services**. An SEO consultant is someone who is responsible for optimizing the website and providing a better search engine ranking to the clients.

You can follow these tips curated by SEO experts and become an SEO consultant yourself and offer affordable SEO services to people.

#1 Know how search engines work

If you wish to become an SEO Consultant then you must know how the search engine functions and that is not an overnight task. You have to dive deep into it and gather as much knowledge as you can.

The catch is that you might study the latest algorithms today but when you wake up tomorrow, Google might have rolled out a new set of algorithms. Yes, that is possible and that happens too. Therefore, you have to be on your toes and keep your knowledge up to date because you never know what might change when.



#2 Get a hold of the ranking factors

We all know how important it is to focus on the ranking factors. There are a number of them but you need to make sure that you focus on the most important ones. The ones that you should keep in mind are:

a. Relevance

This means how relevant the search result is as per the query that a person enters in the search box. If someone is looking for makeup products then Google will not show them water bottles. Your page should also have the content that people want to see.

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b. Authority

You can understand the authority of a page in terms of backlinks. Your ranking highly depends on the quality of the backlinks that you have. You should make sure that the backlinks you have are relevant and related to the industry that you deal with.

c. Utility

You might have quality backlinks and relevant content but this is still not enough to help you to rank higher. Your content should deserve to have that spot on the SERP.

However, what institutes quality and utility is based on the search query itself. Therefore, the best course of action is to review the current top-ranking pages and see what's good about them and what the shortcomings are.

#3 Pick a niche

SEO is a vast term and if you think that you will master it all then it is not going to work in your favour. You might end up getting confused which is why it is suggested to pick a niche and then work accordingly.

The different parts of SEO are:

On-page SEO

Off-page SEO

Technical SEO

Keyword Research

You can also pick a specific industry and then become the go-to SEO expert in the same. It is an amazing way to enhance your skills and increase the client through **SEO Services** and offering too.

If you work on the factors that we have shared with you then you will surely be a step closer to your goal of becoming an SEO consultant.

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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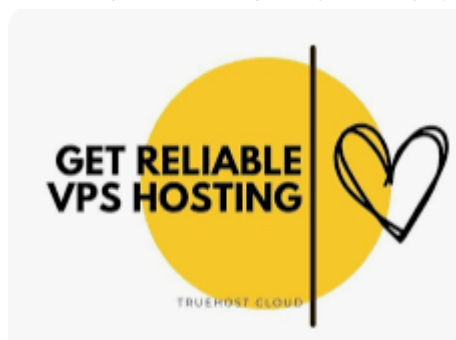
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