

SEO FOR BLOGGERS

**THE DEFINITIVE
BEGINNER'S GUIDE**



STUPIDEASYSEO.COM

STUPID EASY SEO

SEO For Bloggers: The Definitive Beginner's Guide

If you're a professional blogger, this is the most comprehensive beginner's guide to SEO you'll find anywhere.

And let's be clear about one thing:

This is not some high-level technical mumbo jumbo about robots.txt, canonical URLs, disavow files, and other stuff you don't care about and won't help you.

Instead, you're going to see what SEO is all about on a practical and easy-to-understand level.

Because at the end of the day: SEO isn't that hard.

So if you're looking to brush up on your SEO knowledge, you'll love this guide.

Let's get started.

Chapter 1: Why Even Bother With SEO?

Before we dive into what SEO is and its core concepts, let's talk about why, as a blogger, SEO is so important for you in the first place.

Now, you understand better than anyone that the lifeblood of having a successful blog is **traffic**.

Because without traffic, you don't have an email list, you can't make any affiliate commissions, and you can't sell any of your own products, right?

SEO Gets You Traffic

How does SEO help you get traffic?

The simplest explanation I could come up with is this fancy custom graphic I had my designer mockup :)



And this is exactly how I drove more than 1 million visitors to my authority site in the outdoors niche site last year, with 88% of my traffic coming from Google:

		Acquisition
<input type="checkbox"/>	Default Channel Grouping	Users ? ↓
		1,069,426 % of Total: 100.00% (1,069,426)
<input type="checkbox"/>	1. Organic Search	943,438 (87.83%)
<input type="checkbox"/>	2. Social	66,297 (6.17%)
<input type="checkbox"/>	3. Direct	55,503 (5.17%)
<input type="checkbox"/>	4. Referral	8,912 (0.83%)

Traffic Diversification

Ok. Now when most bloggers that I run in circles with think about traffic, they immediately think of Pinterest. And for good reason!

Many bloggers are making a killing with Pinterest right now and so it makes sense to keep doing what's working.

Pinterest is a great driver of traffic and I'm a big fan of the platform (even if I barely know what I'm doing on there).

But if you're relying on Pinterest for 90% of your traffic, you may want to think about diversifying a bit.

Why?

Well, as Jeff from [Breaking The One Percent](#) says, "the days of easy Pinterest traffic are numbered."

It's only a matter of time before Pinterest throttles your organic reach, much like Facebook has done over the past couple of years.

I mean, take a minute and just [read this article](#) about what happened to the LittleThings website, who **lost 75% of their organic traffic** and literally went out of business, all because Facebook decided to (again) update their algorithm:

Facebook's algorithm has wiped out a once flourishing digital publisher



Since launching in 2014, LittleThings had amassed over 12 million Facebook followers, and its videos regularly generated thousands, if not millions, of views.

But Speiser said the recent algorithm shift, which Facebook has said was designed to tamp down content that is consumed passively — and would instead emphasize posts from people's friends and family — **took out roughly 75% of LittleThings' organic traffic** while hammering its profit margins.

Facebook used to be a goldmine for organic traffic, but then they turned off the firehose and now if you want any meaningful traffic on Facebook, you better be doing ads.

You are at the mercy of their platform.

And sooner or later, the same thing will be true of Pinterest.

So, yeah: it's never a good idea to rely so heavily on one source of traffic, because when that source dries up, what are you left with?

And so it's good to get familiar with SEO and increase your Google traffic if only to diversify a bit away from Pinterest.

Google Traffic Is Extremely Targeted

But there's an even bigger reason why you should make SEO a part of your marketing strategy: the type of traffic that you attract to your website is *extremely targeted*.

Think about it:

Let's say you're looking to buy a non-stick pan for your kitchen but you aren't sure which one to get, so you want to check out some reviews first.

So you hop onto Google and type in "best non stick pan" and see these results:

The image shows a Google search interface for the query "best non stick pan". The search bar is at the top, with the Google logo on the left and search icons on the right. Below the search bar, there are navigation tabs for "All", "Shopping", "Videos", "News", "Images", "More", "Settings", and "Tools". The search results show "About 19,500,000 results (0.51 seconds)".


Under the heading "Shop for top rated non stick pan on Google", there are five sponsored shopping results, each with a numbered circle (1-5) in the top left corner:

- 1** Calphalon Contemporary... \$49.95 Williams-Sonoma ★★★★★ (1k+)
- 2** All-Clad HA1 Nonstick Skillet... \$59.96 Sur La Table ★★★★★ (387)
- 3** Anolon Advanced Nonstick 10" &... \$99.99 Macy's ★★★★★ (275)
- 4** Calphalon Unison Nonstick 10 Inc... \$75.98 Amazon.com ★★★★★ (120)
- 5** Swiss Diamond Nonstick Fry Pa... \$39.95 Swiss Diamond... ★★★★★ (159)

Below the shopping results is a "Featured Snippet" titled "The Best Nonstick Pan". The text reads: "The **Best Nonstick Pan**. After cooking 13 dozen eggs, 16 pounds of hash browns, 10 pounds of tilapia fillets, and countless crepes in 10 different **pans**, we discovered that the Tramontina 10-Inch Professional Nonstick Fry Pan is the **best nonstick pan**." The date "Feb 12, 2018" is shown. To the right of the text is a small image showing a pan with food cooking in it. Below the text is a link: "The Best Nonstick Pan: Reviews by Wirecutter | A New York Times ..." with the URL "https://thewirecutter.com/reviews/best-nonstick-pan/". A red arrow points from the top right of the featured snippet area down to the link.

You see The Wirecutter post right at the top of the search results in the [Featured Snippets](#) called "The Best Nonstick Pan" so you immediately click on it.

Our pick



Tramontina 10-Inch Professional Nonstick Fry Pan

The best nonstick pan

With its classic flared-lip-pan shape, slick nonstick coating, and comfortable handle, the Tramontina is a quality pan that will last for years.

\$26* from Walmart

~~\$35~~ \$26 from Amazon

♥ You save \$9 (26%)

*At the time of publishing, the price was \$35.

The **Tramontina 10-Inch Professional Nonstick Fry Pan** distributed heat more evenly than other nonstick pans due to its thick cast-aluminum construction. The flared edge let us easily scrape the corners with a silicone spatula, flip fried

And you see that they recommend the Tramontina as the best non stick pan to buy, so you click their Amazon link, make the purchase on Amazon, and you're on your merry way.

Meanwhile, The Wirecutter has just made a commission on the sale since you purchased via their Amazon link.

All because you were *actively looking for something very specific* (reviews of the best non-stick pans) ...

And The Wirecutter built a page focused **exactly** around your search keyword ...

And since they ranked at the top of Google, you clicked on their site and they made money.

And when you can rank highly in Google for your chosen keywords, you can attract that kind of targeted traffic to *your* website and make product and affiliate sales.

This is exactly how I was able to earn nearly \$100,000 from my affiliate website last year.

Date	Transaction	Amount	Balance
Feb 01 2018	12/2017 Advertising Fees	\$5,146.59	\$5,146.59
Jan 30 2018	Payment by Direct Deposit	-\$6,346.73	\$0.00
Jan 01 2018	11/2017 Advertising Fees	\$6,346.73	\$6,346.73
Dec 29 2017	Payment by Direct Deposit	-\$5,925.93	\$0.00
Dec 01 2017	10/2017 Advertising Fees	\$5,925.93	\$5,925.93
Nov 29 2017	Payment by Direct Deposit	-\$7,367.06	\$0.00
Nov 02 2017	09/2017 Advertising Fees	\$7,367.06	\$7,367.06
Oct 30 2017	Payment by Direct Deposit	-\$10,803.61	\$0.00
Oct 01 2017	08/2017 Advertising Fees	\$10,803.61	\$10,803.61
Sep 29 2017	Payment by Direct Deposit	-\$12,979.11	\$0.00
Sep 25 2017	Miscellaneous Credit	\$10.00	\$12,979.11
Sep 01 2017	07/2017 Advertising Fees	\$12,969.11	\$12,969.11
Aug 30 2017	Payment by Direct Deposit	-\$10,562.70	\$0.00
Aug 01 2017	06/2017 Advertising Fees	\$10,562.70	\$10,562.70
Jul 31 2017	Payment by Direct Deposit	-\$10,152.20	\$0.00
Jul 01 2017	05/2017 Advertising Fees	\$10,152.20	\$10,152.20
Jun 30 2017	Payment by Direct Deposit	-\$7,434.37	\$0.00
Jun 26 2017	Miscellaneous Credit	\$65.69	\$7,434.37
Jun 01 2017	04/2017 Advertising Fees	\$7,368.68	\$7,368.68
May 31 2017	Payment by Direct Deposit	-\$6,274.36	\$0.00
May 01 2017	03/2017 Advertising Fees	\$6,274.36	\$6,274.36
Apr 30 2017	Payment by Direct Deposit	-\$7,829.42	\$0.00
Apr 01 2017	02/2017 Advertising Fees	\$7,829.42	\$7,829.42
Mar 31 2017	Payment by Direct Deposit	-\$4,387.66	\$0.00
Mar 01 2017	01/2017 Advertising Fees	\$4,387.66	\$4,387.66

That's what targeted traffic is ALL about.

Chapter 2: What Is SEO?

It's funny, nearly every article you read about SEO is does a horrible job of explaining in plain English what you need to know.

For example, here is a definition from Moz.com—one of the foremost experts on SEO—that I had to re-read three times and I still don't understand what they're trying to say:

What is SEO?

Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

I mean, come on ...

Not only is it unclear, but what they're describing—getting more targeted more traffic to your website—is not what SEO *is*, but *what happens as a result* of when you do SEO on your site.

See the difference?

So, in plain English, here's the simplest definition I could come up with:

SEO is building your website so that it ranks higher in Google.

That's it!

That's all you need to know about what SEO *is*.

You are simply optimizing your website so that when someone plugs a keyword into Google.com, your website appears on the first page of Google.

Pretty simple, right?

Now, don't get me wrong: there is a lot of work that goes into that ... and there is probably *one* word in my definition that's raising your curiosity a little bit ...

Can I guess what it is?

Is it the word *building*?

Yes, I bet that's it. But don't you worry.

We're going to expand on what I mean by that shortly.

Chapter 3: Knowing How Google Works

But first, before we can effectively optimize our website so that Google ranks it highly, it's probably worth discussing how Google actually works.

And I don't mean in a way that you need a computer science degree from Stanford to understand. I mean in plain English!

Here's what you need to know:

When you type a keyword into that search box on Google.com ... Google has ONE and only ONE goal ...

To show you the **very best content** at the top of their search results for every single search query!

But how does Google determine what content is “best”?

I’ll try to break it down as best as I can :)

Search Intent

Remember: Google’s ultimate goal is making sure it’s users are happy with the search results.

This means that the search result must ultimately match the user’s intent!

Think about it:

Let’s say someone is searching for the keyword “cold brew coffee”.

Now, without knowing the exact intent behind their search—why are they searching for cold brew coffee?—we could take a couple of guesses:

- Maybe they want to know where to buy cold brew coffee
- Maybe they want to know the benefits of drinking cold brew coffee
- Or maybe they want to just make some cold brew coffee?

Let’s see what Google thinks:

cold brew coffee

Volume: 90,500/mo | CPC: \$1.32 | Competition: 0.94

All Shopping Videos Images News More Settings Tools

About 1,600,000 results (0.78 seconds)

How To Make Cold Brew Coffee | SimplyRecipes.com
https://www.simplyrecipes.com/recipes/how_to_make_cold_brew_coffee/
 12 hr 10 min
 If you crave a good iced coffee in the summer, but loathe the way so many end up tasting watery or overly bitter, then there's only one solution: **cold brew coffee**. This method guarantees a smooth and icy cup, every time. Making **cold brew coffee** is no great secret, nor does it require the ninja-level skills of a trained barista in ...

People also ask

- What is the cold brew coffee?
- Is cold brewed coffee stronger?
- Is it better to cold brew coffee?
- Why cold brew coffee is better?

Feedback

Cold-Brewed Iced Coffee Recipe - NYT Cooking
<https://cooking.nytimes.com/recipes/1017355-cold-brewed-iced-coffee>
 ★★★★★ Rating: 5 - 919 votes - 12 hr 5 min
Cold-brewed coffee is actually dirt simple to make at home using a Mason jar and a sieve. You just add water to coffee, stir, cover it and leave it out on the counter overnight. A quick two-step filtering the next day (strain the grounds through a sieve, and use a coffee filter to pick up silt), a dilution of the brew one-to-one with ...

How to Make Cold Brew Coffee | Downshiftology
<https://downshiftology.com/how-to-make-cold-brew-coffee/>
 12 hr 10 min
 Jul 12, 2017 - **Cold brew coffee** is amazingly simple to make at home. With my tips (and quick little video) you'll have the perfect glass - and never have to buy it again.

How To Make Cold Brew Coffee At Home, Every Way Possible | HuffPost
https://www.huffingtonpost.com/.../cold-brew-coffee-concentrate_us_5967c3cae4b0d...
 Jul 17, 2017 - **Cold brew coffee**, in theory, is easy to make. Start with coarsely ground coffee. (Finely ground coffee beans can result in a sludgy outcome, because it's impossible to filter out the small

As you can see from the first four results ... all of them are posts on recipes/how to make cold brew coffee!

So Google has figured out—from all of the search data they have access to—that when someone searches for “cold brew coffee”, they want to know how to make it!

And what the heck does this mean for you?

Well, if you were thinking about trying to rank for the keyword “cold brew coffee” ... it would probably be a good idea to make the main focus of your post around *how to make cold brew coffee*, right?

This may sound obvious, but it’s very important:

At the end of the day, you want your content to *match the intent of the user* searching in Google.

Now, that’s on a post-by-post basis—each individual post should ultimately match user intent for each main keyword you’re targeting.

But what about on a sitewide level?

That's where *relevancy* comes into play.

Relevancy

Have you ever come across one of those lifestyle bloggers?

You know, one day they may be blogging about crock pot recipes, the next about how to save money on your car insurance, the day after that about how to make money from Pinterest, and maybe another day they're doing a travel diary of their trip to Spain.

In other words, their blog is all over the damn place. And when it comes to SEO, this is not a good thing.

Why?

Because Google has no idea what their website is about!

When Google is ranking websites, they generally have a preference for sites that are relevant to the search query on a site-wide basis.

I know that sounds a little confusing so it's best to show an example.

Say you're about to have a baby and need to buy a crib mattress for your little one, so you hop onto Google and search for "best crib mattress".

Let's see what Google brings back:

Mom's Guide 2018: The 5 Best Crib Mattresses For Safe Sleep **baby site**

<https://www.momtricks.com> > Baby Gear ▼

Jump to **Crib Mattress Buyer's Guide** - If you ask me, this is the safest crib mattress around. #2: Moonlight Slumber Little Dreamer. #3: Sealy Soybean Foam-Core. #4: Naturepedic No Compromise (My 100% Organic Pick!) #5: Safety 1st Heavenly Dreams (My Budget Pick!)

Best Crib Mattress Reviews 2018 - The Sleep Judge **sleep site**

<https://www.thesleepjudge.com/best-crib-mattress-reviews/> ▼

Innerspring. My Top 5 Crib Mattress Reviews. Naturepedic No-Compromises Organic Innerspring. Simmons Beautyrest Beginnings Sleepy Whispers. Safety 1st Heavenly Dreams. "My First Mattress" Memory Foam Mattress. Newton Wovenaire. Our Pick For The Best Crib Mattress. Best Organic Crib Mattress · Safety 1st Heavenly Dreams ...

Best Baby Crib Mattresses - The Bump **baby site**

<https://www.thebump.com/a/best-crib-mattresses> ▼

There's lots to consider when buying a mattress for baby. From firm sleepers to hypo allergenic options, we've rounded up the best crib mattresses around.

The 6 Best Baby Crib Mattresses - Updated Review Guide For **sleep site**

<https://www.sleepadvisor.org/best-crib-mattress/> ▼

Jump to **Baby Crib Mattress Reviews – Best By Type** - One of the main aspects which made us choose Heavenly Dreams White Crib was its resilience. Because you'll be placing an infant inside the crib, the mattress will often have stains and odor which won't stay there for long. It has remarkable venting ...

Top 6 Baby Mattresses ... · Important Things to ... · Types of Crib Mattresses

Best Crib Mattresses of 2018 - Mommyhood101 **baby site**

<https://mommyhood101.com/best-crib-mattresses-2018> ▼

Here are the Best Crib Mattresses for 2018! Colgate Eco Classica III Dual Firmness with Organic Cotton Cover. Naturepedic No Compromise Organic Cotton Classic 150 Dual Firmness. Lullaby Earth Breeze 2-Stage Breathable Crib Mattress (dual firmness).

Best Crib Mattress Pads of 2018 - BabyList **baby site**

<https://www.babylist.com/hello-baby/best-crib-mattress-pads>

Jan 9, 2018 - You spend a lot of time choosing the right crib mattress for your baby's crib, and you want to protect it from whatever will come its way. Look for a waterproof crib mattress pad cover that fits well over the mattress.

Best Crib Mattress - Best Mattress Reviews **sleep site**

<https://bestmattress.reviews/best-crib-mattresses/> ▼

May 29, 2017 - Have a newborn or a toddler? Then you should definitely care about their sleep as it is imperative to their growth. To ensure the latter, you need a good crib mattress and we have the best recommendations for this category. So, your precious needs a bed like most people. In fact, you should

The Best Baby Crib Mattress [y] | Baby Bargains

baby site

www.babybargains.com/best-baby-crib-mattress/ ▼

Feb 6, 2018 - After comparing 15 different crib mattress brands, we pick the Naturepedic No Compromise Organic Cotton Classic Lightweight Crib Mattress (\$259 on Amazon) as the Best Baby Crib Mattress 2018. Naturepedic's No Compromise Organic Cotton Classic Lightweight mattress features closed-cell air pockets ...

Best Crib Mattress Buying Guide - Consumer Reports

<https://www.consumerreports.org/cro/crib-mattresses/buying-guide> ▼

Apr 25, 2016 - Getting Started Choosing a crib mattress **general review site** one that warrants careful consideration. The mattress is as important as the crib, and we recommend buying the best one you can. Why does it matter? For one thing, your baby will spend a lot of time in his crib. It might seem hard ...

The Best Crib Mattresses: Reviews by Wirecutter | A New York Times ...

<https://thewirecutter.com/reviews/best-crib-mattresses/> **general review site**

Review by Anne Machalinski - ₹17,800.00

Sep 5, 2017 - After considering the range of "organic" mattresses available, we think the Naturepedic Organic Cotton Lightweight Classic is the best choice for parents who are set on buying a crib mattress that's certified to the Global Organic Textile Standard (GOTS). Although the Naturepedic mattress isn't two-sided, ...

So on the first page ...

The first seven results are *specifically sites about babies/parenting or sleeping*—which makes sense, because the keyword “best crib mattress” really touches on those *two* different niches, not just one.

Now this probably isn't a surprise to you, but it's important.

Google is ranking these websites on the first page because their niches align perfectly with the search query!

You notice how there aren't any cooking, personal finance, or travel sites ranking here?

It's because those niches have NOTHING TO DO with babies or sleeping!

I know: this is obvious, but you've probably never really *thought* of it, have you?

So if you have a site that covers cooking *and* personal finance *and* travel ...

Your chances for ranking for keywords related to personal finance are less than if you had a site that focused ONLY on personal finance ...

Because in Google's eyes, you are LESS RELEVANT.

Right?

Content Quality

Ok, so we know that it's really important for your content to match user intent and for your website to be relevant to the keywords you are targeting.

But that's not enough!

No. The third thing that Google looks for when ranking websites is the quality of your content.

Now, "quality" is hard to define here because it's pretty subjective: what you consider good quality may be different than how I define it. So it's not easy to pin down.

But we can try!

What do I think "quality" means?

Well, to [steal Chase Reeves's definition](#), I think it means writing EPIC shit!

Here's Chase's definition spelled out a little bit more:

"Write things that make people think. Inspire people. Change lives. Create value. Blow people away with your usefulness."

Yes. Yes, I like that. *Value* and *usefulness*. Those are the two words that resonate most with me.

When people finish reading your posts, did they learn something new?

Are they able to do something now that they weren't able to do before?

Do they feel inspired?

That's useful and valuable content! And Google loves it!

Want an example? Then check out the [Nerd Fitness Beginner's Guide to the Paleo Diet](#).

It's one of the most epic pieces of fitness content you'll find anywhere!

First of all, it's over 5,500 words—and epic content tends to be **long and detailed**.

Second, it has custom graphics and big headings and short paragraphs which make the content attractive and easy to read:

SO HOW DOES THE PALEO DIET WORK?



Third, it's incredibly educational and actionable. I know what I can and can't eat on Paleo!

Okay, so if we cut out the grains, almost all processed foods, and dairy, you're left with only things that occur naturally:

- **Meat** – GRASS-FED*, not grain-fed. Grain causes the same problem in animals as they do in humans.
- **Fowl** – Chicken, duck, hen, turkey...things with wings that (try to) fly.
- **Fish** – Wild fish, as mercury and other toxins can be an issue in farmed fish
- **Eggs** – Look for omega-3 enriched cage free eggs.
- **Vegetables** – As long as they're not deep-fried, eat as many as you want.
- **Oils** – Olive oil, coconut oil, avocado oil – think natural.
- **Fruits** – Have natural sugar, and can be higher in calories, so limit if you're trying to lose weight.
- **Nuts** – High in calories, so they're good for a snack, but don't eat bags and bags of them.
- **Tubers** – Sweet potatoes and yams. Higher in calories and carbs, so these are good for right after a workout to replenish your glycogen levels.

Per SimilarWeb, NerdFitness gets nearly **4 million visitors a month** and I wouldn't be surprised if they are easily clearing six figures per month.



Of course, not every single piece of content you produce is going to be epic ... but that should be your goal, shouldn't it?

To blow away your audience?

Your readers will love you ... and so will Google.

Authority (Backlinks)

So, to quickly recap:

When you're structuring your blog posts, you want to be sure that ...

- Your content matches user intent
- Your website as a whole is niched down so that it is actually relevant to the keywords you're going after
- Your content is epic!

All three of these are actually quite easy to accomplish: you just have to be thoughtful and intentional when you're building out your content so that it aligns with these three goals.

But there's a fourth piece of the puzzle that we need to talk about that's equally important but a lot harder to achieve: **authority**.

[In my last post](#) I defined authority like so:

"Sites with authority have a better chance of ranking highly in Google. They are trusted sites in Google's eyes and Google loves to rank sites that they trust.

But how does your blog get authority so that Google will trust it?

At the end of the day, it all boils down to one thing: backlinks."

The best way to think about authority is like a voting system: when Site A links back to Site B, it's sending a message to Google that Site B is a quality site with good information that should be trusted.

And since higher quality sites with more useful information will naturally attract *more links* than lower quality site with less useful information ...

Google will generally rank the sites with more links (aka sites with more authority) higher in the search results!

So how do we check the authority of a website?

I personally use Ahrefs but you can also use Moz.com since they are free and they basically use a similar grading system.

Just go to their [Open Site Explorer](#) tool and paste in the domain you want to check on:

URL:

[Hide Metrics](#)

Authority **a Domain Authority of 85 is REALLY good**

Authority	Page Link Metrics
DOMAIN AUTHORITY <small>⌵</small> 85 /100	PAGE AUTHORITY <small>⌵</small> 85 /100
SPAM SCORE: --- /17 <small>⌵</small>	JUST-DISCOVERED <small>⌵</small> 451 60 Days
	ESTABLISHED LINKS <small>⌵</small> 214 Root Domains 25,197 Total Links

Here we can see that TheSpruce.com has a “Domain Authority” of 85 (out of 100), which is exceptionally good—they have a LOT of authority and it’s easier for them to rank higher in Google because they have so many backlinks.

And you can see this in action in this example below.

Say you are on the hunt for a French Press coffee maker and so you search in Google for “best french press”.

Here’s what Google shows for the top 5 results:

The 7 Best French Press Coffee Makers to Buy in 2018 - The Spruce

<https://www.thespruce.com> > Food > Best Kitchen Products **not a coffee site**

Feb 12, 2018 - Best Overall: **Bodum** CHAMBORD French Press Coffee Maker. Best Budget: **Bodum BRAZIL** Coffee Maker. Best High End: **Frieling** Double Wall Stainless Steel French Press Coffee Maker. Most Durable: **KONA** French Press Coffee Maker. Best Stoneware: **Le Creuset** of America Stoneware Petite French Press.

	PAGE UR 13	BL RD 0 0	FB 0	IN 0	ROOT DOMAIN	DR 89	BL RD 4.1M 136K	AR 1,786	
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The best French Presses you can buy - Business Insider

www.businessinsider.com/best-french-press **not a coffee site**

May 19, 2017 - You can brew coffee in a number of ways, but many caffeine addicts swear by the French Press method. Of all the French Presses we researched, the **SterlingPro** French Press is the best one you can buy with its glass and metal design that's as durable as it is beautiful.

	PAGE UR 21	BL RD 273 22	FB 0	IN 0	ROOT DOMAIN	DR 92	BL RD 69M 389K	AR 249	
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Best French-Press and Pour-Over Coffee Makers - Consumer Reports

<https://www.consumerreports.org/.../best-french-press-and-pour-over-coffee-makers> **not a coffee site**

Dec 9, 2016 - French-Press Coffee Makers. **Frieling** Insulated Brushed Stainless Steel, \$124.99. **Bodum** 8-Cup Chambord, \$49.99. **Bonjour** 8-Cup Monet, \$39.99. **Bodum** Brazil 8-Cup, \$17.99.

	PAGE UR 16	BL RD 58 8	FB 0	IN 0	ROOT DOMAIN	DR 90	BL RD 72M 94K	AR 1,392	
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10 Best French Press Coffee Makers in 2018 | Reviews and Top Picks

<https://www.fourthstatecoffee.com/best-french-press/> **coffee site**

I. Best French Press. | Our Top Picks. The Best Overall French Press: **SterlingPro** French Press. Runner-Up 1: **KONA** French Press. Runner-Up 2: **Secura** Stainless Steel Coffee Maker. Best Budget: **Bodum BRAZIL** Coffee Maker. Best for Travel: **Bodum** Travel Tea and Coffee Press.

Best French Press | Our ... · II. Best French Press ... · III. Best French Press Coffee ...

	PAGE UR 18	BL RD 49 21	FB 0	IN 0	ROOT DOMAIN	DR 44	BL RD 5.5K 526	AR 1,057,368	
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8 Best French Press Coffee Makers - Roasty Coffee **coffee site**

<https://www.roastycoffee.com/best-french-press/>

Have a look at the list of the **best French Press** Coffee Makers that you can own in your own for making truly spectacular coffee.

List Price: \$53.50 You Save: \$18.16 (34%)

Price: \$35.34

	PAGE UR 11	BL RD 2 2	FB 0	IN 0	ROOT DOMAIN	DR 43	BL RD 1.9K 287	AR 1,107,416	
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This is an interesting search result because you can see the top three websites are actually NOT coffee sites, yet they are ranking *ahead* of two sites specifically about coffee.

So what is going on here?

Didn't we just establish before that the relevancy of your site is extremely important?

If that is the case, then why are three NON-coffee sites sitting in the top three positions for this search result?

Because their authority is extremely high!

You can see in the screenshot above that The Spruce, Business Insider, and Consumer Reports all have very high "DR*" numbers: between 89 and 92 (out of 100)!

**DR is Ahrefs' Domain Rating metric but it's very similar to Moz's Domain Authority metric.*

And the two coffee sites below them only have DR ratings of 44 and 43, which is still pretty good but nowhere as close as authoritative as the sites ranking ahead of them.

And so for this particular search result, Google has decided to rank the first three sites ahead of the next two *in part* due to their authority, even though their relevance is much lower (i.e. they cover many more topics than just coffee).

So sometimes relevance can trump authority (like in our "best crib mattress" example) ...

And sometimes authority can trump relevance (like in our "best french press" example).

But ... the thing to know is:

When you can combine and implement **all three elements** into your blog ...

Intent, relevance, and authority ...

Your site will become an unstoppable powerhouse!

Chapter 4: Keywords Are Still Important

I've heard quite a few bloggers say recently that they don't bother with keyword research because they're writing for humans, not Google.

Big mistake.

Not the second part, mind you ... I definitely agree with that: when you're writing content, you absolutely want to write for your audience ... not Google.

But ...

You still need to optimize your content with the right keywords if you want Google to rank you and give you free traffic.

Bottom line: you need to let Google know what your content is about!

And how do we do that?

By using the right keywords.

Write About What People Are Searching For

Let's take a simple example.

Say you have a blog about **growing and monetizing your blog** and you have been killing it on Pinterest lately, so you want to show your readers how they can make money by being active on Pinterest and driving traffic back to their site.

You fire up WordPress and enter your title, which is pretty catchy and will pique some curiosity when you post it to Pinterest: **"I made \$2,000 From Pinterest Last Month And So Can You"**.

Then you bang out a killer post without paying any attention to keywords (because you write for humans, not Google), hit publish and hope Google will give you some traffic.

Sound familiar?

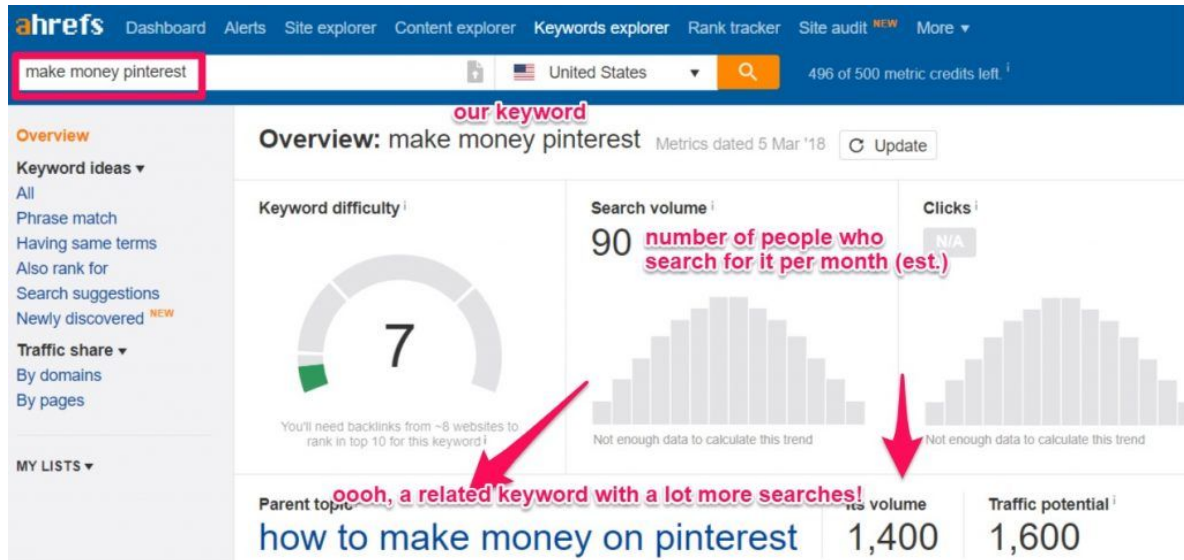
Yeah, this is not how we want to write our content.

Why? Because no one is searching for the phrase "I made \$2,000 From Pinterest Last Month And So Can You" in Google!

With just a bit of upfront research we can still create a killer piece of content but which is actually optimized for Google. (Notice how I said *optimized* for Google, not *written* for Google?)

Ok. So we know we still want to write about making money on Pinterest so we head over to [Ahrefs Keywords Explorer](#) and type in “make money pinterest” as our keyword.

Let’s see what it spits back:



This screen is showing us a couple of things:

- We can see that about 90 people search for “make money pinterest” every month ... which isn’t a whole lot (*very generally speaking* I like to target keywords with 1,000+ searches per month)
- We can see that Ahrefs has suggested a “parent topic” that might be a better keyword for us to target: “how to make money on pinterest”, which gets 1,400 searches per month! Bingo!

We know that nearly 1,500 people are searching Google for this phrase each month, and it relates exactly to what our blog post topic is about ...

So this would be GREAT to use for our main keyword and to incorporate into our blog post title (Remember: your main keyword is generally always included in your blog post title).

How about a blog post title like this? **“How To Make Money on Pinterest (The Ultimate Step-By-Step Guide)”**

So it’s still a reasonably catchy title that will draw in readers, and it’s also optimized for Google search since it includes the keyword “how to make money on pinterest”, which we know a lot of people are searching for!

Yay!

Since this isn't meant to be a detailed guide on keyword research, I won't go any deeper into the topic here ... but just know that this is only Step 1 of your keyword research process :)

After you do research for your main keyword / blog post title, you want to keep going by looking for related, smaller keywords (also called "long tail keywords" that you can also sprinkle throughout your blog post.

What To Write About If You Don't Have Any Authority Yet?

A common question a lot of bloggers have is what kind of keywords should you be targeting if you don't have much authority yet?

While it's true that when you're first starting out and don't have a lot of backlinks yet and your authority is low it's going to be hard to rank ...

I still say you should target any keyword in your niche that has the potential to give you good targeted traffic ...

Even if that keyword has a lot of strong competition and you might not be able to rank for it right away.

Why?

If you're treating your blog as a business and are in it for the long run—and let's be clear about one thing: SEO is a long-term play—then your goal should be able to rank for any relevant keyword in your niche and create epic content around it, regardless of how difficult it is.

I'll have a future, dedicated guide to keyword research which dives into this topic more carefully.

Chapter 5: On-Page SEO

While it's great that we identified our main keyword and included it in our blog post title, we still have a lot of work to do.

Remember earlier when we said we want to make sure Google knows what our whole site is about?

Well, the same is true about *each individual post* that we publish to our blog!

And the term for all these little tweaks we make to our content and post information (title, URL, meta description, etc) is called “on-page SEO”.

On-page SEO is actually really freaking easy, but also really important and you don’t want to screw up.

On a post-by-post basis*, this is all you really need to know.

**Note for right now we are ignoring things like website speed and mobile-friendliness, which are definitely extremely important, but are out of scope here.*

9 Tips For Optimizing Your On-Page SEO

1. Use Your Main Keyword In Your Post Title

As we just discussed, it’s ideal to include your main keyword someone in the title of your post.

This gives Google a big red flashing signal right off the bat that this is what your post is about, which in turn will help them rank you for that keyword.

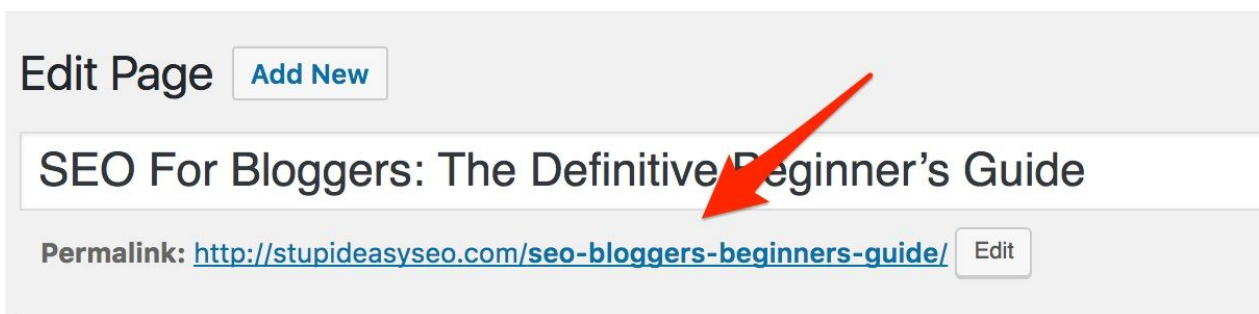
So in our previous example of how to make money on Pinterest ...

Optimized: “How To Make Money on Pinterest (The Ultimate Step-By-Step Guide)”.

Not Optimized: “I made \$2,000 From Pinterest Last Month And So Can You”

2. Keep Your URL Slug Short & Sweet

The URL slug for your blog posts are just the characters that come after your domain name. For example:



This isn’t going to make or break your SEO performance, but remember: we are all about optimizing our content for Google.

And big, long, ugly URLs aren't doing you any favors. Keep your URL slugs short and sweet and, ideally, include your keyword in there as well.

Optimized: stupideasyseo.com/make-money-pinterest

Not optimized:

stupideasyseo.com/how-to-make-money-on-pinterest-the-ultimate-step-by-step-guide

Note: in the "optimized" example you'll see I excluded the word "how", and this is because generally speaking, you don't want to use any "stop" words in your slugs (e.g., "how", "to", "and", etc).

By the way, you can edit your URL slug directly in WordPress.

3. Use A Click-Worthy Meta Description

Your meta description is the little box of text that appears under your blog post title in the Google search results:

[How to Start a Successful Blog, Step-by-Step Beginner's Guide](#)

<https://createandgo.co> > [Start and Launch a Blog](#) ▼

The following will be a step-by-step guide to creating the blog of your dreams and actually make money from it! And trust us when we say this: If we can do it, ANYONE can! If you have not already – Click here to **start a profitable blog** on WordPress, then use the tutorial below for easy step-by-step directions. In this article, we ... **a meta description (that's too long :)**

I find that your average SEO guru overemphasizes the importance of your meta description—it's definitely best practice to optimize, just not absolutely crucial—but it's good to get in the habit of not only writing out a meta description for each blog post (some people leave it blank), but also including your keyword AND making it click-worthy.

Remember, the whole point of the meta description is to entice the person searching in Google to actually *click* on your blog post!

So don't be lazy and just throw up some boring meta description—make it pop!

One quick copywriting I technique to craft a lot of my meta descriptions is the [Problem-Agitate-Solve](#) Formula.

This simple formula works like this:

- Introduce a problem
- Agitate that problem

- Offer a preview of your solution to that problem

So in our example post of How To Make Money On Pinterest, I might write a meta description that looks like this ...

Not making any money on your blog from Pinterest? You know tons of bloggers are killing it on Pinterest, but you just can't seem to figure it out. In this detailed guide, we'll show you exactly how to make money on Pinterest step-by-step.

Ok, so I literally just typed that up in 15 seconds but I think you get the idea.

Make your metas click-worthy and don't forget to include your main keyword!

4. Include Your Keyword In The Beginning Of Your Post

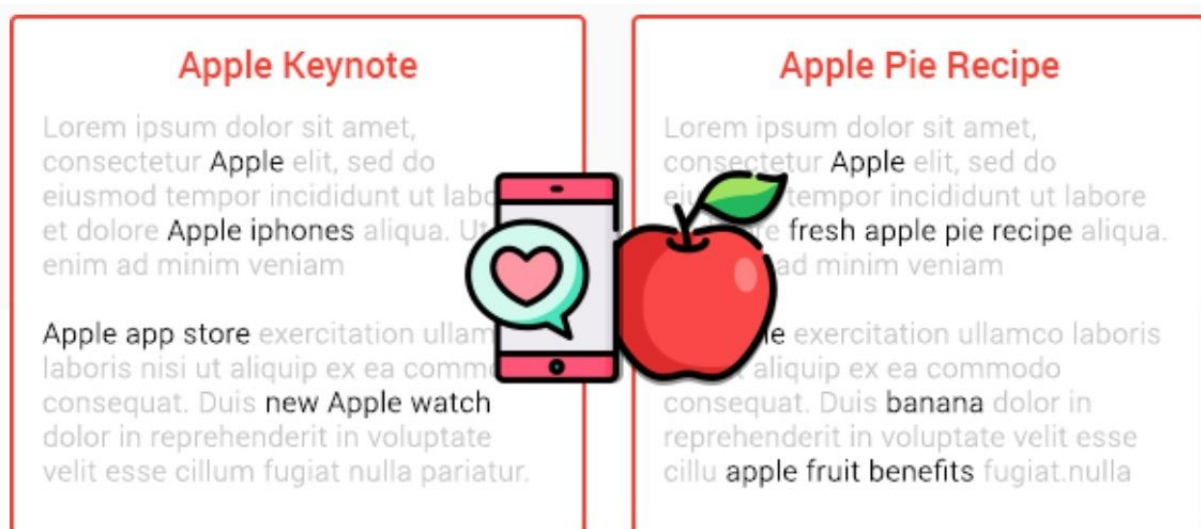
Again, this is another one of those "best practice" tips that's good to get in the habit of doing, but won't make or break your SEO.

Including your main keyword at the beginning of your post (aim for within the first 100-200 words) ties back to the concept of letting Google know what your content is all about!

5. Sprinkle LSI Keywords Throughout Your Post

LSI keywords are just thematic keywords that help Google understand your content better (are you starting to understand how important this concept is?)

You can see a visual of this idea here:



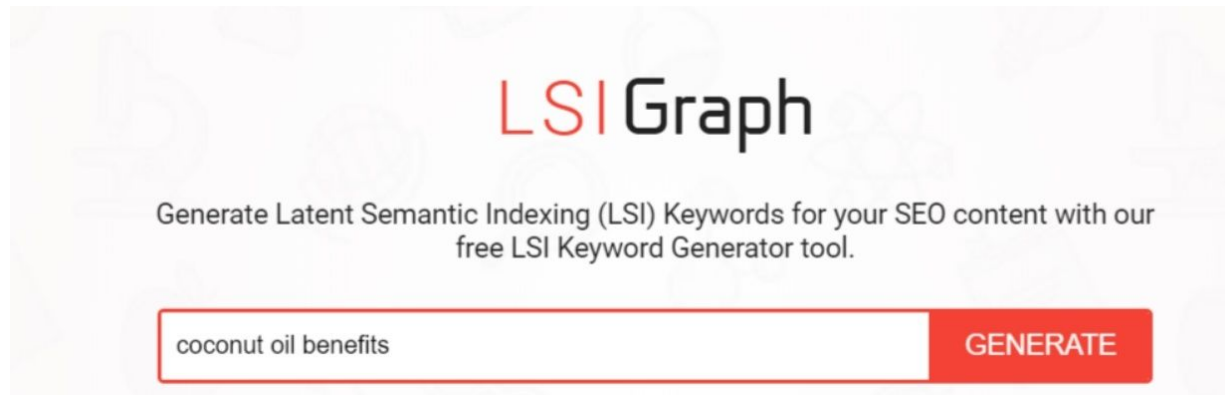
Basically, how does Google understand the difference between a person searching for information on the latest Apple Watch Keynote, vs information on how to make an apple pie?

Well, in part, they do it by examining the LSI keywords on your page, as seen above.

So it's a good idea to sprinkle these keywords **naturally** within your content so that you rank for more related keywords.

[LSI Graph](#) is a neat (free) tool that allows you to search for these LSI keywords.

We just plug in our main keyword; in this example we'll pretend we're writing a blog post on 101 Coconut Oil Benefits:



LSI Graph

Generate Latent Semantic Indexing (LSI) Keywords for your SEO content with our free LSI Keyword Generator tool.

coconut oil benefits

GENERATE

And LSI Graph will spit out a whole bunch of LSI keywords:

Showing LSI Keywords for **COCONUT OIL BENEFITS**

Get more search!

coconut oil benefits for skin	←
coconut oil benefits for hair	←
coconut oil benefits and side effects	←
coconut oil benefits mayo clinic	
benefits of coconut	
how to eat coconut oil	
virgin coconut oil benefits	
how to use coconut oil	←
benefits of applying coconut oil on face overnight	←
coconut oil on face before bed	←

Now, when we're writing our post on the 101 Benefits of Coconut Oil, we'll probably want to add some sections on the keywords/concepts I've indicated above.

Not only will this hammer home with Google what we're writing about (relevance), but it will also help us rank for those additional keywords!

Just remember to only include the keywords that are relevant to the topic you are writing about and which match your user intent, and to not spam your article with hundreds of these keywords in nonsensical places (always use them *naturally*).

6. Use Internal Links To Link To Related Content On Your Own Site

If letting Google know what our site and our content are about is so important, then internal linking is our best friend.

Internal linking is exactly what it sounds like ...

Say you are writing a post how to build an emergency fund. And somewhere in that post you mention the importance of creating a budget.

Well, what do you know: you *also* have a really great guide on your blog on how to create a budget you can actually stick to.

So in your post about emergency funds, when you get to the part about creating a budget, you simply interlink to your post about creating a budget.

That's all there is to it.

And this helps your SEO in two ways ...

One, you're letting Google know that not only are you creating great content about one topic (emergency funds), but you also have another great piece of content about another topic (budgeting) and that they are incredibly relevant to each other.

Two, you are helping spread the "link juice" of your site around, so any authority that your emergency funds post eventually picks up will spread to your budgeting post as well, helping it to climb higher in the rankings.

7. Link To Other Authoritative Websites In Your Niche

You don't only want to link to your own site, though.

You should also make it a point, where it makes sense, to link out to other, authoritative sites in your niche as well.

For example, in your post about emergency funds, say you want to give your reader a reference point about the "snowball method" ... and so you include a link back to Dave Ramsey.

This is smart to do for a couple of reasons:

First, you are being helpful to your reader by providing them with additional, helpful information. And that's the whole point about creating content—to help your audience and solve their problems!

Second, by linking to Dave Ramsey's site, you are adding thematic relevance to your own site by associating it with a bigger site with more authority in the same niche. This sends more relevance signals to Google!

Finally, you are showing Google that you are a *trusted resource yourself* for information about personal finance because you are including so many high-quality sources!

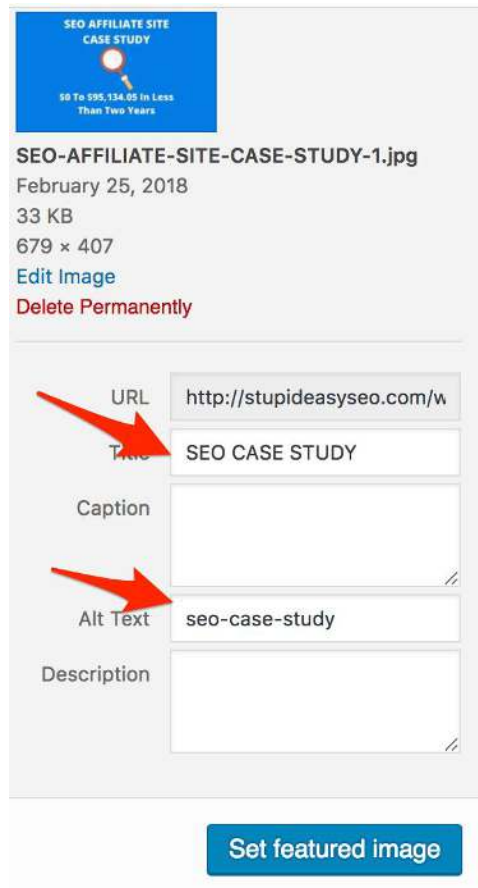
8. Optimize Your Images With Keywords

Ok, I have to be honest: I almost didn't include this tip because it's so overstated and I actually don't think it's that important ...

(You'll see in this very post that not all of my images are optimized).

But then I remind myself that following "best practices" has never gotten anyone in trouble with SEO before, and so I include it here.

When you're adding images to your post in WordPress, it's a good idea to include relevant keywords in both the Title and the Alt Text like so:



This is because the Googlebot cannot actually "read" those images (it can only read text), so by including some keyword-optimized Alt Text in the image files, we're helping the Googlebot read the file.

Again ... I see a lot of SEO gurus listing this as like a "top 5 SEO tip" when it really won't move the needle, but it's good to know I guess.

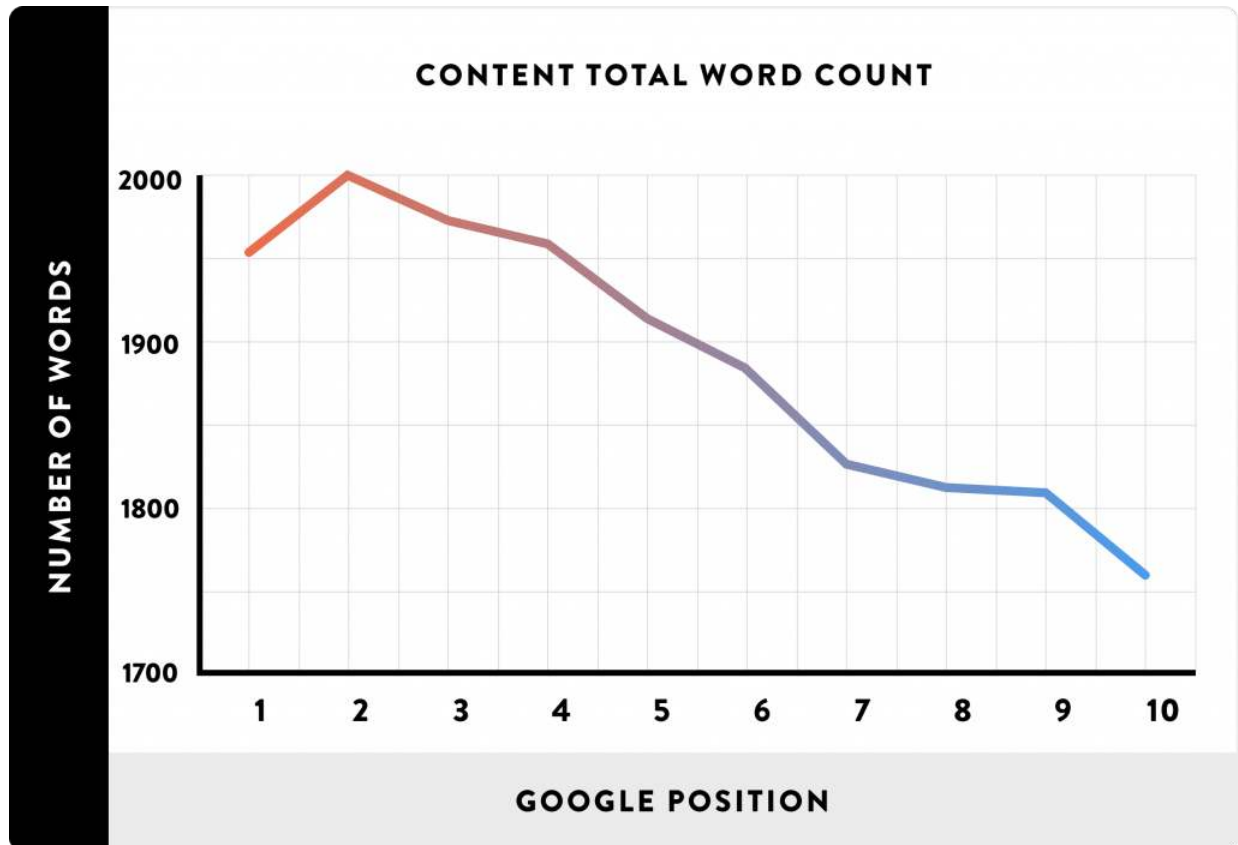
Moving on.

9. Create Epic Content

I saved the most important tip for last.

We already touched on this earlier, but it bears repeating here: when you're publishing content to rank highly in Google, you should really aim to create EPIC, long form content!

Check out [this graph from Backlinko](#):



In short, they analyzed over 1 million Google search results and found that the average first page result in Google is **1,890 words!**

Why?

Simple: Google loves long, in-depth, resourceful blog posts!

And that means the days of tapping out run-of-the-mill 500-word blog posts and calling it a day are long gone.

Chapter 6: The #1 Google Ranking Factor (Backlinks)

Here's an unfortunate truth ...

You could produce the most epic and niche-relevant blog post the world has ever seen ...

but if your site doesn't have a lot of backlinks pointing to it, you're going to have a terrible time ranking in Google.

Why?

Because backlinks are still the [most important ranking factor](#).

Now we know: Here are Google's top 3 search ranking factors

#1 

Google's Andrey Lipattsev reveals links, content and RankBrain are the top three ranking signals in Google's search algorithm.

Barry Schwartz on March 24, 2016 at 7:32 am

If you want to rank highly in Google and drive organic traffic back to your site, you need backlinks!

And why is that?

Remember when we talked about "authority" in Chapter 3?

And that Google tends to favor sites with a lot of authority when they're ranking sites?

Backlinks = authority.

But not just any backlinks.

No. We want backlinks from sites that are relevant to our niche and authoritative themselves!

Let's dive into this a little deeper ...

5 Characteristics Of A Good Backlink

In my view, a “good” backlink is ...

- Do-follow
- Editorially-placed
- Within the context of a post or page
- On a website with good “authority”
- Niche-relevant to our site or our specific post

Now let’s break these down one-by-one ...

1. Do-Follow Backlinks

I’m not going to write an entire post on do-follow vs no-follow, but if you don’t know what the difference is, [read this article](#).

Just know that 1) a no-follow backlink does NOT help your SEO; 2) the good news is that most of the links that we are chasing **are by-default do-follow**, so this isn’t really something you have to worry about.

Generally, the only time another site owner or blogger would no-follow your link is if it’s in a comment you left on their site—which happens automatically, and “comment links” are useless anyway—or if it’s a paid/sponsored post, but we don’t want sponsored post links, so again, it doesn’t matter.

2. Editorially-Placed Backlinks

Speaking of not wanting sponsored post links ...

All of the links that are worth building are given “editorially” and NOT paid for.

What does that even mean?

It’s when another blogger links out to you because they wanted to: either because your link added more information for their readers, or they wanted to cite a source, or they wanted to quote you, etc.

For example, when I link out to Jeff over at Breaking The One Percent here in this very post ...

Why?

Well, as Jeff from [Breaking The One Percent](#) says, “the days of easy Pinterest traffic are numbered.”

It’s an “editorially placed” link because I was quoting him and wanted to give him credit.

It’s really that simple.

Now ... what’s an example of something that is NOT editorially-placed?

When you pay another blogger to give you a do-follow link!

And you definitely do NOT want to do that.

Remember

Do not pay for links, ever.

It’s [against Google’s TOS](#) and eventually they will find out you’re doing it and penalize your site so hard that you will never rank in their search results again.

This has happened to thousands of sites (just Google “Google Penguin” if you’re curious) and is the dumbest thing you could possibly do.

Seriously: do not pay for links!

And if another blogger is asking for a “guest posting fee” to guest post on their site — a post that you are creating for FREE for them so they have FREE content to give THEIR readers and which will take HOURS of your precious, limited time to write—please tell them to kindly fuck off.

3. Backlinks Within The Context Of A Post Or Page

Now this one might not seem like a big deal, but it is ...

You know how usually when you’re writing a guest post for someone else’s site, you get a “bio box” waaaay at the end of the post that looks like this?

Suzi Whitford is a wife, mom of two under two, engineer and blogger. She uses her engineering skills to help other moms balance raising a family and blogging, and offers helpful references guides like her [Facebook Groups Promo Schedule](#). **bio box link**

Yeah, those links are not exactly worthless but they are definitely devalued by Google as they appear *after* the post.

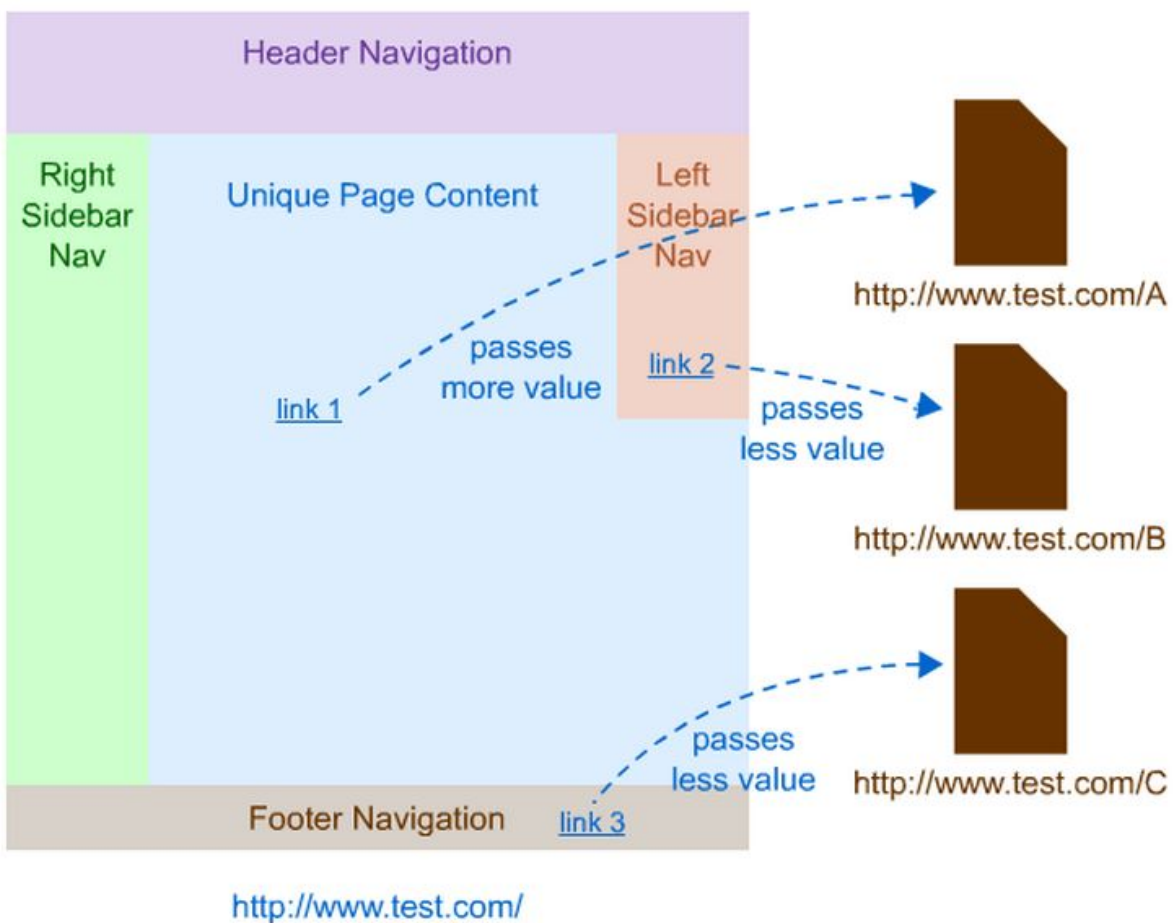
What is much more preferable is a link *within* the actual post itself!

Like this:

Blogging is extremely exciting and a fantastic money making hobby for stay at home mommies. I highly recommend to give it a try and find a blogging tribe as support – here is a list of 100 mom blogs to get you started. **in-content link**

So when you're guest posting for another blog, try your best to include a link not just in the bio box, but within the post as well.

[This graphic by Moz](#) helps explain this a little better visually:



You'll see that links in the sidebar and the footer/bottom of a post pass less value than a link smack dab in the middle of a page.

4. Backlinks On A Website With Good Authority

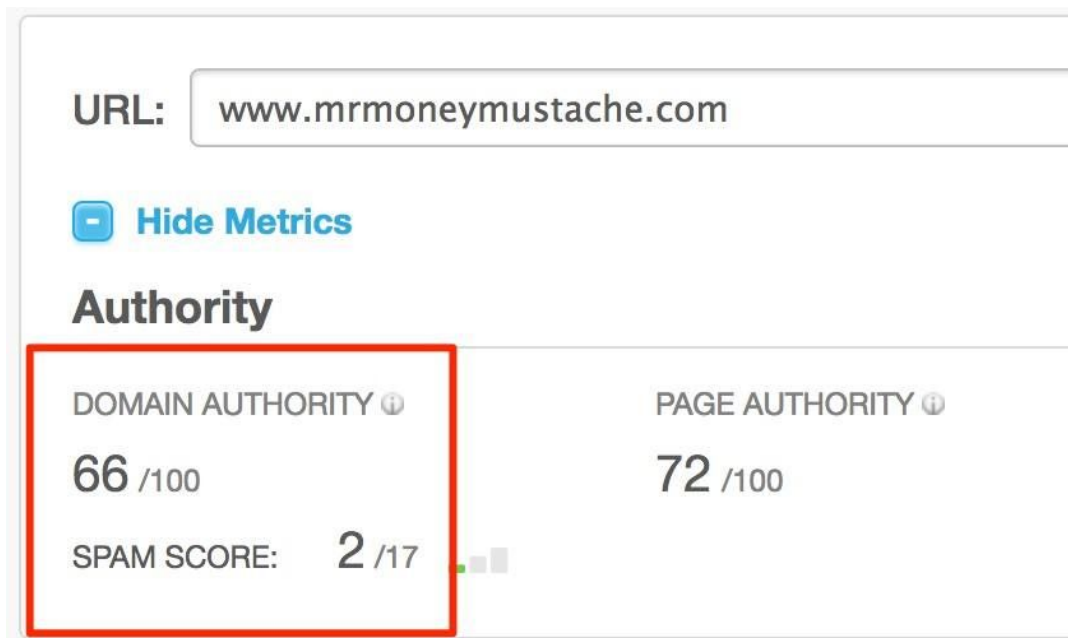
We've talked about authority a bit already but I just want to drive the point home a little more, ok?

If you just started a new personal finance blog, would you rather have a link from Mr. Money Mustache or from a PF blogger who just launched their site three weeks ago?

Of course, a link from Mr. Money Mustache is much better from an SEO perspective because MMM's site has a lot of authority!

How do we know?

Again, we can use Moz's free Open Site Explorer and check the Domain Authority score:



A Domain Authority (DA) of 66 is excellent and we would kill for a link from MMM!

So, generally speaking you want to try and get links from high-authority sites. But this is all relative and really depends on your own site's authority too.

What do I mean?

Well, if you're a new blogger, you don't have any authority yet so getting a link from another personal finance blog with a DA score of even 10 is good because it's better than ours.

But if you're a PF blogger and you've built up your authority over the years to a DA score of, say, 45, then we really shouldn't be chasing links from sites with a lower DA than us (not that it will hurt us, it's just not really worth the effort).

So a quick rule of thumb: if you are actively chasing links via a guest post or another form of outreach, then it's best to focus on sites with a Domain Authority that is equal or greater than yours.

Cool?

5. Backlinks That Are Niche-Relevant To Our Post And/Or Site

I've been droning on and on about relevance throughout this entire post, so you didn't think I'd forget about its importance here, did you? :)

It's pretty simple: **we want to get links from sites whose niche is at least somewhat related to ours!**

Think about it: if you're a food blogger and the majority of your links come from dog training sites, would that make a lot of sense?

Would Google start to think that something fishy was going on, and devalue the importance of those links?

Yes. Yes, they would. Because dog training has nothing to do with food and recipes!

So even if a dog site with high domain authority linked to your food site, Google isn't likely to give it much weight because it's irrelevant to your site!

So, yeah: always try to build links that are relevant to your niche.

However ...

I will say there is one exception to this rule, and it's on a *post-by-post* basis ...

Let's say you're a mommy blogger and you are writing an epic guide on how doing pilates helped you get in shape and you included all these helpful pilates tips.

And you emailed a couple of fitness bloggers and asked them to check out your guide, since it was so epic and you wanted to share.

And a few of those fitness bloggers loved your post so much that they posted it on their site to share with their readers.

Would Google consider these links “relevant”?

Yeah, I think so.

Because even though you’re in the mommy blogger niche, it’s *totally normal* for moms to write about fitness and exercise once in a while, and an epic post about pilates would naturally attract links from blogs in the fitness niche.

So no problem there.

Thank You

I hope this beginner’s guide helped you to understand SEO in plain English.

There were definitely some things I left out, mostly on the “technical” side, and I did that for a reason:

For our purposes, as bloggers and content creators, they’re simply not that important.

Also ... I’ve also been a big believer in the 80/20 principle when it comes to SEO:

If you focus on ...

- Being niche relevant
- Optimizing for the right keywords
- Creating epic content
- Building up your authority with high quality links

You’ll have the most important things under control and your SEO is bound to improve as as result.