

SEO ON A BUDGET

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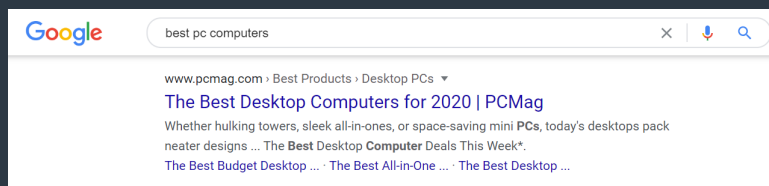
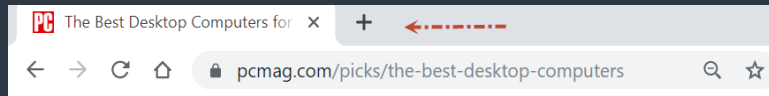
TABLE OF CONTENTS

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- Technical SEO
 - Google Search Console
 - Schema Markup
 - Free Tools

CONTENT SEO

```
<title>The Best Desktop Computers for 2020 | PCMag</title>
```

```
<meta name="description" content="Whether hulking towers, sleek all-in-ones, or space-saving mini PCs, today's desktops pack neater designs and more value than ever. Check out our recent favorites, along with some in-depth shopping advice and deep-dive reviews.">
```



HTML TITLES & DESCRIPTIONS

HTML Titles:

- Think of them as the title of a book
- Should be 60 characters long including spaces

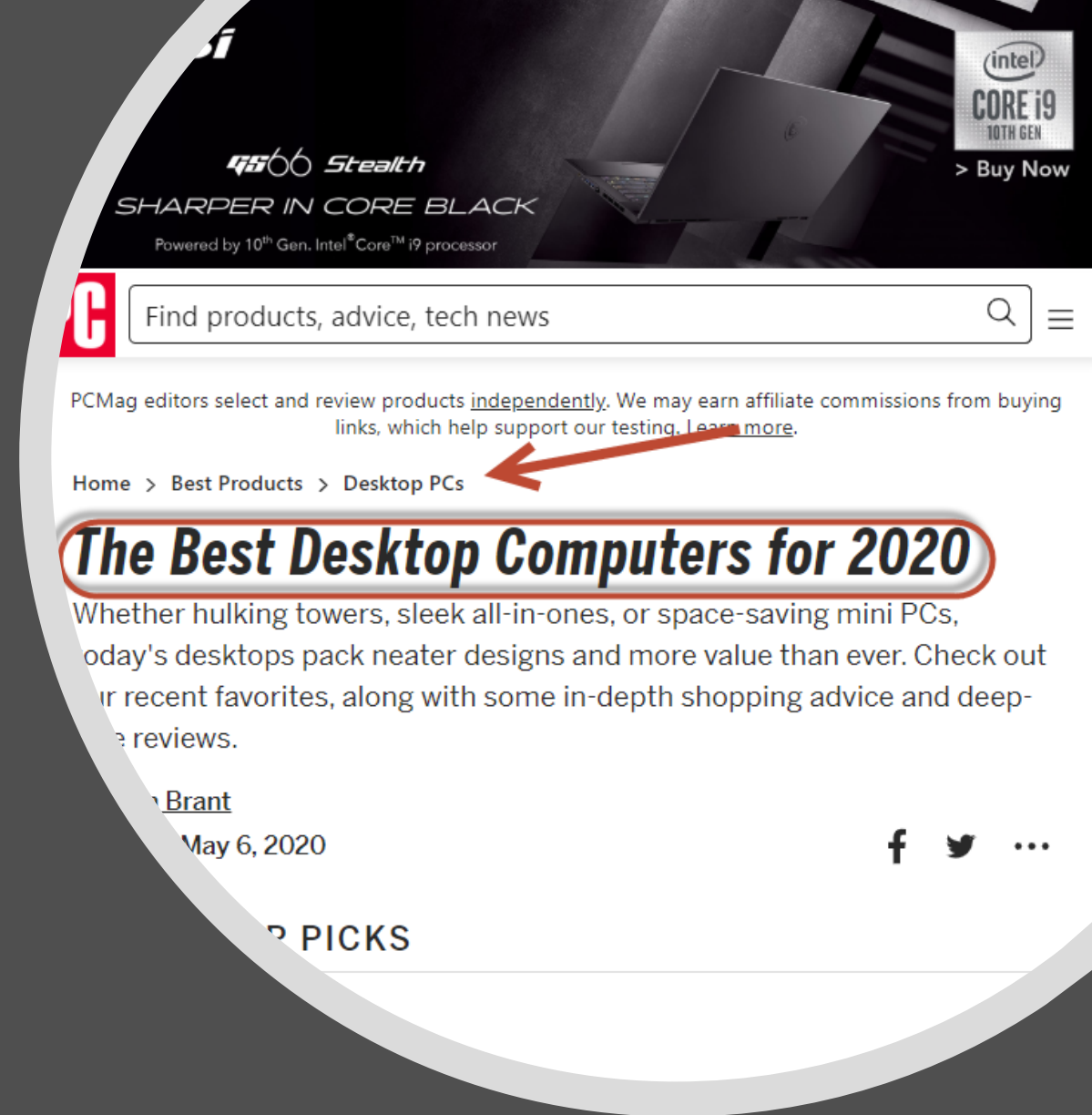
Descriptions:

- Although not taken into account in the algorithm, they are still very important
- Should be 155 characters long for optimal display in the SERP's

Titles and descriptions should be unique to each page!

CONTENT AND HEADER TAGS

- **Content is King!** This is why users come to our sites
- Good content must supply a demand and be linkable
- It should always be unique and hyper-relevant
- It should always be written with the user in mind, not search engines
- **Header Tags**
- There should only be H1 tag per page
- There can be several H2, H3, etc.



Alt Text Example

```

```

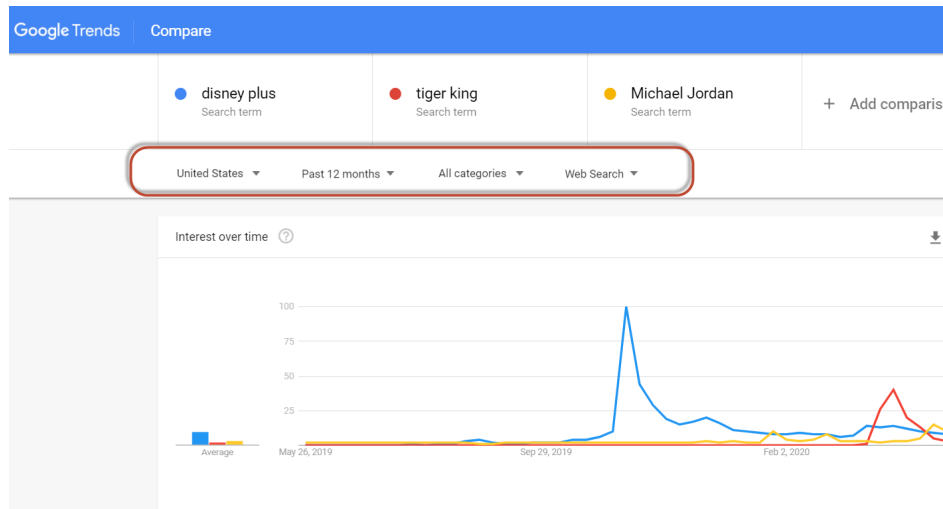


Photo Credit: weheartit.com

ALTERNATE TEXT

- Also known as “alt attributes”
- Incorrectly referred to as “alt tags”
- Used within HTML to describe an image
- It tells search engines what the image is about
- Complete the theme of a page
- It helps the visually impaired

KEYWORD RESEARCH



Related queries ? Rising ▼ ⬇ ⌂ 🔗

1	tiger king memes	Breakout
2	tiger king carole	Breakout
3	tiger king carole baskin	Breakout
4	carole baskin	Breakout
5	tiger king jeff	Breakout

< Showing 1-5 of 25 queries >

GOOGLE TRENDS

- <https://trends.google.com/trends> - Google trends, can view by last hour, last 4 hours, last day, last seven days, custom date, and several industries and regions

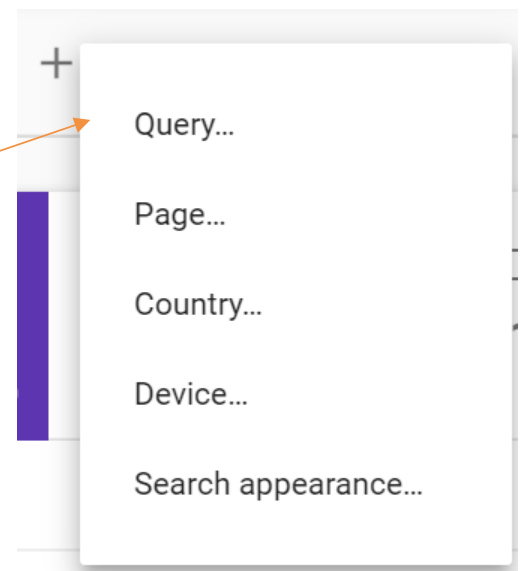
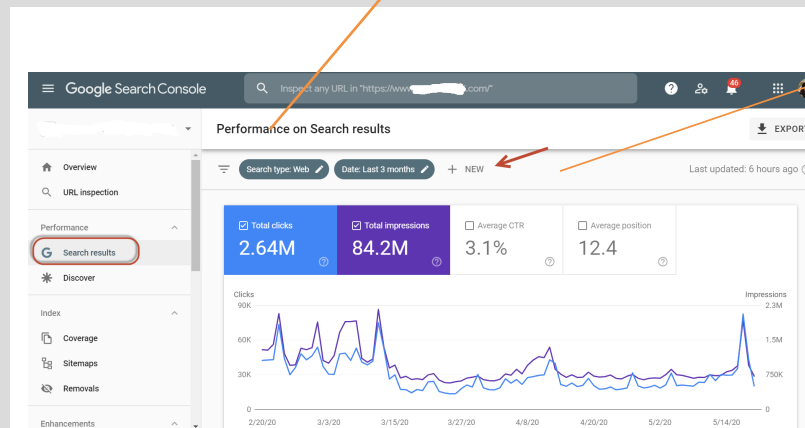
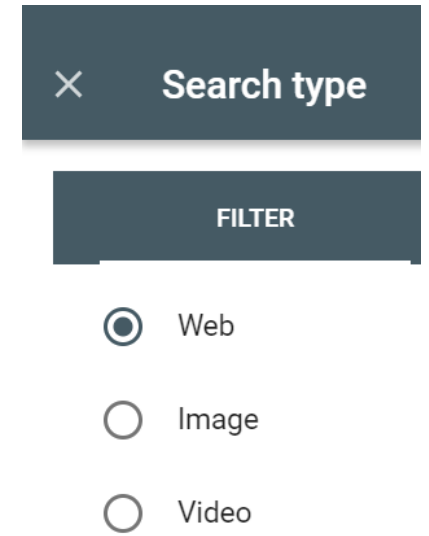
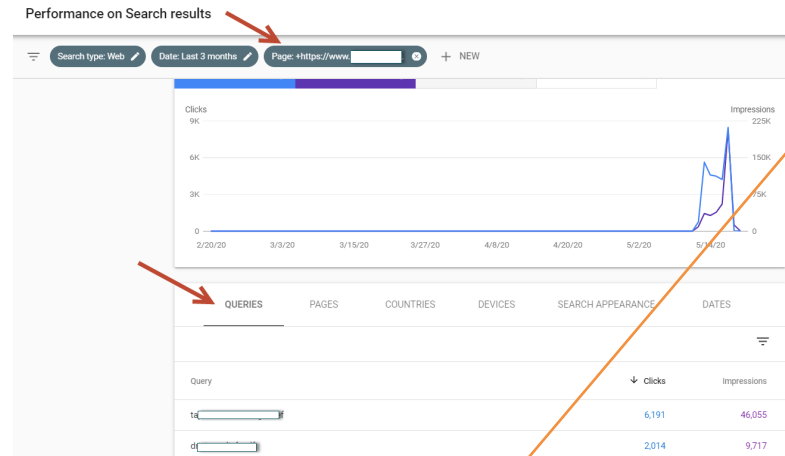


- <https://soovle.com/> - Provides keyword ideas from several sites and it has a “drag & drop” feature to save your favorites to later export as a CSV file

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GOOGLE SEARCH CONSOLE: PERFORMANCE REPORT

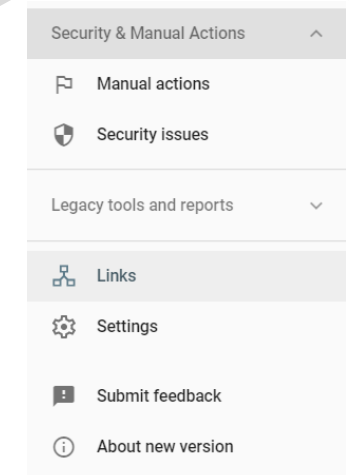
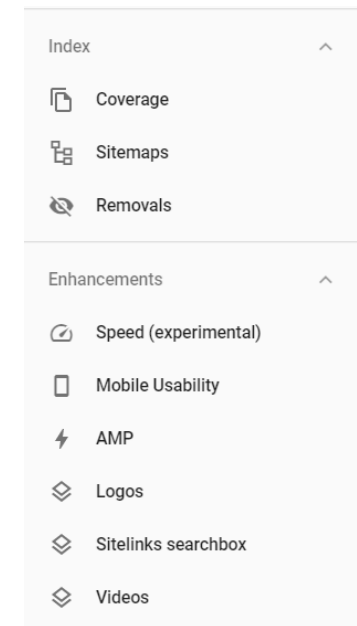
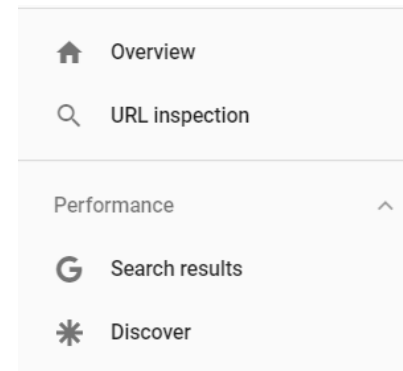
- Extremely important and versatile tool
- You can gather keyword ideas to expand the content of your website
- You can drill down to a specific page to see which keywords are driving traffic, which keywords are driving impressions
- You can modify the report to see this information by search type



TECHNICAL SEO

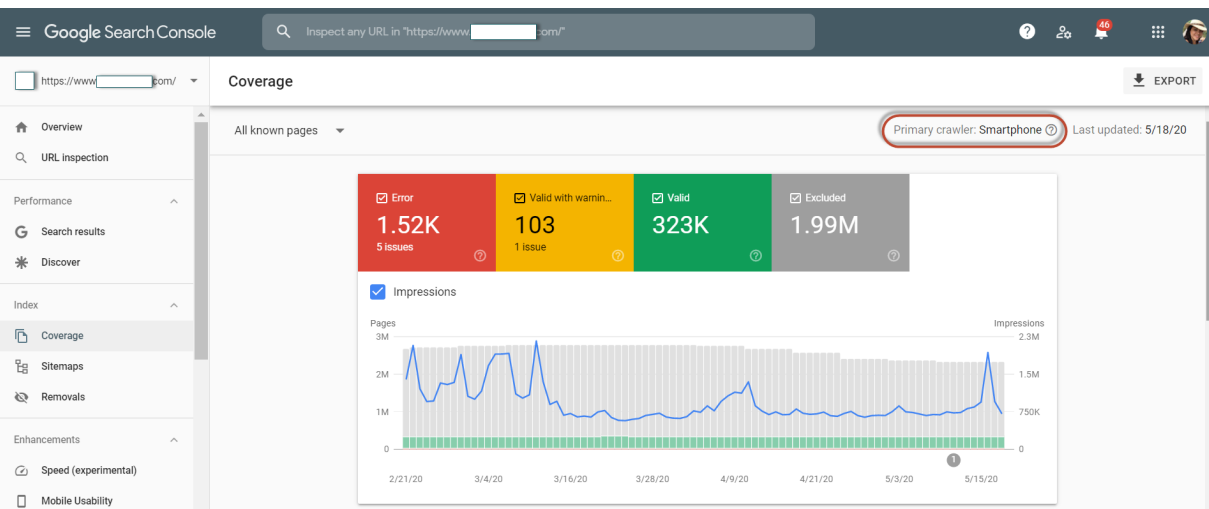
GOOGLE SEARCH CONSOLE

- It's a must if you own a website
- It gives you an idea of how Googlebot sees your site
- It has three main areas of focus
 - Performance
 - Index
 - Enhancements
- It also includes a URL inspector
- A section for security & manual actions
- And a look at your linking profile



INDEX: COVERAGE REPORT

Gives you a peek behind the curtain of how Googlebot sees your site




Details				
Status	Type	Validation ↑	Trend	Pages
Error	Submitted URL seems to be a Soft 404	⚠ Not Started		976
Error	Submitted URL not found (404)	⚠ Not Started		204
Error	Submitted URL has crawl issue	⚠ Not Started		191
Error	Submitted URL blocked by robots.txt	⚠ Not Started		95
Error	Redirect error	⚠ Not Started		49
Error	Server error (5xx)	N/A		0
Rows per page: 10 1-6 of 6 < >				

INDEX: SITEMAPS





- Extremely important!
- There are various types of sitemaps, based on 'media type' (sitemap extensions)
 - News
 - Video
 - Images
- They inform Google of the pages that exist in your site
- In this section you can see if the sitemaps are working

Add a new sitemap

https://www[]com/ Enter sitemap URL

 SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
[]sitemap.xml	Sitemap	May 18, 2020	May 22, 2020	Success	2,477 
[]sitemap.xml	Sitemap	May 11, 2020	May 22, 2020	Success	16 
/video_variant/sitemap.xml	Sitemap index	May 10, 2020	May 21, 2020	Success	80,572 
/sitemap.xml	Sitemap index	May 4, 2020	May 21, 2020	Success	194,385 

Here is a very basic XML sitemap that includes the location of a single URL:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.example.com/foo.html</loc>
    <lastmod>2018-06-04</lastmod>
  </url>
</urlset>
```


Example sitemap

Here is a sample video sitemap with one page hosting one video. This example includes all of the tags that Google uses.


```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
  <url>
    <loc>http://www.example.com/videos/some_video_landing_page.html</loc>
    <video:video>
      <video:thumbnail_loc>http://www.example.com/thumbs/123.jpg</video:thumbnail_loc>
      <video:title>Grilling steaks for summer</video:title>
      <video:description>Alkis shows you how to get perfectly done steaks every
        time</video:description>
      <video:content_loc>
        http://streamserver.example.com/video123.mp4</video:content_loc>
      <video:player_loc>
        http://www.example.com/videoplayer.php?video=123</video:player_loc>
      <video:duration>600</video:duration>
      <video:expiration_date>2021-11-05T19:20:30+08:00</video:expiration_date>
      <video:rating>4.2</video:rating>
      <video:view_count>12345</video:view_count>
      <video:publication_date>2007-11-05T19:20:30+08:00</video:publication_date>
      <video:family_friendly>yes</video:family_friendly>
      <video:restriction relationship="allow">IE GB US CA</video:restriction>
      <video:price currency="EUR">1.99</video:price>
      <video:requires_subscription>yes</video:requires_subscription>
    </video:video>
  </url>
</urlset>
```

URL INSPECTION



- Allows you to check on individual pages within your site
- Tells you whether or not they are part of their index
- If they aren't you can request indexing
- If they are already part of the index it provides additional details




 **URL is not on Google**
This page is not in the index, but not because of an error. See the details below to learn why it wasn't indexed. [Learn more](#)

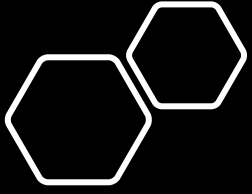
[VIEW CRAWLED PAGE](#) Page changed? [REQUEST INDEXING](#)

 **URL is on Google**
It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW CRAWLED PAGE](#) [Page changed?](#) [REQUEST INDEXING](#)

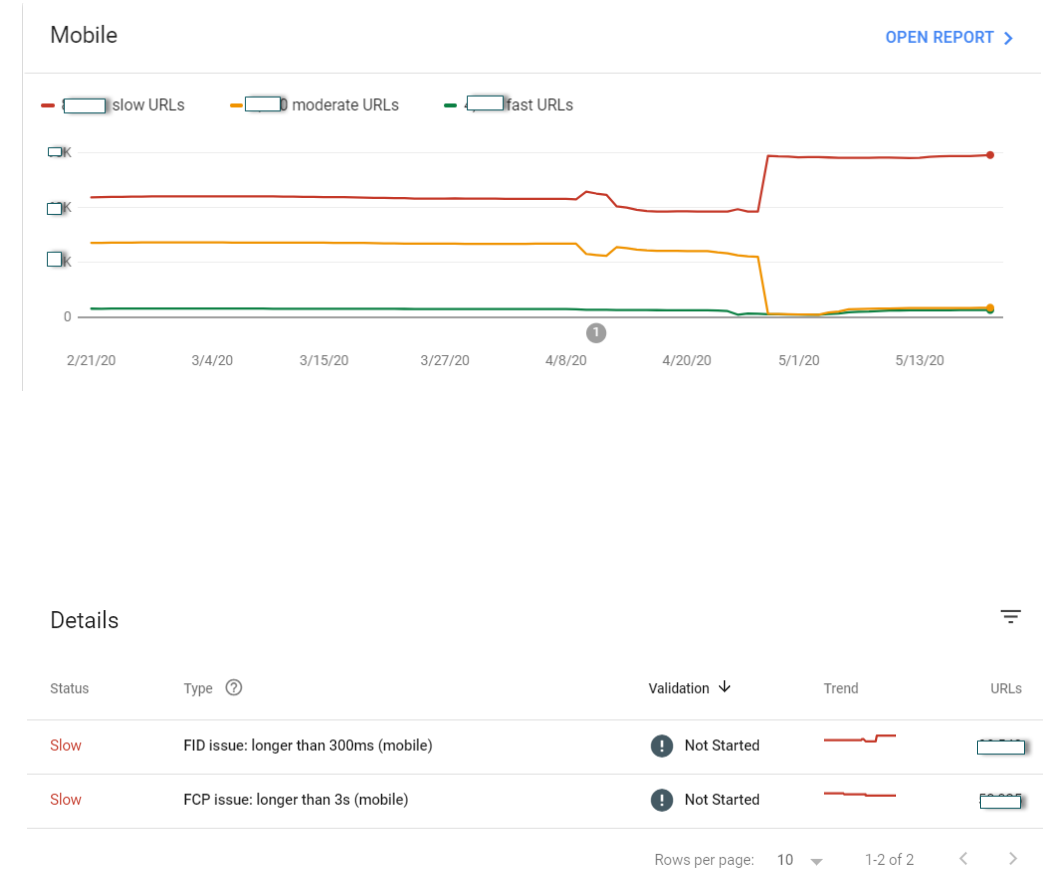
 Coverage  Submitted and indexed

Enhancements		
	Mobile Usability	Page is mobile friendly >
	AMP	Linked AMP version is valid >
	Videos	1 valid item detected >



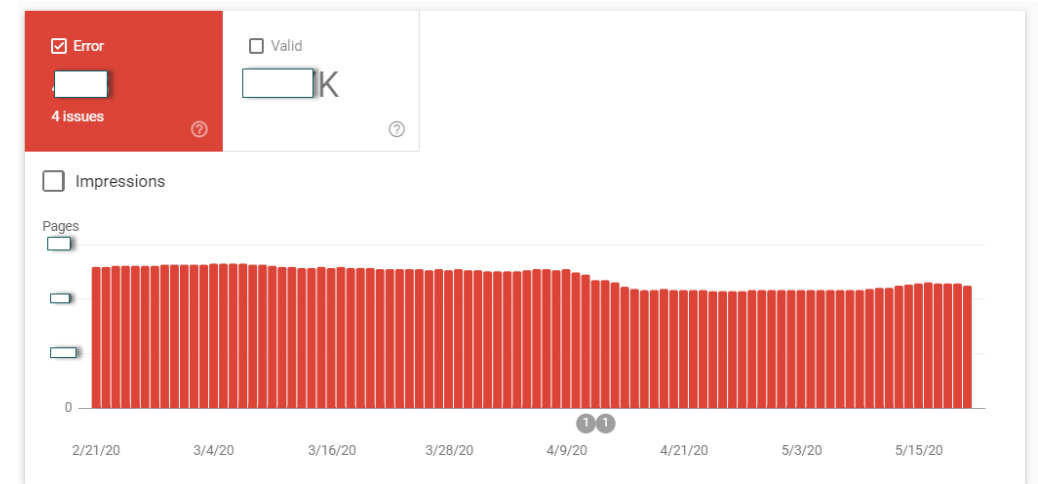
ENHACEMENTS: SPEED

- Breaks up the slow, moderate and fast URLs within your site for Mobile and Desktop
- Speed is important because longer load times have detrimental effects on bounce rates
- If page load increases from 1 second to 3, bounce rate increases by 32% and so forth
- Also, pages considered slow may be demoted by Google in SERPs



ENHACENMENTS

- MOBILE USABILITY
 - It gives you an idea of which pages need to be improved from an usability standpoint when viewed on mobile devices
 - These are listed in order of priority
- AMP
 - It gives you a list of errors and how to fix them
 - Pages with errors won't display in AMP



Details				
Status	Type ↑	Validation ↓	Trend	Pages
Error	Text too small to read	! Not Started		
Error	Clickable elements too close together	! Not Started		
Error	Viewport not set	! Not Started		
Error	Content wider than screen	! Not Started		
Error	Uses incompatible plugins	N/A		0

Rows per page: 10 1-5 of 5

The tag 'iframe' should be replaced with an equivalent 'amp-iframe' tag.

First detected: 12/10/18 Status: Error

[LEARN MORE](#)

Done fixing?

[VALIDATE FIX](#)

SCHEMA MARKUP

SCHEMA MARKUP

Snippet of code added to a site to help search engines understand your content better, so they can return and display your pages better

Types of Schema

- Reviews
- Videos
- Articles
- Events
- Products
- Restaurants

Google Structured Data Markup Helper

Enter Page Tag Data View HTML

Enter a URL or paste HTML.

Structured Data Markup Helper

Website Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

<input type="radio"/> Articles	<input type="radio"/> Book Reviews	<input type="radio"/> Datasets
<input type="radio"/> Events	<input type="radio"/> Job Postings	<input type="radio"/> Local Businesses
<input type="radio"/> Movies	<input type="radio"/> Products	<input type="radio"/> Question & Answer Page
<input type="radio"/> Restaurants	<input type="radio"/> Software Applications	<input type="radio"/> TV Episodes

Google Structured Data Testing Tool

https://www.pcmag.com/picks/the-best-digital-cameras

NEW TEST

Detected 0 ERRORS 61 WARNINGS 5 ITEMS

Organization	0 ERRORS	0 WARNINGS	1 ITEM
BreadcrumbList	0 ERRORS	0 WARNINGS	1 ITEM
ItemList	0 ERRORS	61 WARNINGS	1 ITEM
Article	0 ERRORS	0 WARNINGS	1 ITEM
WebSite	0 ERRORS	0 WARNINGS	1 ITEM

```
1 <!doctype html>
2 <html lang="en">
3 <head>
4 <meta charset="utf-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1">
6 <meta name="csrf-token" content="djxEXntIUMEoz2poSmgHiqLD8rD8YuUjMMAkFo0">
7 <meta content="PCMag" name="application-name">
8 <title>The Best Digital Cameras for 2020 | PCMag</title>
9 <meta name="description" content="Want better photos than your phone can provide? We test and rate hundreds of
10 <meta name="zd_ptax_version" content="PCMagV3" />
11 <meta name="zd_ptax" content="canon,nikon,olympus-corporation,pentaxusa,samsung,sony,cameras" />
12 <link href="https://www.pcmag.com/picks/the-best-digital-cameras" rel="canonical" />
13 <meta property="fb:app_id" content="141810985954037" />
14 <meta property="og:site_name" content="PCMAG" />
15 <meta property="og:type" content="article" />
16 <meta property="og:title" content="The Best Digital Cameras for 2020" />
17 <meta property="og:url" content="https://www.pcmag.com/picks/the-best-digital-cameras" />
18 <meta property="og:image" content="https://i.pcmag.com/imagery/roundups/018cwxjHcVWiaD1pTnZJ8H-19_fit_lim.size
19 <meta property="og:image:width" content="1200" />
20 <meta property="og:image:height" content="630" />
21 <meta property="og:description" content="Want better photos than your phone can provide? We test and rate hund
22 <meta property="twitter:account_id" content="15066271" />
23 <meta name="twitter:card" content="summary" />
24 <meta name="twitter:site" content="@pcmag">
25 <meta name="twitter:url" content="https://www.pcmag.com/picks/the-best-digital-cameras" />
26 <meta name="twitter:title" content="The Best Digital Cameras for 2020" />
```



FREE TOOLS

SEOQUAKE

- Free browser extension
- Get a complete SEO audit of webpage
- Review all major KPIs
- Get a thorough analysis of SERPs and export the results in CSV
- Estimate Keyword Difficulty

The image displays two screenshots of the SEOquake browser extension interface. The top screenshot shows the 'PAGE INFO' tab, which provides basic information about the page being analyzed. The bottom screenshot shows the 'PAGE SEO AUDIT' tab, which provides a detailed analysis of the page's SEO performance.

PAGE INFO

Basic info:

Title: The Best Desktop Computers for 2020 | PCMag

Meta keywords:

Meta description: Whether hulking towers, sleek all-in ones, or space saving mini PCs, today's desktops pack neater designs and more value than ever. Check out our recent favorites, along with some in-depth shopping advice and deep-dive reviews.

Internal links: 265 (36 nofollow)

External links: 40 (2 nofollow)

Server: cloudflare

Parameters:

Page:

Domain:

Backlinks:

PAGE SEO AUDIT

Page analysis

Item	Status	Details	Tip
URL	✓	46 characters — optimal. www.pcmag.com/picks/the-best-desktop-computers	Tips ▾
Canonical	✓	A canonical tag is set for this page and the link is working fine. https://www.pcmag.com/picks/the-best-desktop-computers	Tips ▾
Title	✓	43 characters — optimal. The Best Desktop Computers for 2020 PCMag	Tips ▾
Meta description	✓	227 characters — optimal. Whether hulking towers, sleek all-in ones, or space-saving mini PCs, today's desktops pack neater designs and more value than ever. Check out our recent favorites, along with some in-depth shopping advice and deep-dive reviews.	Tips ▾
Meta keywords	ⓘ	0 characters, 0 words.	Tips ▾
Headings	✓	Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used. H1 (1), H2 (28), H3 (15), H4 (21), H5 (1), H6 (0) <H1>: The Best Desktop Computers for 2020	Tips ▾

View others ▾

MOZ.com

- Keyword Explorer: discover & prioritize, top ranking, compare against competitors
- Link Explorer: inbound, linking domains, spam score, discovered & lost
- MozBar: Instant metrics, quick look at domain & page authority, keyword highlighter
- Offers excellent learning resources

The screenshot displays the Moz Pro Keyword Explorer interface. On the left is a sidebar with navigation links: Moz Pro, Campaigns, Keyword Research (selected), Link Research, Fresh Web Explorer, On-Page Grader, On-Demand Crawl, and Rank Checker. The main content area is titled 'Overview' and shows research for the keyword 'working from home tips' in the 'United States - en-US' locale. Key metrics are displayed: 201-500 Monthly Volume, 57 Difficulty, 53% Organic CTR, and 51 Priority. Below these are two tables: 'Keyword Suggestions' and 'SERP Analysis'.

Keyword Suggestions

Keyword	Monthly Volume
working from home tips and tricks	no data
working from home tips for success	73
tips for working from home	218
tips for working remotely	17

SERP Analysis

Rank	Title & URL	PA	DA
1	20 Tips for Working From Home PCMag... https://www.pcmag.com/news/get-org...	59	92
2	7 Coronavirus Work From Home Tips - ... https://www.themuse.com/advice/coro...	51	78
3	32 Working from Home Tips You Can D... https://www.nextiva.com/blog/working...	45	57

Below the SERP Analysis is a MozBar overlay showing a search for '78%' with various metrics: PA, DA, DmR, Spam Score 2/17, 57 Links, 3 Root Domains, and a 'Link Analysis' button.

YOAST SEO

- Free & premium version (14.0)
- Premium version is only \$89 USD for one site per year
- Includes keyword optimization
- Schema.org data
- Canonical URLs
- Internal linking suggestions
- Redirect Manager



The image shows the Yoast SEO website homepage. At the top, there's a navigation bar with the Yoast logo, a search bar, and links for Login, Cart, and USD (\$). Below the navigation bar is a banner for the 10th anniversary of Yoast. The main content area features the title 'Yoast SEO: the #1 WordPress SEO plugin' and a list of benefits: 'Get more visitors from Google and Bing', 'Attract more visitors from social media', and 'Increase your readers' engagement'. There are two buttons: 'Get Yoast SEO Premium' and 'download Yoast SEO Free'. A note below the buttons states 'Only \$89 USD (ex VAT) for 1 site - including 1 year free updates and support'.

yoast SEO for everyone

What are you looking for?

Check out the 10 years of Yoast celebration calendar!

Home WordPress Yoast SEO Other plugins SEO training SEO blog Help Shop

Home » WordPress plugins » Yoast SEO for WordPress

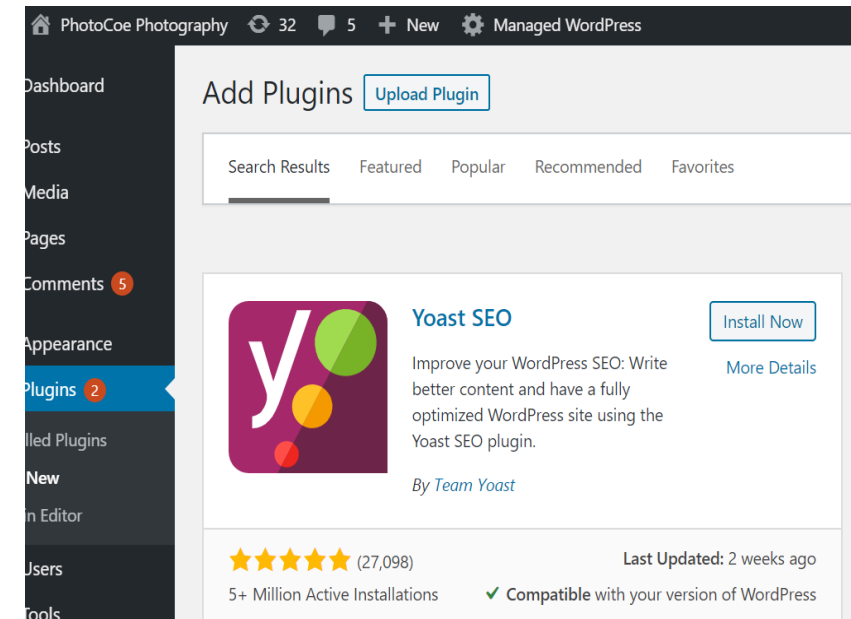
Yoast SEO: the #1 WordPress SEO plugin

- ✓ Get more visitors from Google and Bing
- ✓ Attract more visitors from social media
- ✓ Increase your readers' engagement

We walk you through every step: no need to be or hire an SEO expert.

[Get Yoast SEO Premium](#) or [download Yoast SEO Free](#)

Only \$89 USD (ex VAT) for 1 site - including 1 year free updates and support



The image shows a WordPress dashboard for 'PhotoCoe Photography'. The left sidebar shows the 'Plugins' menu with a red notification badge. The main content area displays the 'Add Plugins' section with a search bar and tabs for Search Results, Featured, Popular, Recommended, and Favorites. The 'Yoast SEO' plugin is highlighted, showing its icon, name, and a description: 'Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.' There is an 'Install Now' button and a 'More Details' link. Below the plugin card, it shows a 5-star rating from 27,098 users, '5+ Million Active Installations', and 'Last Updated: 2 weeks ago'. A green checkmark indicates it is 'Compatible with your version of WordPress'.

PhotoCoe Photography 32 5 + New Managed WordPress

Dashboard

Posts

Media

Pages

Comments 5

Appearance

Plugins 2

Installed Plugins

New

In Editor

Users

Tools

Add Plugins

Upload Plugin

Search Results Featured Popular Recommended Favorites

Yoast SEO

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.

By Team Yoast

[Install Now](#) [More Details](#)

★★★★★ (27,098)

5+ Million Active Installations

Last Updated: 2 weeks ago

✓ Compatible with your version of WordPress

Questions?

