

# JERRY'S GUIDE TO BASIC SEO

I'm not an expert, but I am learning...

If you get all of this right,  
you should do pretty well.

From: [lampson.co.uk](http://lampson.co.uk)

Clear, human-oriented text, specific to the main search phrase target of the page is important. Google will spot and penalise keyword overstuffing. Every page is an opportunity for an SEO win.

## CONTENT

Landing pages  
Articles / blogs etc.  
Service & offer pages

DOMAIN  
NAME

SOCIAL  
SIGNALS

BACKLINKS

Good quality links  
from other sites

YOUR  
SITE

KEYWORD  
TARGETING

TECHNICAL SEO

HTML format  
& structure

Google is watching your social media. Get busy, get it right.

Keywords as part of domain names are mainly relevant as a factor in backlinks (assuming the link contains the domain name) as they incorporate those keywords into the link text, which is valuable. Their value as a search relevancy indicator to Google is much less certain.

Good backlinks are good!  
Backlinks from sites that Google distrusts are harmful.

Basic good housekeeping. Use H1 tags to flag what the page's main focus is, ensure images & other elements carry relevant, helpful metadata (alt tags etc.)