

1 . Keyword Research Tools

- SEMrush: All-in-one SEO & competitor analysis
- Ahrefs: Backlink & keyword explorer
- Google Search Console: Track search performance
- Ubersuggest: Beginner-friendly keyword research
- Moz Pro: Rank tracking & site audits

2 . On-Page SEO Checklist

- Optimize title tags and meta descriptions
- Use proper header structure (H 1 /H 2 /H 3)
- Add alt text to images
- Ensure keyword placement is natural
- Internal linking implemented

3 . Technical SEO

- Submit sitemap to Google Search Console
- Configure robots.txt
- Check and improve site speed
- Ensure mobile-friendliness
- Fix broken links and 4 0 4 s

4 . Content Strategy

- Create high-quality, user-focused content
- Include long-tail keywords
- Use semantic keywords
- Maintain consistent posting schedule
- Add FAQs to cover user intent

5 . Analytics & Tracking

- Install Google Analytics
- Monitor Google Search Console
- Track keyword rankings
- Measure organic traffic growth
- Analyze bounce rate and engagement metrics

Tips:

- Prioritize regional languages (Hindi, Tamil, Bengali)
- Regularly audit website performance
- Update content based on trends and search intent