



# Introduction to Search Engine Optimization (SEO)

Materials collected by [Gennady Kurushin](#)

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**What is SEO?**

# What is SEO?

SEO stands for “search engine optimization.”

It’s the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through [non-paid \(also known as "organic"\)](#) search engine results.

Set of practices designed to improve the appearance and positioning of web pages in organic search results.

SEO is a [multiplex continuous process!](#)

**Despite the acronym, SEO is as much about people as it is about search engines themselves**

# SEO is about understanding

- What people are searching for online
- What answers they are seeking
- What words they're using
- What type of content they wish to see

Knowing the answers to these questions allows to connect the people who are searching online with the solutions your website might offer.

# What SEO is not

- Is not a quick fix
- Is not a replacement for poor web design
- Is not just on-site optimization
- Is not just about Google
- Is not that much about rankings
- Is not finished
- Is not free
- Is not dead

# Search engines

are answer machines

They scour billions of pieces of content

Catalogue all available content on the Internet

Evaluate thousands of factors

Determine which content is most likely to answer search query

# Search engines

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Catalogue all available content on the Internet

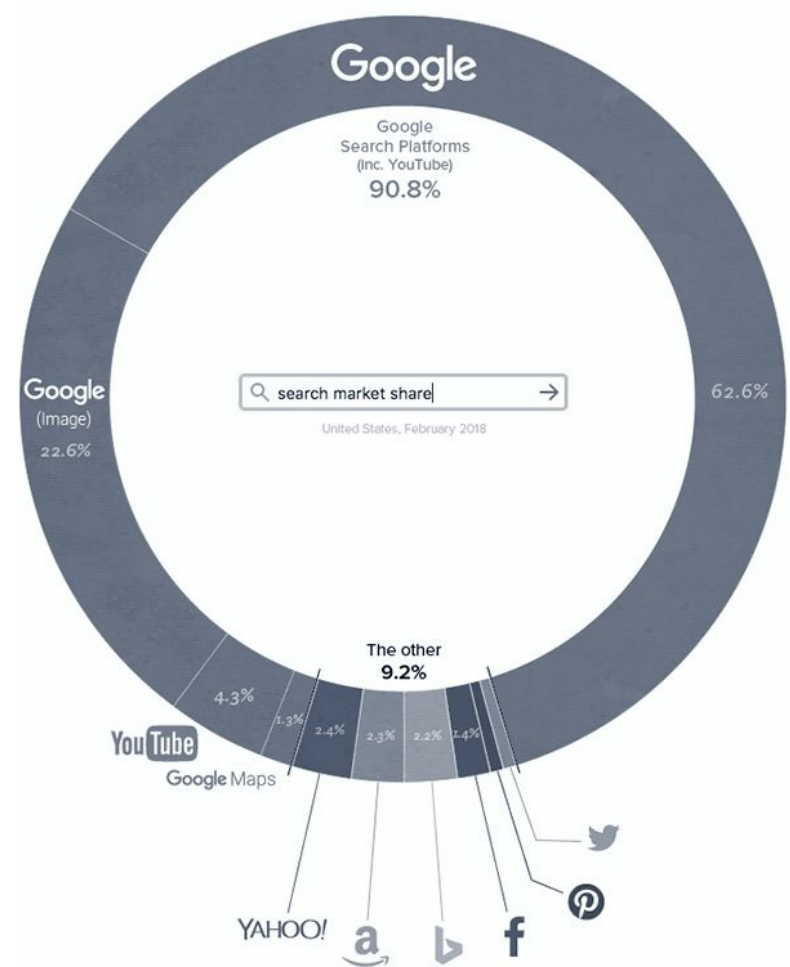
Evaluate thousands of factors

Determine which content is most likely to answer search query

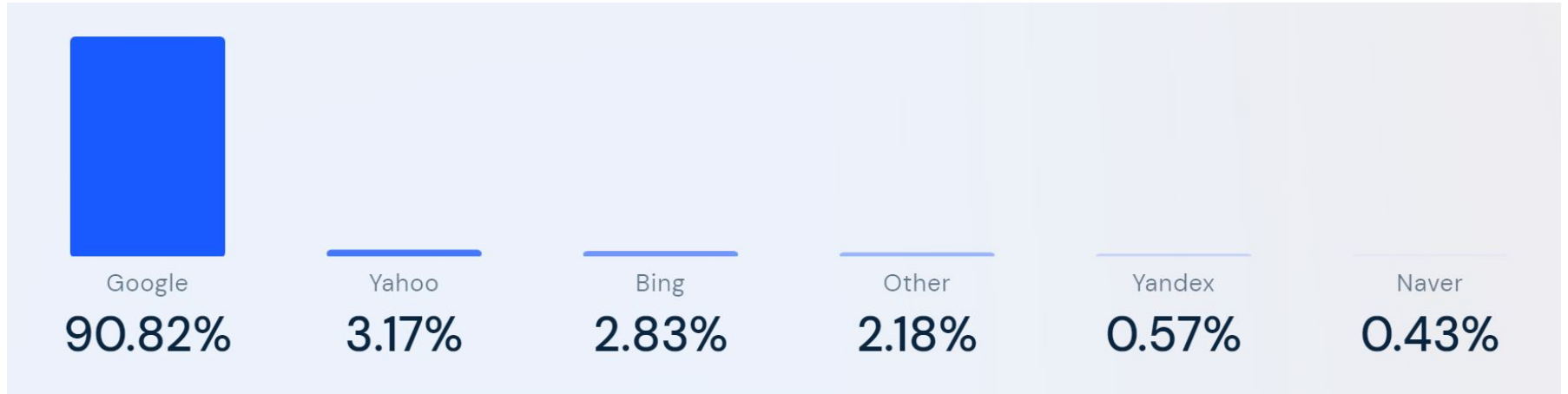


# Search Engine Market

- More than 90% of web searches happen on Google
- Google processes 3.5 billion searches per day
- Chrome - most popular browser, Android - most popular mobile OS, YouTube - most popular video platform, Google is coming to more homes and cars...



# Search Engine Market 2022



# Search engines

always want the same thing

To provide useful answers to searcher's questions in the most helpful formats.

If knowing the audience's intent is one side of the SEO coin, delivering it in a way search engine crawlers can find and understand is the other.

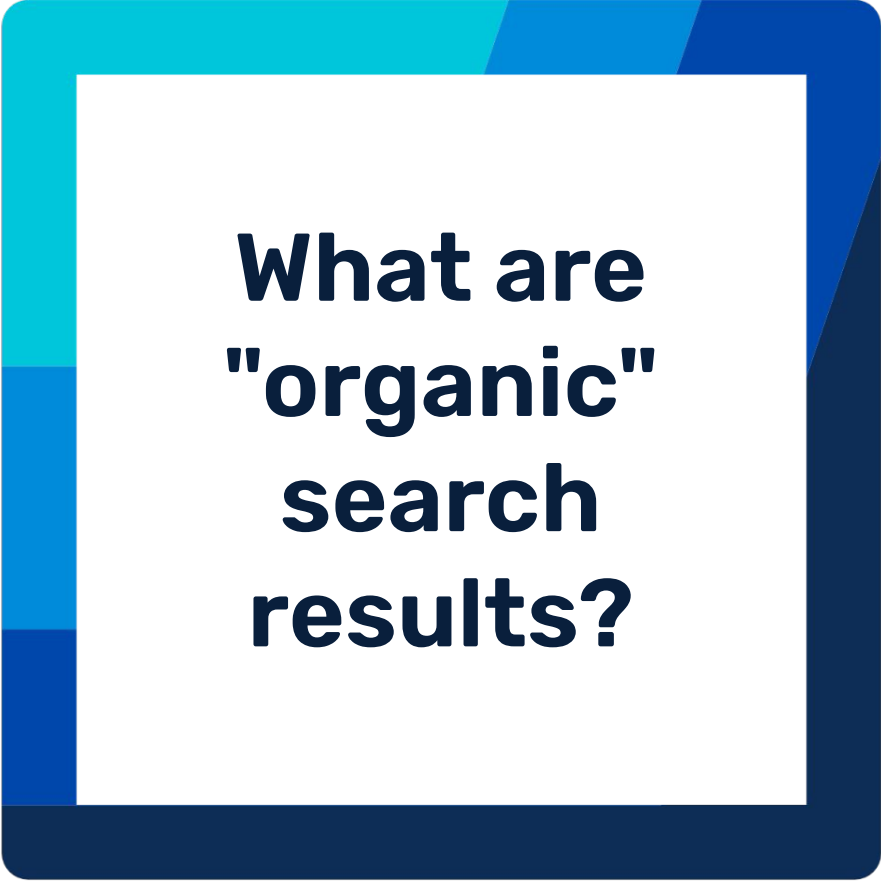
# Why to choose SEO

over paid Ads

SEO is marketing channel that, when set up correctly, can continue to pay dividends over time.

If you provide a solid piece of content that deserves to rank for the right keywords, traffic can snowball over time.

Advertising needs continuous funding to send traffic to your site.



**What are  
"organic"  
search  
results?**

# Organic search results

are target of SEO efforts

Search results that aren't paid for (i.e. not advertising)

These are the results that you can influence through effective SEO

Traditionally, these were known as "10 blue links"

# Google

google in 1998|



Google Search

I'm Feeling Lucky

# Organic search results

- The unpaid listings on a **search engine results page (SERP)** that the search engine has determined are most relevant to the user's query
- Ads (in this context, PPC or pay-per-click ads) make up a significant portion of many SERPs
- Organic search results are distinct from these ads in that they are positioned based on the search engine's organic ranking algorithms rather than advertiser bids
- You can't pay for your page to rank higher in organic search results

# Search Engine Results Pages (SERP)

Are the pages displayed by search engines in response to a query by a searcher

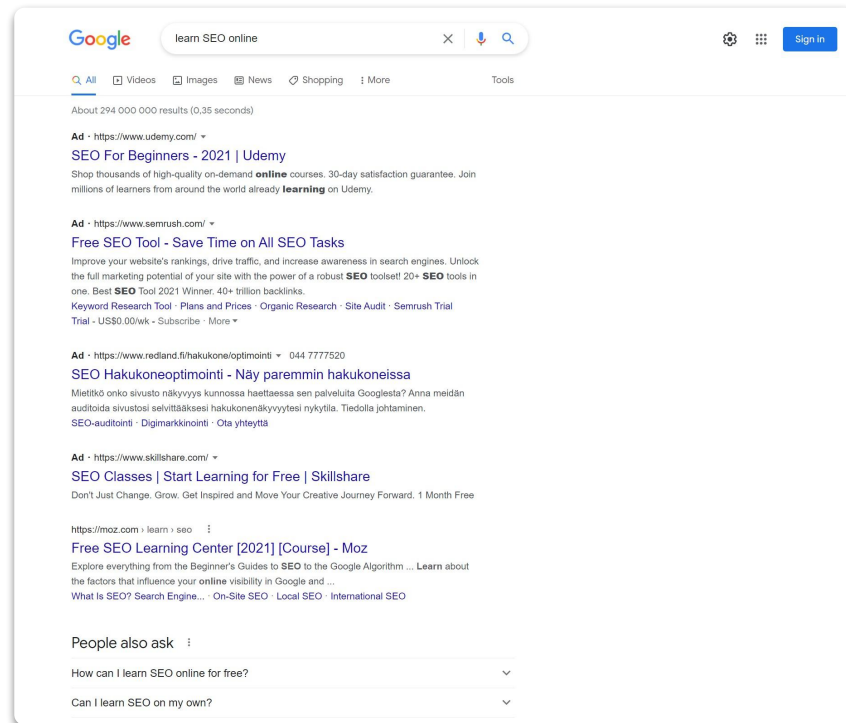
SERPs mostly present the listing of results (with URLs) in response to a keyword query

SERPs may also contain advertisements, images, videos, tables, lists, etc.

Unlike traditional web directories, search engines maintain (near) real-time information using a combination of methods: crawling, indexing, algorithms, machine learning, AI, etc.

Paid (PPC)

Organic



# Search Engine Results Pages (SERP) today

- Filled with both advertising and new dynamic organic results formats ([SERP Features](#))
- New SERP features continue to emerge, driven largely by what people are seeking
- Some SERP features on Google are organic and can be influenced by SEO, e.g. featured snippets
- There are many other search features that can't be influenced (directly or at all), e.g. data acquired from Wikipedia and other proprietary data sources



# **Why SEO is important?**

**Organic search is the most prominent way for people to discover and access online content**

# Organic vs Paid traffic

While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines.

Organic search results cover more digital real estate, appear more credible to savvy searchers, and receive way more clicks than paid advertisements.

SEO has ~20X more traffic opportunity than PPC on both mobile and desktop.

**That is why a good SEO strategy is essential for improving the quality and quantity of traffic to the website**

# Quantity of organic traffic

The number of users who reach your site via organic search results.

Users are far more likely to click on search results that appear near the top of the SERP, which is why it's important to use your SEO strategy to rank relevant pages as highly as you can.

The more high-quality visitors you attract to your site, the more likely you are to see an increase in valuable conversions.

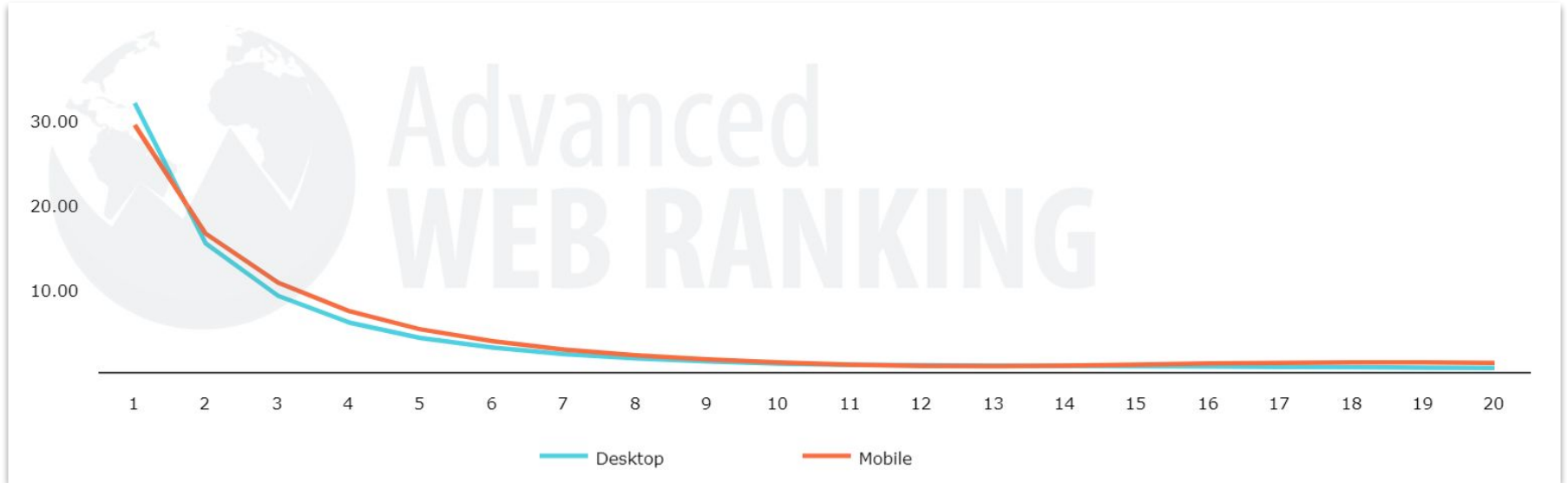
# SERP position

affects volume of web traffic  
for a given query

Ranking in the first position means you should expect around 33 percent of the total clicks on the page.

On average, Pages 1 to 3 of the search result get 76.92 percent of the clicks.

# SERP Position & Click Through Rate (CTR)



Click-through rate: The ratio of impressions to clicks on your URLs.

# Quality of organic traffic

How relevant the user and their search query are to the content that exists on your website.

High-quality traffic includes only visitors who are genuinely interested in the products, information, or other resources your site offers.

High-quality SEO capitalizes on the search engine's effort to match a user's search intent to the web pages listed in the SERP.

Quality of organic traffic is directly related to [fulfilling user intent](#).

# Limits of Search Engine technology

## Problems Crawling and Indexing

- Online forms: crawlers, cannot access the content hidden behind forms (e.g. login)
- Duplicate pages: crawlers are looking for original content
- Code restrictions/errors: might block crawlers from the whole website or specific pages
- Poor link structures: crawlers might not reach all of a website's content
- Non-text content: content in rich media format is still difficult for search engines to parse

## Problems Matching Queries to Content

- Uncommon terms (food cooling units vs. refrigerators), language subtleties (color vs. colour) and cultural nuances
- Inappropriate location targeting and language use
- Mixed contextual signals, e.g. misleading titles, wordplay, metaphors, etc.
- These get even worse in case of "uncommon" languages



**How does SEO  
work?**

# How does Search Engines work?

1. **Crawl:** Scour the Internet for content, looking over the code/content for each URL they find.
2. **Index:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
3. **Rank:** Provide the pieces of content that will best answer a searcher's query. Order the search results by the most helpful to a particular query.

# Crawling and indexing

Search engines use crawlers (bots, spiders), to gather information about all the content they can find on the internet.

The crawler starts from a known web page and follows internal links to pages within that site as well as external links to pages on other sites.

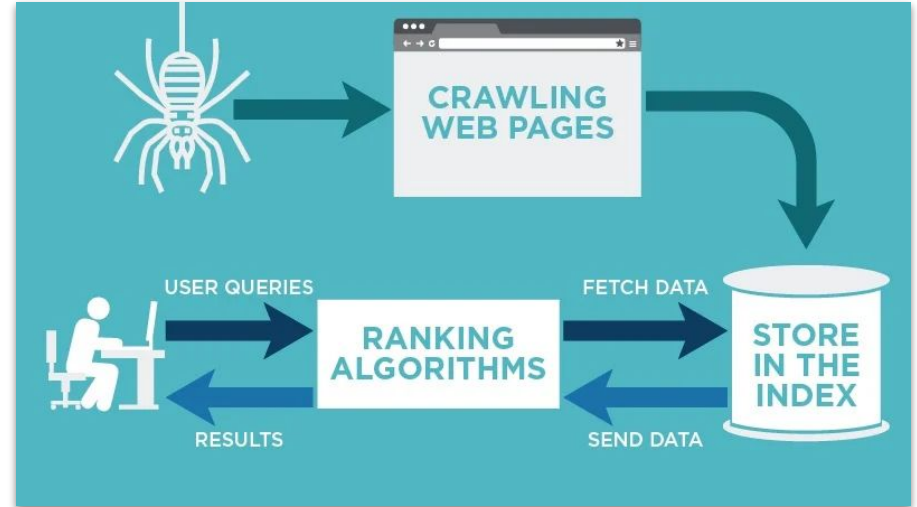
The content on those pages, plus the context of the links it followed, help the crawler understand what each page is about and how it's semantically connected to all of the other pages within the search engine's massive database, called an index.

# Queries and ranking

When a user types a query into the search box, the search engine uses complex algorithms to pull out what it believes to be the most accurate and useful list of results.

These organic results can include web pages full of text, news articles, images, videos, local business listings, and other more niche types of content.

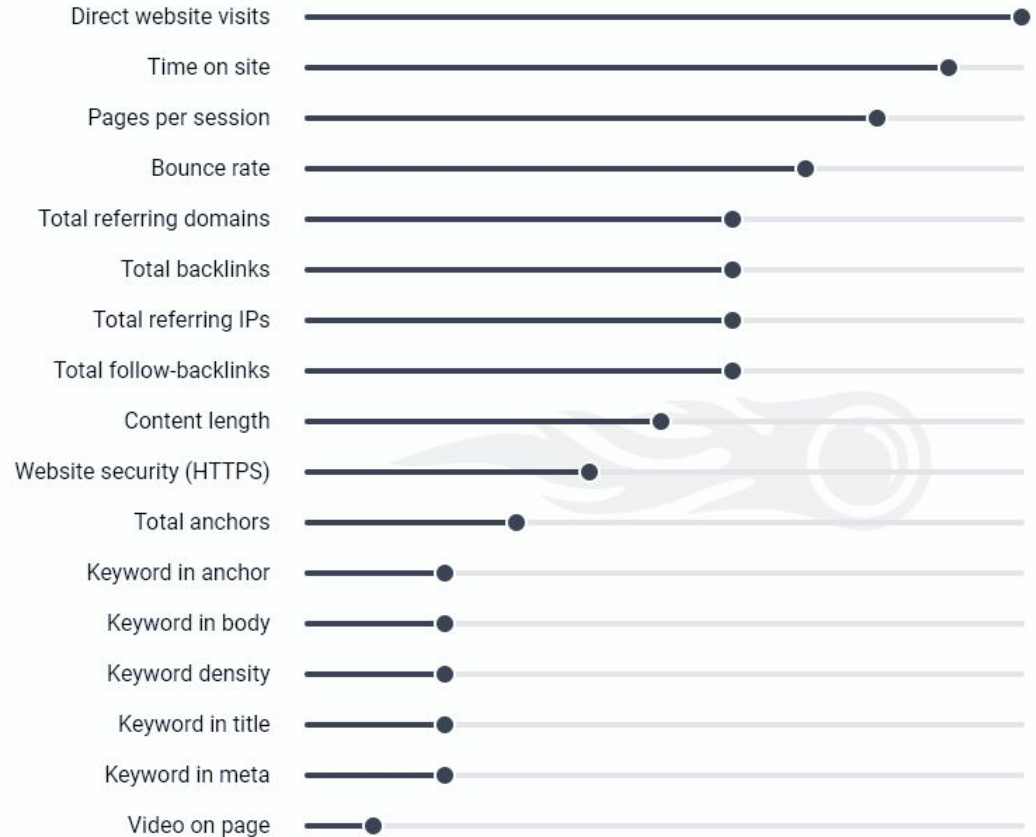
There are a lot of factors that go into the search engines' algorithms, and those factors are evolving all the time.



# Ranking factors

Ranking algorithms often comprise hundreds of variables - “ranking factors”

Google has a long history of [famous algorithm updates](#), search index changes and refreshes



# Ranking factors

- Google don't disclose all the updates and algorithm changes
- Ranking Factors are becoming increasingly personalized
- There are hundreds of known ranking factors, their [importance keeps changing](#)
- Each industry (possibly even individual search queries) has own ranking factors
- Machine Learning algorithms now contribute to Google's evaluation

# Essential questions

## For existing website (with some traffic)

- What do we create that helps solve searchers' questions/problems?
- What is the unique value we provide?
- Who's going to help amplify our message, and why?
- How do we turn visitors from search into customers/subscribers/readers?
- How do we make our content (and its value) indexable/transparent?

## For new website (no search volume yet)

- Who's the target audience?
- What else do they search for?
- Where do they go?
- What types of content have achieved broad or viral distribution?
- Should advertisement be in our consideration set?

# Potential Target Audience



**Focus on fulfilling user intent in the best possible way instead of individual ranking factors**

# Fulfilling user intent

- When a person searches for something, they have the desired outcome - "**User intent**"
- Search engine try to provide users with the desired content as quickly as possible in the optimal format
- You can get a glimpse of user intent by Googling your desired keyword/phrase and evaluating the SERPs
- Providing relevant, high-quality content will help you rank higher and establish credibility with your target audience
- The first step is to understand your website's goals and create a [strategic SEO plan](#)

who has invented computer



All Images News Maps Videos More

Settings Tools

About 1,330,000,000 results (0.82 seconds)

## Charles Babbage

We could argue that the first computer was the abacus or its descendant, the slide rule, invented by William Oughtred in 1622. But the first computer resembling today's modern machines was the Analytical Engine, a device conceived and designed by British mathematician **Charles Babbage** between 1833 and 1871.



Who invented the computer? | HowStuffWorks

<https://science.howstuffworks.com/innovation/inventions/who-invented-the-computer.htm>

About this result Feedback

population of Helsinki



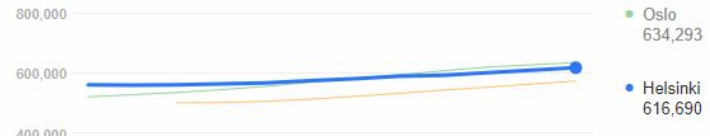
All Images Maps News Videos More

Settings Tools

About 67,400,000 results (0.71 seconds)

Helsinki / Population

### 616,690 (2014)



recipe of cherry pie



All Images Videos News Maps More

Settings Tools

About 90,300,000 results (0.61 seconds)

### Ingredients

1. 4 cups fresh or frozen tart **cherries**.
2. 1 to 1 1/2 cups granulated sugar.
3. 4 tablespoons cornstarch.
4. 1/8 tablespoon almond extract (optional)
5. Your favorite **pie** crust or **pie** dough **recipe** for 2 crust **pie**.
6. 1 1/2 tablespoons butter, to dot.



www.inspiredtast...

Common User Intent Types: **Informational**

Helsinki sanomat

All Images Shopping Maps Videos More Settings Tools

About 14,700,000 results (0.45 seconds)

### Uutiset | HS.fi

<https://www.hs.fi/> - Translate this page

Tuoreimmat uutiset. Näkökulmia yhteiskuntaan, kulttuuriin, hyvinvointiin ja tieteeseen. Laadukkaita timanttartikkeleja ja koukuttavaa datajournalismia.

Search hs.fi

#### HS in English | HS.fi | HS.fi

HS in English HS in English  
30.12.2015 7:12. Shops will be able to ...

#### Uutiset

Kotimaa - Ulkomaat - Luetuimmat - Urheilu - Kulttuuri - Talous - ...

### Helsingin Sanomat - Wikipedia

[https://en.wikipedia.org/wiki/Helsingin\\_Sanomat](https://en.wikipedia.org/wiki/Helsingin_Sanomat)

**Helsingin Sanomat**, abbreviated HS and colloquially known as Hesari, is the largest subscription newspaper in Finland and the Nordic countries, owned by ...

Circulation: 365,994 (2011) Language: Finnish  
Editor: Kaius Niemi Format: Compact

[Helsingin Sanomat](#) | [Yle Uutiset](#) | [yle.fi](#)

## Helsingin Sanomat

Newspaper

Helsingin Sanomat, abbreviated HS and colloquially known as Hesari, is the largest subscription newspaper in Finland and the Nordic countries, owned by Sanoma. Except after certain holidays, it is published daily. Its name derives from that of the Finnish capital, Helsinki, where it is published. [Wikipedia](#)

**Circulation:** 365,994 (2011)  
**Format:** Compact  
**Editor:** Kaius Niemi  
**Language:** Finnish  
**People also search for:** [Iltalehti](#), [Ilta-Sanomat](#), [Aamulehti](#), [MORE](#)  
**Awards:** [Visa d'or Daily Press Award](#)  
**Owner:** [Sanoma](#)

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twitter

All News Images Videos Maps More Settings Tools

About 11,580,000,000 results (0.55 seconds)

### Twitter. It's what's happening.

<https://twitter.com/?lang=en>

From breaking news and entertainment to sports and politics, get the full story with all the live commentary.

#### Twitter Search

Search Twitter to find the latest news and world events faster ...


[More results from twitter.com »](#)

#### Twitter (@Twitter) · Twitter

<https://twitter.com/Twitter>

## Twitter Inc.

Social network company



[twitter.com](#)

Twitter is an American online news and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Japanese, Korean, and

# Common User Intent Types: Navigational (online)

listen song Beatles Help

All Images Videos News Shopping More Settings Tools

Help! > Songs

1	Help! (mono)	2:39	5	I Need You	2:31	9	Ticket to Ride	3:07
2	The Night Before (mono)	2:36	6	In the Tyrol (instrumental) (mono)	2:25	10	The Bitter End / You Can't Do T...	2:26
3	From Me to You Fantasy (instru...	2:07	7	Another Girl (mono)	2:08	11	You're Gonna Lose That Girl (...)	2:18
4	You've Got to Hide Your Love A...	2:12	8	Another Hard Day's Night (instr...	2:31	12	The Chase (Instrumental) (mono)	2:30

### Videos



Help! The Beatles performing the title song from the film.



Listen-In To The Beatles' Recording Session Of The Song Eight Days ...



The Beatles Help

Help!

Studio album by The Beatles

94% liked this album  
Google users

Help! is the fifth studio album by English rock band the Beatles an soundtrack from their film Help!. It was released on 6 August 1965

ticket from Helsinki to Brussels

All Flights Maps News Images More Settings Tools

About 3,790,000 results (0.63 seconds)

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[www.google.it/flights](http://www.google.it/flights)

Helsinki, Finland (HEL) City of Brussels, Belgium (all airports)

Sat, November 3 Mon, November 5

Lufthansa	5h 10m+	Connecting	from €168
KLM	4h 30m+	Connecting	from €201
Finnair	2h 40m	Non-stop	from €241
Other airlines	4h 55m+	Connecting	from €258

Search flights

## Common User Intent Types: Transactional

About 13,280,000,000 results (1.16 seconds)

### The 10 best smartphones of 2018

1. Samsung Galaxy Note 9. For a few months last year, the Samsung Galaxy Note 8 lived at the top of this list, eventually being knocked down by the iPhone X and then Huawei P20 Pro. ...
2. Huawei P20 Pro. ...
3. Samsung Galaxy S9/S9 Plus. ...
4. Apple iPhone X. ...
5. Samsung Galaxy Note 8. ...
6. LG G7 ThinQ. ...
7. Google Pixel 2 XL and Pixel 2. ...
8. OnePlus 6.



www.techadvisor.co.uk

More items...

The 10 best smartphones of 2018 | ZDNet

<https://www.zdnet.com/article/10-best-smartphones/>

About this result Feedback

### People also ask

What's the best phone 2018?

What is the best phone on the market 2018?

What phone has the best camera 2018?

### See best phone 2018

Sponsored



Xiaomi Redmi 5 Plus Dual SIM, Oro (15.2 cm (5.99"), 4 GB, 64 GB, 12 MP, Android)

€173.90

Amazon.it

Free shipping

By Google

About 699,000,000 results (0.66 seconds)

According to runningshoesguru.com

View 10+ more



### Best Neutral (Cushioning) Running Shoes

- Nike Zoom Pegasus 35. ...
- New Balance 890v6. ...
- Saucony Ride ISO. ...
- Hoka One One Gaviota. ...
- Mizuno Wave Inspire 14. ...
- Brooks Adrenaline GTS 18. ...
- Skechers GoRun Ultra R2. ...
- Saucony Saucony Triumph ISO 4.

More items...

The Best Running Shoes of 2018 - June update | Running Shoes Guru


<https://www.runningshoesguru.com/content/best-running-shoes/>

About this result Feedback

## Common User Intent Types: Commercial

Search: pizza nearby

Results: About 531,000,000 results (0.61 seconds)



Rating Hours Your past visits Sort by

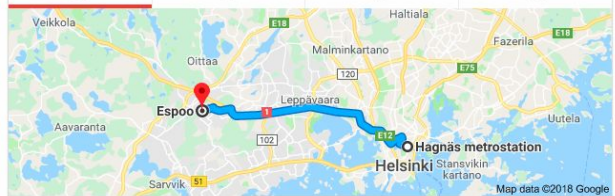
- Settimo Cielo**  
4.0 ★★★★★ (34) - Pizza  
350.0 m · Via Bronzino, 16/R-18/R  
Late-night food · Casual · Good for kids
- Porto Di Mare eskimo**  
3.9 ★★★★★ (101) - Pizza  
120.0 m · Via Pisana, 128  
Closed · Opens 11AM
- Buoneria**  
3.9 ★★★★★ (818) - Pizza  
750.0 m · Via del Fosso Macinante, 4  
Late-night food · Outdoor seating · Cosy

Search: route from hakaniemi to espoo

Results: About 23,000 results (0.62 seconds)

Hakaniemen metroasema, 00530 Helsinki, Finland

Espoo, Finland



28 min (19.7 km) via Route 1


31 min (27.3 km) via Kehä I/Ring I/Route 101

31 min (21.6 km) via Turunväylä/Åboleden/Route 1

Timetables and routes | HSL

Search: library helsinki

Results: About 50,100,000 results (0.71 seconds)



Hours Your past visits

- A The National Library of Finland**  
Public Library  
Unioninkatu 36 · +358 29 4123196  
Open · Closes 6PM
- B Helsingin yliopiston pääkirjasto, Kaisa-talo**  
University Library · Helsingin yliopisto  
Fabianinkatu 30 · +358 29 4123920  
Open · Closes 6PM
- C Rikhardinkatu Library**  
Library  
Rikhardinkatu 3 · +358 9 31085013  
Open · Closes 6PM

More places

# Common User Intent Types: Local

**Providing relevant, high-quality content on your website will help you rank higher and will establish credibility with your audience**

# SEO today

As much about understanding people:

- what they are searching for
- answers they are seeking
- words they're using
- type of content they wish to see

Leveraging this data allows providing high-quality content that visitors will truly value.

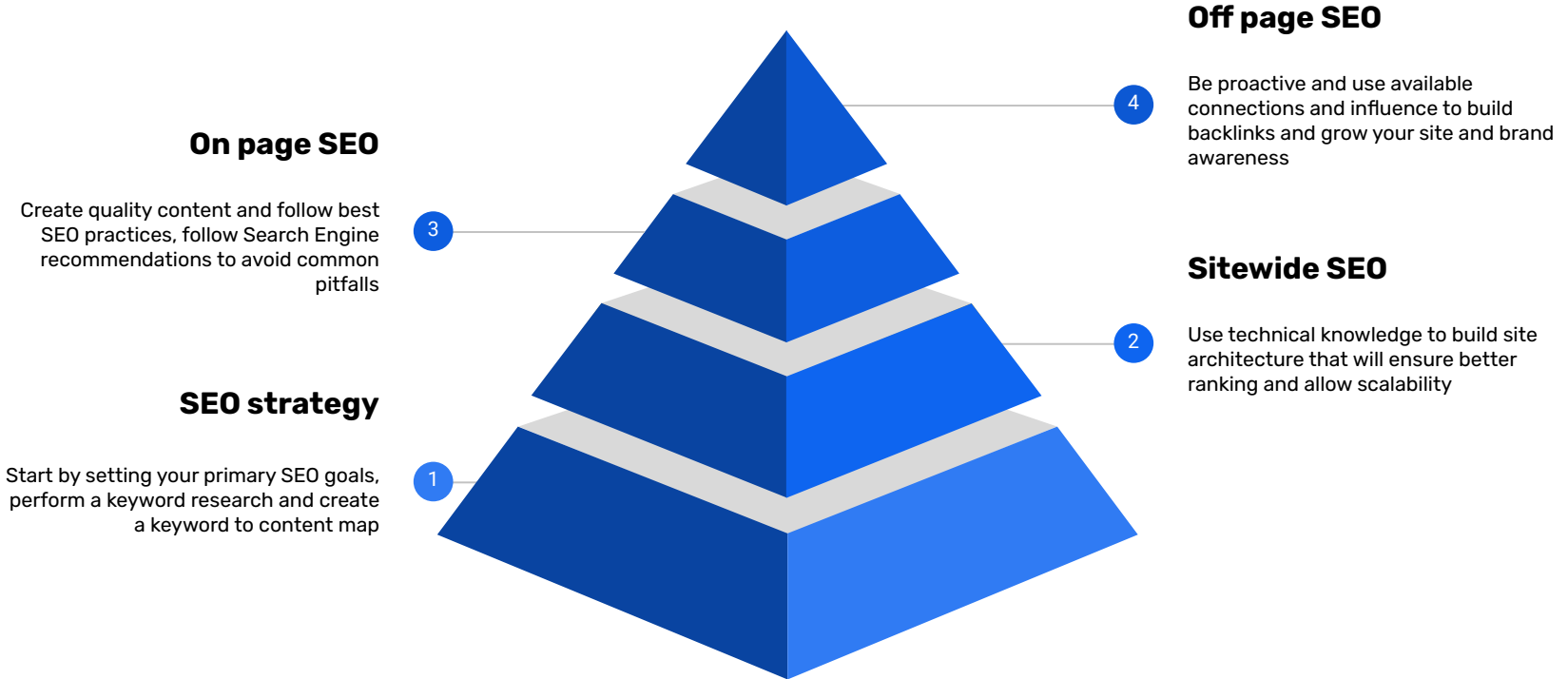
Use knowledge of ranking factors to develop and implement search marketing strategies that include a balance of on-page, off-page, and technical best practices.

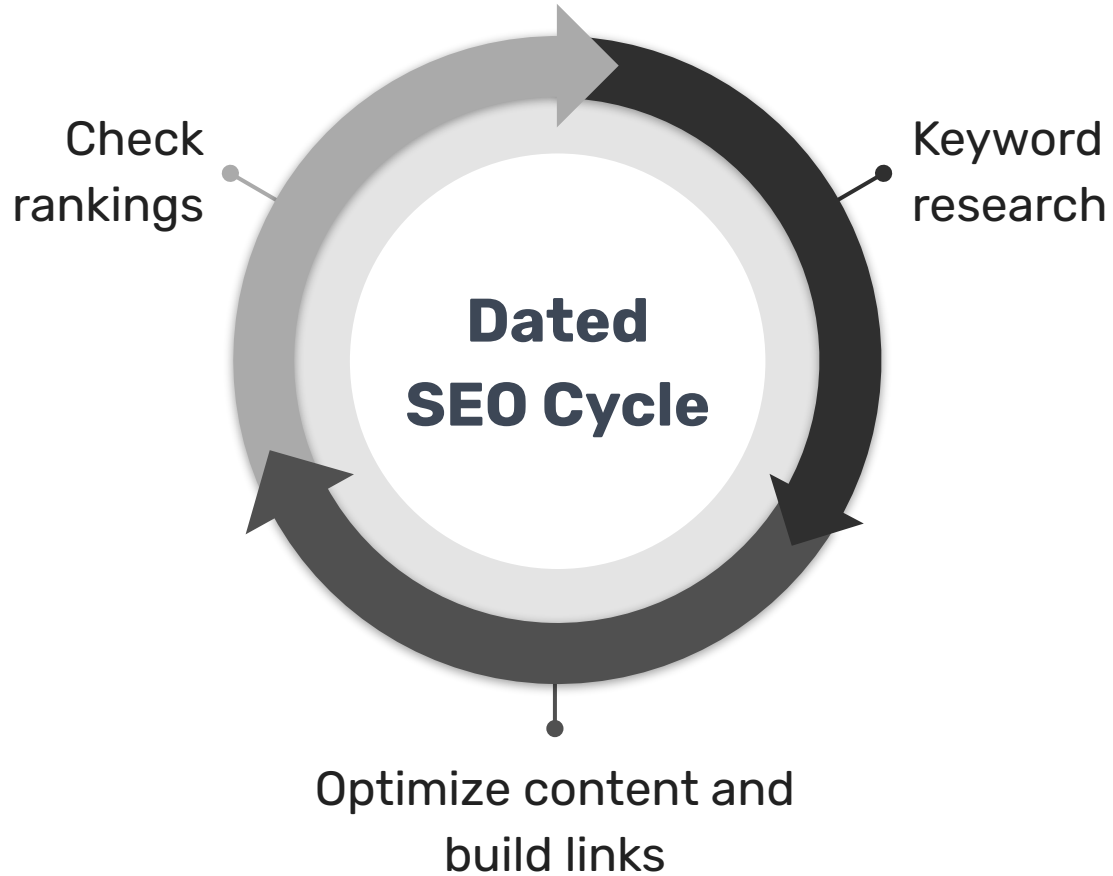
If you hope to earn and maintain high SERP rankings and lots of high-quality traffic, employ a strategy that prioritizes user experience, non-manipulative ranking tactics, and evolves alongside search engines' and users' changing behaviors.



**How to start  
with SEO  
strategy?**

# SEO success pyramid







**Instead...**  
**Ask what does your organization  
need?**

# Think

of how SEO help you reach  
your goals

What are you trying to accomplish this  
quarter/year/3 years/...

Figure out areas where SEO can best  
contribute

Create tactical SEO list that could  
positively affect this process

Define the order of implementation  
and how you will evaluate the result

# Know

your website  
goals

Every website is different, take the time to really understand specific goals.

This will help to determine:

- which areas of SEO you should focus on
- where to track conversions
- how to set benchmarks

# KPIs

## Key Performance Indicators

What is your barometer to measure the success of your organic search efforts?

It's recommended to document KPIs.  
Common KPI examples:

- Sales
- Downloads
- Email signups
- Contact form submissions
- Phone calls

# KPIs

Are more important  
than traffic

"Traffic" and "Ranking" are not KPIs because for most websites traffic won't matter if it doesn't convert (e.g. to subscribers)

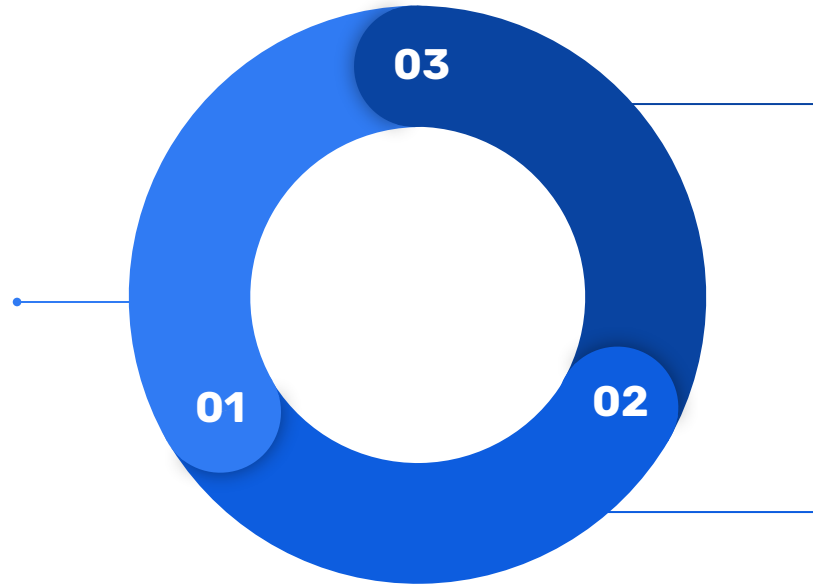
Compare:

- Sending 1 000 people to your website a month and have only 3 people convert
- Sending 300 people to your site a month and have 40 people convert

# Fundamentals of SEO strategy building

## Audit

1. Check Visibility on Google
2. Keyword research
3. SERPs analysis
4. Competition analysis
5. Content audit
6. Link analysis
7. Performance audit
8. UX audit



## Execute and revise

1. Start implementing SEO efforts (prioritize crucial SEO needs)
2. Validate results and track performance
3. Revise strategy and plan

## Plan

1. Map your organization goals to prospective SEO efforts
2. Build keyword-to-content-map
3. Break down SEO efforts into realistic projects
4. Create publication calendar



**What are the  
basics of SEO?**

# Where to begin?

- There is no “secret sauce” to ranking in SERPs
- Google ranks pages highly because it has determined that they provide the best answers
- It’s not enough that your page isn’t duplicate, SPAM or broken
- Page has to provide value to searchers and be better than any other page Google is currently serving

While webmaster guidelines vary from search engine to search engine, the underlying principles stay the same: Don’t try to trick search engines. Instead, provide your visitors with a great online experience. To do that, follow search engine guidelines and fulfill user intent.

# Search engines share similar goals with you

Search engines want to help you succeed and they are your best allies! Search engines want help users to find relevant content and they want quality content to be found!

Search engines provide a lot of helpful resources, materials and tools for website owners for free because it's part of their business model as well as maintaining numerous free ways to access search results (browsers, mobile operating system, IoT devices, wearables, etc.).

As an example Google has a [Search Engine Optimization Starter Guide](#), [Google Search Console](#) made to help your website to appear in search and improve SEO, [Google My Business](#) made to help organizations to appear on Google Maps, etc. Google holds SEO conferences, maintain SEO related forum, social media accounts, podcasts, etc.

# Google guidelines

## Basic principles

- Keep everything on one sub and root domain
- Sign up for Google Search Console and Google Analytics
- Perform a comprehensive keywords research
- Eliminate duplicates/search URLs/thin pages
- Focus on serving accessible content that delights searchers
- Identify poorly performing pages and improve/merge/remove them
- Always perform on-page optimization
- Make non-textual content indexable
- Use snippets/markup/schema when possible
- Consider alternative creative formats of providing your content

# Google guidelines

## Things to avoid

- Automatically generated content
- Participating in link schemes
- Creating pages with little or no original content (i.e. copied from somewhere else)
- Cloaking – the practice of showing search engine crawlers different content than visitors
- Hidden text and links
- Doorway pages – pages created to rank well for specific searches to funnel traffic to your website

# Bing guidelines

## Basic principles

- Provide clear, deep, engaging, and easy-to-find content on your site.
- Keep page titles clear and relevant.
- Links are regarded as a signal of popularity and Bing rewards links that have grown organically.
- Social influence and social shares are positive signals and can have an impact on how you rank organically in the long run.
- Page speed is important, along with a positive, useful user experience.
- Use alt attributes to describe images, so that Bing can better understand the content.

# Bing guidelines

## Things to avoid

- Thin content, pages showing mostly ads or affiliate links, or that otherwise redirect visitors away to other sites will not rank well.
- Abusive link tactics that aim to inflate the number and nature of inbound links such as buying links, participating in link schemes, can lead to de-indexing.
- Ensure clean, concise, keyword-inclusive URL structures are in place. Dynamic parameters can dirty up your URLs and cause duplicate content issues.
- Make your URLs descriptive, short, keyword rich when possible, and avoid non-letter characters.
- Burying links in Javascript/Flash/Silverlight; keep content out of these as well.
- Duplicate content
- Keyword stuffing
- Cloaking – the practice of showing search engine crawlers different content than visitors.

# Hierarchy of SEO needs

## Seven steps to successful SEO:

1. Crawl accessibility so engines can read your website
2. Compelling content that answers the searcher's query
3. Keyword optimized to attract searchers & engines
4. Great user experience including a fast load speed and compelling UX
5. Share-worthy content that earns links, citations, and amplification
6. Title, URL, & description to draw high CTR in the rankings
7. Snippet/schema markup to stand out in SERPs





# **What SEO tools to use?**

# Research tools

[Keywords Everywhere](#) - browser extension for keyword research, **freemium/paid**

[Google Advanced Search](#) - keyword and SERPs research, **free**

[Ubersuggest](#) - keyword research, audit, browser extension, **freemium/paid**

[AnswerThePublic](#) - keyword ideas, **freemium/paid**

[Google Trends](#) - keyword ideas, **free**

[Google Ads](#) - keyword ideas, **paid**

[Wordtracker](#) - keyword research, **freemium/paid**

[WordStream](#) - keyword research, **freemium/paid**

[Majestic](#) - backlink tracking and analytics, **paid**

[SpyFu](#) - keyword research, **paid**

[Buzzstream](#) - link building tool, **paid**

[Majestic](#) - backlink tracking and analytics, **paid**

[Whatsmyserp](#) - SEPs checker, **paid**

# Analytics and audit tools

[Google Search Console](#) - must use SEO tool (indexing, meta, analytics, audit, keyword research, etc.), **free**

[Google Analytics](#) - most popular website analytics tool (in depth analytics about website traffic and interactions), **free**

[Google PageSpeed Insights](#) - speed and UX audit, **free**

[Fast or Slow](#) - speed continuous profiler, **free**

[Google PageSpeed Insights](#) - speed and UX audit, **free**

[Siteliner](#) - duplicate content audit, **freemium/paid**

[SEO Site Checkup](#) - various audit tools, **freemium/paid**

[SEO Analyzer](#) - summary audit, **freemium/paid**

[BuzzSumo](#) - content audit, **freemium/paid**

[ScreamingFrog](#) - SEO audit tool, **freemium/paid**

# Multitools

[Mangools](#) - SEO tools set, **paid**

[MOZ Tools](#) - keywords research, audit, browser extension, **freemium/paid**

[Semrush](#) - all-in-one SEO platform, **paid**

[ahrefs](#) - all-in-one SEO toolset, **paid**

[Serpstat](#) - all-in-one SEO platform, **paid**

[Alexa](#) - all-in-one SEO platform, **paid**

[Search Metrics](#) - content performance, **freemium/paid**

# WordPress tools

SEO plugins: [YOAST](#) (**freemium/paid**) [All in One SEO](#) (**freemium/paid**)

Caching: [WP Rocket](#) (**paid**), [WP Super Cache](#) (**freemium/paid**), [W3 Total Cache](#) (**freemium/paid**), [LiteSpeed Cache](#) (**freemium/paid**)

Connect Search Console: [SiteKit by Google](#) (**free**), [MonsterInsights](#) (**freemium/paid**)

Image optimization: [ShortPixel](#) (**freemium/paid**), [Optimole](#) (**freemium/paid**), [Imagify](#) (**paid**), EWWW Image Optimizer (**freemium/paid**), [Smush](#) (**freemium/paid**)

Other: [Autoptimize](#) (**free**), [Redirection](#) (**free**), [WP-Optimize](#) (**free**), [WP-Sweep](#) (**free**)



# **Where to learn SEO?**

# Learning resources for beginners

[MOZ SEO Learning Center](#)

[MOZ The Beginner's Guide to SEO](#)

[MOZ One-Hour Guide to SEO](#)

[SEJ SEO for Beginners](#)

[Mangools The Complete SEO Guide for Beginners](#)

[Search Engine Land's Guide To SEO](#)

[YOAST academy for WordPress SEO](#)

[YOAST WordPress SEO guide](#)

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