

TAX TALKS

Australia's Tax News Podcast - The Podcast for Australian Tax Professionals

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209 | SEO Basics

SEO basics are all about your target audience finding your content on page 1 of Google.

SEO Basics

Knowing a thing or two about SEO will save you money and make you money. This is what it comes down to. But how do you actually do SEO? What are the SEO basics?

These are two of the questions we ask Rand Fishkin in this episode. Rand is a world-renowned expert on SEO and co-founder of Moz and now [SparkToro](#).

Here are some very brief notes about what we learned but please listen in as Rand explains all this much better and in much greater detail than we ever could.

To listen while you drive, walk or work, just access the episode through a free podcast app on your mobile phone.

Organic Ranking

SEO is all about organic ranking – getting onto page # 1 of Google without having to pay for it. But even if you do pay and run Google Adwords, having a strong ranking will reduce the price of your Google Adwords.

Language Dependent

Google is still very language dependent. So SEO is all about words and phrases.

To optimise your SEO you need to make sure that you write about what you wanted to write about and that this matches what your target audience is looking for.

Words and Phrases

SEO is about matching your keyword (what you write about) with your focus word (what you wanted to write about) and to align these with relevant search terms (the words your target audience is actually looking for).

Keyword is the word or phrase you actually write about. Focus word is what you wanted to write about. It is the word or phrase you list in your SEO plugin as the word you want that particular webpage to rank for in Google.

Your SEO plugin will tell you if you go off topic and your key and focus words don't match.

Search term is what people actually search for. It is the term or phrase that people enter into the box on Google or say into their phone. Your keywords need to hit the search terms your target clients are looking for.

This is just a snippet of what Rand talks about. Rand goes into a lot more detail and has a lot more insights to share with you than we have listed here.

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