



SEO QUICK START GUIDE

Simple SEO for bloggers, website owners and small businesses.

10 Practical SEO Tips to Improve Rankings in 2026

By SEO Best Practices
Practical SEO resources created by an Internet Marketing Practitioner since
1999

Introduction

SEO Doesn't Have to Be Complicated

SEO often sounds technical, expensive, and overwhelming.

It doesn't have to be.

This guide shares ten practical actions that anyone can implement to improve website visibility, attract more visitors, and build a stronger online presence.

Many of these improvements can be implemented in less than an hour and may help improve visibility, usability and search performance.

Let's begin.

Optimize Your Page Titles

1. Write Better Page Titles

Your page title is usually the first thing people see in search results.

A good title should:

- ✓ Describe the page clearly
- ✓ Include your main keyword naturally
- ✓ Encourage people to click

Example

✗ Home

✓ SEO Audit Workbook for Small Businesses

Aim for titles between **50–60 characters** whenever possible.

Improve Meta Descriptions

2. Add Compelling Meta Descriptions

Meta descriptions do not directly influence rankings, but they can improve click-through rates.

Good descriptions should:

- Summarize the page
- Include relevant keywords
- Encourage action

Example:

Learn how to identify SEO issues, improve rankings and increase traffic with our practical SEO Audit Workbook.

Keep descriptions around **150–160 characters**.

Connect Google Search Console

3. Set Up Google Search Console

Search Console helps you understand how Google sees your website.

It shows:

- ✓ Search queries
- ✓ Click-through rates
- ✓ Indexing issues
- ✓ Mobile usability problems
- ✓ Core Web Vitals

Make it a habit to spend ten minutes each week reviewing your Search Console reports.

Install Google Analytics 4

4. Understand Your Visitors

Google Analytics 4 provides insights into:

- Website traffic
- Popular pages
- Visitor locations
- User engagement
- Conversion tracking

You cannot improve what you do not measure.

Spend ten minutes each week reviewing your data.

Create and Submit XML Sitemaps

5. Help Search Engines Find Your Pages

An XML sitemap lists the important pages on your website.

Once created:

- ✓ Submit it to Google Search Console
- ✓ Update it when new pages are added
- ✓ Monitor indexing status

Most WordPress SEO plugins create sitemaps automatically.

Improve Page Speed

6. Make Your Website Faster

Visitors leave slow websites quickly.

Some quick improvements include:

- ✓ Compress images
- ✓ Use caching plugins
- ✓ Remove unused plugins
- ✓ Choose reliable hosting
- ✓ Enable browser caching

Fast websites generally provide a better experience for visitors and search engines alike.

Focus on Mobile Users

7. Design for Mobile First

More than half of web traffic comes from mobile devices.

Check that:

- ✓ Text is readable
- ✓ Buttons are easy to tap
- ✓ Images resize properly
- ✓ Menus work smoothly

Google primarily evaluates the mobile version of websites.

Build Internal Links

8. Connect Related Content

Internal links help visitors discover more information.

They also help search engines understand your website structure.

Example

SEO Starter Kit



Keyword Research Template



SEO Audit Workbook



SEO Toolkit Bundle

Think of internal links as signposts guiding visitors through your content.

Study Competitors

9. Learn from Competitors

Identify websites ranking for topics you want to target.

Review:

- Their content structure
- Topics they cover
- Frequently asked questions
- Types of images used
- Calls-to-action

Do not copy.

Look for ideas and opportunities to provide something better.

Publish Helpful Content

10. Create Useful Content Consistently

Search engines reward websites that help users solve problems.

Consider publishing:

- ✓ How-to articles
- ✓ Checklists
- ✓ Templates
- ✓ Case studies
- ✓ Frequently asked questions

Even one useful article each month can build authority over time.

Ready to Go Further?

Continue Your SEO Journey

These beginner-friendly resources provide practical exercises, templates and checklists to help you improve your website with confidence.

 **First-Time SEO Starter Kit**

 **Keyword Research Template**

 **SEO Audit Workbook**

 **SEO Toolkit Bundle**

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