Steps on How to Increase Traffic on a Website Through SEO

Step	SEO Action	Description
1	*Target the Right Keywords*	Use tools like Semrush to find keywords with high volume, low competition, and clear intent. Prioritize long-tail keywords.
2.	*Do a Keyword Gap Analysis*	Find keywords your competitors rank for but you don't. Create content around those missing keywords.
3.	*Match Search Intent*	Understand what users want — info, comparison, or purchase — and create content that fits.
4.	*Take a Unique Angle*	Don't copy others. Add a unique twist or fresh approach to your content to stand out.
5.	*Make Your Content Easy to Read*	Use short sentences, simple words, headings, bullet points, and keep it skimmable.
6.	*Show E-E-A-T*	Build credibility by showing experience, adding author bios, using trustworthy data, and writing in-depth content.
7.	*Aim for Featured Snippets*	Answer questions in a clear, concise way. Use bullets, short paragraphs, and proper formatting.
8.	*Use Short, Descriptive URLs*	Keep URLs clean, include keywords, and avoid random numbers or dates.
9.	*Speed Up Your Website*	Use a CDN, compress images, remove bloat, and choose fast hosting to improve site speed.
10.	*Use Internal Links Wisely*	Link related posts and pages together using helpful anchor text. Guide visitors to explore more.
11.	*Avoid Orphan Pages*	Make sure every page has at least one internal link pointing to it, so Google can find it.
12.	*Fix Broken Links*	Use audit tools to find and fix links that lead to deleted or broken pages.
13.	*Keep Content Updated*	Refresh old blog posts by updating outdated info, links, and adding new insights.
14.	*Build Topic Clusters*	Create a main pillar page and support it with related sub-topic pages linked together.
15.	*Get High-Quality Backlinks*	Earn links from other trusted sites by creating great content, guest posting, and outreach.