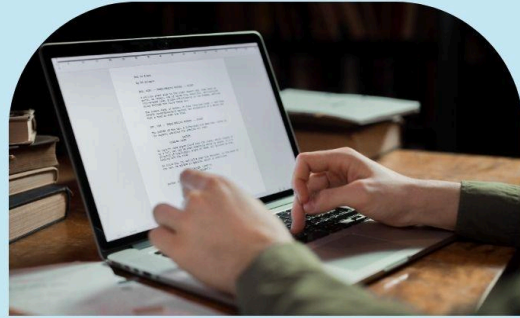


# A to Z SEO for Authors: A Complete Guide

## A to Z SEO for Authors: Complete Guide



[www.valuehits.com/content-writing-service](http://www.valuehits.com/content-writing-service)

Contact No - +91 86 57 514 972

Email - [sales@valuehits.com](mailto:sales@valuehits.com)

Generating reader traffic for a new author's website is a great challenge compared to the established authors. As a new author, you might feel that all your efforts to set up your website have failed.

However, you need a strategized approach to generate traffic.

### SEO for Rescue

Most of you must have heard or read about SEO, a part of online marketing. However, very few people are aware of how it works and helps your business.

The term SEO stands for Search Engine Optimization. It is an online activity for optimizing your posts to get discovered on search engines' organic search results. Proper optimization will help you get noticed and attract free passive traffic to your website.

Remember that each search engine and platform's algorithm is different, and optimizing everything in one shot is challenging.

### Is SEO a Reliable Strategy for Book Authors?

SEO can benefit any business niche as well as book authors. With small funding for SEO optimization, you can easily reach your target audience for your website.

However, you cannot save time and money with a terrible SEO strategy. But with a good plan, it can skyrocket your online visibility and become a turning point for your popularity.

For best results, you must partner with the best SEO services in Mumbai. The seasoned professionals will help you rank you on search engines.

## **The Top Effective SEO Techniques for Authors**

### **Do the keyword research**

In simple words, keywords are the search terms used in search engines to find queries, products, or services. As an author, you must first identify these search terms or keywords associated with or closely match your book.

For example:

- English literature
- London
- fantasy fiction
- intertextuality

Remember, a nonfiction book may need some more specifications in keywords. For instance, if you sell a book based on entrepreneurship, your keywords will be startups, innovative businesses, millennial entrepreneurs, etc.

### **Write the best title and meta description for your page.**

The next step is page title and site description. Take advantage of this move, as it will help you get ranked on search engine pages. If you don't do it yourself, your ranking will drop drastically. The search engine will choose some other random page title.

Therefore, you can set this with several SEO plugins instead of letting Google pick.

WordPress websites have added benefits in this case; such websites and their blog posts have built-in SEO options.

### **Get a good URL**

A good website address is also a key to making your book marketing more efficient and easier. You must always choose an attractive website address that will relate to your field.

Consider adding your keywords to your URL. In addition, your website address matches your titles, which helps to get an overall idea about your content.

Thinking from a business point of view, as authors, you can prioritize your names. It means your domain must be the author's name, which makes it easier for users to search and find you.

## Consider starting blogging

If your website has become stagnant and you want to refresh it a little, consider starting blogging. Mixing your keywords and playing with them well is a great strategy. A good keyword string will be created on your website. However, this SEO technique could be challenging. Therefore, you can partner with a professional [content writing service in India](#).

We don't expect you to write 5000 words daily; that's not possible and will not boost your SEO. In content writing or blogging, less is always more to get ranked with SEO. Remember that consistency plays a significant role when it comes to blogging. You have to keep posting as scheduled. If you stop posting your blog or abandon your blog page, it will eventually drop your ranking.

## On-page and off-page SEO

Blogging and website optimization, all the steps we discussed till now, are a part of on-page SEO. The latter is off-page SEO, which allows you to receive great benefits when pitching popular websites.

Although this task of link building is not a cakewalk, remember that not all links will upgrade your ranking and traffic. Thus, signing up for [affordable SEO services in Mumbai](#) will help you conduct these activities to boost your ranking.

## It's time to receive some love from Google!

You got this! Make sure you apply all the steps to market your book in the correct way so that it reaches your lovely target audience. For more online marketing advice, connect with [ValueHits](#), a digital marketing expert in India.