



## SEO Basics

[www.hikeartbloom.com](http://www.hikeartbloom.com)

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**What is SEO?** SEO (Search Engine Optimization) is the process of making your website more visible on search engines like Google. When done well, SEO helps people find your website when they search for topics related to hiking, art, or blooming creativity.

**1. Use Relevant Keywords What are keywords?** Keywords are words or phrases people type into search engines to find information. For example, if your website is about hiking and art, relevant keywords might be:

- **hiking art**
- **nature-inspired paintings**
- **trail photography tips**

**How to use keywords correctly:** Include them in your page titles, headings, and content. Avoid stuffing your pages with too many keywords—Google dislikes that. Use them naturally in sentences so your content reads smoothly.

**2. Optimize Your Website's Titles & Headings Why do titles & headings matter?** Search engines look at titles and headings to understand what your website is about. Use clear and specific titles for each page. Add headings (such as H1, H2, H3) to organize content.

Example: Instead of: **My Artwork** Try: **Nature-Inspired Watercolor Art for Hikers**

**3. Create Quality Content Why content matters:** Search engines love fresh, useful content that people enjoy reading. The more valuable your articles, blog posts, or product descriptions are, the better your chances of ranking higher.

Write helpful blog posts about hiking and art, such as **5 Painting Techniques to Capture Scenic Trails**. Keep content original—do not copy from other websites. Update your website regularly with new content.

**4. Make Your Website Fast & Mobile-Friendly Why speed matters:** People dislike slow websites, and so does Google. Compress images so they load faster. Use a simple, clean design that works well on mobile phones.

Test your website's speed here: [PageSpeed Insights](#)

**5. Get Backlinks (Links from Other Websites) What are backlinks?** Backlinks are when other websites link to your website. These links tell Google that your content is valuable.

Write guest posts for other blogs about hiking or art, and add a link to your website. Share your content on social media and encourage people to link to it. Engage with online communities related to hiking or art—this helps attract visitors.

**6. Use Image Optimization Why images matter:** If your website has artwork, make sure search engines can find and understand your images. Use descriptive filenames, such as **mountain-watercolor-art.jpg** instead of

**IMG1234.jpg.** Add alt text, which is a short description of the image, to help search engines and visually impaired users.

Example Alt Text: **Watercolor painting of a mountain landscape with pine trees.**

**7. Track Your Progress How do you know if SEO is working?** Use free tools like Google Analytics and Google Search Console to track: How many people visit your website. Which pages get the most views. What keywords bring visitors to your site.

Set up Google Search Console here: [Google Search Console](#)

**Final Thoughts** SEO takes time, but small improvements will help more people discover **hikeartbloom.com**. Start with the basics, create engaging content, and keep optimizing.