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Lesson Proper for Week 14

Search Engine Optimization

When you type a query into a search engine and press 'enter,' you are presented with a list of online pages that contain the query phrase. Users typically visit the websites at the top of this list because they believe they are more relevant to the query. If you've ever wondered why some of these websites rank higher than others, it's because of a highly effective web marketing method known as Search Engine Optimization (SEO).

SEO is a technique that enables search engines to discover and rank your website higher in response to a search query than the millions of other sites. Thus, SEO enables you to obtain traffic from search engines.

This SEO course covers all you need to know about Search Engine Optimization - what it is, how it works, and the variations between the major search engines' ranking algorithms.

Brief History of SEO

- ^a Yahoo.com launches their web directory in 1995.
- ^a Google is established in 1998, while the DMOZ is established in the same year.
- ^a 2000 Yahoo replaces AltaVista with Google's algorithm, which is more efficient.
- ^a The Page Rank toolbar is introduced in 2001, and users can see their Page Rank.
- ^a The No Follow Tag was first used in 2005.
- ^a 2009 Google introduces the Caffeine Algorithm, which marks a significant shift in search engine optimization.
- ^a Bing and Yahoo are merging in 2009.
- ^a Panda Algorithm Update, which took place in 2011. A watershed moment in the history of search engine optimization



^a Update to the Penguin Algorithm on April 24th, 2012.

^a The 27th of September EMD Update for the Year 2012 (Exact Match Domain)

^a The 65-Pack Rollout will take place on October 4th, 2012.

Search Engine Basics

Processing queries: When a search engine receives a request for information, the search engine retrieves from its index the complete page that matches the query, which is then displayed.

Ranking results: Search engine algorithms (a mathematical equation typically used for sorting) perform computations on each result to identify which is the most relevant to the provided query once the search engine has established which results are a match for the query.

Directories:

Human edited search indexes

Yahoo Directory!

DMOZ = The Open Directory Project

Search Engine Results Pages (SERPs)

Organic: Results based on content and keyword relevancy (as per algorithm)

Paid Placement (PPC):

Google Ad Words

Yahoo! Search Marketing (YSM)

Why you should use SEO

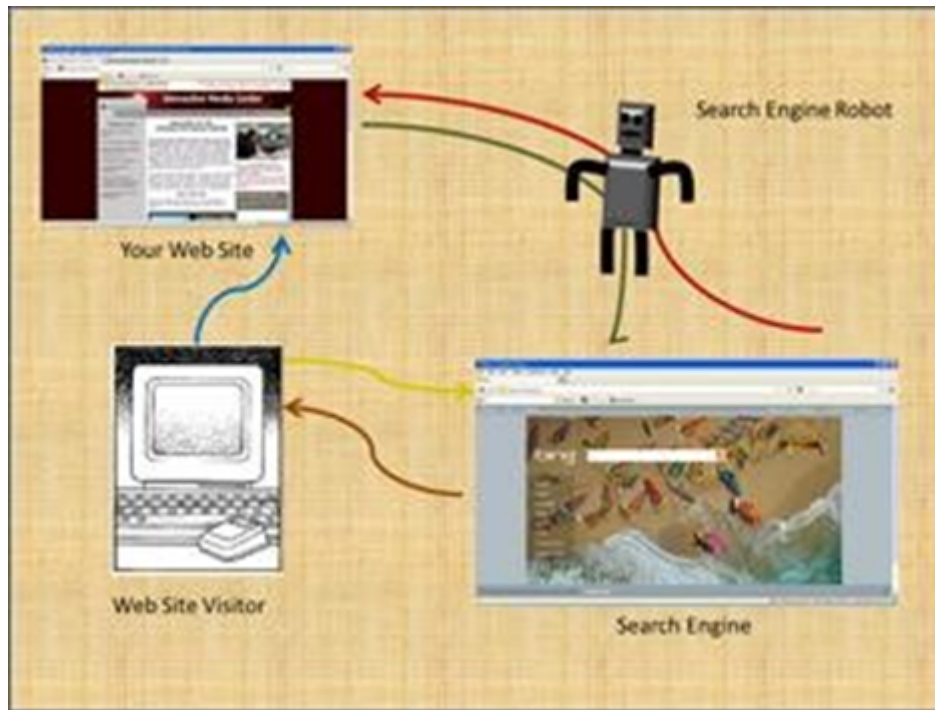
Brand awareness – A high-ranking website indicates that more people will see the firm's name and will become familiar with the brand and its products, even if they do not make a purchase.

Targeted traffic – Search engine optimization directs paying clients to your website. Customers acquired with SEO services are actively looking for your products/services, having entered your website's keywords/phrases into search engines.

Your competitors – Keeping a step ahead of your competition in organic search results might help improve your company's perceived standing in your market.



How it Works



Google, Yahoo!, and Bing are just a few of the search engines that trawl the World Wide Web. Their computerized "robots" (alternatively referred to as "spiders") navigate from page to page and site to site via links. They read the code for the pages they visit along the way. The page's code contains information that is included in the search engine's massive knowledge base.

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iPad cases: the best iPad case you can buy
www.alltouchtablet.com/ipad-cases-90
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Jan 27, 2012. Searching for the best iPad case (1st or second gen)? We've got a list of cases for iPad for you, updated monthly with new models based on ...

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Best iPad 2 cases?: Apple Support Communities
https://discussions.apple.com/thread/2812050?start=15&tstart=0
3 days ago – Re: Best iPad 2 cases? Apr 26, 2011 7:56 AM (in response to AC360). I love the combination of the Smart Cover and this Timbuk 2 case ...

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www.mobozone.com

Organic Results



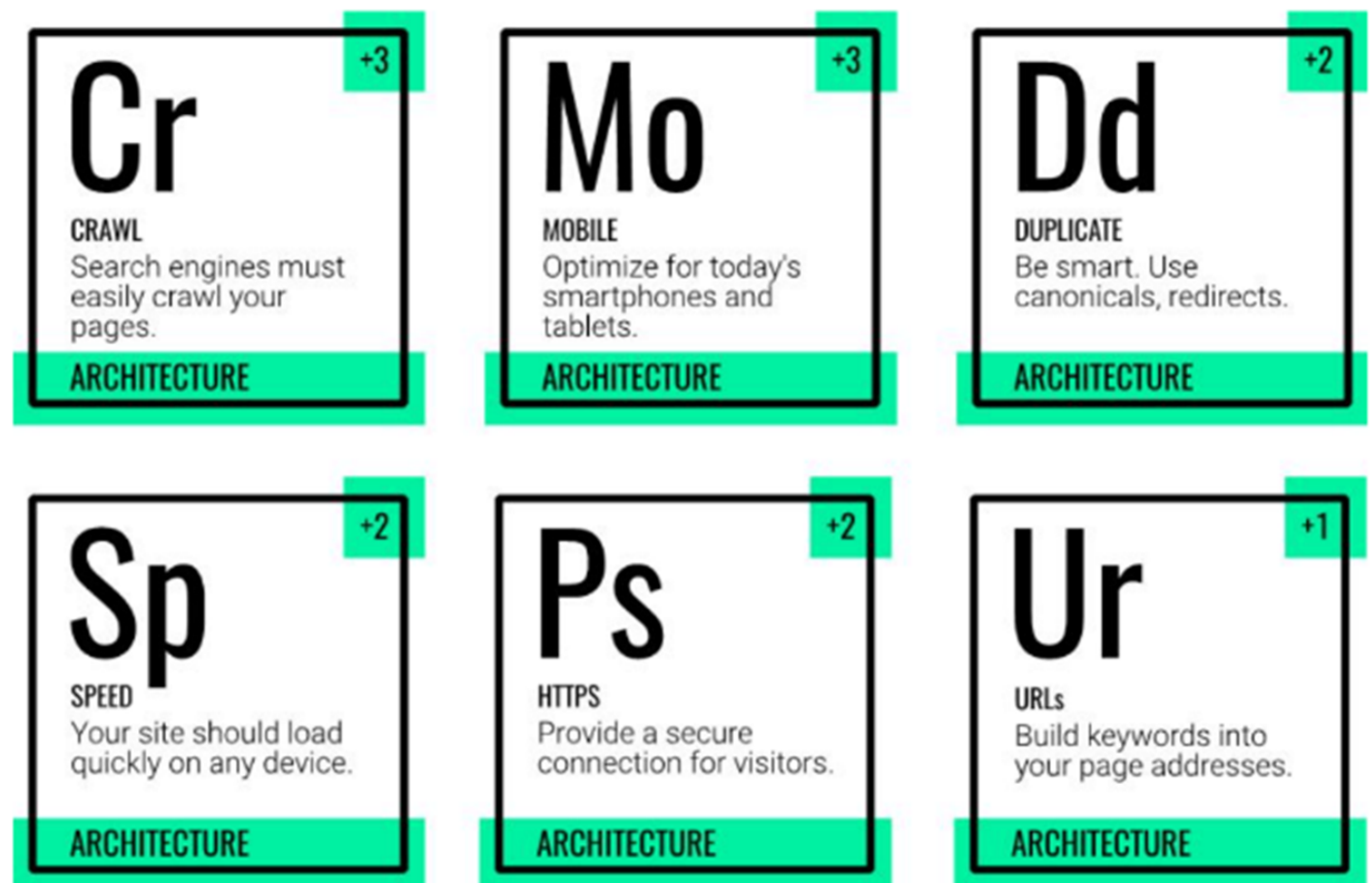
When a user enters a term or phrase into a search engine's search box, the term or phrase is compared to the engine's knowledge base. The returned results (dubbed "organic results") are ordered by their similarity to the term or phrase used to initiate the search.

Algorithms perform the comparison. The intricacies of the algorithms are one of the search engines' most carefully guarded secrets. Algorithms appear to vary amongst search engines. However, the techniques discussed here are universally applicable to all engines.

The more closely a website's content fits the search query, as evaluated by the algorithm, the higher it will appear in the list of organic results. The objective of search engine optimization is to elevate the Web site and its pages to the top of these organic results.

It's critical to keep in mind that search engines make money via advertising on their websites. Additionally, advanced algorithms determine which advertisements display on the results page based on comparisons to the search phrases. Your organic result placement will be in direct competition with these advertisements. The more effectively you optimize your search engine optimization, the higher your ranking in the total results.

Architecture of SEO



Cr: Crawl

Search engines utilize web crawling software — Google's is called Googlebot, while Bing's is named Bingbot — to read your site's pages and construct a searchable database of them. When a search engine receives a query, it searches its index to filter and rank the most relevant pages. If your website is not crawlable, it will not be included in the index and thus will not



appear in the search results. While the majority of websites do not experience significant crawling challenges, you should be aware of the elements that can aid or delay this process.

Inadequate internal linking, sluggish page load rates, URL errors, user access prompts, blocking search engines with the noindex setting, and showing web crawlers content that differs from what you show users can all inadvertently prohibit your site from appearing in the search results.

Mo: Mobile



Mobile-friendly does not simply mean that your site is viewable on smartphones and tablets; it also implies that your site is developed for the humans who use those devices — and they should have access to everything that desktop users have.

Your website should automatically adjust to the device on which it is being viewed. Google is the source.

The bulk of queries are conducted on mobile devices, and search engines have adapted their indexing strategies to reflect this trend. Google began deploying mobile-first indexing on a broad scale in March 2018, in which it uses the mobile version of the web as its primary search engine index.

Many content management systems (CMS) support mobile versions of websites; however, simply having a mobile site is insufficient: take care to avoid common errors such as faulty redirects, slow loading speeds, insufficient font sizes, touch elements that are too close together, and interstitials that prevent users from accessing what they came for. Numerous factors influence your user experience, which is critical for mobile-friendliness.

Additionally, some publishers offer a smartphone application. If your brand falls into this category, leverage app indexing and linking to enable users to click on your search result and access the information in-app. Additionally, Google's Accelerated Mobile Pages (AMP) can be used to deliver your information to mobile consumers more quickly.

Dd: Duplicate

"Duplicate content is prevalent," Patrick Stox, an IBM SEO consultant, noted during an Insights presentation at SMX Advanced. You want search engines to be able to access only one version of a page. This is the point at which canonicalization becomes necessary.

Duplicate material, if left unchecked, may make it more difficult for search engines to determine which page to return in response to a query. Additionally, people can link to different versions of the same page.

This dilutes the value of those links — a proxy for trust and authority — and presents a misleading image of a page's potential value and relevance to search engines.



"In Google's mind, they're attempting to assist users by collapsing the pages," Stox explained, referring to what search algorithms are expected to do when confronted with duplicate content. "All of these disparate versions coalesce into one. On that single page, all of the signals are consolidated. They're attempting to assist us by doing so."

While it may be reassuring to know that search engines attempt to determine canonicals for you, when the success of your client or your brand is contingent on search optimization, using canonicals tags, redirects, and effective pagination strategies may provide a more precise level of control and a more fluid user experience.

"Regardless of what happens, Google will attempt to figure it out for you," writes Search Engine Land News Editor Barry Schwartz. "The question is whether you want Google to find it out for you or not." Or do you wish to exert influence over what Google considers to be your canonical URL?"

Sp: Speed

Optimizing your website's performance "will never reach a stage where you can simply optimize for a score and call it a day," Google Webmaster Trends Analyst Martin Splitt stated last year.

Your site should load rapidly regardless of whether users are using a mobile device or a desktop computer. Additionally, because Google uses speed as a ranking criterion, speedier sites will have an SEO benefit (all other factors being equal).

Google announced the "Speed Update" for mobile search a few months after broadly implementing mobile-first indexing in 2018.

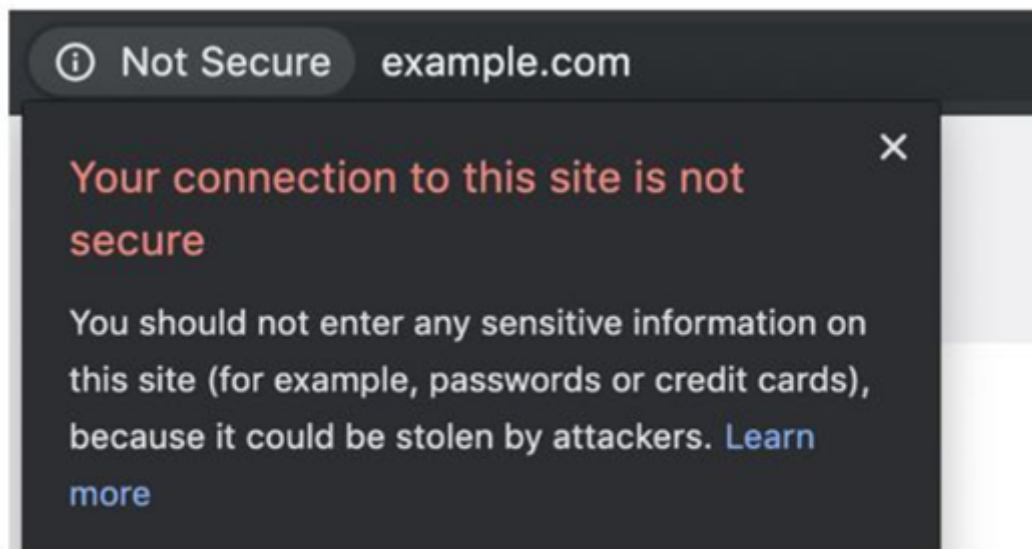
As is the case with many other SEO variables, speed is inextricably linked to the user experience. Maintaining a fast-loading site can assist reduce bounce rates and increasing engagement and conversion rates. Utilize tools like Google's PageSpeed Insights to determine which portions of your site require improvement.

Ps: HTTPS

Google has encouraged websites to move to HTTPS servers to improve searcher security. It has tackled the issue in a variety of ways, including through rankings.

Google began awarding a modest ranking boost to secure HTTPS/SSL websites in 2014. In July 2018, the Chrome browser began labeling non-HTTPS sites as insecure, thereby incorporating HTTPS into the user experience on your site.





Some browsers, such as Chrome (shown above), will display a warning when users visit non-HTTPS sites.

When visitors visit non-HTTPS websites, some browsers, such as Chrome (seen above), will display a warning.

"Typically, Google will prioritize HTTPS over HTTP," Patrick Stox noted at SMX Advanced. "So, if you have both and do not have a canonical... they will often select HTTPS when possible."

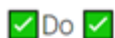
"Most of the time, using HTTPS is a user experience issue," Detlef Johnson continues. "However, that user experience issue is critical because users who wish to perform e-commerce on your site — if they are confronted with security alerts — you may have just lost a sale."

Ur: URLs

Although this is not a significant ranking factor, it is a good idea to include descriptive terms in the URLs of your pages for both search engines and people.

Because your URLs display on search results pages, having an easily-understandable URL may help searchers understand what's on the other end of the link.

Here are some pointers to assist you in creating a URL structure that is intuitive for both people and search engines.



Do

Include keywords within your URL. Use hyphens to separate words (as in the example above).

Name your pages using words that describe your content.

Make use of directories to organize your pages. Directories can describe your content as well as your site's structure.

????Avoid ????

Stuffing keywords numerous times in your URL. Remember, having a [domain match for a given query](#) does not guarantee that you'll show up at the top of the search results.

Using incomprehensible strings of characters and numbers in your page addresses.

For evergreen content, avoid including a date within your URL.



Types of SEO



White Hat SEO

White hat SEO is good SEO. Search engines recognize SEO tactics. White hat SEO benefits both users and search engines. With white hat SEO, you can increase your site's rankings without risking a penalty.

White hat SEO is a slower, continuing effort than black hat SEO.

^a Black Hat SEO



Black hat SEO is the employment of unethical methods to improve a page's ranking in search results. Techniques designed to fool search engines into giving pages higher rankings, with little benefit to site visitors. The goal is to increase search engine results at whatever cost.

Two justifications are utilized for black hat SEO:

They work until search engines discover them and stop working.

Some people are unaware that using black hat SEO strategies might result in search engine penalties or bans.

Even if search engines can't detect black hat SEO practices, rivals can and do report them to search engines.

^a Gray hat SEO





Gray hat SEO is SEO that takes more risks than white hat SEO but is unlikely to have your site banned (although a search engine penalty could result). They're questionable SEO tactics, but not black hat. But today's gray hat SEO

Fundamental Principles of Off-site SEO

^a The Principle of Search Engagement

The optimizer must choose which search engines to optimize content for.

^a The Principle of Resource Engagement

The optimizer must leverage linkages by giving them context, recognition, and an active framework that people find valuable.

^a The Principle of Message Engagement

The optimizer is responsible for crafting the message about a site on other sites.

^a The Principle of Link Engagement

The optimizer is responsible for a link's relevance, context, and neighborhood.

Advantage

1. It is cheap. You don't have to pay to be "advertised". Now that practically everything costs money, it's nice to know that some things are still free. The best thing is that you can use this to your advantage, like simulating a business deal.
2. A high ranking increases your company's global visibility while you stay at home. The internet is a marketing tool. It is the market itself with many potential customers. Your firm may not immediately boom, but it will gradually.
3. Once your site is ranked well, you gain a reputation as one of the best. This means you are respected in the SEO world. In actuality, only the best in their profession are considered great. They are even one of the biggest. The same in cyberspace. People will think your goods are a must-have if you are of the highest rank.
4. No matter how many hits you get, you need to pay for SEO. It saves you money. Plus, the accounting part is clear. Also, you don't have to worry about the money you need to pay in case you get a lot of hits.



Disadvantage

1. Your search engine ranking is unpredictable. Everything is algorithmic. So you don't know when the investment will pay off. Even if you have your website, you and the company's owner don't have entire control over everything.
2. It takes time. It takes a long time for your status to improve. It can take months or even a year to get noticed. "How can my business grow?" you may wonder.
3. Users can utilize black hat tactics. These unfair activities harm your company's tree. But not other people's heads. They may employ unscrupulous techniques, affecting your company's credibility.
4. It may be the end for enterprises whose websites are on the search engine's last pages.

Key Concepts

Target audience

Keyword choices

Directory submission

Accessibility

Flash

JavaScript

SSL – authentication

Firewalls and closed ports

Databases & query string URLs

Forms

References

www.SeminarSlide.com

www.seminarstopics.com

www.Google.com





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