GANPAT UNIVERSITY
U. V. PATEL COLLEGE OF ENGINEERING

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SEO (SEARCH ENGINE OPTIMIZATION)

UNIT 3

WEBSITE DESIGN SEO GUIDELINE

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Unit 3- Contents- Website design SEO Guideline

- Content research

- Content Guidelines

- Content optimization

- Design & layout

- XML sitemap

Website design SEO Guideline- Content research

- **Content research**

- **Why Content Research Matters for Your Business**

- **How To Do Content Research**

Why Content Research Matters for Your Business

- **Helps you learn what content works best for your target audience**

Without content research, how would you know if your company is generating the right content to attract your target audience? Content is key to getting people that would buy your product or services to your company site, but if your company does not write towards that audience, you may have traffic that is worthless.

Website design SEO Guideline- Content research

- **Helps you shape your company's own content marketing**

Not everyone is a content marketing expert and it's not always easy to discover what exactly will attract your target audience. But by diligently researching what your competitors and people in your industry are sharing or talking about, you can start to shape your own company content marketing.

Website design SEO Guideline- Content research

□ **Ensures you have the right content for the entire buyer's journey**

Prospects have different content needs for various stages of their buyer's journey, without content research you can miss out on what those needs exactly are. Maybe you have to much content in the awareness stage, but nothing that would really help sales close the deal.

Website design SEO Guideline- Content research

- **Long-term growth of your brand, web traffic, and leads**

With effective content research, you are helping your ensure your company's brand visibility, web traffic, and leads grow in the long run. You may see some immediate results too, but this is a long-game approach.

Website design SEO Guideline-Content research

- **Can help your content gain huge visibility on social media**

When you have quality content that resonates with audiences, your social sharing can exponentially grow. This helps your company connect with new audiences, thus growing your brand visibility. This is especially helpful if you encourage employees to share content on social media.

How To Do Content Research

- How your company approaches the content research process can make all the difference in the results your content marketing will have. It may seem somewhat easy, but there are a few steps to keep in mind if you want to be effective.

How To Do Content Research

- **Know who your target audience is**

you need to do before beginning content research. Marketing and sales teams should work together to start building out their company buyer persona and map out the buying cycle.

How To Do Content Research

- **Analyze what your target audience shares and engages with on social**

Once you know who your target audience is, it is important to analyze what content they are sharing and engaging with on social media. While you may generate some great content ideas just off the buyer personas, this can fuel even more ideas.

It also helps you see what third-party sources they are sharing, which can help your company build a content library of good resources to use.

How To Do Content Research

- **See what competitors and others in your industry might be writing about**

Just like analyzing your target audience and what they are sharing online, you want to watch what your competitors and other industry folks are writing about. While you don't want to plagiarize or copy their exact strategies, it can give you valuable insight into your own company content strategy.

How To Do Content Research

□ **Research around questions and keywords in your industry**

If you want to get some quick and good into sight on your industry and to generate content ideas, your company will need to research around questions and keywords.

 Quora, reddit, google search term

Content Guidelines

□ **How to Write SEO Content**

□ **Step #1: Choose a Topic**

2 quick ways to come up with awesome content ideas:

Reddit: Head over to active subreddits where your target audience tends to hang out. And look for topics that tend to come up again and again. These can be GREAT topics to cover in a blog post or video.

Content Guidelines

Competitor Blogs: Look at popular blog posts, videos and infographics from your competitors' blogs. What do they have in common? What can you emulate (or improve)?

Content Guidelines

- **Step #2: Find a Keyword**

Use LSI keywords, long tail keywords, relevant keywords, google search terms, AnswerThePublic, google keywords planner, keyword.io,

- **Step #3: Write Comprehensive Content**

Longer content helps give Google more information about the topic of that webpage. This makes them more confident that your page is a relevant result for that keyword.

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Your competition is probably too lazy to write in-depth pieces. This means that you'll **instantly** separate yourself from the pack when you start publishing insanely-thorough stuff.

- **Step #4: Optimize for Users**

Update your content time to time

Add people query like what, why, when, how

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- **Step #5: Keyword-Optimize Your Content**

-First, sure to include main keyword in the first 100 words of page.

-Second, add internal links to other content on website.

-Long tail keyword in my title tag

-Use quickly rank for the less-competitive keyword

-Use external link with your targeted keywords

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- **Step #6: Share on Social Media**

-It's time to promote your content on social media.

-How you promote depends a lot on your niche.

-If you run a cooking blog, you'll want to focus on Pinterest or Instagram.

-Boost your post to show your content front of more people

Content Guidelines

□ **Step #8: Analyze Your Results**

-Your last step is to see how your content performed.

-Track your page using tools, like Ahrefs, Ubersuggest, Google analytics, search console

-Track your keywords from that blog

Sitemaps

- **What Is a Sitemap?**

A sitemap is a blueprint of your website that help search engines find, crawl and index all of your website's content. Sitemaps also tell search engines which pages on your site are most important. Xyz.com/sitemap.xml

- **Why are Sitemaps Important?**

Search engines like Google, Yahoo and Bing use your sitemap to find different pages on your site.

Sitemaps

Tool: sitemap generator