

Chapter 7

SEO

(Search engine optimization)

7.1 SEO or paid advertising?

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7.1 SEO or paid advertising?

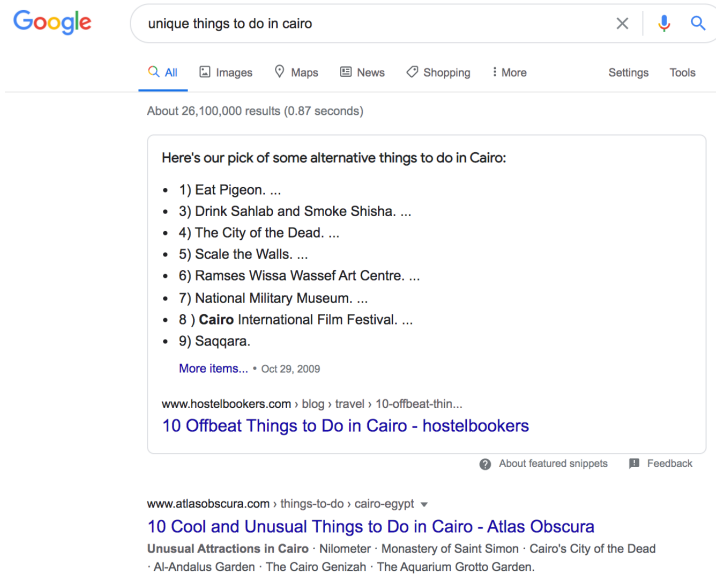
Search engines have become a universal advisor and assistant to today's internet users. We come to Google to find out things like:

- What is the weather like?
- Who are the Lakers playing tonight?
- What time is it in London?

And much more!

But the most important thing for businesses is that the search engine has become quite the advisor in commercial matters like:

- Where to buy something?
- Which model is better to choose?
- Who has the lowest price?
- Is such and such company trustworthy?



Every day, Google receives 10 billion requests, and the commercial interest of a company is a big part of this 10 billion.

SEO is poorly predicted and targeted. This tool requires a long wait process to achieve results. So If it's that bad, why don't I advise you to skip this chapter altogether? Because despite all of its flaws, SEO has enormous amounts of targeted traffic, and its price is usually many times lower than that of PPC. The next thing we should figure out is how to make sure your company pops up first in search engines.

Google takes into account more than 200 indicators when ranking a site. The most useless and time-consuming thing I could advise you to do right now is to count them.

I've been talking about SEO at seminars and lectures for years. Due to my vast experience on this, I neatly organized all of these indicators into a simple pyramid diagram. Our students and my colleagues used it so much that they started calling it the Vroniuk Pyramid.



The pyramid is separated into stages. The first and most basic thing that SEO starts with is the website and content. The second stage is keywords. Keywords will determine if users find you by search requests. Find the most suitable keywords for your product and tailor your website around these keywords. The third stage is links. Links are like user voices. Cool content means shared content. The more famous you are on the internet, the more shares you will collect in the form of external links. The total amount of links used to be a factor in determining your position in search engines. The fourth stage is brand recognition within social media. When people write your brand name on the internet, your company is in a good place.

7.2 On-Page SEO

Traffic from search engines has many nuances that require constant interaction with developers. Technical issues can be very tricky.

On-Page SEO consists of a wide range of tasks such as:

- Setting up server responses and redirecting them.
- Opening and banning individual site pages on search engines
- Creating maps of a site (sitemap.xml)
- Improving the visibility of site descriptions in search engines
- Properly forming page addresses
- Working with the internal links of a site
- And more

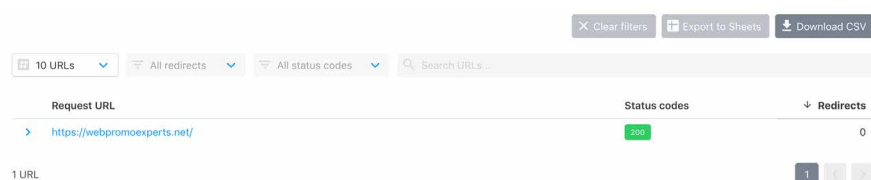
Since most of these things require our reader to be reasonably technically trained, we will elaborate on some of the most important criteria:

- Availability
- Download speed
- Availability in search engines.

Availability

Any long-term problems can lead to the loss of traffic and customers. Now that we know the importance of site availability, let's look at this technical setup of a server response, and let's also examine a few fundamental search optimization time rules. You can find out the

response of your website's page server with a third-party service. By default, if the page is available for both bots and humans, the server response is «200 OK.»



If the page is not found/does not exist, the answer is «404 Not Found.» I'm sure that you have run into these error messages before.

The second important rule **is, NOT to change the URLs if you can avoid it.** Search engines are sensitive to URL changes. If a change to an address is unavoidable, have your programmers install a 301 to redirect your audience from the old page to the new one. The same goes for a domain change. Try to avoid changing the domain, if possible.

Download speed and mobility

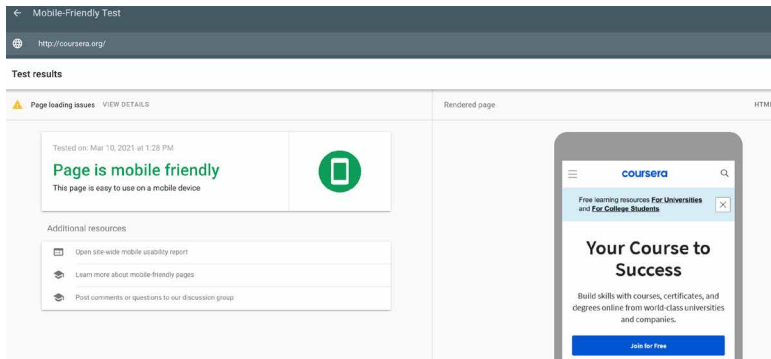
Download speed and mobility are critical in today's digital landscape and are becoming increasingly important because of increased shared mobile traffic.

The download speed should be 1-3 seconds, and you will need the following tools to ensure that you are on the right track.

Pingdom Tools - Gives a download speed figure. The information will be evident not only to developers but also to the average internet user. The download speed affects the ranking of your site. If your site loads at a rate of about 4 seconds (3 recommended), and most competitors are more than 5 seconds, you will win in this category, and your ranking on search engines will be better. Your website's position will depend on how well you can follow the requirements in this chapter.

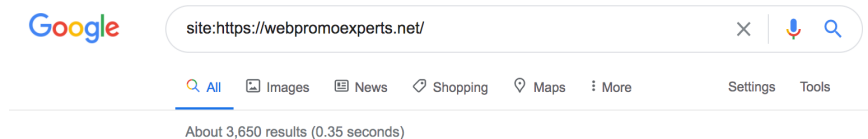
Google Page Speed Insights - shows the speed of your website. Google Page speed insights will help your developer improve your website's speed.

Google Mobile-Friendly Test Tool - Yes/no, to the question: «Is my site friendly if the user comes to it from a mobile device?»



Presence in search engines

By entering the site: mysite.com into Google, you can find out what Google sees. These figures are like a trip to the doctor. If your doctor looks at you and says you're sick, it's probably a good idea to let him examine you. When your site is not looking good, and you see that the number of pages is 0, there is a problem.



The next step is to identify the problem areas of your search engine optimization and to register the tools for Google Search Console.

By seeing what you need from Google's Search Console, you can find the answers to the following questions:

- What are the current errors on the site?
- What content is being duplicated?
- Is the site under search engine sanctions?

Now that we have covered SEO audits let's move onto the criteria for text content.

Text content should be:

- At least 500 words
- It must be Unique
- Relevant
- Updated regularly

The user should want to share and use your content. We will talk about this later on as it will play a key role in our strategy. Now let's talk about how to form text correctly.

Text content should be the basis of your website content

Search engines are determining the position of your website by the text on your website. My agency was helping a wedding website draw more traffic to itself. We noticed that they had many beautiful pictures, and all they needed was text content to improve their position in search engines.

The text should be useful

The number of keywords used to be essential but not anymore. How useful the text is to a user is now more important.

The text should be unique

This is the most essential and critical part of content creation.

How to check if there are duplicates of your site?

The easiest way is to copy the text sentence from the page in quotes and paste it using double quotes in a search bar. It is important to check more than one page of a site for duplicates. You can check the category, subcategory, product card, blog article, etc. You can learn a lot of vital information by clicking on the link «Show hidden results.» In addition to this manual check, you can turn to various services and programs to show the percentage of uniqueness. Remember that none of these services will offer you 100% accurate information. There is always the possibility that some duplicates, both internal and external, will not be found. The reasons for the internal duplicate are often either a lack of understanding by the developers of the basics of SEO or the same lack of knowledge of these basics on your part. If a CEO says that three paragraphs should say something like «we are the best of the best company on the market» on all pages, you will have duplicates of text in search engines. When I am giving lectures, I am often asked what to do with the product pages. Descriptions are extremely difficult to make unique. There is a solution, though, and it lies in generating reviews and encouraging users to leave reviews.



"How to build a digital marketing strategy and increase online sales in the fa X



All

News

Images

Videos

Shopping

More

Settings

Tools

Page 5 of about 31 results (0.52 seconds)

Related searches



udemy



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best of facebook ads: facebook ads 2020 ultimate...

*In order to show you the most relevant results, we have omitted some entries very similar to the 48 already displayed.
If you like, you can repeat the search with the omitted results included.*



There are usually two reasons for external duplicates. You borrowed texts from someone, and someone borrowed them from you.

What if competitors, in a rush to stay relevant in search engines, stole your text and posted it. Are there any tools to protect yourself from this?

Let's start with the bad news. There is no such thing as a 100% protection guarantee tool, but the tools below reduce the probability that you will be lower in the search results when people steal content from you.

1. Block copying the text on your site. Blocking copying on your site can somewhat prohibit competitors from stealing text from your site.

2. Give a pop-up warning. For resources where it is entirely impossible to block copying, such as news sites, we use a pop-up with a warning.

3. Add a link when smbd copying your content automatically. People are not the only ones who will steal your content; bots will too. By using this tool, you can make bots spread your links and work for you.

4. Write DMCA complaints to Google. If you see someone routinely stealing your content, write a complaint to Google.

Again, it is the text's uniqueness that is one of the most important criteria for ranking your site in search engines. Yes, you will have people who will always try to steal your content, but at least the content will appear on your site first.

Trying to deceive a search engine can lead to severe consequences and lead to your website falling down the search results ranks.

The text should be relevant.

The content of the text should correspond to the keywords that brought the user to the site.

Content should be updated regularly

The more often you add new unique information to a site, the more often a Google Bot will visit your website.

- Do you want to know the last time a bot kept your site in its index? Use the command `cache:mysite.com`



Маркетинг за резултат!

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Keywords. How do you get found?

Keywords are the primary tool that will help target users find you in search results. Two main components go into choosing the right keywords. The first is to choose keywords relevant to your site, and the second is to place them correctly in the website code.

Search for keywords

Keyword selection can consist of several steps:

- Brainstorming
- Using evidence from Google Analytics and Google Search Console
- Using the evidence of competitors from SEMRush, Similarweb, and Serpstat.

- Use search engine estimates from Google Ads Keyword Planner.

Brainstorming is useful in small teams of 3-5 people. When brainstorming, it's essential to answer the following questions:

- What do we sell? (site structure)
- What are the important parameters in making a decision? (filters and sorting)

For example, an online store that sells home appliances needs to figure out how to get a user from its homepage to the page of the product he wants to buy. The way for a user to navigate to the BOSCH KGV39VW31 refrigerator should look like this:

Home (Home appliances) → Large home appliances → Refrigerators → BOSCH refrigerator (Brand) → BOSCH KGV39VW31 refrigerator

Utilize your keywords on your website and place them in places that will help you succeed. Use commercial buy keywords like the ones below on the left and right-hand side of your page to steer the user towards a purchase.

- Buy Berlin appliances
- Buy large Berlin appliances
- Buy a Berlin fridge
- Buy a BOSCH Berlin refrigerator
- Buy a BOSCH KGV39VW31 refrigerator

A well-defined structure of categories, subcategories, and products will allow a user to navigate your page easier and increase conversions. It is essential to ask what else interests our customers. These parameters will act as a kind of filter when selecting keywords. For example, if you have touristic companies, the structure should be something like the following:

Home (Tours) → Tours to Turkey → Tours to Antalya → Tours in Side → Waterworld Tours

And here are some questions that may still interest our potential tourists:

- How much? (burning tours, price tours, tour cost)
- Where is it? (tours from ...)
- What type of holiday is it? (beach, skiing, sightseeing, etc.)
- Who are we going to vacation with? (with children, groups, etc.)

Keywords are picked up and distributed across the pages of a site. Now the most exciting part is below.

Where to enter keywords on a site to increase the likelihood of getting to the top of the search results:

- Title (meta title)
- The text of the page
- URL
- Internal links
- Description (meta description)

Title

One of the most important elements of On-Page SEO is the title. I recommend that the title length not exceed 65 characters. The title is the thing that will stand out the most, and it should give the visitor a very clear and concise description of the page.

Long ago, people that used SEOs followed the principle of text spam. Text spam is when you repeatedly place the same keywords throughout your site to improve your standing in search engines. The algorithms have changed dramatically, and this is no longer a good way of bettering your position in search engines. That being said, people continue to ask me how many times they should mention a keyword in their text at my seminars. My philosophy is that one time is enough.

URL- How not to do it:

Incorrect: site.com/?id105000

Incorrect: site.com/category100/product500

Incorrect: site.com/ rubble

Correct: site.com/sheben

Entering the URL of a keyword is a positive ranking factor for a search engine. But it's important not to overdo it.

Internal links

Use keywords to refer to other pages of a site.

Description (meta-tag description)

You won't find this item on your pages, but it can be easily found if you open the site code. When we talk about large projects with more than 1000 pages, automatic meta-tag generation of a title and its description is used based on your product database. This generation requires the SEO and the developer to work together closely.

Let's use an online electronics store as an example. Consider the automatic generation of meta tags for phone brands such as Apple, Samsung, Lenovo, etc. What data do we have in the product database? We have the Brand, the number of models, price, availability, and the discount size.

How are meta tags generated?

Headline: Smartphones [Brand]. Buy from [store name] online store. Price, characteristics, reviews.

Description: Mobile phones and smartphones [Brand]. More than [number of offers] models from [min price]. [Current promotion]

How will it work for the Samsung brand?

Title: Samsung smartphones. Buy from the MoiSite online store. Price, characteristics, reviews.

Description: Samsung mobile phones and smartphones. More than 75 models from 200\$. Bluetooth headset for free!

On-page SEO in the form of an SEO-audit in the content strategy is mandatory for obtaining search engine optimization results.

7.3 Link building and other factors

As we said earlier, good content is the key to success. It directly affects whether people will talk about you online and whether they will post links to your sites.

Content-marketing is one of the few really white knights and legal opportunities to get the links that search engines consider natural. How do you get links to your site?

Let's go over the good ways and bad ways to get links.

White Hat SEO Link building

1. Content marketing. Create quality content and make sure it stands out.

2. PR activity on the internet. Do journalists and bloggers write about you in online media? Ask journalists to not only mention your company but put a link to your site.

3. Outreach. Create quality content according to the editorial requirements of a popular external site. Specify at the very beginning that, in return for your content, the article will have a direct link to your site. For example, I wrote the article «Top 10 YouTube channels for Digital marketing» for our blog, but at the last moment I decided to give it to the famous publication «Internet News Agency.» By doing this, I acquired 500 new subscribers for my YouTube channel and got a link from a reputable news agency.

4. Working with communities. Encourage communities and forums to ask about your service or product. Here I have to draw the line and say that the following methods of obtaining references are not squeaky clean but fall into a grey area.

Grey SEO

5. Purchase links from webmasters directly. Find popular sites on your subject and agree with the owner about posting an article or newsletter with a link to your content.

6. Purchase links on permanent link exchanges.

Black Hat SEO methodologies:

7. Purchase links on temporary link exchanges.

8. Posting links through link aggregators.

Black (this is not good!):

All kinds of search spam, hacking sites, etc.

I will not deny that the search engine optimization market still mostly operates based on buying links, although their role has dropped significantly in recent years. You have to determine what's best for your company. You can do it the fast way and possibly get into a bit of trouble, or you can do it the natural way and have minimal risks.

Let's discuss what factors search engines take into account in the links that lead to your site. The largest factors are quantitative, qualitative, anchor parameters, and the dynamics of a reference mass's build-up.

To look at this information both on your website and your competitors' sites, I recommend using such services as Ahrefs or Majestic. When analyzing the information on any **number of links**, you need to pay attention to two things. How many external links lead to your site, and how many domains have links to your site.

Analyzing the quality of links is not so simple. The search engine takes into account a vast number of factors.

- The credibility of the domain (the quality of references leading to it);
- Regionality (site region compliance and sources link)
- Type (the proximity of resource themes)

An anchor or text link is called text content when the link leads to your site. SEO's have always tried to manipulate anchors, and as a result, you get something unnatural like this: «buy a laptop,» etc.

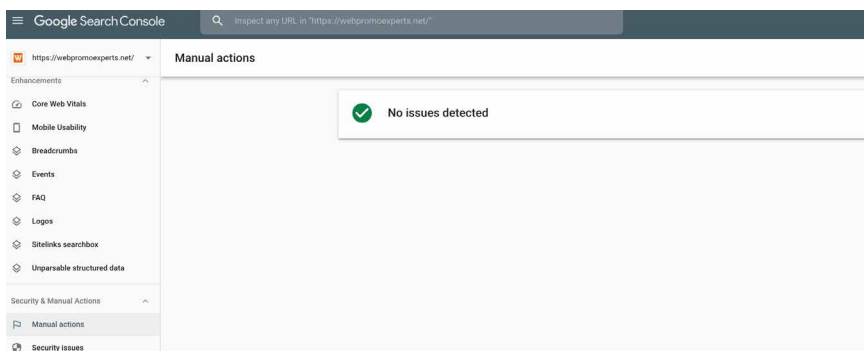
You can also analyze the text of anchors through Ahrefs, Majestic, and other similar services. Anchor text still plays a significant role in ranking sites because it creates an incentive to be manipulated. In 2004, the search request for «miserable failure» led people to the biography of George W. Bush on the White House website. Google then edited the algorithm, but some holes remained within the search engine.

To avoid sanctions from search engines, most of the links to your site should refer to you as a brand, but if there are no commercial words describing your activities, your path to the top position of the search engine can be infinitely long.

Search engines have given links a leading role in ranking for so long that there have been times when SEO has worked as an auction. Those who spent a considerable amount on buying links were in higher positions. Those times ended at Google in 2012 with the Google Penguin update.

Sanctions for the manipulation of links.

Google actively penalizes people for trying to cheat different link parameters. This is especially true of aggressive link purchases. Sanctions from search engines can be imposed manually or automatically.



Most manual sanctions can be identified through the Google Search Console. The sanctions can be seen there and within the mail of the owners of the site. We often sarcastically refer to these as «letters of happiness». You can expect a substantial drop-off in search traffic if you get one of these letters.

Automatic sanctions are more complicated. There's a need to track the drop in traffic and superimpose it on the search engine update calendar, which they usually post on their official blogs.

The process of getting out of sanctions is quite long and can take several months. The algorithm is as follows:

- Analyze all links (unload from Ahrefs, Majestic, Google Search Console)
- Appealing to site owners removes the links with the least quality
- The links that couldn't be removed from the text file and downloaded by Google Disavow Tool
- Send a request to recapitulate the site through Google Search Console

Dealing with the lifting of sanctions is the most unpleasant part of search optimization. The ideal situation is not to let this happen.

Other ranking factors

Since 2010, search engines have not only been looking for tools to punish link manipulation but have also done their best to reduce their role overall. Google has focused on building a brand and has begun to consider two factors: brands and social media. How do you get information about the popularity of your content on major social networks? To do this you need to use special tools available in Ahrefs and Buzzsumo. If you're interested in finding a mention of your Brand, free tools like Google Alerts will come in handy. At the same time, you can turn to specialized services that monitor the internet for you.

7.4 Conclusions, cases, and recommendations

SEO is one of the most comprehensive tools of Internet marketing. It is essential to work within all of the pyramid levels, avoid mistakes, and try not to manipulate and cheat them algorithms.

What do I need to do to get traffic and access to search engines?

Let's redraw our pyramid based on the concrete steps you need to take.

1. SEO audit and its implementation is the very first and most crucial step. Most developers distance themselves from SEO. An SEO audit's primary goal is for a site to meet a search engine's requirements and eliminate fundamental problems of search engine security.

The SEO audit process will:

- Make sure server responses are correctly configured
- Make recommendations for improving site speed
- Confirm that the analysis of the site index was checked
- It tells you about errors that were found and fixed
- It tells you which technical internal duplicates have been removed
- It shows you rewritten and unique meta tags (titles and descriptions)

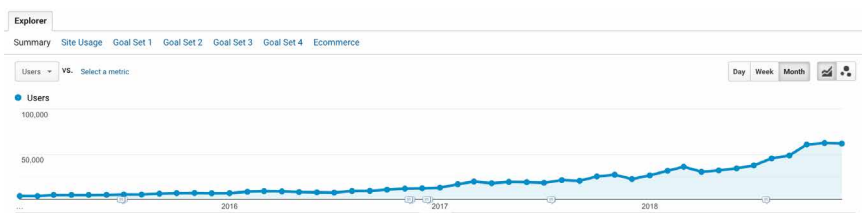
Further SEO results directly depend on how much and how quickly the audit will be implemented. Quite often, even the SEO audit

implementation can provide a significant boost in search traffic. For example, a site for children's toys tripled its organic traffic six months after implementing an SEO audit.

2. Content strategy and content plan. Content on the internet is king, but in the case of SEO, it's not just words. A well-developed content strategy and a clear content plan can give you a lot of strong SEO benefits such as:

- Unique content
- Reach and traffic from low-frequency requests due to search requests such as «How to do ...?» and «What do you mean ...?»
- Attracting natural links and social signals
- Improvement of behavioral factors

We actively use all this in our academy, and every year we get 3-4 times more organic traffic.



Take the time to understand what content your audience needs and set up production and distribution.

3. Keyword research. Collecting and analyzing keywords is a complex, painstaking process, but you can find pearls in the sand when you do it right. Regularly search for new keywords and reconsider your attitude towards old ones. When a job search site came to us for promotion, its SEO strategy was based on copying two main competitors. We decided to change their promoted keywords, increasing the conversion rate in applicant registrations by 33%.

4. Link-building strategy. Links can be built up by several people or departments, but they must have a joint approach; otherwise, the likelihood of being penalized by search engines is exceptionally high.

A link strategy should answer the questions:

- Where to get links from?
- What parameters are you using?
- What frequency are you using?
- What will the anchor text be?

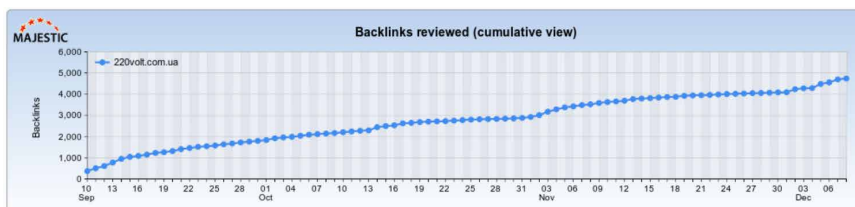
5. Usability audit, PR, and SMM strategies are not entirely responsible for great SEO, but at the same time, they do play a role in helping your site reach a higher position.

Let's take a look at how these things work in detail using the example of our client's online store, which specializes in selling low-voltage equipment such as stabilizers and generators.

This project began with a comprehensive SEO audit, and the following tasks were carried out :

- Filters pages were blocked
- Search pages were changed
- We fixed problems with duplicates
- The URL structure was changed
- The list of keywords was expanded.
- New landing pages were created.
- Automatic and manual optimization of meta tags was implemented

Further work was done to improve the content. We formed a content plan based on the search demand analysis we did, and from that information, we added the necessary titles and categories. Particular emphasis was placed on video marketing. The videos we posted on YouTube were placed on all the site's pages. The videos were designed to do two things: encourage product reviews and give the visitors answers to popular questions, which were formulated based on the search demand on Google and YouTube. The video content that we created played the most crucial role in our campaign. It formed the basis of communication on our social networks and in our newsletters. The video content also helped increase users' time on the site pages and, most importantly, increased conversion.



A link strategy was formed based on thematic sites, forums, and external content marketing.

These were the results:

- Traffic grew from 0 to 50 thousand a month
- The number of calls from organic searches grew by three times year to year
- Due to the content strategy, the conversion rate doubled

Still don't believe you need effective SEO? Look at your competitors' traffic data by using SimilarWeb, and your opinion will change.

7.5 SEO Checklist

1. Conduct a competitive analysis using Similarweb and Serpstat.
2. Create traffic goals for the year
3. Check the site for search engine penalties and install Google Search Console. Look for notifications in the «Violation» tabs. If you run into any problems, turn to an SEO agency for help.
4. Check the site for accessibility and speed problems

- Make sure that there are no Search Console errors
- Make sure the main pages loading speeds are at least 3 seconds (by using Pingdom Tools or any other tools with the same capabilities)
- Check for «mobility» via [g.co/mobile-friendly](https://www.google.com/mobile-friendly)

5. Form the structure of your site

6. Collect your keywords and place them in the appropriate pages and sections. Choose keywords based on:

- The results of your brainstorming session
- Actual data from Google Analytics and Google Search Console
- Estimated data from Google Ads Keyword Planner
- Data from the keywords of competitors from SEMRush, Serpstat, Similarweb, and other tools
- Google Trends to understand the seasonality of certain keywords

7. Optimize content on pages based on the selected keywords:

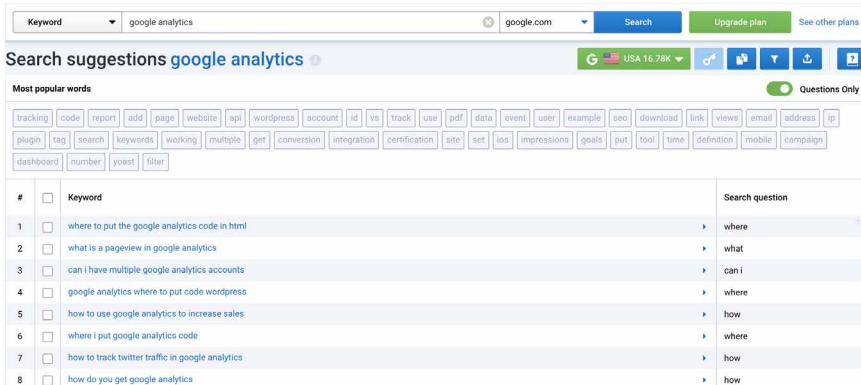
- Text on the page
- Meta Title
- Meta description
- URL

For larger projects, work with programmers to build an automatic filling system for meta tags that follow the prepared templates.

8. Analyze the duplicated content and form a plan to rewrite and replace it.

- Find plagiarism using Copyscape
- Work with an SEO specialist to eliminate internal duplicates
- Write DMCA complaints about people who stole your content
- Make a plan for rewriting content

9. Utilize Serpstat by developing a content plan, using search words and hints from search questions.



10. Do a link analysis of your competitors using Ahrefs and Majestic. Necessary information is as follows:

- Number of external links
- Number of referring domains
- Anchor distribution
- Growth dynamics.

11. Form a plan for building links based on the data of your competitive analysis. Your plan should include:

- Strategy for external content marketing
- Link building
- Work with reference exchanges (optional)

12. Analyze monthly indicators for:

- An improved position on primary keyword searches;
- An increase in reference mass;
- An increase in organic Google traffic
- An increase in Conversions and orders from organic traffic

WebPromoExperts Link analysis

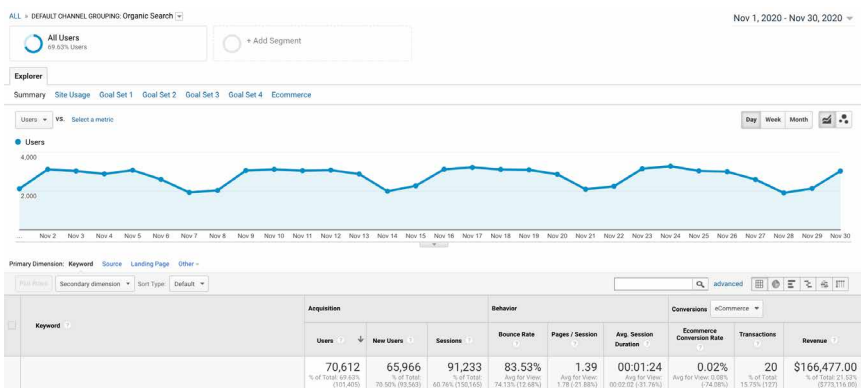
Do an analysis to understand the position dynamics for the primary keyword searches.

Analysis of link growth trends

The number of links/domains as of December 1, 2019 - 23104/673

Number of links/domains as of January 1, 2020 - 23720/694

Organic traffic by Google. Conversions and orders from organic traffic



List of useful SEO tools

Services from Google

Google Search Console <https://search.google.com/search-console/>

Google Alerts (monitoring of new mentions)

Google Trends (analysis of keywords by season) <http://www.google.com/trends/>

Complaints about spam in Google SERP <http://support.google.com/bin/static.py?hl=ru&ts=1114905&page=ts.cs>

DMCA Report (Content Theft Complaint) <https://www.google.com/webmasters/tools/dmca-notice?pli=1&&rd=1>

Website responsiveness test <https://testmysite.thinkwithgoogle.com/>

Analytics and competitive analysis services

Similarweb <https://www.similarweb.com/>

SEMRush <http://semrush.com/>

Serpstat <http://serpstat.com/>

Technical Analysis Services

Analysis of website loading speed <https://tools.pingdom.com/>

Service for regular monitoring of the site availability status <https://uptimerobot.com/>

Link analysis services

Ahrefs (leader in link analysis) <https://ahrefs.com/>

Majestic (the second-largest link analysis service) <http://majestic.com/>