SEO

1. B ulding a Website

- Website Basics
  - Domain, Hosting
    - Local Host
      - Webserver: XAMPP, WAMPP, AppServer
  - Website
    - WebPages
      - Home Page
        - Slogan, logo
        - About your business
          - Who you are
          - Who you serve
        - Call to Action, Chat.
      - About
        - Who you are
        - How you are different from competition
        - History
      - Contact
        - Phisical address, emal, phone
        - Social profile
        - Contact form
      - Products, Blog
    - Webpage
      - Layout
        - Header
        - Footer
        - Menu
      - Content
        - Small, Large
        - Left-right-top-bottom
- Build a WordPress Website
  - From 0% ->100%
  - Framework (50%)
  - CMS (Content Management System)
    - **WordPress**
      - Wordpress.com
      - Wordpress.org
    - Joomla
    - Magento
    - Dupral.

2. SEO Fundamentals

- What is SEO? — Search Engine Optimization
  - Improving a site's rankings in the organic (non-paid) section of the Search Engine Results Pages (SERPs)
  - The main benefit of ranking for a specific keyword is that you can get "free" traffic to your site, month after month.
- How search engines work
  - When you search for something in Google, an algorithm works in real-time to bring you what that search engine considers the "best" result.
  - How does Google determine the "best" result?
    - **Relevancy**
    - **Authority** — Determine if the content is accurate and trustworthy
      - Depend on number of other pages that link to that page (backlinks)
      - In general, the more links a page has, the higher it will rank
    - **Usefulness**
      - Content can be relevant and authoritative. But if it's not useful, Google won't want to position that content at the top of the search results.
        - "Detox"
          - Is written by someone relatively new to the Detox
            - Not many backlinks
            - Content is organized into distinct sections. And it's written in a way that anyone can understand
          - Is written by the world's foremost expert on Detox
            - Much quality content
            - Many backlinks
            - Content is completely unorganized. And it's full of jargon that most people don't understand
      - Google measures usefulness largely based on "User Experience Signals".
- How SEO work
  - Optimize Website for the Search Engine: Google, Yandex, Bing, Baidu...
  - Make sure that a search engine sees Website as the best result for a person's search
    - "Best" result is based on an algorithm: authority, relevancy to that query, loading speed, and more
      - Google has over 200 ranking factors in their algorithm
- Organic vs. Paid Results
  - SERPs
    - Organic (Natural) Search Results
      - Based on Merit of SEO
      - No way to pay Google in order to rank higher
      - Search engines rank the organic search results based on hundreds of different ranking factors
        - The most relative, trustworthy, and authoritative websites or web pages on the subject.
    - Paid Results
      - On the top of SERPs
      - Pay Per Click Advertising
- Why Is SEO Important?
  - **All Niches Overall**
    - Traffic Sources, Unweighted Avg
    - 1.24% Email
    - 5.64% Direct
    - 9.47% Referral
    - 27.87% Social
    - 55.68% Search
    - **Search is a BIG source of traffic**
  - Keyword Tools
    - keywordtool.io
    - Semrush Keyword Magic Tool
- Customer & Keyword Research
  - Customer Research
    - Customer Persona
      - Make My Persona
  - Finding Keywords
    - Product Keywords
      - Keywords people use to find what you sell
        - Gậy Honma, gậy Driver, bóng golf Titleist
    - Informational Keywords
      - Kỹ thuật đánh golf trên cát, cách đánh driver xa
    - Optimize website around both types of keywords
      - Use Google Autocomplete
      - Use Answer The Public
      - Use Keyword Research Tool
        - Google's Keyword Planner
        - SEMRush
        - KeywordTool.io
        - Moz Keyword Explorer
      - Focus on long-tail keywords
        - 3+words
- SEO-Friendly Content
  - SEO <-> Content
    Content is King
    The Better Content – The Higher Rank
    - Create Content for Product and Service Pages
    - Create High-Quality Blog Content
      - Businesses that publish content on a regular basis get 350% more traffic (HubSpot)
      - Users produce about **1bn million new posts** and 77 **million new comments** each month.
      - WordPress reveal that 70 million blog posts come out every month
      - High-Quality Content
        - Use Complete Lists
        - Content With Data
        - Complete Guides
        - Visual Content — Chart, Images, Flowcharts, Video, Infographics

3. Keyword Research

- Keyword Research Basics
  - Keywords are the foundation of SEO
  - Keyword research is finding search queries used by customers on search engines to find products, services, and information.
  - If you publish a page on a topic that no one is searching for, that article won't receive any traffic from Google
- How to find keyword ideas
  - It's a simple process, but need two things to do it well
    - Good knowledge of your industry
    - An understanding of how keyword research tools work
  - Brainstorm "seed" keywords
    - Seed keywords are the starting point of keyword research process
    - Every keyword research tool asks for a seed keyword
    - Coffee — Latte, Cappuccino, French Press, Arabica, Robusta, Dark Roast....
  - See what keywords competitors rank for — Use Semrush to analize competitors
  - Use keyword research tools
- How to analyze keywords
  - 3 keyword metrics
    - Search Volume
      - Average number of times a keyword gets searched per month
      - It's the number of searches, not the number of people who searched
      - It's an annual average — Keyword searched 120K times in December and 0 in other months, reported monthly volume is 10K (120K/12).
      - It's country-specific
    - Keyword Difficulty (KD)
      - Filtering out super high-volume keywords
      - Filtering specifically for lower-volume keywords — Focus on long-tail keywords
      - Ahrefs' Keyword Difficulty Scale
        - 0-10 Easy
        - 11-30 Medium
        - 31-70 Hard
        - 71-100 Very Hard
    - Cost Per Click (CPC)
- Search Intent
  - *The reason why a user types a particular query into a search engine*
  - Why Is Search Intent Important in SEO?
    - The goal of search engines is to provide relevant results for users. So understanding search intent can impact your ability to rank in search results
    - Understanding of search intent can help
      - Have a more effective content strategy
      - Create relevant content
      - Rank higher in search results
  - The Four Types of Search Intent
    - Navigational Search Intent — Navigational intent means that the user wants to find a specific page:
      - NEU Sdsb
      - Gmail login
      - Google KeyWord Planner
    - Informational Search Intent — The user wants to learn something. These searches are often phrased as questions and use words like who, what, where, why, and how.
      - Search Intent là gì
      - Cách đi backlinks
      - Cách lập công tắc 2 chiều
      - Thủ tiết Hà Nội
      - Khoảng cách từ HN đến Quảng Ninh
    - Commercial Search Intent — Includes keywords the audience uses when they're doing their research before a purchase
      - The commercial intent lies somewhere between informational and transactional intent
      - Apple Watch Ultra Review
      - Chọn máy rửa bát
      - Nồi thắt gỏ xuất khẩu
    - Transactional Search Intent — Transactional search intent means users want to do something specific, often an action you might want them to do as a business owner
      - Gia iPhone 14
      - Xampp Download
  - How to Determine Search Intent
    - Awareness: User searches for informational keywords like "how to do keyword research".
    - Consideration: User searches for commercial keywords like "best keyword research tools".
    - Conversion: User searches for transactional or navigational keywords like "Semrush plans".
- Keyword research tools
  - Google Search Console – It shows all of the search queries that your website is currently ranking for and getting clicks from.
  - Ahref Keyword Generator – Free tool for generating keyword ideas.
  - Semrush Keyword Research – Millions of keyword ideas for one seed keyword. Volume, CPC, SERP Features & other metrics

4. Technical SEO

- Processes of Technical SEO
  - If SE can't access, read, understand, index pages, they won't rank or even be found — Why Technical SEO important? — Optimize website to help search engines (SE) find, understand, and index pages
  - Search engine visibility
  - Verify Site With The Google Search Console
  - Use an SEO-Friendly URL Structure
    - URL structure is consistent
      - With Category: website.com/coffee/french-press
      - Without Category: website.com/page-name
    - Use keywords in URLs
    - Avoid junk. Shorter URLs are better
  - Setup HTTPS
    - Warning when visiting a site that's not secure.
    - HTTP & HTTPs
    - **Practice adding SSL/TSL to the current domain**
    - Edit the WordPress files manually
      - In General Settings, update WordPress and site URL addresses to HTTPS rather than HTTP
      - Set up your redirects in your .htaccess file.
        - RewriteEngine On
        - RewriteCond %{HTTPS} off
        - RewriteRule ^(.*)$ https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301]
      - Redirect to the same URL
    - (Moscow) 98.5% of first page results are secured with HTTPS encryption
  - Mobile Optimization
    - Google will penalize websites that load slowly on phones
      - https://www.cnet.com/tech/mobile/google-search-penalizes-websites-slow-on-phones/
    - Using page speed in mobile search ranking
      - https://developers.google.com/search/blog/2018/01/using-page-speed-in-mobile-search
    - Site Speed Is Even More Important for Mobile
    - Research by Kissmetrics also reveals that 40% of people abandon a site completely if it takes more than three seconds to load.
  - User Experiences
    - Speed – The first impression is the last impression. High speed ensures an impressive user experience
  - Why Is Site Speed Important?
    - SEO
      - Page speed is a direct ranking factor
      - Page speed is a critical factor in SEO. A faster-loading page has a higher rank in SERPs
    - Conversion rates
      - Speed affects conversions rate, bounce rate
      - SEO factors
    - Ad Performance — Slow loading times can impact the performance of ads on your website. Ads may not load correctly or may take longer to load, leading to a decrease in revenue from ad clicks
    - Brand Reputation — Slow website speed can harm your brand reputation. Users may perceive a slow website as unprofessional or unreliable, which can damage the perception of your brand.
    - Competitor Advantage — If your website is slow, users may turn to your competitors who have faster loading times. A fast website can give you a competitive advantage over others in your industry
  - Measure and Optimize For PageSpeed
    - Site Speed Diagnosis
      - Pingdom
      - GTmetrix
      - Google PageSpeed Insight
      - WebPageTest
      - YSlow
      - Lighthouse
    - Core Web Vitals
      - Main web metrics
        - Largest Contentful Paint (LCP) — Largest Contentful Paint is the metric that allows you to measure the loading time of the largest visual element of a site
        - First Input Delay (FID) — First Input Delay measures the time from the user interacting for the first time until the site is able to process a response to that interaction, which happens in milliseconds.
        - Cumulative Layout Shift (CLS) — These unexpected changes occur when an element on the page moves while the user interacts with it
      - Page Experience
    - Speed Up WordPress Site
      - Clean up Media Library
        - Delete unattached files
          - Add Media -> Media Library -> Unattached
          - Media Cleaner
      - Clean up DB
        - Delete Revisions, Drafts
          - phpMyAdmin
          - Sweep
      - Minify CSS, HTML, and JavaScript
        - WP Minify Fix
        - Autoptimize
      - Optimize Images
        - WebP
      - Use CDN, Cache
        - CDN
          - Content Delivery Network
          - https://www.cloudflare.com/learning/cdn/what-is-a-cdn/
        - Cache
          - Cache vs Cookies
        - LiteSpeed Cache
        - Caching Plugin: WP Rocket, W3 Total Cache, WP Super Cache
      - Lazy Load
        - Smush
  - Site Architecture and Internal Linking
    - The way to organize content
    - Create an organized structure using Categories
    - Point internal links to high-priority pages
      - Don't use: Click here, More, More Details...
  - Optimize For Mobile
    - Mobile optimization has gone from "nice to have" to "an absolute must"
    - **Google's algorithm is now mobile-first**
      - Mobile version is the "main" version Google sees
    - **Google Mobile Friendly Test**
  - Track Results in Google Analytics
  - robot.txt
    - Why the robots.txt File Important?
    - View robots.txt file: domain.com/robots.txt
  - Build and Submit a Sitemap
    - What is a Sitemap?
      - A sitemap provides information about the structure of the website
      - Sitemap is used to help crawlers and users navigate the website
    - Different Kinds of Sitemaps
      - XML Sitemaps
        - XML sitemaps are written for search engine bots, not users.
      - HTML Sitemaps
        - HTML Sitemaps are similar to XML files in that they detail the pages and links
        - Search engine bots can crawl your HTML sitemaps, and using them sends strong user experience signals to Google
        - Being an HTML file, a user can open this kind of sitemap in their browser
    - Build Sitemaps
      - XML Sitemap: Yoast SEO
      - HTML Sitemap: XML Sitemap plug-in
    - Submit Sitemap to Google Search Console
  - Canonical Tags
    - What is a canonical tag?
      - A canonical tag (rel="canonical") is a snippet of HTML code that defines the main version for duplicate, near-duplicate and similar pages.
      - Use canonical tags to specify the main version of similar content under different URLs for indexing
    - What does a canonical tag look like?
      - <link rel="canonical" href="https://example.com/sample-page/" />
    - Why are canonical tags important for SEO?
      - Which version of a page to index (they'll only index one!)
      - Which version of a page to rank for relevant queries.
      - Google doesn't like duplicate content. It makes it harder for them to choose.
      - Too much duplicate content can also affect your "crawl budget."
    - The basics of canonical tag implementation
      - Use absolute URLs
      - Use lowercase URLs
      - Use the correct domain version (HTTPS vs. HTTP)
      - Use self-referential canonical tags — Most modern popular CMS' add self-referencing URLs automatically
      - Use one canonical tag per page
    - How to implement canonicals
      - Yoast SEO Plugin
  - Optimize On-Page SEO
    - Optimize Images
      - Unlike a text-based article, search engines have a hard time understanding what's inside of an image.
      - So they rely on image's filename, alt text and title to figure out what an image actually is
        - Filename: may-tinh-xach-tay-dell.jpg
        - Use an alt text that describes image
          - Okay - Better - Best Alt Text
            - <img src="mabook-pro-m1-13-ich.png" alt="">
            - <img src="mabook-pro-m1-13-ich.png" alt="" macbook mac book 13 inch spacegray space gray sale cheap price">
            - <img src="mabook-pro-m1-13-inch.png" alt="" macbook">
            - <img src="mabook-pro-m1-13-inch.png" alt="" macbook pro 14 inch">
            - <img src="mabook-pro-m1-13-ich.png" alt="" Macbook Pro 14 Inch Space Gray on wooden Table">
            - macbook-pro-14-m2-max.webp
            - Okay alt text: <img src="bird.png" alt="" Rooster">
            - Better alt text: <img src="bird.png" alt="" Rooster crowing">
            - Best alt text: <img src="bird.png" alt="Red-crested rooster crowing">
            - red-rooster-crowing.wepp
          - How do I write good alt text?
            - Describe the image as specifically as possible
            - Keep it (relatively) short (<=125 characters) — It was previously advised that popular screen readers cut alt text off after around 125 characters
            - Include keywords
            - Avoid keyword stuffing
            - Don't use images as text
            - Don't include "image of," "picture of," etc. in your alt text
            - Add alt to image button: search, add new product, apply...
        - Image title: Not so important. Normally, the title is set equal to the alt-text
    - User Experience
      - A webpage that's optimized PERFECTLY for SEO.
      - But if it looks like this?
      - The site is hard to use, people aren't going to share it. Without backlinks: SEO = Zero
      - User Experience is subjective (it's hard for Google to measure). It indirectly impact SEO.
    - Content Quality
    - Yoast SEO Plugin
  - Use Keywords In Content
    - Include keyword on the page a few times
      - Google will be confident that the page is really about that topic.
      - Don't use keyword 100x on every page. That's a black hat SEO strategy called "keyword stuffing", which can get the site penalized
    - Use Synonyms and Semantically-related
      - Why are Related Words and Phrases On a Page Important?
        - In the early days of SEO, Google and other search engines would figure out a page's topic based 100% on the keywords they found on the page.
        - If Google saw the keyword "Content Marketing" over and over again, they'd say: "This page is obviously about content marketing".
        - That's why keyword density was so important back in the day
          - Now Google is MUCH smarter: They use "words frequently occurring together" to understand an article's main topic
            - Google aims to determine a page's topic and relies on semantically-related terms to understand content deeply.
              - Example: a blog post about cold brew coffee
                - Google will still scan the page to check if the term "cold brew coffee" is used in the title tag, content, image alt text, etc.
                - But they'll also scan for related keywords (like "filter", "temperature", "grind", "cold water", and "ice").
                - They see these related keywords in the content, they'll say: "We're confident that this page is about the topic of cold brew coffee."
                - Google Autocomplete is one of the fastest and easiest ways to uncover related terms.
    - Optimize Meta Description For Clicks
      - Google does not use the keywords meta tag in web ranking
      - Why do we need a meta description?
        - People use the description to figure out whether or not to click on the result
        - **Use main keyword in the description, Google will BOLD it in SERPs**
    - Title tag summarizes what the page is about
      - Title tag tells Google that the page is about that keyword
    - Use Keyword In Title Tag
      - In on-page optimization, your title tag is the most important part
      - Google scans page for specific words and phrases
        - On-page SEO is making sure Google can find the web pages so they can show them in the search results.
        - "This page must be about this keyword"

5. On-Page SEO

6. Off-Page SEO

- The goal of link building (SEO Off-Page) is to get other websites to mention (and link to) the website
  - **Links are strongly correlated with first page Google rankings. They are a SUPER IMPORTANT factor**
- On-Page SEO vs. Off-Page SEO vs. Technical SEO
- Off-Page SEO Techniques
  - Link Building
    - Link Authority
      - Two main ways of measuring authority
        - Domain Authority
          - Domain Authority Checker
          - Domain Authority (DA) is calculated by evaluating multiple factors, including linking root domains and total number of links, into a single DA score
        - Page Authority
          - Page Authority is based on data from our web index and takes into account dozens of factors
          - Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains
      - Links from trusted, authority sites will pass more PageRank to your site than a link from a small, low-authority website
    - Focus On Links From Relevant Websites
      - Sites related pass more SEO value than links from sites in other industries
      - Links from relevant sites show Google that links are legit
  - Content Marketing
    - PR
    - Social Media
    - Influencer Marketing
    - Guest Posting
    - Podcasts
    - Content Syndication
    - Forums
  - Local SEO
  - Reviews
  - Events

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