

# SEO → Search Engine Optimization part I

## SEO vs SEM

SEO = driving organic traffic from search engines

SEM = driving organic & paid traffic from search engines.

## SEO vs PPC

# ~~SEO vs PPC~~ Pay Per Click (PPC) a type of digital marketing where advertisers are charged whenever one of their ads gets clicked on.

\* Imagine SEM is a coin, one side is SEO & other side is PPC.

## PPC example:

① advertisers bid on specific keywords or phrases that they want their ads to appear for in the search engine results.

why SEO important?

- ① Organic search delivers 53% of all website traffic.
- ② Organic Search: Search results for which no one paid anything.  
Search is often the primary source of traffic for websites, which makes it essential to be "search engine friendly" on any platform where people can search for your brand or business.
- ③ SERP (Search engine result pages) are super competitive - filled with search features & PPC ads.
- ④ Unlike other marketing channels, good SEO work is sustainable. When a paid campaign ends, so does the traffic.

## Types of SEO:

- ① Technical SEO: Optimizing the technical aspects of a website
- ② On-site      ③ off-site
- \* Imagine SEO as sports team, you need both defense & offense to win & you need fans (an audience).
  - Technical optimization (Defense)
  - Content optimization (Offense)
  - off-site optimization (audience)

## TO

- \* Search engine stress the importance of pages that, load quickly & provide a good user experience.
- ① load quickly & provide a good user experience.
- ② HTTPS      ③ web hosting services, CMS (content management system)
- ④ CMS (content management system)
- ⑤ Site securely.

## Content Optimization

In SEO, your content needs to be optimized for two primary audiences: people & search engines. What this means is that you optimize the content your audience will see (what's actually on the page) as well as what search engines will see (the code).

- ① When optimizing content for people,
  - ① unique or original
  - ② includes multimedia
  - ③ is well-written & free of grammatical & spelling errors.
  - ④ is up-to-date, containing accurate information.
  - ⑤ includes key words people would use to find the content.

- ✳ For search engines, some key content elements to optimize for are:
- ① Title tags
  - ② Image alt text
  - ③ Header tags (H1 - H6)

Off site Optimization:  
There are several activities that can help contribute indirectly to

SEO success.

- ✳ Link quality beats link quantity
- ✳ the process of acquiring links to a website is the activity most associated with off-site SEO.  
~~These~~ There can be great benefits from getting a diverse number of links pointing at your website from relevant, authoritative, trusted websites.

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- Website promotion methods,
- ① Content Marketing: creating videos, ebooks, research studies, podcasts.
  - ② Social media Marketing & optimization:  
share relevant content
  - ③ Listing Management: claiming, verifying & optimizing the information on any platforms where information about your company or website may be listed & found by searchers (directories, review sites, wikis)
  - ④ Ratings & reviews: getting them, monitoring them & responding to them.

SEO specialities: subgenres of SEO

① Ecommerce SEO: optimizing category pages, product pages, product images, product reviews

② Enterprise SEO: Typically this means dealing with a website with 1 million + pages.

③ International SEO: global SEO for international businesses - doing SEO for multiregional or multilingual websites.

④ Local SEO: goal is to optimize websites for visibility in local organic search engine results.

⑤ News SEO: With news, speed is of utmost importance - specifically making sure you get into Google's index as quickly as possible.

# How does SEO work?

- ① Understanding how search engines work:
  - ⓐ Crawling: Search engines use crawlers to discover pages on the web following links & using sitemaps: is a file where you provide information about pages, videos, & other files on your site & the relationship betw them. Search engines like google read this file to crawl your site more efficiently.
  - ⓑ Parsing: Search engines generate how the page will look using HTML, Javascript & CSS
  - ⓒ Indexing: Search engines analyze the content & metadata of the pages it has discovered & add them to a database (though

there's no guarantee every page on your website will be indexed

④ Ranking: Complex algorithms look at a variety of signals (features) to determine whether a page is relevant & of high-enough quality to show when searchers enter a query.

⑤ Optimizing Google is different from optimizing for search other platforms

Example:		
Facebook	Signal	likes, comments & who people are connected.
Twitter	Signal	Author's credibility

## ② Researching:

- Ⓐ Audience Research: who are they?  
(their demographics) what questions do they have that you can answer?
- Ⓑ Keyword: process helps you identify & incorporate relevant & valuable search terms people use into your pages.
- Ⓒ Competitor: What are your competitors doing? what types of content are they publishing?

## ③ Planning: setting goals & objective

## ④ Creating & Implementing:

- Ⓐ Advising your content team on what content needs to be created.
- Ⓑ Include updating & improving the content, adding internal links,

incorporating keywords/topics.

④ Removing old, outdated or low-quality content.

⑤ Monitoring & maintaining:  
You need to know if traffic drops to a critical page, pages become slow, unresponsive or fall out of the index, your entire website goes offline, links break, on any other number of potential catastrophic issues.

⑥ Analyzing, assessing & reporting  
on performance:

⑦ Website Analytics: Set up & use tools (at minimum, free tools such as Google analytics, Google Search Console & Bing Webmaster Tools) to

collect performance data.

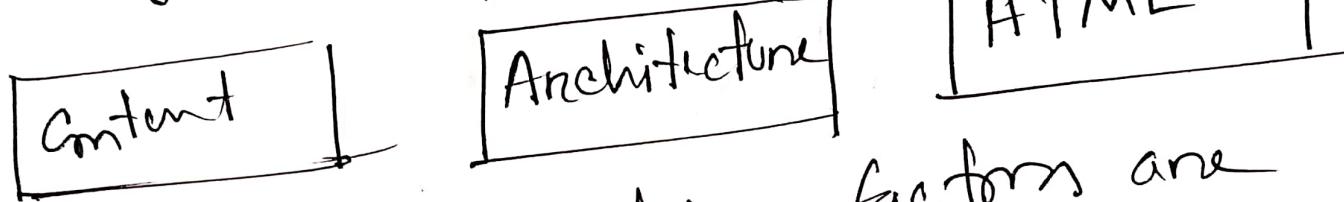
After you've collected the data, you'll need to report on progress. You can create reports using software or manually.

④ SEO never ends, because search engines, user behaviors & your competitors are always changing.

VII Types of Search Engine Success Factors  
SEO factors work in combination  
SEO factors do not exist in a vacuum. Well-optimized HTML titles won't compensate for thin content. Blazing fast site speed won't help if search engines can't easily crawl your pages. Simply put, having several positive factors can increase your odds of success, but negative

factors can worsen those odds.

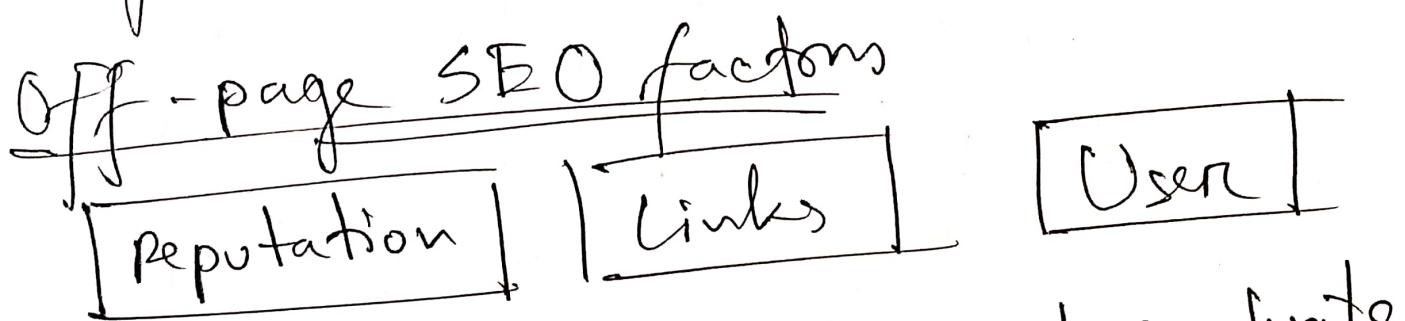
## On-page SEO factors



On-page search ranking factors are almost entirely within the publisher's control, this is also where its critical to balance serving the needs of your audience with making your pages search engine friendly.

- ① The title of the page or article, depth of research, keywords used should all be used with your specific audience's needs in mind.
- ② HTML headings, anchor text & more should provide clues for both search engines & your audience about the relevance of your content.

③ Your site architecture should help search engine crawlers navigate your site & help users find what they are looking for.



Search engines don't just evaluate what's on the page & visible to users, ~~so~~ SE evaluate reputation, the quality of sites backlinks, the user's geographic location.

\*\*\* Content & Search Engine Success Factor

Content should be your first priority when thinking about SEO. Quality content is how you engage, inform, support & delight your audiences.

## Qu : Quality

Google's Search Quality Evaluation Guidelines break down the characteristics of high quality content by type:

- ① Informational content should be accurate, comprehensive, original & professionally presented
- ② Artistic content should be original, unique & convey a high degree of skill.
- ③ News content should be in-depth, well-cited, accurate & contain original reporting

## Rs : Research

RS → KW

An ≡ element ~~is~~ present in my site  
~~to~~ explicitly answer users.

FR ≡ Freshness, means we need to continuously update our site.

Cr: Crawl



- ① Keeping clean, up-to-date HTML & XML site maps can also make it easier for search engines to crawl your site.
- ② ~~URL errors~~ → Search engine software, GoogleBot & BingBot use web crawling to use web crawling & BingBot to read your site's pages & compile copies of them within a searchable index.  
When searchers enter a query, the search engine scans its index to filter & rank the relevant pages. If your site isn't crawlable, it's not going to get included in the index & therefore won't be visible in the search results.

## Ecommerce SEO part 2

Factors that can hinder crawl,

① Improper internal linking

② URL errors

③ User access prompt: When a user tries to perform an action that requires administrative privileges, that requires administrative privileges, triggers consent prompt. The prompt notifies the user that a change is about to occur, asking for their permission to proceed, if the user approves the change, the action is performed.

Mo: Mobile: Desktop ~~versus~~ Mobile ~~versus~~ architecture different ZP, ~~versus~~ 5G (5G)

ZP

Dd: Duplicate: If left unchecked, duplicate content may make it more difficult for

search engines to figure out which page it should return for a query.

Example: Home page has information of a specific shoe since it is brand new shoe. Also, another page has images of that same shoes with description & price. Now, obviously we want to show the second page to our valuable customer who is searching for price & more information. To force Google what we do is that, ~~we redirect (using link) in the home~~ go to that second page. (~~redirecting~~)

Ps : HTTPS In 2014, Google started giving a small ranking boost to secure HTTPS / SSL sites. "Google will typically index HTTPS first over HTTP." - Patrick Stox.

## Structure: St

You can't show home page offer showing your products page.

Panity pt means your site should offer the same user experience regardless of what device a searcher or web site user is on.

Schema: Sc is a code that can be added to a website to help search engine algorithms interpret & categorize information. This additional information is then displayed in search results as rich snippets, providing searchers with more detailed & accurate information about a website.

- tools to add schema markup:  
① Schema Pro ② Google's Structure Data markup helper

ALT: ALT text for images can help those with visual disabilities & also help with image search - surfacing your site in image search results.

### Content Shift: CLS

"Have you ever been reading an article online when something suddenly changes on the page? Without warning, the text moves & you've lost your place."

how to remove CLS

- ① Add width 100vw to a wrapper element.
- ② Add overflow -x

Au: is all about... being the go-to person on site for a topic.

Ex: You get Au by being Ex on the topic.

Tn: You get Tn by being Au for years

- ④ I think I can become Ex, if my info is correct & well-written.
  - ⑤ I can have Au, if all other website use my website's link to explain something.
  - ⑥ I can have Tr, by maintaining Ex & Au for years.  
Example: Search Engine Land
  - ⑦ Links are well explained in the site.
- It/Intent: every visitor of my website should be ~~answered~~ have their question answered.

### Toxins

- C1: Cloaking  
Showing search engine crawlers something different than crawlers what you present to users is called cloaking.  
Example: Search for coffee machine, found Salwan Kamree.

Sf: stuffing: (without any particular reason)

"to use panjabi 100 times" in my panjabi website is bad

backlinks: links from one website to another. Backlinks are important to SEO because they represent a "vote of confidence" from one site to another.

backlinks.  $\Rightarrow Sc$

Display ads are different than backlinks.

Hi: hiding: Site owners who stuff keywords into their page may also try to obscure those attempts by hiding the text. Whether it's by matching the font color to the background, positioning text off screen, decreasing font size to zero or any other method of concealment.

## Iv: intrusive

making visitors jump through hoops to find what they're looking for can hurt your user experience as well as your organic visibility.

Example: All those websites who provide free elements often than torrent

Bad Content/Bc: doorway pages means creating multiple pages with slight variations in content hoping to increase their visibility on search engines. Also, heading & text field is not consistent.

Mb: trojans, phishing, malware, hacking