Session: 3

Introduction to SEO

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Objectives

- Define and describe SEO
- Explain the roles and responsibilities of SEO Consultant
- List the Google Webmaster guidelines for SEO
- Explain the basic techniques used to implement SEO
- Explain the process of submitting pages to Google
- List the causes for sites not performing well in search

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Introduction 1-2

- Search Engine Optimization (SEO) is the process through which a Web site is listed in the top ranking results of search engines.

- SEO helps in creating a strong position for the Web site by using certain techniques. It also improves the number of visits to the site.

- Good content and relevant keywords play an important role in SEO.

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Introduction 2-2

- Following tasks are included in the process of SEO:
  - Review of the site content or structure
  - Technical advice on Web site development
  - Content development
  - Management of online business development campaigns
  - Keyword research
  - SEO training
  - Expertise in specific markets and geographies

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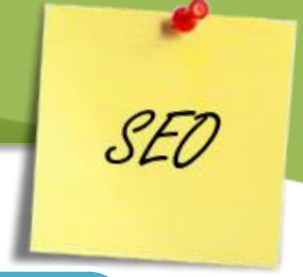
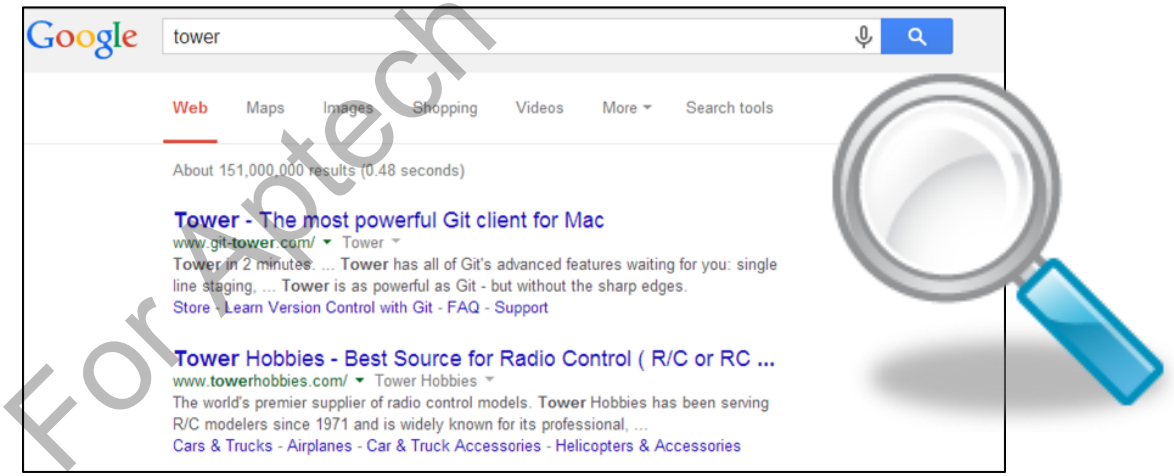
Introduction to SEO 1-4



Today, the number of Web sites across the world are more than 200 million.

On an average, over 60 billion search queries given per month on Google alone.



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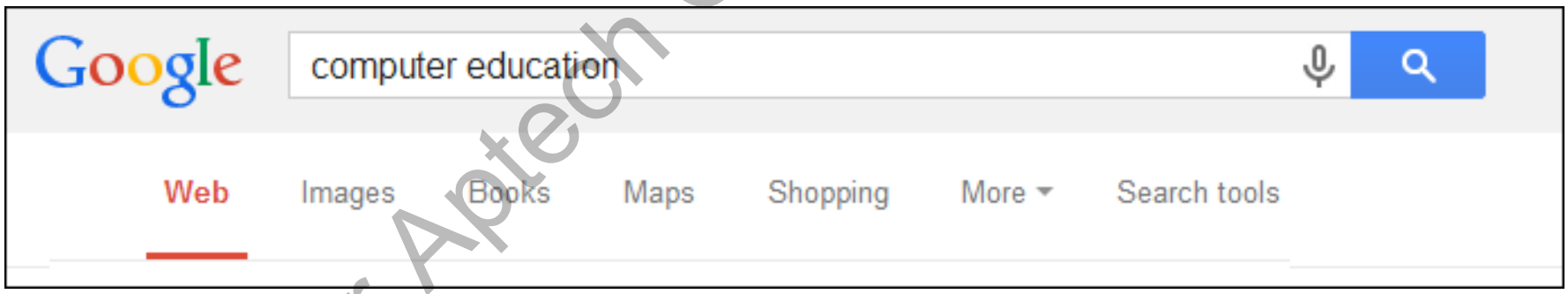
Introduction to SEO 2-4

- Consider a scenario where a user types **computer education** in the browser.



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Introduction to SEO 3-4

- The organization would like the Web page of **Aptech Computer Education** to be displayed, as one of the top search results as shown in figure.

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Introduction to SEO 4-4

- SEO:
  - A process that enhances the visibility of a Web site to the search engines query result.
  - A technique that increases the number of visitors to a Web site.
  - Besides text and content search, can also search for videos, images, and news.
  - Achieves the goal of improving the visibility of a Web site through the natural or un-paid search results (also called **organic** or algorithmic search results).

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SEO Consultant 1-2

- A person who plans and implements SEO for an organization or individual's Web sites.

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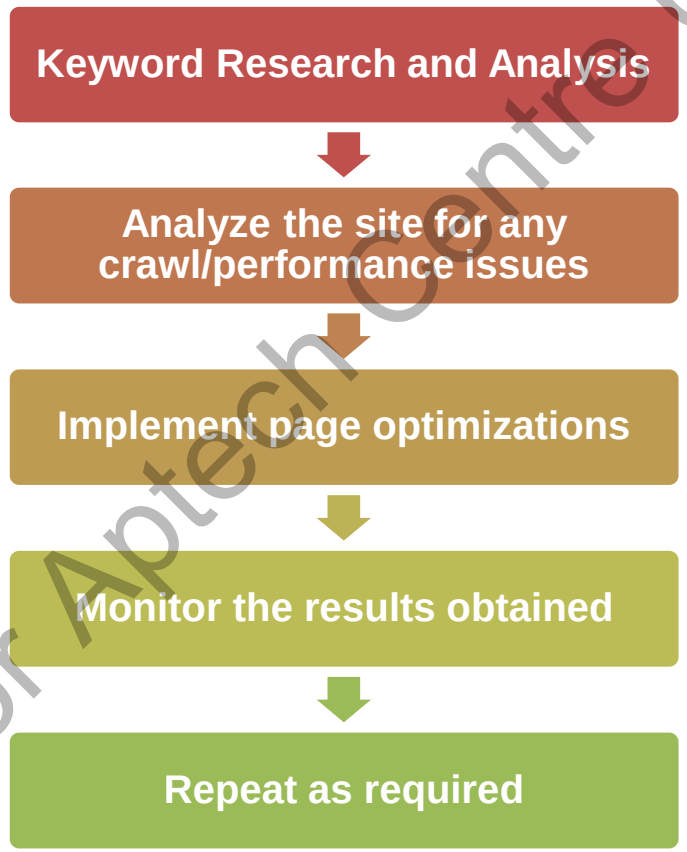
SEO Consultant 2-2

- Optimizes a Web site (which may involve editing its content, HTML, and optionally, code).
- Performs the important steps in an SEO workflow such as:



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Key Responsibilities of an SEO Consultant

- Performs page optimization wherever required.
- Includes checking the following:
  - Page titles and other parts of a Web page
  - Site navigation
  - User-friendliness
  - Search engine friendliness

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Considerations for Hiring an SEO Consultant

- Avoid SEO firms and Web consultants or agencies who send spam or unsolicited e-mail offering their services.
- Avoid SEOs who claim to guarantee a number one ranking on Google.
- Watch out for SEOs who are secretive or do not clearly explain what they aim to do.
- Watch out for SEOs who claim to guarantee rankings on the basis of special relationship with Google or priority submit to Google.

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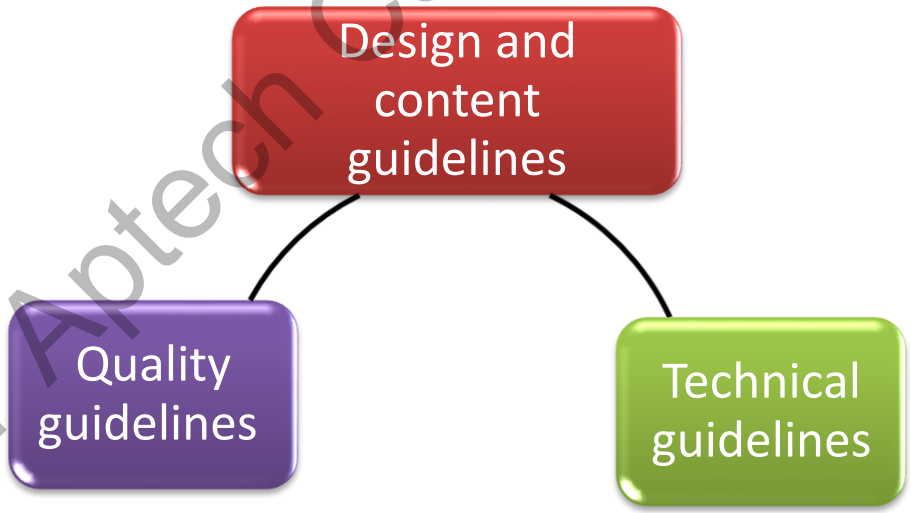
Google Webmaster Guidelines

- Google provides a set of guidelines for enhancing SEO for a Web site. These guidelines are as follows:
  - Help to index and rank the Web site on the Google search results page.
  - Help to maintain the quality and avoid spamming.
- Categories of Google Webmaster guidelines are as follows:



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Design and Content Guidelines 1-2

- Submit the following:
  - Web site to Google.
  - Sitemap to Google.
  - Web site to other search engines and related Web sites.
- Provide hyperlinks connecting all the pages on the site.
- Provide a sitemap to the users for easier navigation.
- Limit the number of links on a single Web page.
- Ensure that quality of the content inside a Web page is informative and specific in nature.

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Design and Content Guidelines 2-2

- Ensure that content includes keywords affiliated to the business or service provided by the Web site.
- Ensure that names of all the images match with their description.
- Check that all the links on the Web site are functional.
- Allow crawlers of different search engines to crawl on the Web site.
- Monitor the site performance by using tools such as Google Analytics.
- Do not use irrelevant keywords.
- Avoid information that may lead to phishing, spamming, or viruses.

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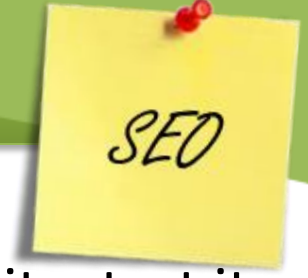
Technical Guidelines 1-2



- **Test using text browsers** - Before submitting the Web site, test it using a text browser such as Lynx.
- **Keep search bots free from session IDs and arguments:** Session IDs and arguments should not block the path of search bots.
- **Ensure support for If-Modified-Since HTTP header** – This ensures so that the Web server communicates to Google when the Web site content changed since it was last crawled.

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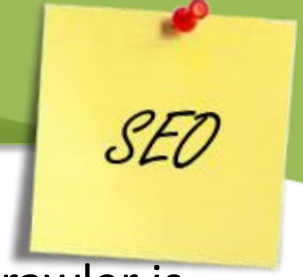
Technical Guidelines 2-2



- **Regularly update robots.txt:** This checks and ensures Googlebot crawler is not accidentally blocked.
- **Ensure that content management system pages do not block crawlers:** Make sure that the pages and links created are accessible to search engine crawlers.
- **Test Web site in multiple browsers:** It is important to test all the content and links in the Web site for accurate visibility and accessibility in different browsers.
- **Test site speed and performance:** Google provides the **Site Performance** tool which shows the speed of a Web site as experienced by users around the world.

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Quality Guidelines 1-2

- Avoid using automatically or programmatically generated content.
- Avoid participating in link schemes as it violates Google's Webmaster Guidelines.
- Do not display different content and URLs to users and search engines. This is called cloaking.
- Do not program sneaky redirects where the user is redirected to a page containing completely different information.

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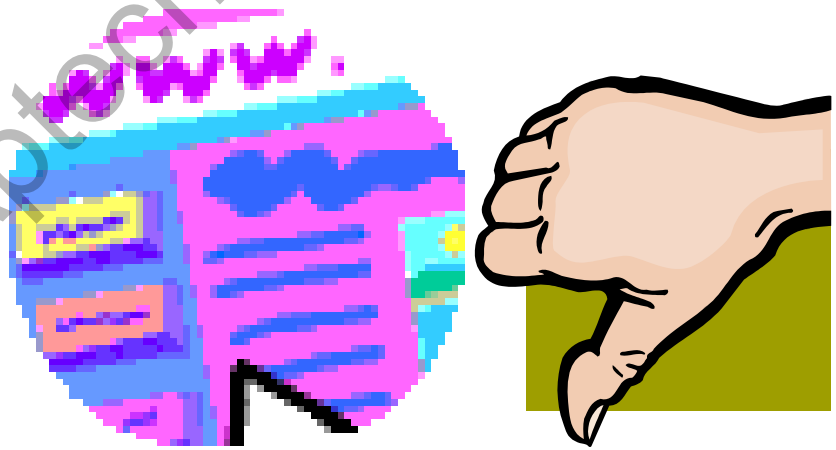
Quality Guidelines 2-2

- Avoid placing hidden text or links using techniques such as white text on white background.
- Do not include doorway pages.
- Never use scraped content which is content lifted from other popular Web sites.
- Do not create pages that promote phishing, install viruses, Trojans, or other malware.
- Do not program Web sites to send automated queries to Google.



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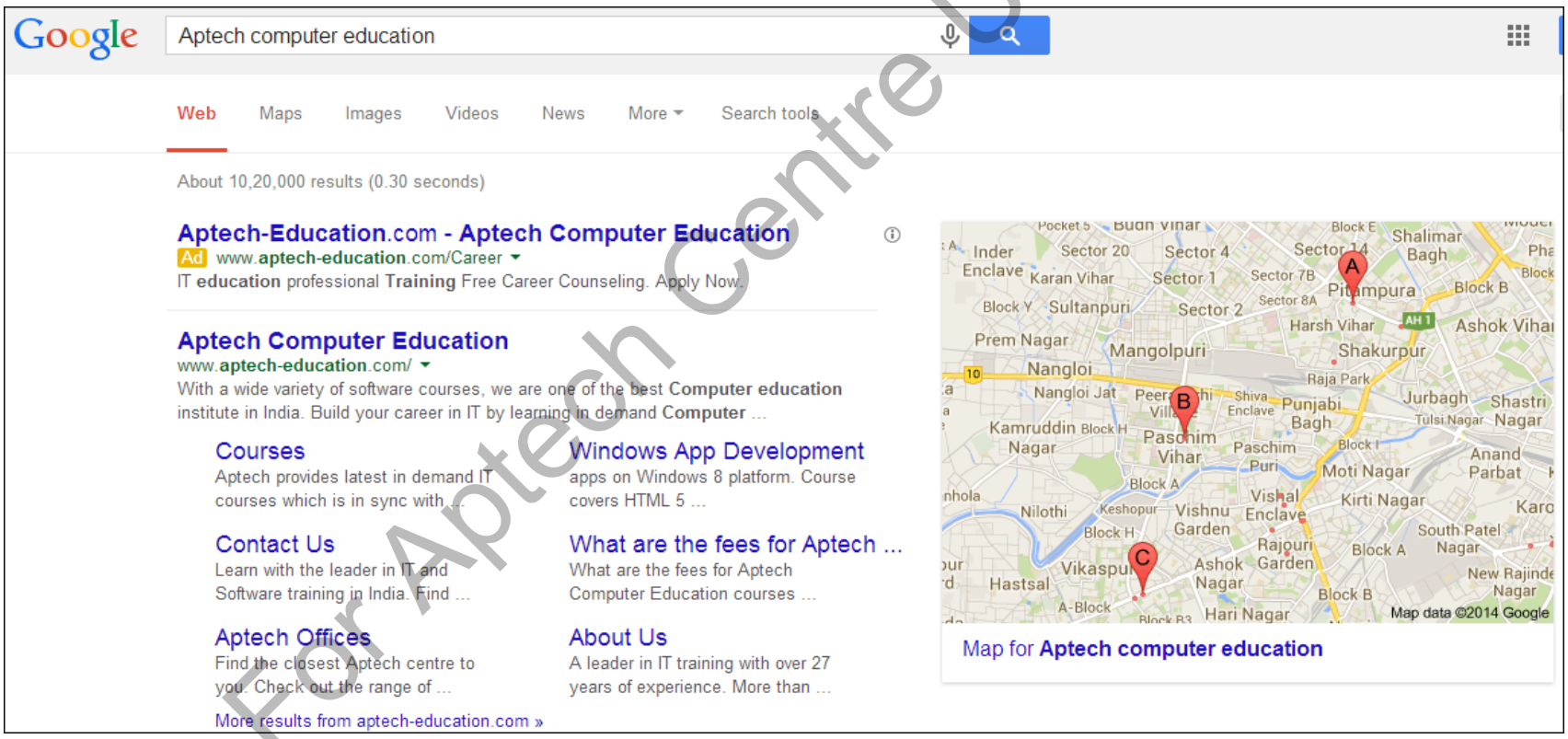
Basics of SEO 1-4

- There are various methods that help to enhance the SEO experience as shown in the following figure:



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Basics of SEO 2-4

- The methods depicted in figure are as follows:
  - **Keywords** - Keywords are popular terms that are attributed to a certain Web site. Select specific and focused keywords instead of generic keywords.
  - **Title** - The title of the page can also be used to search for a specific term or Web site. The title must be short and instructive.
  - **URL** - A user may either know only a part of the URL or may be unsure of the URL spelling.
  - **Description** - Each Web site must specify a description that would include the keywords for the Web site.
  - **Related Links** - Hyperlinks that can lead to the main Web site also help in SEO.
  - **Web site Content and Images** - The Web site content must contain the keywords that are attributed to the Web site.

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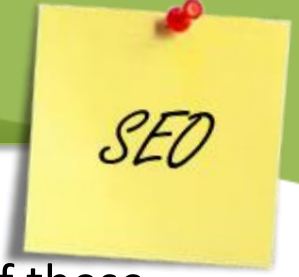
Basics of SEO 3-4



- To view the Web site of Aptech Worldwide, the user can use any of these details to search for the site:
  - **Keywords** - Aptech, Worldwide, Training, Content Development, Assessment Solutions, Education, Aviation and Hospitality, Hardware and Networking, Animation and Multimedia, and so on.
  - **Title** - Aptech Global Learning Solutions: Retail & Corporate education
  - **URL** - www.aptech-worldwide.com/
  - **Description** - IT, animation & multimedia, hardware & networking, aviation & hospitality, education, content development, assessment solutions & training for corporates.
  - **Related Links** - Contact Us, Careers with Aptech, Current vacancies, IT education, Investors, and About us.
  - **Web site Content and Images** - Aptech is an ISO 9001:2000 organization that commenced its education and training business in 1986 and has globally trained over 6.4 million students. The organization is headquartered in Mumbai, India, and has presence across 40+ countries.

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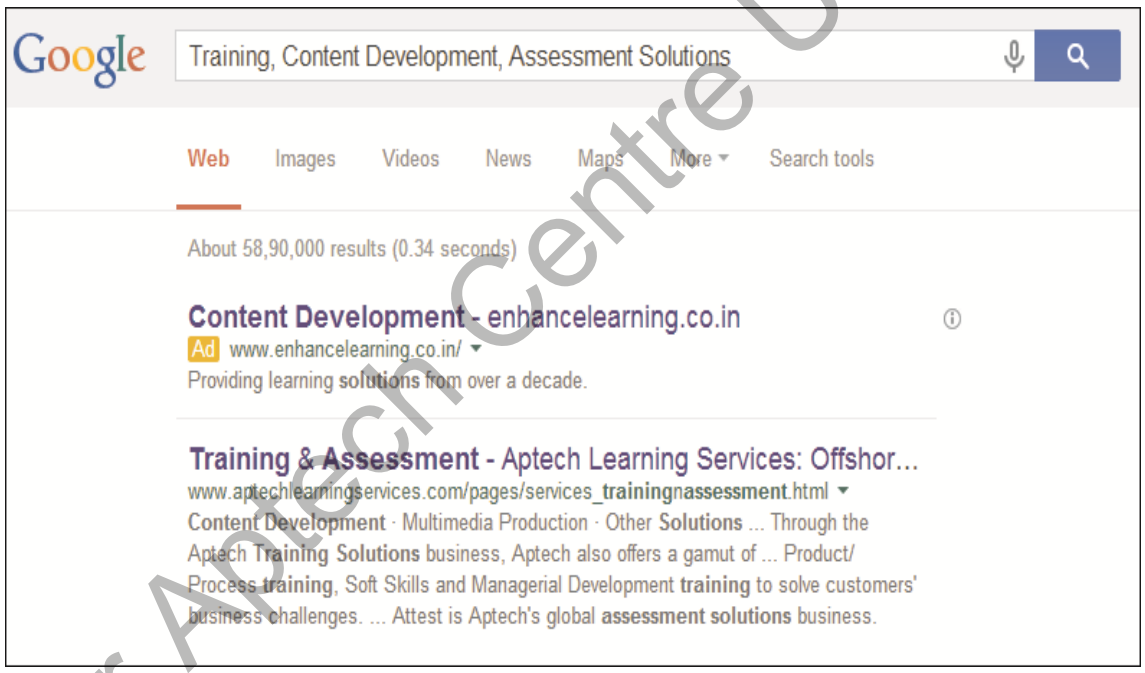
Basics of SEO 4-4

- The results displayed by searching using keywords would have Aptech Worldwide as a top ranking result as shown in the following figure:



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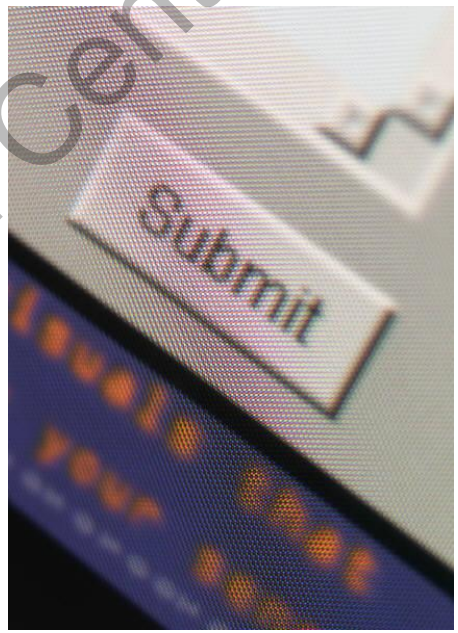
Submitting Pages to Google 1-2

- Googlebot, the Google crawler crawls through almost all the Web sites that are available on the Internet.
- User can submit the Web site for faster crawling and indexing.
- No additional cost involved to submit the site to Google.
- To confirm if a site is indexed in the Google index, type the following in the Google search box:

  site:www.sitename.com



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Submitting Pages to Google 2-2

- The steps to submit a Web site to Google are as follows:
  1. Type the link **www.google.com/addurl/** on the Web browser.
  2. Login using a Google account.
  3. Type the URL name in the **URL** box.
  4. Type the CAPTCHA.
  5. Click **Submit Request** to submit the Web site.

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Submitting Sitemaps to Google 1-3

- To submit a Sitemap to Google:

Developer

Use

To Add

Site containing the Sitemap location

Verify

URLs of sites referred in Sitemap

Submit

Google

Google Webmaster Tools

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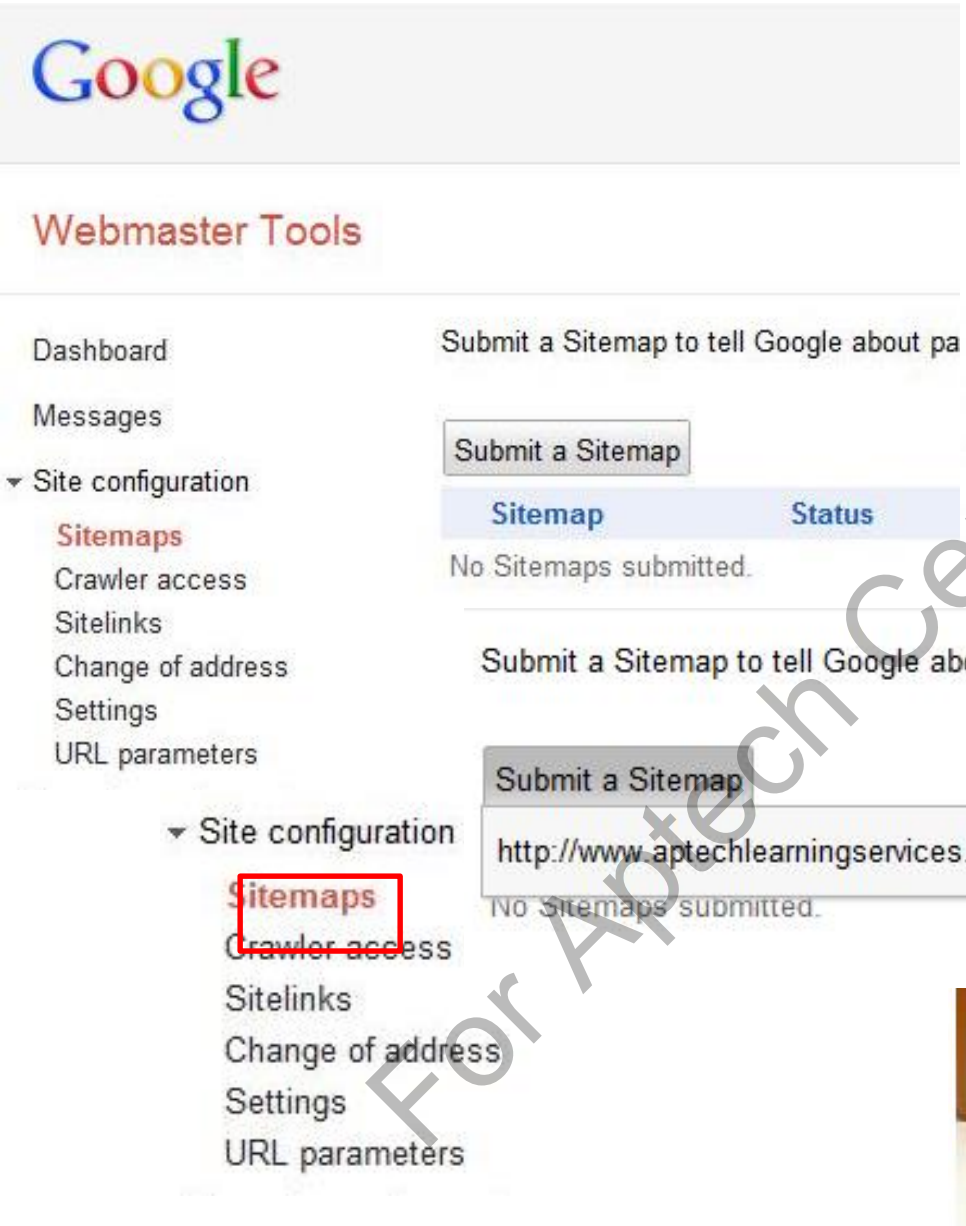
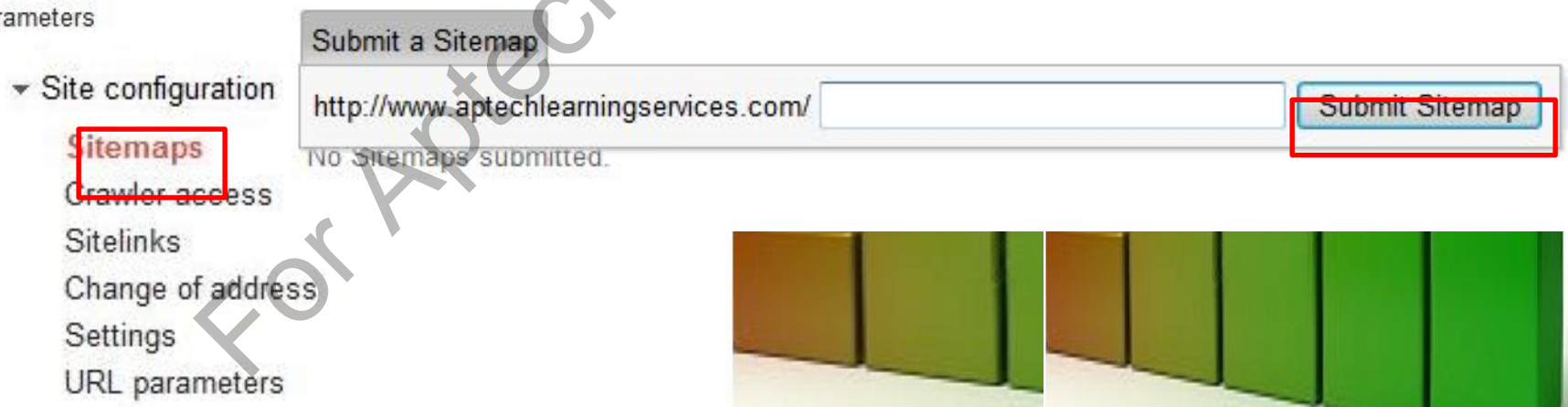
Submitting Sitemaps to Google 2-3





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Submitting Sitemaps to Google 3-3

- A Sitemap can also be submitted using **robots.txt** file.

- Following line must be added to the **robots.txt** file:

```
Sitemap: http://example.com/sitemap_location.xml
```

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Causes for Sites Not Performing Well in Search

- Some causes for sites not performing well in search are as follows:
  - The Web site design is not crawler friendly and the content cannot be crawled upon by Googlebot.
  - The Website violates the guidelines specified by Webmaster.
  - The hyperlinks of the site are not connected and are on standalone basis, thus, they do not lead to other pages.
  - The site structure is not easily accessible.
  - The site has been recently launched and Googlebot has not yet crawled upon it.
  - There are errors in the site or its syntax.

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Summary

- SEO is the process that enhances the visibility of a Web site to the search engines.
- An SEO consultant is a person who plans and implements SEO for an organization or individual's Web sites.
- Google provides a set of guidelines for indexing and ranking a Web site.
- The methods used for SEO include keywords, title, URL, description, related links and Web site content and images.
- A user can submit the Web site to Google after it has been developed.
- A user can also resubmit an already developed site to Google if there are any changes to the Web site.
- An additional support to crawlers can be provided by submitting the Sitemap along with the Web site.

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