

Introduction To:

Basic SEO

A guide used for Junior Developer Group

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What is SEO?

Search engines such as Google use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index.

Think of the index like a giant library where a librarian can pull up a book (or a web page) to help you find exactly what you're looking for at the time

SEO stands for Search Engine Optimisation





1. Intro

Let's discuss some of the major terms you might encounter when learning about SEO:

- → Getting Indexed
 - Letting Google know about your website and it's content when the bots 'crawl' through pages
- → Preventing crawling
 - Removing undesirable content pages from being 'known' by crawling bots
- Increasing website ranking
 - Making sure your website is as close to the top results for users search terms







How many examples can you think of to describe problems good SEO can help us with?



Try to remember the three points we talked about in introduction section and think of a real world example for at least one of them.



Let's add some more examples...

- Improved link sharing experience
- Improved E.A.T (Expertise, Authority, Trustworthiness)
- Higher chance of attracting customers
- Bringing visibility to business' services
- Outranking competitor websites
- Reaching targeted audience better



Tip

Remember. If something sounds like common sense, people will ignore it.

Highlight what is unexpected about your topic.





2. SEO) HTML

What are some of SEO standard practices and how is it related to HTML:

- → Title tags
- Meta tags
- → Headings (H1-H6)
- → Image alt text
- → HTML5 semantic tags
- → Meta robots tags
- → Canonical tags

→ Title tags

Title tags are used to set up those clickable headlines

→ Meta tags

Meta tags are used to set up descriptions, keywords, authors etc.

→ Headings (H1-H6)

Heading tags are used to structure your pages for both the reader and search engines

→ Image alt text

In SEO this is used for image indexing and not so much for accessibility reasons, but it's good for both

→ HTML5 semantic tags

HTML5 elements are used for better descriptions of various page components

→ Meta robots tags

Robots meta tag is all about the rules of engagement between the websites and the search engines (e.g noindex/nofollow/noimageindex/noarchive.

We use these to help us avoid indexing unwanted pages for example.

→ Canonical tags

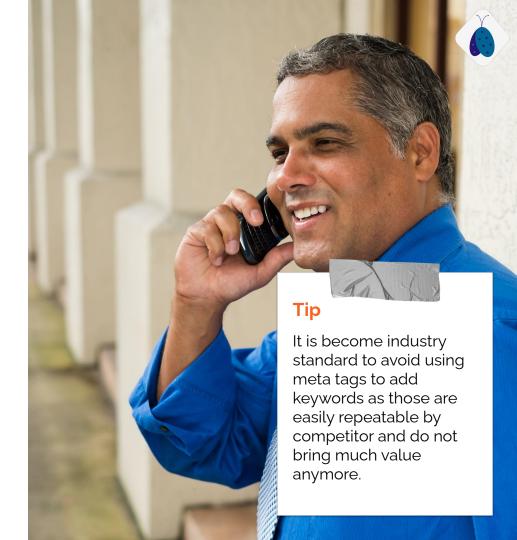
Canonical tag spares you from the risk of duplicate content and we should apply the canonical tag to pages available via multiple URLs, pages with similar content or dynamic pages that create their own URL parameters



Keyword Research

For our content to stand out and rank better it cannot be copy/pasted from somewhere else, it has to be genuine and original.

To create genuine content and rank well for terms user might input into their search bar, we will do extensive keyword research before creating new pages/websites.





From outsider to star

Link Building

...the process of getting other websites to link back to your website!



It's recommended to use internal link-building on your websites as well

e.g linking to previous blog posts



Don't worry.

We have tools to help us!



Tip

Google Search Console

Google Trends

Google Keyword Planner

Ahrefs' Keywords Planner

MetaTags. io





3. How to measure

- → Third Party Tools

 These will usually be a paid-option
- Chrome Lighthouse A well known tool to help with auditing pages/websites



Are there different SEO approaches

White hat versus black hat techniques

(e.g spamdexing)

SEO as a marketing strategy

(PPC, Search Engine Marketing)

Reaching Targeted and International markets

(e.g optimising for foregin languages)

^{*}Spamdexing is the deliberate manipulation of search engine indexes.



Can you think of problems created by following dark hat practices?



Tip:

Google is very strict while enforcing their rules and it's best not to take unreasonable risks when we don't have to



Question Time:

This is the time to ask any questions you might have wanted to during the presentation

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