**6MMCS002**

**Digital Marketing, Social Media and Web Analytics**

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**Tutorial 3:** The aim of this tutorial is a) to present and explain the coursework, b) to provide you with information regarding SEO trustworthy sources and c) to help you understand more the role of ‘keywords’ in SEO.

**A) Coursework** (Type of activities: presentation by the tutor, discussion) **[Time: 20-30 minutes]**

Presentation and analysis of the coursework: deadlines, tasks, marking form.

**B) Reliable sources on SEO** (Type of activities: presentation by the tutor, reading) **[Time: 10-15 minutes]**

One problem with SEO that confuses things is that the web is flooding with information about SEO. Unfortunately, in many cases this is misleading and / or outdated.

Who can I trust? Things change almost daily! Do not trust not-well-known sources that are more than a couple of months old.

Here is a list of reliable sources. We'll go through them together during the tutorial. You are asked (for the tutorial, the coursework and – more important – in order to get real understanding in SEO) to spend time on them and make good use of them.

* Google updates by Search Engine Round Table (**SERT**)

SERT is one of the industry's leading blogs on SEO

<http://www.seroundtable.com/category/google-updates>

* Google Algorithm Changes by **MOZ**

<http://moz.com/google-algorithm-change>

'Moz' is a software as a service (SaaS) company based in Seattle, Washington, U.S.A., that sells inbound marketing and marketing analytics software subscriptions. started in 2004 as SEOMOZ. They run a dedicated blog in changes in Google algorithms (chronological order).

* Spend some time to explore the above sites and understand their content. **Read** the following report in SERT site, ‘Google Webmaster Report’ (Notice: Search Console improvements):

<https://www.seroundtable.com/january-2018-google-webmaster-report-25014.html>

‘Search Console’ is a tool we’ll explore further next week.

**C) Keywords and SEO** (Type of activities: reading, research, apply tools – students work mainly on their own) **[Time for all the following exercises: 65-75 minutes]**

This week (week 3), we discussed in details ‘keywords’ and how they are related with SEO. More specifically, we discussed the process to identify keywords, the tools you can use in order to identify and evaluate keywords as well as the problems with ‘keyword overuse’ and PANDA algorithm. The following activities/exercise give you the chance to understand better and to work on the topics we explored today.

**1. TOOLS.** Become familiar with online tools; read and understand what they do and what they offer. In order to use them you must create free accounts. If you use them for your coursework, take into consideration the free period that is offered, before you start using them. For the time being, it is important to understand what kind of information they offer and why this is important.

**a) Google tools.** Google offers several tools to developers in order to identify and evaluate keywords. Most well known ‘**AdWords Keyword Planner tool’; ‘Google Trends and Google Correlate’.** Do your own research on the above tools. You can start with the following addresses:

* Read what ‘Keyword Planner’ does. There is also a link to start using the tool:

<https://adwords.google.com/intl/en_uk/home/tools/keyword-planner/>

* Comparison between Google ‘trends’ and ‘correlate’:

<http://www.google.com/trends/correlate/tutorial>

**b) Further online tools.** Explore the following tools – understand what they do:

* <http://www.wordtracker.com/>
* <http://keywordtool.io/>

**2. READ and RESEARCH.** There are many more online tools for ‘keywords’. Do your own research. Consider the following two articles; compare the tools they suggest.

<https://www.semrush.com/blog/5-best-keyword-research-tools-for-startups/>

<https://adespresso.com/blog/best-keyword-research-tools-for-marketing/>

**3. Keyword density.** Make sure you understand the term ‘keyword density’ (lecture notes, week 3, slide 42. Do we want ‘high’ or ‘low’ keyword density? Read the following: <http://tools.seobook.com/general/keyword-density/>

In the following addresses you find ‘keyword density’ tools that you can use for free:

<https://www.internetmarketingninjas.com/seo-tools/keyword-density/>

<https://smallseotools.com/keyword-density-checker/>

Go to the first tool. Type ‘westminster.ac.uk’. What are the results? What do they indicate? Try another web address and see what you get. Try the second tool with the same or different web addresses.

**4. PANDA algorithm**. ‘PANDA’ is an algorithm introduced by Google in order to fight bad use of keyword and low quality content. Make sure you understand what ‘PANDA’ does and how it changed SEO.

<https://moz.com/learn/seo/google-panda>

<https://searchengineland.com/library/google/google-panda-update>

<https://www.searchenginejournal.com/google-algorithm-history/panda-update/>

**5. Keyword density. If** you missed this during the lecture, make sure you watch the following video. What is the ‘correct’ keyword density?

<http://www.youtube.com/watch?v=Rk4qgQdp2UA>

**Attention:** If you do not have enough time to complete all the above exercise during the tutorial, you are expected to work on your own and do them at your own time.