**6MMCS002**

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

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**Tutorial 5:** This week we continue with SEO sites. We’ll also see an exercise on ‘keywords’. You are given 3 articles on Social Media and SEO and finally you could use the rest of the time for the coursework.

**A) SEO sites**

Last week we show some tools you could use in order to test your optimization methods and start creating your optimization approach. This week, you are asked to explore the following sites that offer several optimization tools. Some of them can be tried with a free account:

|  |  |
| --- | --- |
| <https://www.seoreviewtools.com/> | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%205/Screen%20Shot%202022-02-03%20 |
| <https://moz.com/free-seo-tools> | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%205/Screen%20Shot%202022-02-03%20 |
| [**https://seositecheckup.com/tools**](https://seositecheckup.com/tools) |  |

In the above sites you can find collections of SEO tools. You might have to create a free account to use the tools. If the account is ‘free’ but asks you to give credit card, do NOT try it. There are also guides for SEO.

**B) SEO and Social Signals**

Do social signals influence ranking?

Read the following articles:

a) An experiment on how (if) social media impact ranking:

<https://blog.hootsuite.com/social-media-seo-experiment/>

b) How social signals help SEO (the article is update very often):

<https://www.seohermit.com/articles/how-social-signals-help-seo/>

c) Detailed article; a study on 23 million shares:

<https://cognitiveseo.com/blog/11903/social-signals-seo-influence/>

**C) Practical exercise – understand keywords**

Do the following exercises. Save the file with your answers for any future reference. **Aim:** Understand and identify the relationship between keywords and ranking.

* **Search with the keyword: "online courses"**

a) Identify the site that is ranked first (NO paid site – use only organic results) Visit the site and try to identify what the author is trying to optimize the page for. Identify few (3-5) keywords.

Write your answer here:

* [edX | Free Online Courses by Harvard, MIT, & more | edX](https://www.edx.org/)
* Keywords used – learning, courses, programmes

b) Identify the site that appears last at page 3. Again, visit the site and try to identify why it gets this (bad) ranking.

Write your answer here:

* **[Study Online Courses at SGS College](https://www.sgscol.ac.uk/study/online)**
* Online, classroom, virtual

c) What kind of changes would you suggest to the designer of the second site? Comment on all the parameters we discussed last week.

Write your answer here:

* The keyword density should be closer to 2%
* The meta description should contain the keywords
* Create more backlinks to get more traffic towards the website

d) It might be the case that the site that appears last on page 3 optimizes for different keywords. Can you suggest for which keyword(s) it optimizes? Try your suggestions with Google and see if the ranking of the site is improved (if yes, it means that it is possible that this site optimizes with the keyword(s) you suggested; if not, try again).

Write your answer here:

* Courses and courses are two words that might be the keyword when it was searched the result rank was higher than before.
* **Decide your keywords**

You are the SEO head of a company that sells books and you organise the webpage for a new book with the title "PHP server side language for beginners". You want to make the new product visible to the search engines (the following video might be useful: <https://www.youtube.com/watch?v=tQQmq9X5lQw>).

Decide the keywords (up to 3) you want to use in order to optimize the page for your new product. Use tools to discover 'Keywords volume'.

Test the keywords you have identified. In the following space write about your research and the results you got.

**D) Coursework**

Work on the coursework; ask the tutor, if you have any question

**NOTE:**

There are no lectures and tutorials during next week (week 6). Please make sure you attend activities organised by the University.