



# Digital Marketing

## Unit 2: Search Engine Optimization (SEO)

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- SEO Introduction
- On page Optimization Techniques
- Off page Optimization Techniques
- Reports

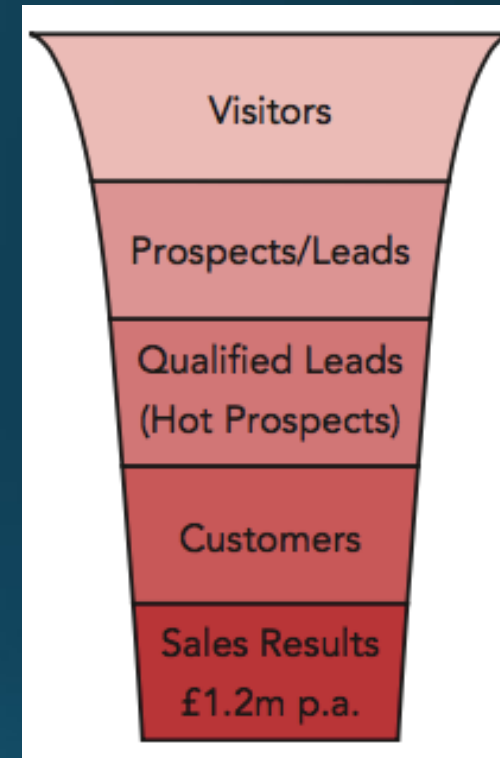
# Search Engine Facts

- According to qSearch, approximately 85% of the Canadian and 73% of American Internet population conducts at least one search at the top engines each month
- Canadians in average conducts approximately 575 million searches in a month while 1.2 billion US searches made in a month.
- 28% of Google searches are for a "product/service name", 9% are for a "brand name" and 5% are searches for a "company name".
- 85%\* of all Web site traffic and 70%\* of all online purchases originate from a search engine. (\*Jupiter Research)
- Micro Commerce opportunities for new products and services will generate an estimated \$60 billion in revenue per year according to Gartner.
  - A micro purchase is a purchase valued at less than \$5 and conducted electronically, where the settlement can be either prepaid, by subscription, on-the-spot, or invoiced.

# Definitions

- **SE** = Search Engine is a tool that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought.
- **Web Directory** = a search service that arranges the web pages it knows about into categories and subcategories. Often picked by human beings for inclusion in the categories.
- **SEO / SEM** = A form of online marketing, Search Engine Optimization / Search Engine Marketing is the process of making a site and its content highly relevant for both search engines and searchers. Successful search marketing helps a site gain top positioning for relevant words and phrases.
  - **SEO** considers making a site and its content highly relevant to search engine and searches.
  - **SEM** considers reaching, leading and transitioning a visitor as potential consumer.

*SEO – No Cost Per Click      SEM – Cost Per Click*
- **PR** = Page Rank; a system for ranking web pages developed by Google
- **PPC** = Pay Per Click; online advertising payment model in which payment is based solely on qualifying click-through.
- **CTR** = Click Through Rate; advertising term indicating the percentage of viewers who clicked on a banner advertisement and followed the link
- **RSS** = Real Simple Syndication; subscription model to keep up with needed content unlike conventional methods of browsing or searching for information on websites.



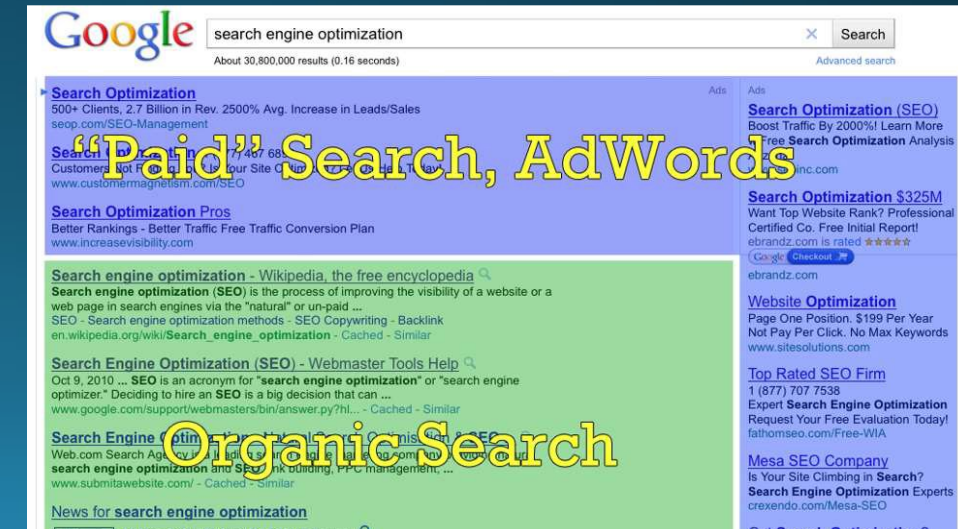
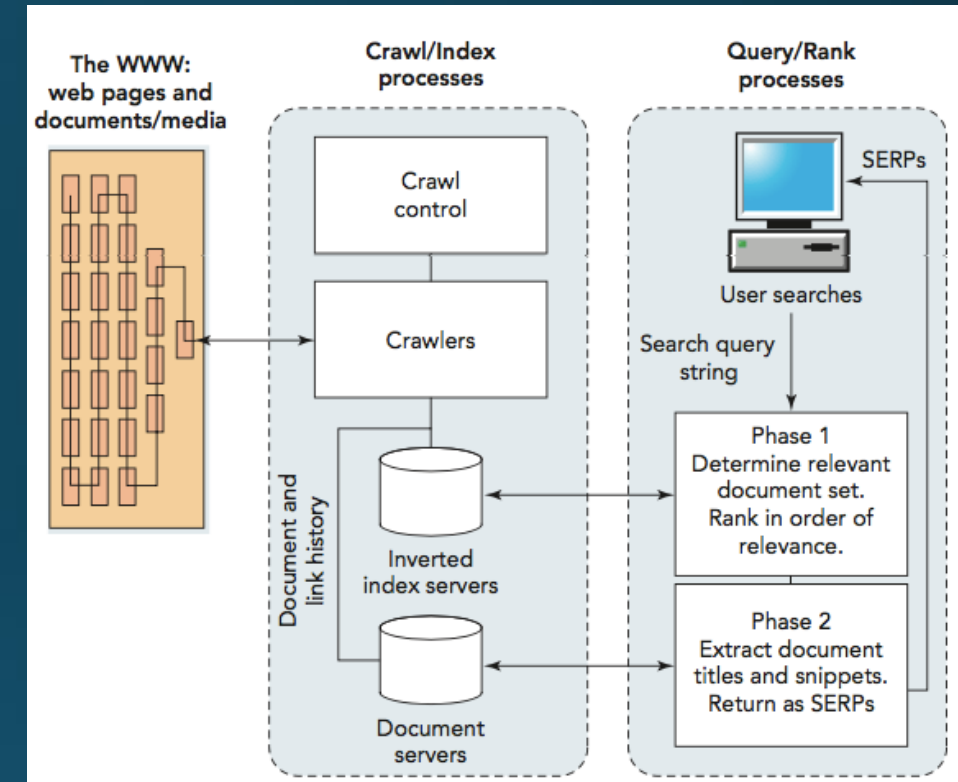
# Search Engine Optimization (SEO)

- What is SEO?

- SEO is the act of modifying a website to increase its ranking in **organic** (vs paid), crawler-based listings of search engines

- How do organic search listings work?

- A spider or crawler which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then indexes the pages and ranks the websites



# Phases of SEO

## Explore

- Demand Analysis
- Key phrase Analysis

## Evaluate

- Performance Analysis
- Impact Analysis

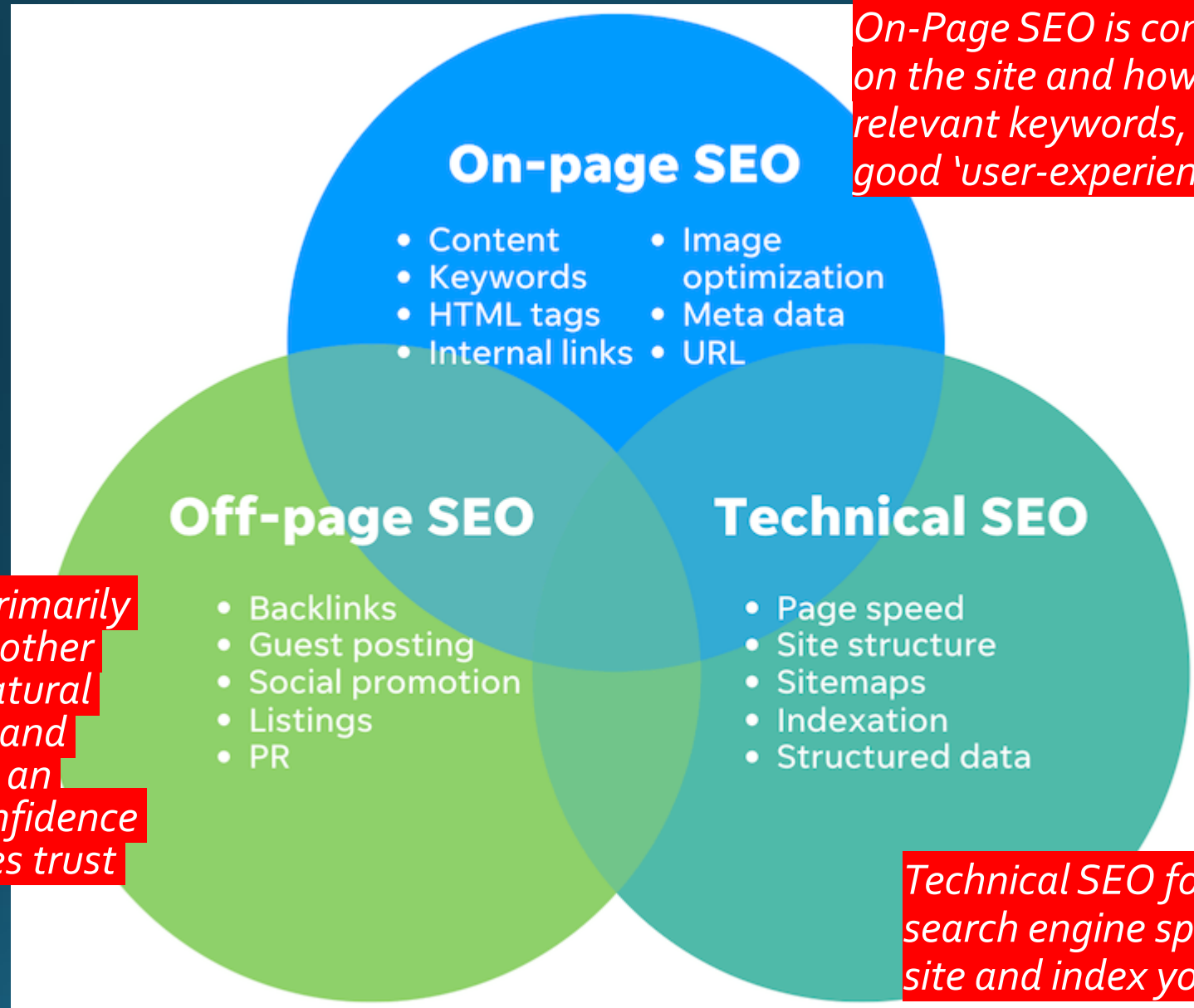
## Establish

- Gap Analysis
- Select Techniques of interventions

## Execute

- Set Goals and select the go-to key phrases
- Optimize the pages using right techniques

# SEO Techniques



*On-Page SEO is concerned with the contents on the site and how well it is optimized for relevant keywords, and how it provides a good 'user-experience' for visitor*

*Off-Page SEO focuses primarily with inbound links from other websites to your site. Natural links from authoritative and relevant websites act as an independent 'vote of confidence' that helps search engines trust your website more.*

*Technical SEO focuses on how well search engine spiders can crawl your site and index your content.*



# On-Page Optimization (or On-site SEO)

- On-Page SEO refers to the process of optimizing individual web pages in order to improve their search engine rankings.
- On-page optimization ensures the content is both relevant and provides a good user experience.
- In the past, many businesses approached it as simply keyword stuffing; mentioning their keywords as many times as possible within the content. This made for a poor user experience.
- On-Page SEO is multi-faceted and extends beyond content, and includes other features such as schemas and meta tags.
- On-Page SEO intercepts with technical SEO and Off-Page SEO. While all three processes work together to give you the best possible result, On-Page SEO is responsible for optimizing the content and layout of a web page.
- On Page SEO contains
  - **Keyword Research:** Keyword research means finding out the best keywords to target on a page of content.
  - **Content Creation:** Content creation means publishing high-quality content that is keyword-focused.
  - **Keyword Optimization:** Keyword optimization means using the target keyword in all appropriate places and using strong meta tag SEO.





# On-Page Optimization

- **Domain name strategies**
  - Domain names are traffic magnets
  - Choose a domain name that will increase your search engine ranking. How?
    - use keywords, location, advertising terms, product names
    - choose a keyword that is important for your business
- **Linking strategies**
  - The text in the links should include keywords
  - The more inbound links the higher the SE ranking
  - If the site linking to you is already indexed, spiders will also receive your site
  - Quality of inbound links is critical
  - How to increase links: a) creative content / copywriting b) good outbound links c) target a list of sites from which you can request inbound links
  - Links for the sake of links can damage your search rankings
  - “Link relevancy is critical in getting your site indexed by search engines”
  - “A small number of inbound links from high-quality, relevant sites is more valuable than many links from low-traffic, irrelevant sites.”

# On-Page Optimization

- **Keywords**
  - Keywords are the most important in optimizing rankings.
  - Research what keywords are people searching for using tools e.g. Wordtracker (wordtracker.com)
  - Keywords are words that appear the most in a page
  - The spider chooses the appropriate keywords for each page, then sends them back to its SE
  - Your web site will then be indexed based on your keywords
  - Can be key phrases or a single keyword
  - Do not use common words eg 'the' 'and' 'of': spiders ignore them
  - Write keyword-rich text
  - Balance keyword-rich and readability
  - Always have text in your page: at least 100 words

Results for 'calgary'	
Suggested Search Phrase(s)	Search Count
calgary	67010
calgary herald	34509
calgary sun	27911
university of calgary	25494
city of calgary	18922
calgary transit	11022
calgary weather	10732
calgary flame	9062
calgary alberta	8716
calgary bargain finder	7897
calgary map	7499
calgary stampede	7498
calgary public library	7375
calgary real estate	7244
calgary board of education	7095
calgary hotel	6886
calgary health region	6275
calgary airport	5746
calgary jobs	5601
calgary canada	3611
calgary international airport	3348
calgary restaurant	3157
calgary zoo	2986
calgary yellow pages	2794
calgary movie	2712

Choose your Keywords:

- Theme Related
- Popular
- Low Competition / Find Your Niche Market

# On-Page Optimization

- **Title Tags**
  - Important in optimizing rankings
  - The first thing that a search engine displays on a search return
  - Must keywords in title to be ranked no. 1
  - Should have the exact keyword you use for the page
  - Every single web page must have its own title tag
  - You can use up to 65 characters - ebay.com title is littered with keywords
- **Meta Description Tags**
  - Displayed below the title in search results
  - Use dynamic, promotional language
  - Use keywords
- **Meta Keywords Tags**
  - No longer carry weight with major SEs
  - A myth that meta keywords alone affect rankings
- **Alt Tags**
  - Include keywords in your alt tags
- **Submit your website to SEs for indexing after any major updates**
  - Submit your site to search engine directories, directory sites and portal sites after each major updates manually; or at least trigger.
  - Indexing takes time.

# On-Page Optimization (NO-NO Recos)

- **Flash and shockwave** - spiders do not pick up these files
- **Image only sites** - spiders do not pick up images
- **Image maps** - spiders cannot read image maps. Do not use them on your home page or critical pages.
- **Frames** - only one page can be titled (titling is critical in search rankings). If the spider cannot read the complete page (because of the frames), it will not be indexed properly. Some spiders may not even read a frames web site
- **Misspellings, JavaScript or HTML errors** (validate your code)
- **PDF files** - Although some search engines can index them, the pages must be interpreted into HTML and can lose much of their content. Place PDFs lower down in your site.
- **Drop down menus** – spiders cannot read them therefore make sure you have a SiteMap.

# Off-Page Optimization

- Off-page optimization techniques are ways to improve a website's search engine ranking by increasing its visibility and authority.
- Off-page optimization techniques includes:
  - Backlinks
  - Guest Posting
  - Social Bookmarking
  - Influencer Marketing
  - Local SEO Optimization
  - Backlinks Audit – For authenticity, genuine, high-quality backlink profiling and removing low-quality and toxic backlinks.
  - Joining Local listing
  - Communicating potential leads on public forums.



The screenshot shows a webpage snippet for "Data Structures Tutorial" by GeeksforGeeks. The URL is <https://www.geeksforgeeks.org/data-structures>. The page title is "Data Structures Tutorial". Below the title, there are social media sharing icons for Domain Authority (78), Est. Visits (328,059), Pinterest (10), Facebook (1,484), and a share icon (1,088). A red arrow points to the social media sharing icons, which are enclosed in a red box. The page content includes a date "30 Nov 2023" and a description: "Complete list of Data Structure, Practice Problems, Quizzes, Array, Linked List, Stack, Queue, Trees, Heap, Graph, Matrix, Advanced Data ...". At the bottom, there are links for "Introduction to Data Structures", "DSA", "Data Structure Types...", and "Graph Data".

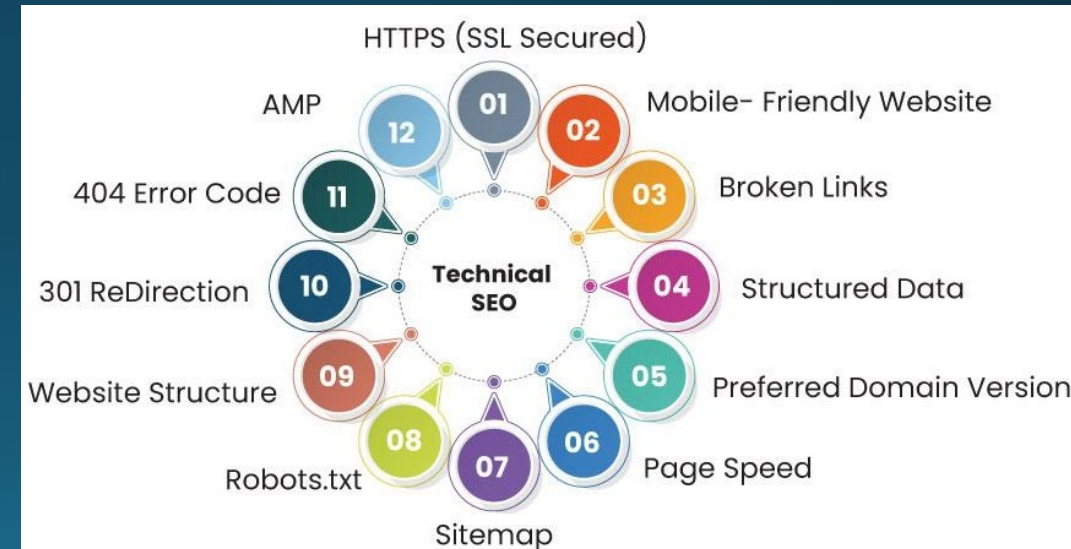
# On-Page vs Off-Page SEO

Aspect	On Page SEO	Off Page SEO
Location	Inside your website	Outside your website
Focus	Content and structure of your web pages	Reputation and popularity across the internet
Examples	Using relevant keywords, Optimizing meta tags, Creating quality content	Building backlinks from other websites, Social media activity, Online mentions and reviews
Purpose	To make your website user-friendly and easily understandable by search engines	To enhance the website's credibility and authority in the eyes of search engines
Control	You have direct control over on-page elements	Some aspects, like backlinks, depend on external factors and are less directly controllable
Results Timeframe	Changes may have a quicker impact on search rankings	Results often take time to accumulate as they depend on external actions and recognition
Examples	Choosing relevant page titles, Including descriptive meta descriptions, Internal linking for better navigation	Acquiring quality backlinks from authoritative sites, Engaging in social media activities, Encouraging positive online reviews



# Technical SE Optimization

- Technical SEO is the process of optimizing a website's technical aspects to improve its search engine ranking. The goal is to make it easier for search engines to crawl and index the site's pages.
- Technical SEO can make or break your SEO performance. If pages on your site aren't accessible to search engines, they won't appear in search results—no matter how valuable your content is. This results in a loss of traffic to your website and potential revenue to your business.
- Technical SEO recommends:
  - **Improving Page Speed** – Using Google's Page Speed Insights to measure the current speed and get suggestions for improvement
  - **Using Schema Markup** – Adding structured data to help SEs
  - **Optimizing your URL Structure** – Devise to SE friendly URLs
  - **Using Canonical URLs** – Using canonical URLs in multiple pages having same content
  - **Optimizing for Mobile Users**
  - **Fixing Broken Pages**
  - **Adding internal Links-** To improve navigation within the site.
  - **Securing your websites**



# Reporting

- SE optimization is not a one time job. It does not get completed with adaptation of On-page, Off-page and Technical SEO for once.
- Updated, newly trending and fresh keywords research and ranking reports shall be monitored regularly and updated site SEO health regularly based on changing needs. All On-page, Off-page and Technical SEOs shall be updated regularly in accordance to trendy SEO health reports.
- 3rd party tools such as Google Webmaster Tools and similar platforms can be used to monitor the SEO health Reports and identify potential areas for improvement.

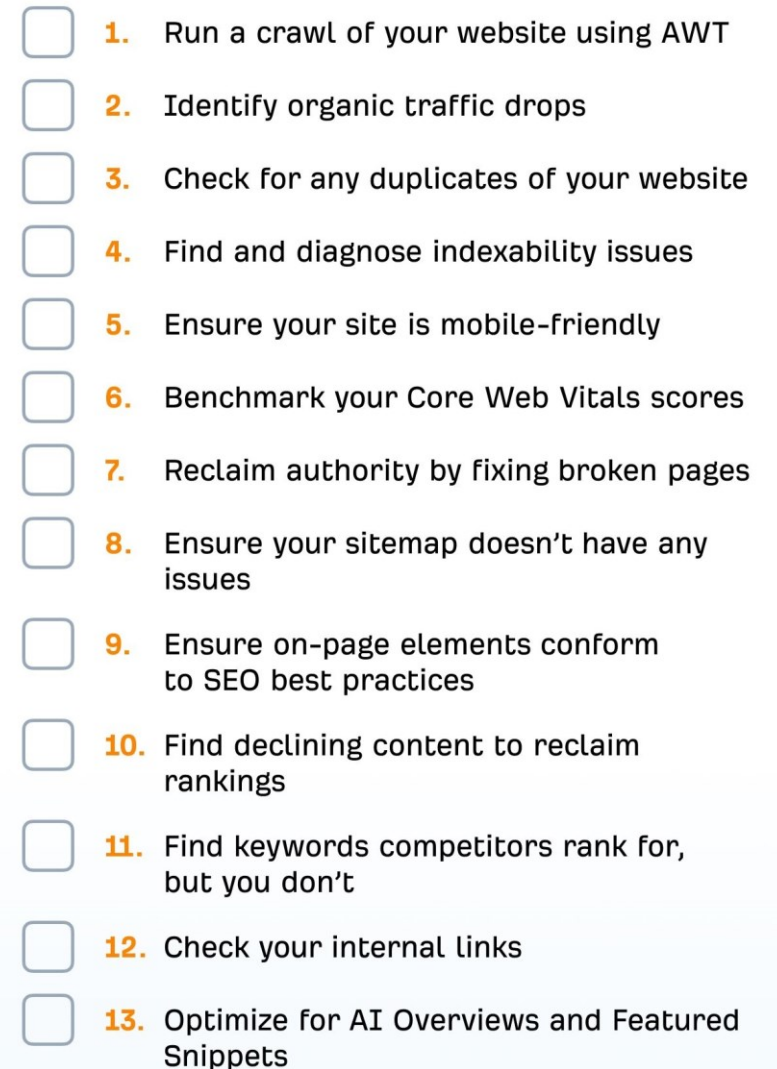
# SEO Reports

- An SEO report provides you with immediate insight into your website's search engine performance.
- There are two kinds of SEO Reports:
  - **[Initial] SEO Audit Report/ SEO Need Assessment Audit Report:** One time audit report carried to identity the areas of improvements required on a sit to reach the targeting SEO goal.
  - **[Ongoing] Periodic SEO Performance Reports:** Matrices based data reporting of fixed period (weekly, monthly, quarterly) SEO performances of any site.



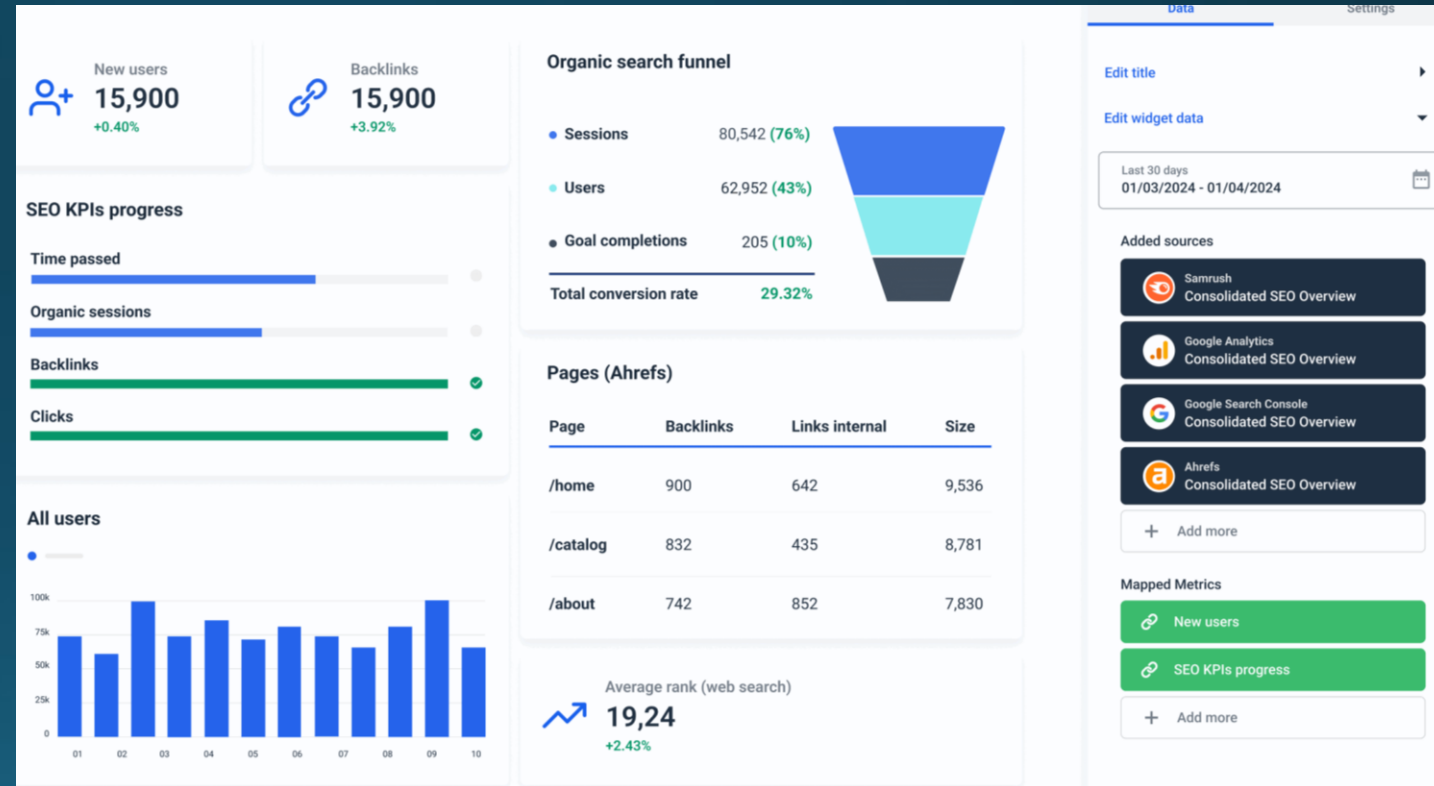
# SEO Audit Report

- SEO Need Assessment or Audit Report is a checklist based study to identify the room for improvements on a site.
- It provides insides on:
  - Traffic from organic search
  - Average position on search engine results page (SERP)
  - Organic traffic conversions
  - Backlinks
  - Technical website health
  - Click Through Rates (CTR)
  - Keyword Rankings

- 
- ☐ 1. Run a crawl of your website using AWT
  - ☐ 2. Identify organic traffic drops
  - ☐ 3. Check for any duplicates of your website
  - ☐ 4. Find and diagnose indexability issues
  - ☐ 5. Ensure your site is mobile-friendly
  - ☐ 6. Benchmark your Core Web Vitals scores
  - ☐ 7. Reclaim authority by fixing broken pages
  - ☐ 8. Ensure your sitemap doesn't have any issues
  - ☐ 9. Ensure on-page elements conform to SEO best practices
  - ☐ 10. Find declining content to reclaim rankings
  - ☐ 11. Find keywords competitors rank for, but you don't
  - ☐ 12. Check your internal links
  - ☐ 13. Optimize for AI Overviews and Featured Snippets

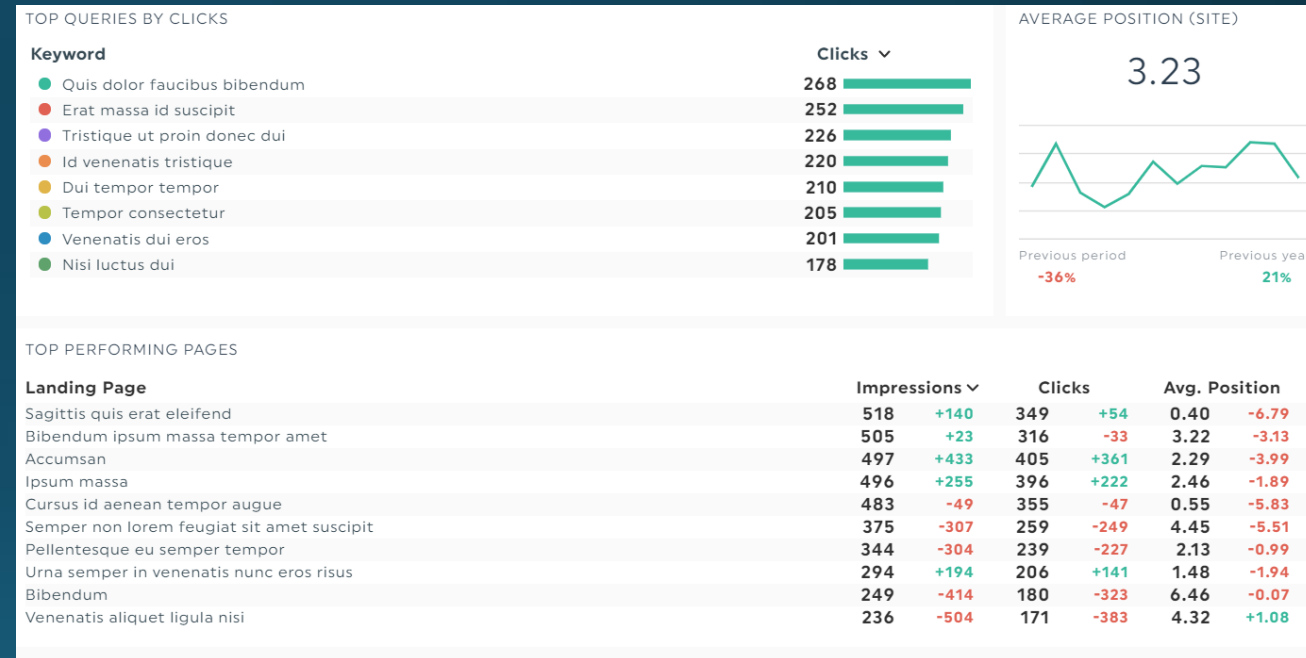
# SEO Periodic Report

- Regular periodic SEO Performance report, mostly compiled using monitoring tools like Google Analytics, Page Speed, Looker Studio.
- It provides insides on:
  - Traffic Overview by Channel
  - Conversions via Organic Traffic
  - Landing Page Reports
  - Keyword Rankings
  - Backlink Overview
  - SEO Site Health
  - Specific KPIs defined as goals



# SEO Periodic Report

- Common SEO KPIs for reporting includes:
  - Number of visitors
  - Ratio of New vs. Returning Visitors
  - Assisted conversions
  - Acquisition
  - Average Time on Page
  - Average Page Speed
  - Average Order Value (AOV) [ecommerce]
  - Referral traffic
  - Average User Duration
  - Bounce Rate
  - Average CTR (Pages)
  - Average CTR (Site)
  - Average Position (Pages)
  - Average Position (Site)
  - Top Clicks (Countries)
  - Top Clicks (Devices)
  - Total Clicks (Site)
  - Top Impressions (Countries)
  - Top Impressions (Devices)
  - Total Impressions (Site)
  - Organic Position
  - Organic Visibility
  - Organic Volume
  - Keyword
  - Top Positions
  - Domain Rating
  - Anchor Text Used
  - External Backlinks
  - Number of Backlinks
  - Referring Domains





# Summary



# Let's Practice our understandings

0-5 Min	Select the Website to analyse:	<ol style="list-style-type: none"><li>1. <a href="http://chaudharygroup.com">chaudharygroup.com</a></li><li>2. <a href="http://kcc.edu.np">kcc.edu.np</a></li><li>3. <a href="http://moha.gov.np">moha.gov.np</a></li></ol>	<ol style="list-style-type: none"><li>4. <a href="http://usaid.gov/nepal">usaid.gov/nepal</a></li><li>5. <a href="http://bbsm.com.np">bbsm.com.np</a></li></ol>
5-10 Min	Research on any SE to find any 10 keywords that lists the websites within first five organic results.		
10-15 Min	Compare the relevancy of those keywords by visiting the pages of the websites and rank the keywords based on their relevancy of actual business of the organization		
15-20 Min	On-page SEO: Take any three pages of the page and compare basic attributes like title, content, meta, tags, alt to compare the presence of those keywords.		
20-25 Min	Off-page SEO: Use SE to analyse feedbacks, reviews, endorsements, referrals and recommendations of product/services of the organizations and rank the keywords accordingly.		
25-30 Min	Report your findings making primary recommendations for SEO improvements of the website based on your findings.		