

# SEO

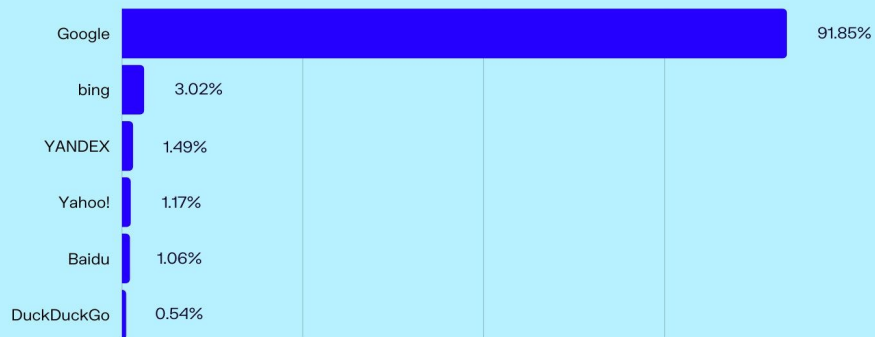
How to win the battle of the search  
results





# Google

## Search Engine Market Share in 2023



Source: Gs.statcounter.com

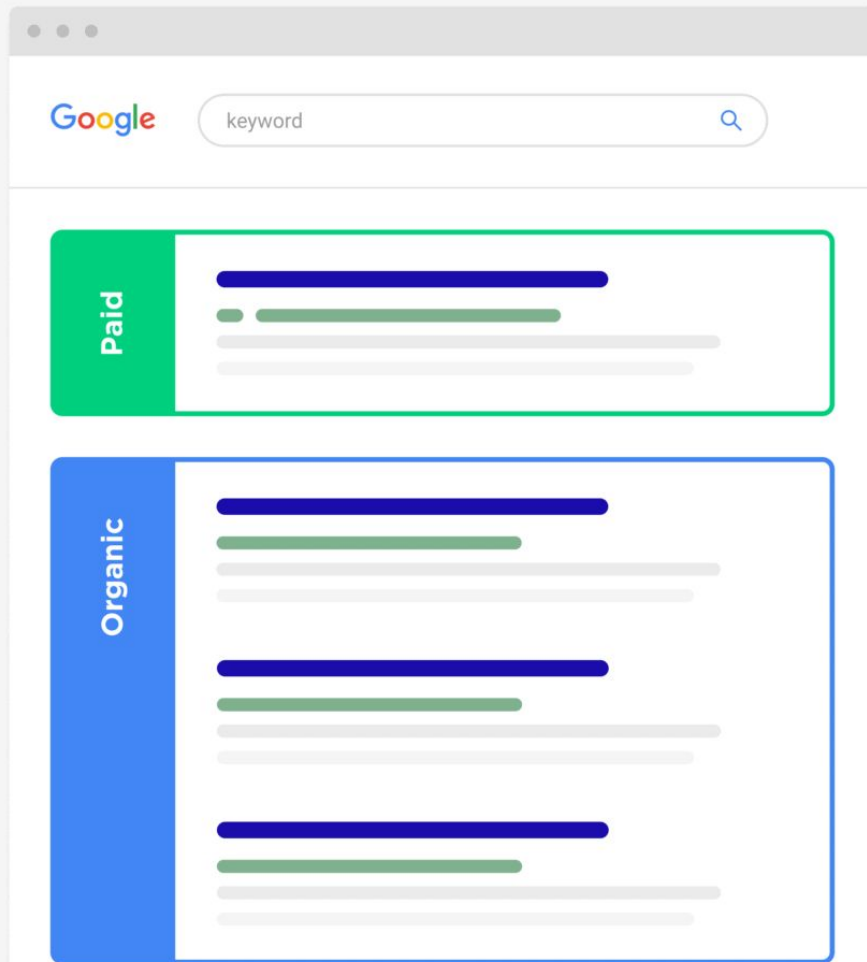
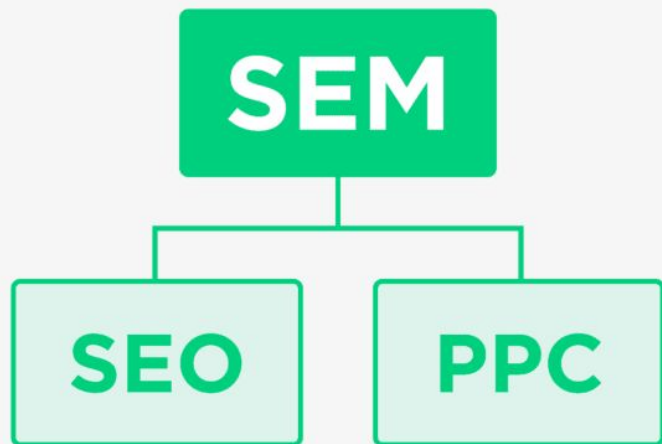
**OBERLO**

source: <https://www.oberlo.com/statistics/search-engine-market-share>

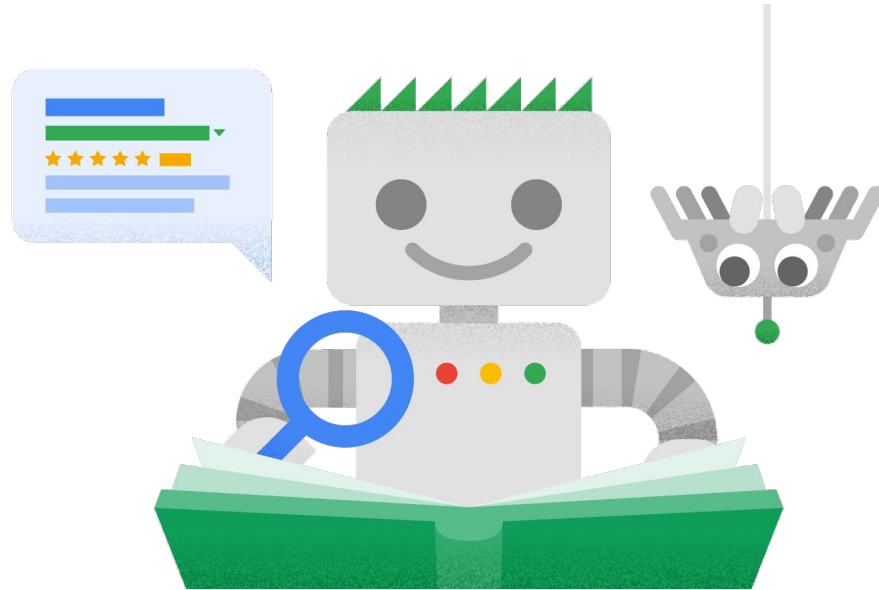


# What is SEO and SEM

Visibility vs ranking



# So how does SEO work?



**Priority number one: Quality**



# Quality: unique content

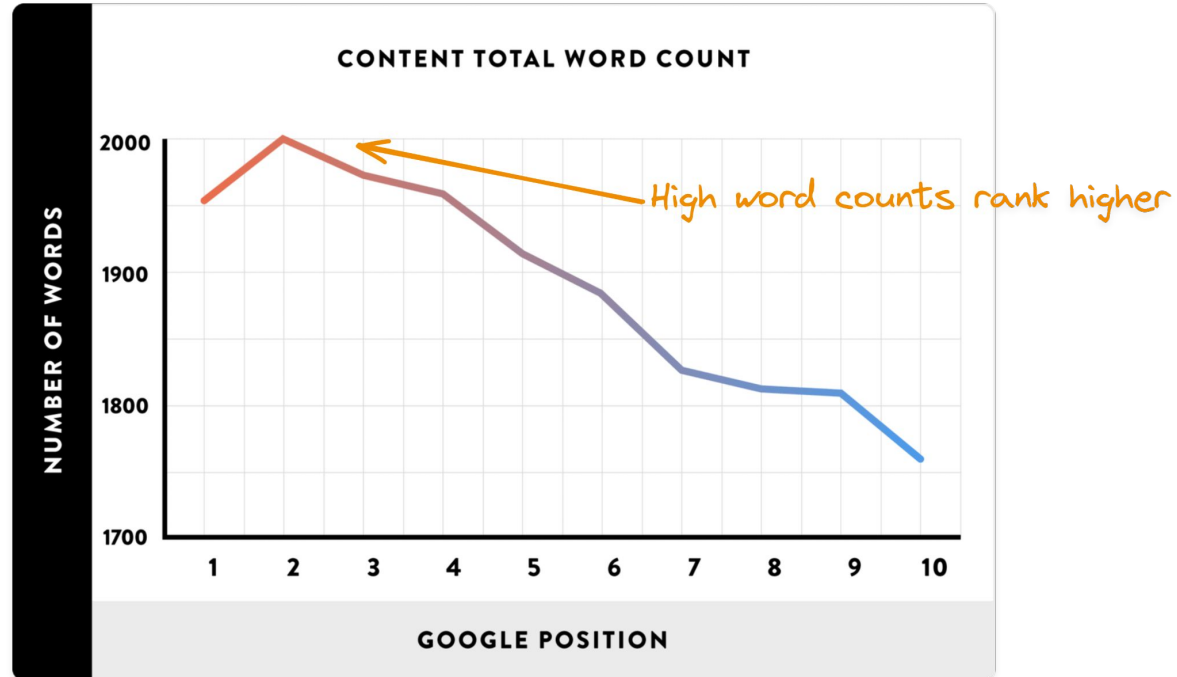
Google tries hard to index and show pages with distinct information. This filtering means, for instance, that if your site has a "regular" and "printer" version of each article, and neither of these is blocked with a [noindex meta tag](#), we'll choose one of them to list. In the rare cases in which Google perceives that duplicate content may be shown with intent to manipulate our rankings and deceive our users, we'll also make appropriate adjustments in the indexing and ranking of the sites involved. As a result, the ranking of the site may suffer, or the site might be removed entirely from the Google index, in which case it will no longer appear in search results.

There are some steps you can take to proactively address duplicate content issues, and ensure that visitors see the content you want them to.

- **Use 301s:** If you've restructured your site, use [301 redirects](#) ("RedirectPermanent") in your .htaccess file to smartly redirect users, Googlebot, and other spiders. (In Apache you can do this with an .htaccess file:



# Quality: useful content





# Quality: good structure



**Heading 1**

**Heading 2**

**Heading 3**

**Heading 4**

**Heading 5**



**Heading 1**

**Heading 2**

**Heading 3**

**Heading 4**

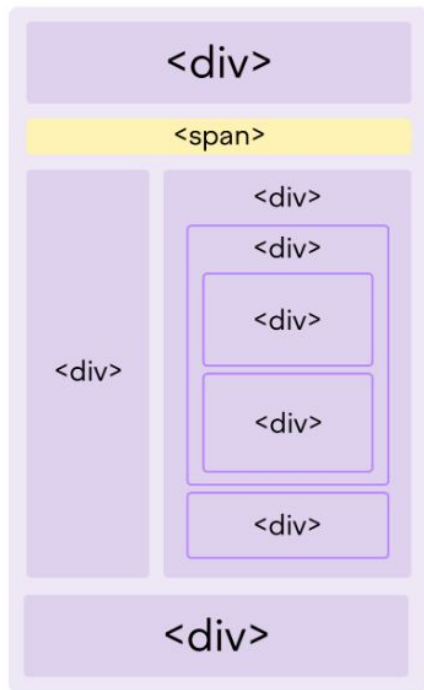
**Heading 5**



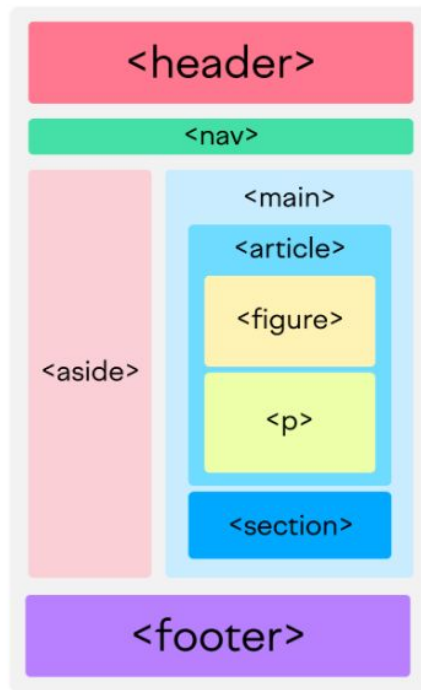


# Quality: good structure

Non-Semantic HTML



Semantic HTML





## **Quality: good UX**

- Follow UX principles
- Mobile experience is important!
- Ensure good loading times

# How do we measure all of this?



Google  
**Lighthouse**



Performance



Progressive  
Web App



Accessibility

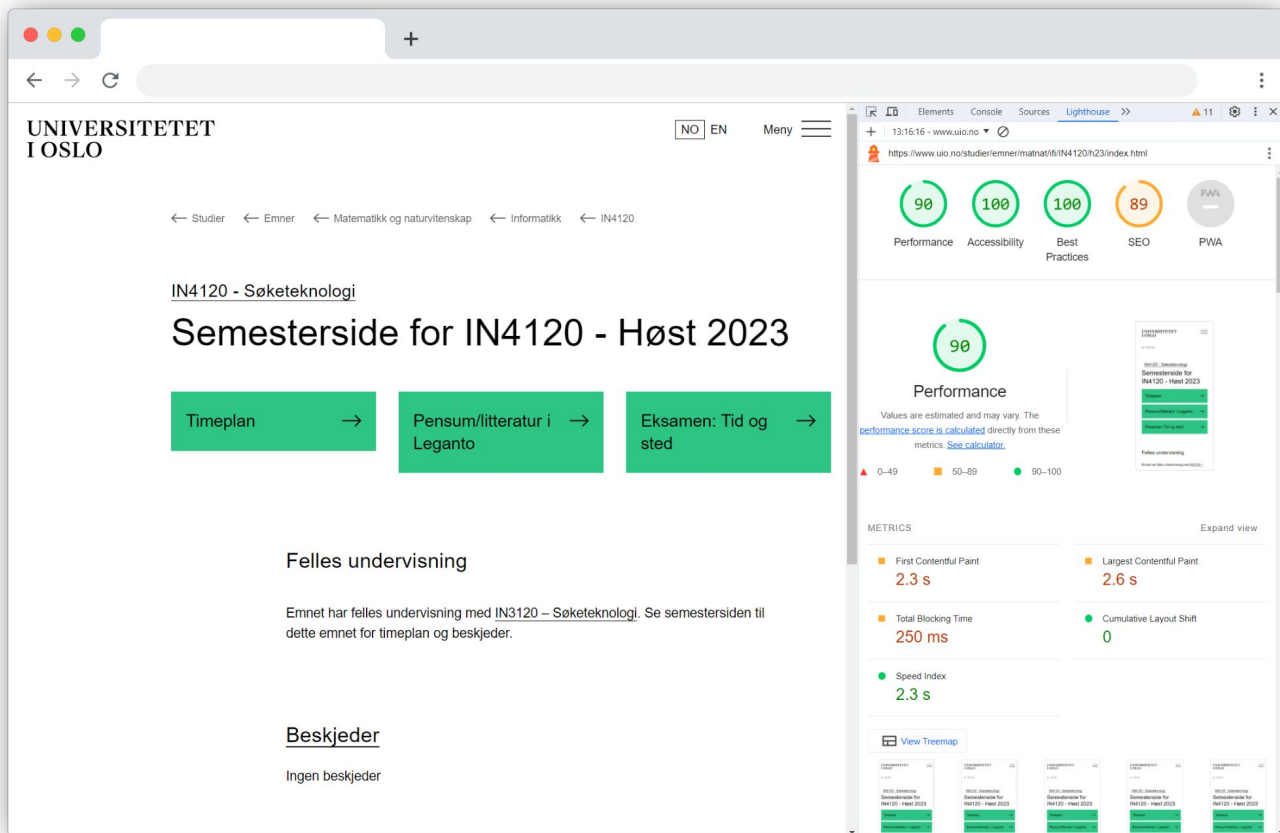


Best  
Practices

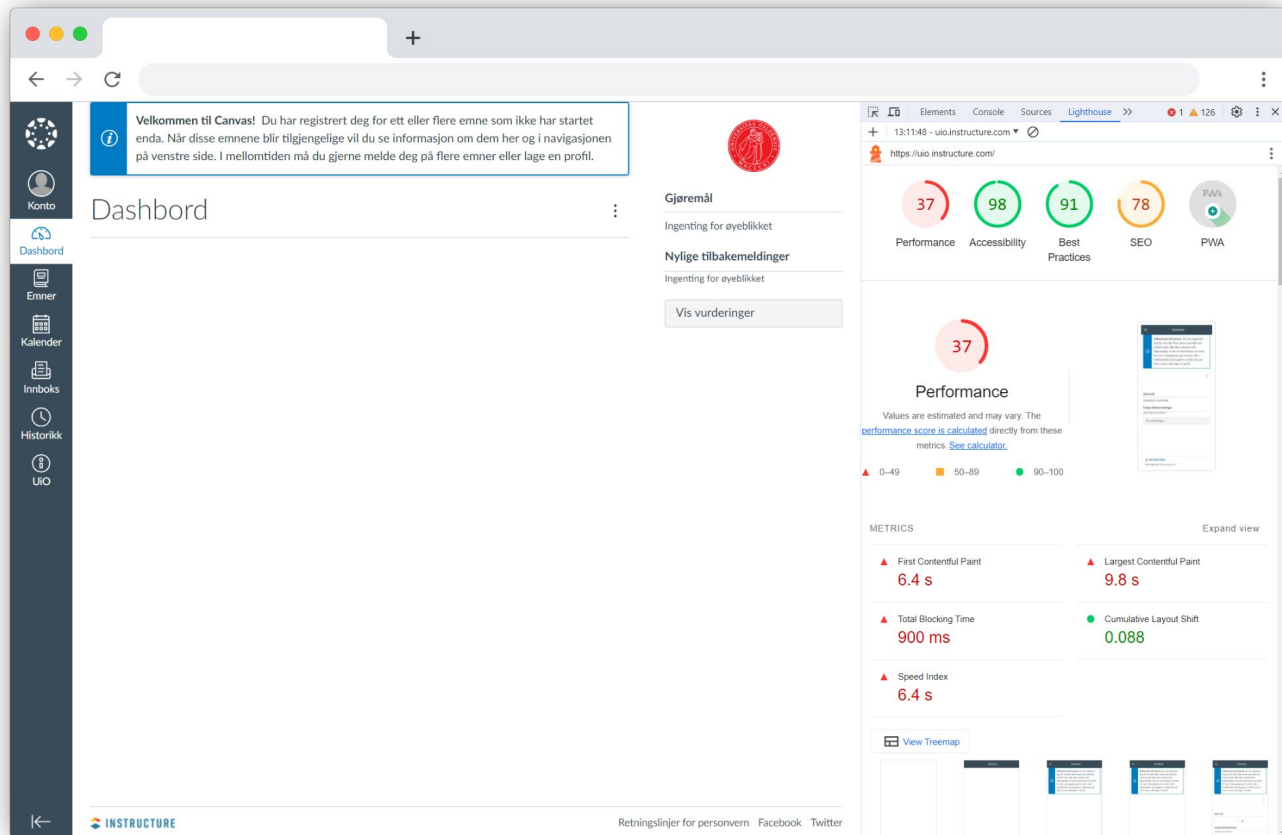


SEO

# The IN4120 homepage gets a decent score 🕶️



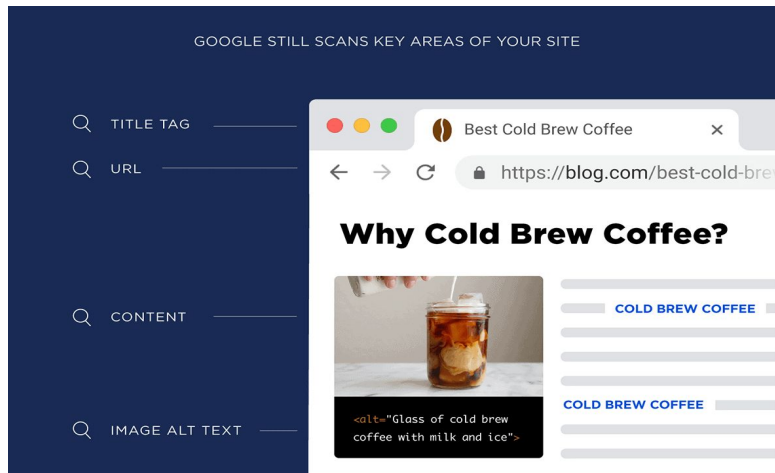
# Canvas on the other hand ... 🙄





# Keywords

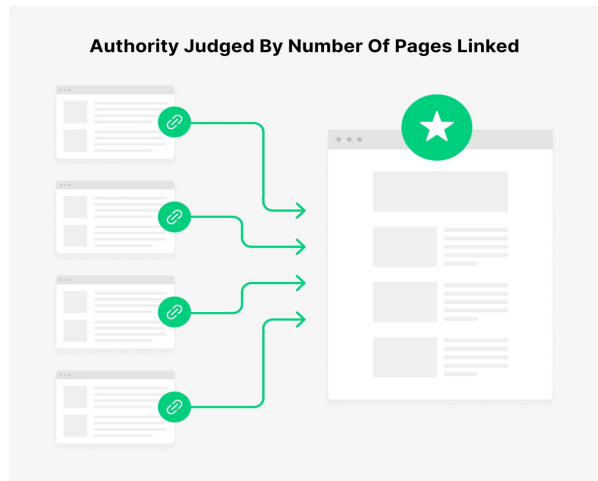
- Terms added to online content to boost rankings in a “SERP”
- Selected based on relevance to the content and user search behavior
- Keywords are competitive
  - Long tail keywords can be a solution
- Local SEO
- Keyword stuffing
- Powerful, but must be used wisely





# Backlinks

- Links from other sites to your website
  - High-quality content creation
  - Social media marketing
  - Link-building strategies
- More backlinks improve your ranking
- Natural links are vital
  - Penalization can happen
- Quality and relevance trumps all





## Conclusion

How do you get to the top of the search engine results page?

- Quickest way

Pay

- Long term

Optimize your page with SEO and wait