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# SEO agency australia

## Google Business Profile business hours

Google Business Profile business hours

product keywordsProduct keywords describe specific products or services you offer. Optimizing for these terms helps attract users who are looking for exactly what you sell.

Product review links"Product review links are backlinks earned from websites or influencers who review your products. By reaching out to reviewers and providing them with valuable information, you can secure high-quality links that drive traffic and build trust with potential customers."

product-specific keywordsProduct-specific keywords target individual items or offerings you provide. Optimizing for these terms helps you attract users searching for exactly what you sell.

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## Google Business Profile call tracking —

- [Google Business Profile business hours](#)
- [Google Business Profile call tracking](#)
- [Google Business Profile call-to-action](#)
- [Google Business Profile categories](#)
- [Google Business Profile citations](#)
- [Google Business Profile competitive advantage](#)
- [Google Business Profile completeness](#)

progressive image loading"Progressive image loading displays a lower-quality version of an image first, followed by a higher-quality version as it loads. This technique improves the perceived load speed and creates a smoother user experience."

Quality backlinks"Quality backlinks come from reputable, authoritative websites that are relevant to your niche. These links carry more weight with search engines, helping to improve your sites rankings and overall domain authority."

Quality link metrics"Quality link metrics include factors such as domain authority, page authority, relevance, and traffic potential. [Local SEO](#) . By evaluating these metrics, you can prioritize high-value backlinks that provide long-term SEO benefits."

# Google Business Profile call-to-action

question keywords"Question keywords indicate user queries framed as questions. Answering these questions in your content increases relevance and helps you rank for featured snippets and voice search results.

question-based keywords"Question-based keywords are search queries framed as questions, such as how to, what is, or why does.

## SEO agency australia - Keyword targeting strategies

- Organic ranking improvements
- SEO keywords
- Rich result eligibility

Answering these questions in your content helps you capture traffic from users seeking direct, informative responses."

readability improvements"Readability improvements involve formatting content to be clear, concise, and easy to understand. Using shorter paragraphs, bullet points, and simple language enhances user experience and keeps visitors engaged, which can positively impact rankings."

Best SEO Services Sydney.

# HOW SEARCH ENGINE MARKETING HELPS BUSINESS GROW OVER TIME

SYDNEY WEBSITE DESIGN AGENCY  
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,  
265 GEORGE ST, SYDNEY NSW 2000  
PHONE: 1300 684 339





Google Business Profile categories

Reciprocal linking risks"Reciprocal linking risks occur when two websites agree to exchange backlinks solely for the purpose of improving rankings. Over-reliance on reciprocal links can be seen as manipulative by search engines, potentially leading to penalties."

Reclaiming lost links"Reclaiming lost links involves identifying backlinks that no longer exist such as those removed by webmasters or broken after a site redesign and working to recover them. By restoring these links, you maintain a strong backlink profile and preserve valuable link equity."

related keywordsRelated keywords are terms that naturally align with your primary keyword. Incorporating them into your content broadens the scope of your SEO efforts and captures a wider range of search queries.

## Google Business Profile citations

relevant keyword targeting"Relevant keyword targeting ensures that the terms you choose align closely with user intent and your content's focus. This improves engagement, search rankings, and the overall user experience."

relevant long-tail keywords"Relevant long-tail keywords attract a highly targeted audience, leading to better engagement and higher conversion rates. By focusing on these terms, you improve the quality of your site's traffic."

Resource page link building"Resource page link building involves finding web pages that list helpful resources for a specific topic and requesting your content be included. If accepted, this approach provides a high-quality backlink and positions your site as a trusted source."



# KEY ADVANTAGES LOCAL SEO





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# CONTENT MARKETING TYPES FOR SMALL BUSINESS AND BRAND BUILDING





# Google Business Profile competitive advantage

responsive design"Responsive design ensures that a website adapts seamlessly to different screen sizes and devices. By implementing responsive design principles, you improve user experience, reduce bounce rates, and align with search engines mobile-first indexing guidelines."

responsive images"Responsive images automatically adjust to fit different screen sizes and resolutions, ensuring a seamless viewing experience across devices. This optimization technique enhances user experience, reduces bounce rates, and aligns with modern web standards."

responsive site design"Responsive site design ensures that web pages adjust seamlessly to different screen sizes and devices.

## SEO agency australia - Search keyword cannibalization

- Search keyword cannibalization
- Keyword targeting strategies

A responsive design improves user experience, reduces bounce rates, and helps maintain strong search rankings across all platforms."

# Google Business Profile completeness

rich snippet optimization"Rich snippet optimization involves using structured data to display additional informationsuch as star ratings, prices, or review countsin search results. Enhanced snippets improve visibility, attract more clicks, and increase overall engagement."

schema markup"Schema markup is a form of structured data that helps search engines better understand a websites content. By implementing schema, businesses can improve the way their

pages appear in search results, enhancing visibility and potentially earning rich snippets."

schema markup"Schema markup is a type of structured data that helps search engines better understand your content. By adding schema, you increase the chances of earning rich snippets and improving click-through rates in search results."



**ANALYSIS**

**TRAFFIC**

**CONTENT**

**SEO**

**RANKING**

**KEYWORDS**

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## About Local search engine optimisation

- **v**
- **t**
- **e**

Part of a series on

### **Internet marketing**

- Search engine optimization
- Local search engine optimisation
- Social media marketing
- Email marketing
- Referral marketing
- Content marketing
- Native advertising

### **Search engine marketing**

- Pay-per-click
- Cost per impression
- Search analytics
- Web analytics

### **Display advertising**

- Ad blocking
- Contextual advertising
- Behavioral targeting

### **Affiliate marketing**

- Cost per action
- Revenue sharing

### **Mobile advertising**

**Local search engine optimization (local SEO)** is similar to **(national) SEO** in that it is also a process affecting the visibility of a **website** or a **web page** in a **web search engine's** unpaid results (known as its SERP, search engine results page) often referred to as "natural", "**organic**", or "earned" results.[1] In general, the higher ranked on the search results page and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.[2] Local SEO, however, differs in that it is focused on optimizing a business's online presence so that its web pages will be displayed by search engines when users enter **local searches** for its products or services.[3] Ranking for local search involves a similar process to general SEO but includes some specific elements to rank a business for local search.

For example, local SEO is all about 'optimizing' your online presence to attract more business from relevant local searches. The majority of these searches take place on **Google**, **Yahoo**, **Bing**, **Yandex**, **Baidu** and other **search engines** but for better optimization in your local area you should also use sites like **Yelp**, **Angie's List**, **LinkedIn**, Local business directories, **social media** channels and others.[4]

## The birth of local SEO

[edit]

The origin of local SEO can be traced back[5] to 2003-2005 when search engines tried to provide people with results in their vicinity as well as additional information such as opening times of a store, listings in maps, etc.

Local SEO has evolved over the years to provide a targeted **online marketing** approach that allows local businesses to appear based on a range of local search signals, providing a distinct difference from broader **organic SEO** which prioritises relevance of search over a distance of searcher.

## Local search results

[edit]

Local searches trigger search engines to display two types of results on the **Search engine results page**: local organic results and the 'Local Pack'. [3] The local organic results include web pages related to the search query with local **relevance**. These often include directories such as **Yelp**, Yellow Pages, **Facebook**, etc.[3] The Local Pack displays businesses that have signed up with **Google** and taken ownership of their '**Google My Business**' (GMB) listing.

The information displayed in the GMB listing and hence in the Local Pack can come from different sources:[6]



- The owner of the business. This information can include opening/closing times, description of products or services, etc.
- Information is taken from the business's website
- User-provided information such as reviews or uploaded photos
- Information from other sources such as social profiles etc.
- Structured Data taken from [Wikidata](#) and [Wikipedia](#). Data from these sources is part of the information that appears in Google's [Knowledge Panel](#) in the search results.

Depending on the searches, Google can show relevant local results in [Google Maps](#) or Search. This is true on both mobile and desktop devices. [\[7\]](#)

## Google Maps

[\[edit\]](#)

Google has added a new Q&A features to [Google Maps](#) allowing users to submit questions to owners and allowing these to respond. [\[8\]](#) This Q&A feature is tied to the associated Google My Business account.

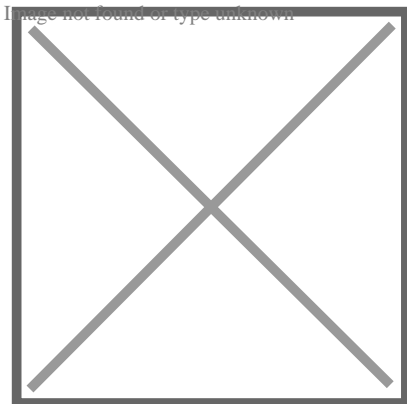
## Google Business Profile

[\[edit\]](#)

Google Business Profile (GBP), formerly [Google My Business](#) (GMB) is a free tool that allows businesses to create and manage their Google Business listing. These listings must represent a physical location that a customer can visit. A Google Business listing appears when customers search for businesses either on Google Maps or in Google SERPs. The accuracy of these listings is a local ranking factor.

## Ranking factors

[\[edit\]](#)



## Local Online Marketing

Major search engines have algorithms that determine which local businesses rank in local search. Primary factors that impact a local business's chance of appearing in local search include proper categorization in business directories, a business's name, address, and phone number (NAP) being **crawlable** on the website, and citations (mentions of the local business on other relevant websites like a chamber of commerce website). [9]

In 2016, a study using statistical analysis assessed how and why businesses ranked in the Local Packs and identified positive correlations between local rankings and 100+ ranking factors. [10] Although the study cannot replicate Google's algorithm, it did deliver several interesting findings:

- **Backlinks** showed the most important correlation (and also Google's Toolbar **PageRank**, suggesting that older links are an advantage because the Toolbar has not been updated in a long time).
- Sites with more content (hence more **keywords**) tended to fare better (as expected).
- Reviews on GMB also were found to strongly correlate with high rankings.
- Other GMB factors, like the presence of photos and having a verified GMB page with opening hours, showed a **positive correlation** (with ranking) albeit not as important as reviews.
- The quality of **citations** such as a low number of duplicates, consistency and also a fair number of citations, mattered for a business to show in Local Packs. However, within the pack, citations did not influence their ranking: "citations appear to be foundational but not a competitive advantage."
- The authors were instead surprised that **geotargeting** elements (city & state) in the title of the GMB landing page did not have any impact on GMB rankings. Hence the authors suggest using such elements only if it makes sense for usability reasons.
- The presence of a keyword in the business name was found to be one of the most important factors (explaining the high incidence of **spam** in the Local Pack).
- Schema structured data is a ranking factor. The addition of the 'LocalBusiness' markup will enable you to display relevant information about your business to Google. This includes opening hours, address, founder, parent company information and much more. [11]
- The number of reviews and overall star rating correlates with higher rankings in the Google map pack results.

## Local ranking according to Google

[edit]

Prominence, relevance, and distance are the three main criteria Google claims to use in its **algorithms** to show results that best match a user's query. [12]

- Prominence reflects how well-known is a place in the offline world. An important museum or store, for example, will be given more prominence. Google also uses information obtained on the web to assess prominence such as review counts, links, articles.
- Relevance refers to Google's algorithms attempt to surface the listings that best match the user's [query](#).
- Distance refers to Google's attempt to return those listings that are the closest the location terms used in a user's query. If no location term is used then "Google will calculate distance based on what's known about their location".

## Local ranking: 2017 survey from 40 local experts

[\[edit\]](#)

According to a group of local SEO experts who took part in a survey, links and reviews are more important than ever to rank locally. [\[13\]](#)

## Near Me Queries

[\[edit\]](#)

As a result of both Google as well as Apple offering "near me" as an option to users, some authors [\[14\]](#) report on how [Google Trends](#) shows very significant increases in "near me" queries. The same authors also report that the factors correlating the most with Local Pack ranking for "near me" queries include the presence of the "searched city and state in backlinks' anchor text" as well as the use of the " 'near me' in internal link anchor text"

## Possum Update

[\[edit\]](#)

An important update to Google's local algorithm, rolled out on the 1st of September 2016. [\[15\]](#)  
Summary of the update on local search results:

- Businesses based outside city physical limits showed a significant increase in ranking in the Google Local Pack
- A more restrictive filter is in place. Before the update, Google filtered listings linking to the same [website](#) and using the same phone number. After the update, listings get filtered if they have the same address and same categories though they belong to different businesses. So, if several dentists share the same address, Google will only show one of them.

## Hawk update

[\[edit\]](#)

As previously explained (see above), the Possum update led similar listings, within the same building, or even located on the same street, to get filtered. As a result, only one listing "with greater organic ranking and stronger relevance to the keyword" would be shown. [\[16\]](#) After the Hawk update on 22 August 2017, this filtering seems to apply only to listings located within the same building or close by (e.g. 50 feet), but not to listings located further away (e.g. 325 feet away). [\[16\]](#)

## Fake reviews

[\[edit\]](#)

As previously explained (see above), reviews are deemed to be an important ranking factor. Joy Hawkins, a Google Top Contributor and local SEO expert, highlights the problems due to fake reviews: [\[17\]](#)

- Lack of an appropriate process for business owners to report fake reviews on competitors' sites. GMB support will not consider requests about businesses other than if they come from the business owners themselves. So if a [competitor](#) nearby has been collecting fake reviews, the only way to bring this to the attention of GMB is via the Google My Business Forum.
- Unlike Yelp, Google does not show a label warning users of abnormal review behavior for those businesses that buy reviews or that receive unnatural numbers of negative reviews because of media attention.
- Current Google algorithms do not identify unnatural review patterns. Abnormal review patterns often do not need human gauging and should be easily identified by algorithms. As a result, both fake listings and rogue reviewer profiles should be suspended.

## See also

[\[edit\]](#)

- [Local search \(optimization\)](#)

## References

[\[edit\]](#)



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## External links

[[edit](#)]

- [Google Search Engine Optimization \(SEO\) Starter Guide](#)
- [Google Local Businesses Guide](#)

## About Web syndication

**Web syndication** is making **content** available from one website to other sites. Most commonly, websites are made available to provide either summaries or full renditions of a website's recently added content. The term may also describe other kinds of content **licensing** for reuse.

## Motivation

[**edit**]

For the subscribing sites, syndication is an effective way of adding greater depth and immediacy of information to their pages, making them more attractive to users. For the provider site, syndication increases exposure. This generates new traffic for the provider site—making syndication an easy and relatively cheap, or even free, form of advertisement.

Content syndication has become an effective strategy for link building, as **search engine optimization** has become an increasingly important topic among website owners and online marketers. Links embedded within the syndicated content are typically optimized around anchor terms that will point an optimized [**clarification needed**] link back to the website that the content author is trying to promote. These links tell the algorithms of the search engines that the website being linked to is an authority for the keyword that is being used as the anchor text. However the rollout of **Google Panda**'s algorithm may not reflect this authority in its **SERP** rankings based on quality scores generated by the sites linking to the authority.

The prevalence of web syndication is also of note to **online marketers**, since web surfers are becoming increasingly wary of providing personal information for marketing materials (such as signing up for a **newsletter**) and expect the ability to subscribe to a feed instead. Although the format could be anything transported over **HTTP**, such as **HTML** or **JavaScript**, it is more commonly **XML**. **Web syndication formats** include **RSS**, **Atom**,<sup>[1]</sup> and **JSON Feed**.

## History

[**edit**]

Main article: **History of web syndication technology**

Syndication first arose in earlier media such as **print**, **radio**, and **television**, allowing content creators to reach a wider audience. In the case of radio, the United States Federal government proposed a syndicate in 1924 so that the country's executives could quickly and efficiently reach the entire population.<sup>[2]</sup> In the case of television, it is often said that "Syndication is where the real money is."<sup>[3]</sup> Additionally, syndication accounts for the bulk of TV programming.<sup>[4]</sup>

One predecessor of web syndication is the [Meta Content Framework](#) (MCF), developed in 1996 by [Ramanathan V. Guha](#) and others in [Apple Computer](#)'s Advanced Technology Group.[\[5\]](#)

Today, millions of online publishers, including newspapers, commercial websites, and blogs, distribute their news headlines, product offers, and blog postings in the news feed.

## As a commercial model

[\[edit\]](#)

Conventional syndication businesses such as [Reuters](#) and [Associated Press](#) thrive on the internet by offering their content to media partners on a subscription basis,[\[6\]](#) using business models established in earlier media forms.

Commercial web syndication can be categorized in three ways:

- by *business models*
- by *types of content*
- by *methods for selecting distribution partners*

Commercial web syndication involves partnerships between content producers and distribution outlets. There are different structures of partnership agreements. One such structure is [licensing](#) content, in which distribution partners pay a fee to the content creators for the right to publish the content. Another structure is ad-supported content, in which publishers share revenues derived from advertising on syndicated content with that content's producer. A third structure is free, or barter syndication, in which no currency changes hands between publishers and content producers. This requires the content producers to generate revenue from another source, such as embedded advertising or subscriptions. Alternatively, they could distribute content without remuneration. Typically, those who create and distribute content free are promotional entities, vanity publishers, or government entities.

Types of content syndicated include [RSS](#) or [Atom](#) Feeds and full content. With RSS feeds, headlines, summaries, and sometimes a modified version of the original full content is displayed on users' feed readers. With full content, the entire content—which might be text, audio, video, applications/widgets, or [user-generated content](#)—appears unaltered on the publisher's site.

There are two methods for selecting distribution partners. The content creator can hand-pick syndication partners based on specific criteria, such as the size or quality of their audiences. Alternatively, the content creator can allow publisher sites or users to opt into carrying the content through an automated system. Some of these automated "content marketplace" systems involve careful screening of potential publishers by the content creator to ensure that the material does not end up in an inappropriate environment.

Just as syndication is a source of profit for TV producers and radio producers, it also functions to maximize profit for Internet content producers. As the Internet has increased in size [7] it has become increasingly difficult for content producers to aggregate a sufficiently large audience to support the creation of high-quality content. Syndication enables content creators to **amortize** the cost of producing content by licensing it across multiple publishers or by maximizing the distribution of advertising-supported content. A potential drawback for content creators, however, is that they can lose control over the presentation of their content when they syndicate it to other parties.

Distribution partners benefit by receiving content either at a discounted price, or free. One potential drawback for publishers, however, is that because the content is duplicated at other publisher sites, they cannot have an "exclusive" on the content.

For users, the fact that syndication enables the production and maintenance of content allows them to find and consume content on the Internet. One potential drawback for them is that they may run into duplicate content, which could be an annoyance.

## E-commerce

[[edit](#)]

See also: [E-commerce](#)

Web syndication has been used to distribute product content such as feature descriptions, images, and specifications. As manufacturers are regarded as authorities and most sales are not achieved on manufacturer websites, manufacturers allow retailers or dealers to publish the information on their sites. Through syndication, manufacturers may pass relevant information to **channel partners**. [8] Such web syndication has been shown to increase sales. [9]

Web syndication has also been found effective as a **search engine optimization** technique. [10]

## See also

[[edit](#)]

- [RSS](#)
- [Atom \(web standard\)](#)
- [Broadcast syndication](#)
- [Content delivery platform](#)
- [Feed icon](#)
- [hAtom](#)
- [List of comic strip syndicates](#)
- [List of streaming media systems](#)
- [Print syndication](#)



- [Protection of Broadcasts and Broadcasting Organizations Treaty](#)
- [Push technology](#)
- [Software as a service](#)
- [Usenet](#)

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10. <sup>^</sup> How to Increase Your Search Ranking [Fresh Business Thinking](#)

## External links

[\[edit\]](#)

-  [Media related to \*\*Web syndication\*\* at Wikimedia Commons](#)

- [v](#)
- [t](#)
- [e](#)

[Web syndication](#)

## History

[Blogging](#)  
[Podcasting](#)  
[Vlogging](#)  
[Web syndication technology](#)

## Types

- Art
- Bloggernacle
- Classical music
- Corporate
- Dream diary
- Edublog
- Electronic journal
- Fake
- Family
- Fashion
- Food
- Health
- Law
- Lifelog
- MP3
- News
- Photoblog
- Police
- Political
- Project
- Reverse
- Travel
- Warblog

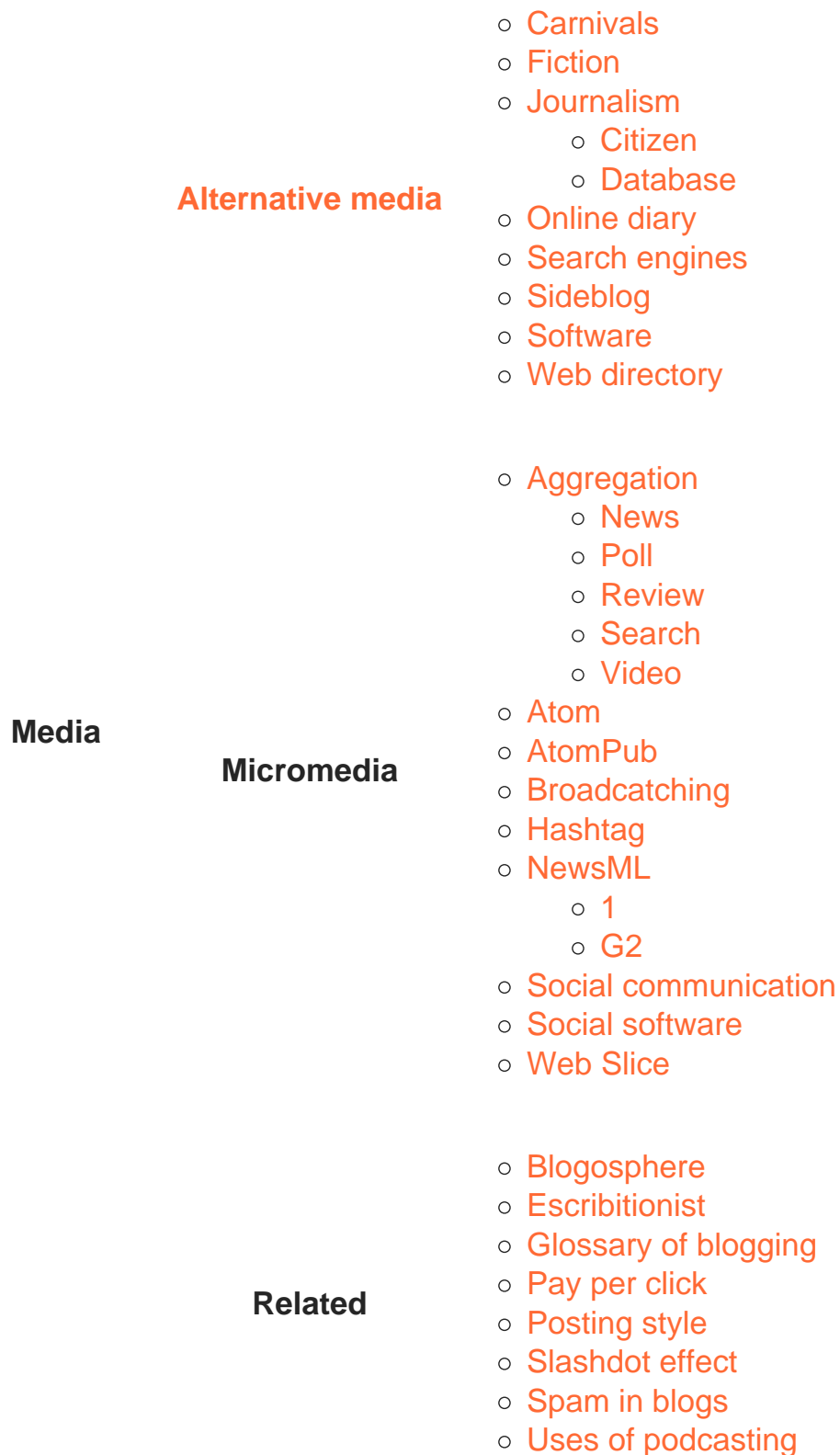
Technology	General	<ul style="list-style-type: none"> <li>○ BitTorrent</li> <li>○ Feed URI scheme</li> </ul>
	Features	<ul style="list-style-type: none"> <li>○ Linkback</li> <li>○ Permalink</li> <li>○ Ping</li> <li>○ Pingback</li> <li>○ Reblogging</li> <li>○ Refback</li> <li>○ Rollback</li> <li>○ Trackback</li> </ul>
	Mechanism	<ul style="list-style-type: none"> <li>○ Thread</li> <li>○ Geotagging</li> <li>○ RSS enclosure</li> <li>○ Synchronization</li> </ul>
	Memetics	<ul style="list-style-type: none"> <li>○ Atom feed</li> <li>○ Data feed</li> <li>○ Photofeed</li> <li>○ Product feed</li> <li>○ RDF feed</li> <li>○ Web feed</li> </ul>
	RSS	<ul style="list-style-type: none"> <li>○ GeoRSS</li> <li>○ MRSS</li> <li>○ RSS TV</li> </ul>
	Social	<ul style="list-style-type: none"> <li>○ Inter-process communication</li> <li>○ Mashup</li> <li>○ Referencing</li> <li>○ RSS editor</li> <li>○ RSS tracking</li> <li>○ Streaming media</li> </ul>
	Standard	<ul style="list-style-type: none"> <li>○ OPML</li> <li>○ RSS Advisory Board</li> <li>○ Usenet</li> <li>○ World Wide Web</li> <li>○ XBEL</li> <li>○ XOXO</li> </ul>

- Audio podcast
- Enhanced podcast
- Mobilecast
- Narrowcasting
- Peercasting
- Screencast
- Slidecasting
- Videocast
- Webcomic
- Webtoon
- Web series

## **Form**

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- Collaborative blog
- Columnist
- Instant messaging
- Liveblogging
- Microblog
- Mobile blogging
- Spam blog
- Video blogging
- Motovlogging





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## Frequently Asked Questions

### What is a content agency in Sydney?

A content agency in Sydney focuses on creating high-quality, SEO-optimized content that resonates with your target audience. Their services typically include blog writing, website copy, video production, and other forms of media designed to attract traffic and improve search rankings.

### Why should I consider SEO packages in Australia?

SEO packages in Australia typically bundle essential optimization services such as keyword research, technical audits, content creation, and link building at a set price. They are designed to simplify the process, provide consistent results, and help businesses of all sizes improve their online visibility.

## **What is involved in SEO consulting?**

SEO consulting involves analyzing a website's current performance, identifying areas for improvement, and recommending strategies to boost search rankings. Consultants provide insights on keyword selection, on-page and technical optimization, content development, and link-building tactics.

## **What are the benefits of working with an SEO consultant in Sydney?**

An SEO consultant in Sydney can provide tailored advice and strategies that align with your business's goals and local market conditions. They bring expertise in keyword selection, content optimization, technical SEO, and performance monitoring, helping you achieve better search rankings and more organic traffic.

## **What role do SEO consultants play in a digital marketing strategy?**

SEO consultants are responsible for improving your website's visibility and performance in search engines. By analyzing data, refining keyword strategies, and optimizing site elements, they enhance your overall digital marketing efforts, leading to more traffic, better user engagement, and higher conversions.

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City : Sydney

State : NSW

Zip : 2000

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[Google Business Website](#)

Company Website : <https://sydney.website/seo-sydney/>

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