

# SEO



# SEO?

- **S**earch **E**ngine **O**ptimization
- To help search engines to find your content
- To achieve the best ranking/position
  - Be aware of who is the target
  - Make a website for this target
  - Know how search engines work

# SEO or SEM?

- SEM is **S**earch **E**ngine **M**arketing
- Differences
  - SEM: pay for advertisement (keywords). Instantly.
  - SEO: free. It takes some time to be appreciable, as engines need to update.
- Similarities: choose the correct keywords
  - SEM: if too general, money will be spent showing the advertisement to not interested users
  - SEO: if too specific, difficult to reach users

# SEO - Main concepts

- Authority - Google
  - Happy users that come back
  - Quality of links from and to pages
  - Content
  - Social media
- Trust - Yahoo
- Relevance

# SEO - Factors

- Off-site
  - Quality of webpages that links to yours
  - Location of user
  - Last pages visited by user
  - Social media
- On-site
  - Content
  - Structure
  - HTML code
- User experience
  - Media adaptation
  - User reviews (if page or linked pages are reported as malicious, for example)

# SEO - Techniques

- Quality content (original, interesting...)
- Know who are the users and what they want
- Frequent updates
- Keywords in URL, titles, content...
- Improve URLs and HTML
- Map of contents
- Links to the website

# SEO - CTR

- **C**lick **T**hrough **R**ate
- Percent of times the website is displayed vs times it is clicked  
$$(\text{Clicks}/\text{Impressions}) \times 100$$
- Higher CTR = better SEO

# SEO - Am I doing fine?

Google Search Console

(old Webmaster Tools)

