

A Guide to Search Optimization

Trainer Guide

For Aptech Centre Use Only

A Guide to Search Optimization

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Consumers of Website contents and online shopping customers often make use of search engines for their queries. Today, the number of Websites across the world exceeds 1.7 billion. On an average, there are over 5.5 billion search queries per day on Google alone. Given such statistics, it is crucial that a business or even an individual should improve traffic to their Website through various strategies. Therefore, optimization of Websites for a search engine becomes extremely important as search engines can drive traffic to the sites. Search Engine Optimization (SEO) is an important Internet marketing strategy that can help to achieve this.

This book begins with an introduction to Google Search and the Google Search Engine. Then, the book explains SEO and various techniques used in SEO. These techniques include on-page optimization, off-page optimization customization, SEO tools, Social Media Optimization and its role in SEO, Search Engine Marketing, and mobile SEO.

The faculty/trainer should teach the concepts in the theory class using the slides. This Trainer's Guide will provide guidance on the flow of the module and also provide tips and additional examples wherever necessary. The trainer can ask questions to make the session interactive and also to test the understanding of the students.

The knowledge and information in this book is the result of the concentrated effort of the Design Team, which is continuously striving to bring to you the latest, the best and the most relevant subject matter in Information Technology. As a part of Aptech's quality drive, this team does intensive research and curriculum enrichment to keep it in line with industry trends and learner requirements.

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Session 1: Search Engines

1.1 Pre-Class Activities

Before you commence the session, read the topics of this session in depth. Prepare a query or two that will be a clue to relate the current session objectives.

1.1.1 Teaching Skills

To teach this session, you should be well versed with the concepts of Search Engine Optimization.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

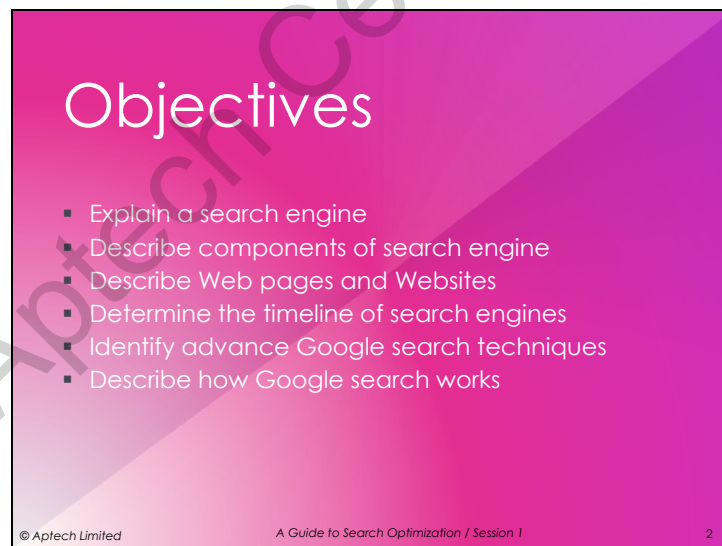
Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2



Instructions to the Trainer:

Using Slide 2, provide the students an understanding about the objectives of the session.

1.2 In-Class Explanations

Slide 3

What is a Search Engine? (1-2)




Figure 1.1: Google Search

A software system.

Executes query based Web search. Example Google

Queries are called **keywords**.

Keywords appear as one begins typing.

Search results appear in Search Engine Results Pages (SERPs)

Algorithms rank SERPs from most relevant to least relevant.

Most relevant pages are displayed on top.

Ads are paid search results.


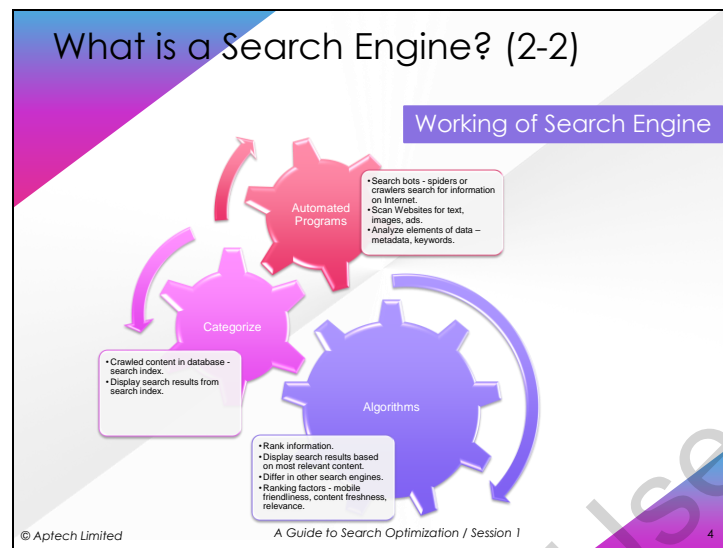


Figure 1.2: Google Search Result Page

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Instructions to the Trainer:

- Using Slide 3, tell students that they will learn about search engines and optimizing search engines.
- Ask students whether they are aware of the term 'search engine'. Wait for an answer and then define search engine.
- Explain to students that search engine is a program that searches for and identifies items that match keywords or characters entered by the user, to find specific information on the Internet. Items are stored in a database from where the search engine searches and retrieves data. Therefore, a search engine executes a search based on query.
- What is a Query? A query is a search term entered by a user in the search bar - such terms are called keywords. A user enters keyword in the search bar or address bar. Refer to figure 1.1 on the Slide. Sometimes, when a user begins typing in the search bar, terms that are similar to the first few alphabets of the word appear. These are suggestions provided by the search bar, also known as predictive typing. They appear as one starts typing.
- Search engines use algorithms to rank the results by most relevant to least relevant. The most relevant pages are displayed on the top. Refer to figure 1.2 on the Slide.
- What is Search Engine Optimization? It is the process of improving the quality and quantity of Website traffic to Website or Web page from search engines. SEO targets unpaid traffic rather than paid traffic.
- For more information about search engines, refer to the following link: <https://www.searchenginejournal.com/seo-guide/meet-search-engines/>.
- For more information about search engine optimization, refer to the following link: <https://searchengineland.com/guide/what-is-seo>.



Instructions to the Trainer:

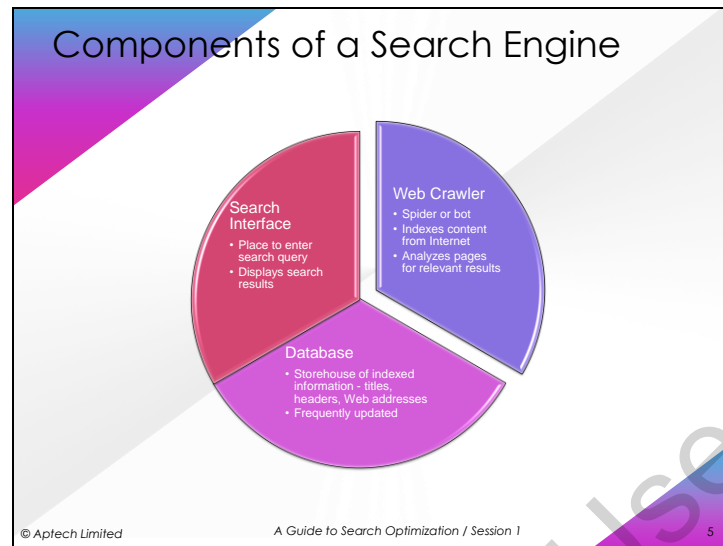
- Using Slide 4, tell students that they will now learn how a search engine works.
- Ask students why search engines are useful. Wait for a response and then give the answer: Without search engines, there would be no way to determine which sites are worthy of users time, and which sites are simply spam.
- A search engine uses crawls, indexes, and ranks to search and display content.
 - Search engines use automated programs or search bots called spiders or crawlers, which help in searching information on the internet. Crawlers search for information by scanning Websites for text, images, ads, and so on. They analyze the elements of data, such as metadata and keywords, to obtain information they are searching.
 - Search engines then categorize the crawled content in databases called the search index from where relevant data is retrieved.
 - Each search engine uses a search engine algorithm, and no two search engines use the same formula to determine the page ranking. Algorithms rank information based on how relevant they are to the search keyword, which decides what should be displayed as a search result for the query. This is how most relevant content is shown to users. There are several ranking factors. Some of them are mobile friendliness, content freshness, and relevance.
- For more information on search engine algorithms, refer to the following link: <https://shiftweb.com/what-is-a-search-engine-algorithm-and-why-is-it-important/>.

In-Class Questions:

Question: What is the difference between a browser and a search engine?

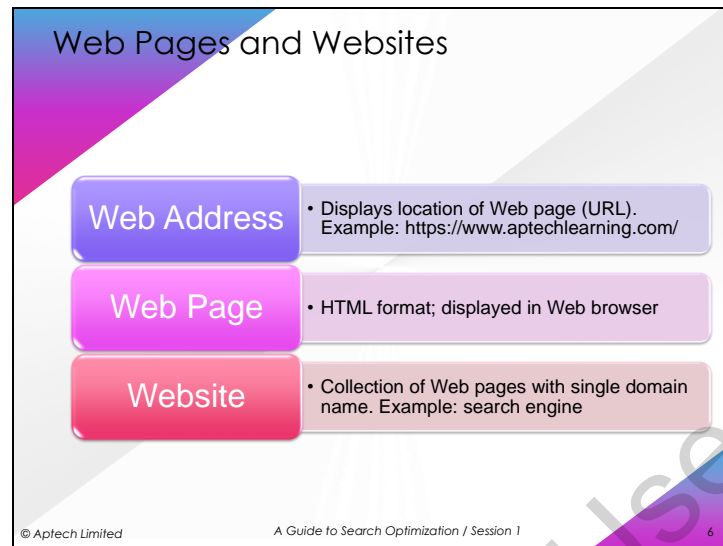
Answer: Some of the differences are:

- A Web browser is a software application used to retrieve data from webpages or HTML files present in servers. A search engine is a type of Website that a user can search for information and the results are displayed on the screen.
- A Web browser uses graphical interface to help users interact on the World Wide Web. A search engine has three main components: Search index, Crawler, Search algorithm.
- A Web browser does not have a database; it only has a memory to store cache and cookies. A search engine has its own database.
- Multiple Web browsers can be installed on a single device. Search engines do not require installation.
- Examples of Web browsers are: Google Chrome, Internet Explorer, and Firefox. Examples of search engine are: Google, Yahoo, and Bing.



Instructions to the Trainer:

- Using Slide 5, tell students that the fundamental components of a search engine include: Search Interface, Crawler, and Database.
 - **Search Interface:** This component is an interface between user and the database. It helps the user to search through the database. This is the location where the user enters keywords and views the results of the search.
 - **Crawler:** A crawler searches and adds content from the Web to the search engine's data repository. The content includes text pages, images, and videos. Some crawlers also follow outgoing URL links on a page. All the information retrieved by the Web crawler is stored in a data repository, which serves as an index that can be searched by users.
 - **Database:** Some search engines have a large database whereas others may have a small database. Information in the database is analyzed and displayed as relevant results. A search engine may collate results from other search engines and its own database to identify information appropriate to the search query.
- For more information about the components of a search engine, refer to the following link: https://www.tutorialspoint.com/internet_technologies/search_engines.htm.



Instructions to the Trainer:

- Using Slide 6, tell students that they will learn about Web pages and Websites.
- Ask the students to differentiate between a Web page and a Website. Wait for a response and then answer.
 - Web page: A Web page is a document on the Internet. It can include text, images, video, or any type of content. It is written in HTML form, and appears on the browser. Examples are social media and advertisements.
 - Website: A Website is a collection of Web pages that are linked together. They usually share a common domain name. A Website includes many Web pages. Example: <https://www.aptechlearning.com/it/>
 - Web address: A Web address contains information about the location of a Web page. It is also known as the Uniform Resource Locator (URL). A typical URL <http://www.aptechlearning.com/it/>, includes a protocol (http), a hostname (www.aptechlearning.com), and a file name (it.html).
- For information on the difference between Web page and Website, refer to the following link: <https://www.geeksforgeeks.org/difference-between-website-and-webpage/>.

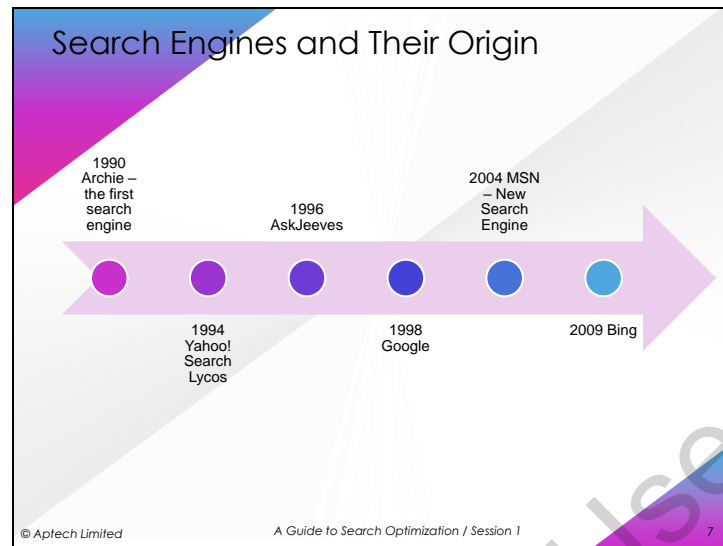
In-Class Questions:

Question: Mr. Jones recently opened restaurants at three locations in the city. He must advertise, accept bookings, and create a page where customers can place their orders to have them delivered to their homes. What would be the best option for Mr. Jones; should he create Web pages or a Website?

Answer: Website. This is because a Website will function as a business card for the restaurant and can be a permanent way to advertise his business. Mr. Jones can also connect directly with

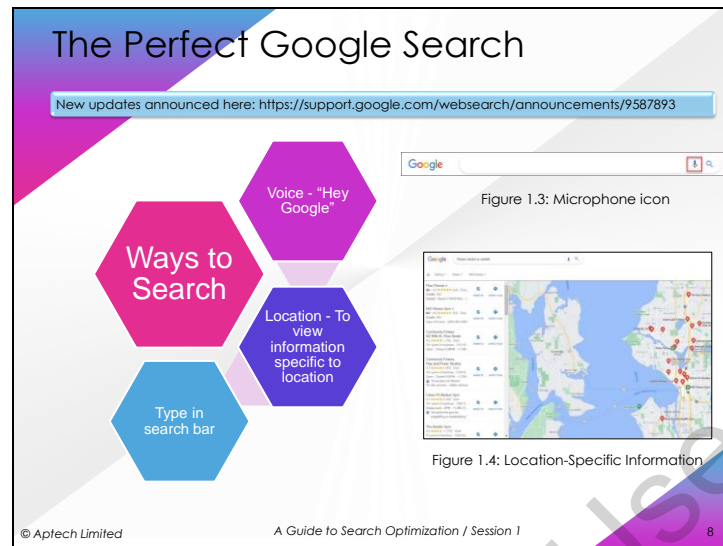
customers. Moreover, it will be easy for him to modify services, announce updates and offers, and check the traffic to his Website. He will be able to control his business better rather than creating a Web page and hosting it on an aggregator site.

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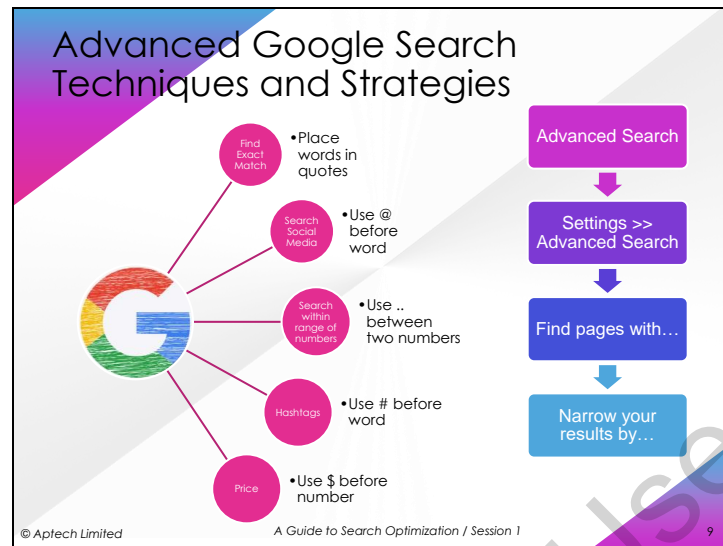
Instructions to the Trainer:

- Using Slide 7, tell students that the search engine is a fairly recent phenomenon but has had a long history.
- Tell them that earlier search engines were in the form of directory lists.
- The first search engine, Archie, was developed in 1990, which was a File Transfer Protocol (FTP) site. It included an index of lists to be downloaded. Jughead, Veronica, Gopher, and Wide Area Information System (WAIS) were some of the lesser known search engines before Yahoo! was developed.
- Before the advent of Yahoo!, WebCrawler was the first search engine to fully index content on Web pages. Every word and phrase could be searched.
- In 1994, Yahoo! added a search function that worked as a crawler and indexer. Lycos and AskJeeves were the other search engines that were prominent at the time till the advent of Google.
- Google arrived very late on the search engine but what set it apart was SEO. Google started at a time when all other search engines were suffering from spam and relevancy issues. Google built on its keyword meta tag so that users could view only relevant results. Gradually, aspects such as PageRank and backlinks were developed that boosted the efficacy of Google. Today, Google continues to reign.
- For more information about the history of search engines, refer to the following link: <https://www.seomechanic.com/complete-history-search-engines/>.



Instructions to the Trainer:

- Using Slide 8, tell the students that finding information on the Internet depends on the appropriate use of keywords.
- One can search for information either by typing the keywords in the search bar or using the microphone on the search bar. Refer to figure 1.3 on the Slide.
 - Use the exact phrase when searching for something specific. For example, entering "Mary Poppins" will display results specific to the term.
 - Capitalization and spelling of words are not important (unless searching something specific) because the Google spell check function uses the most common spelling of the keyword and displays results accordingly.
 - Likewise, there are many other ways to find information specific to requirement, such as using search operators and advanced search features.
- Enabling location is another way to search for services in a particular area. For example, searching for colleges in the area where you stay.
- Image search is another way to find relevant information. For example, a user clicks a photo of a jacket and tries to find where it is available.
- For information about searching on Google, refer to the following link: <https://support.google.com/websearch/answer/134479?hl=en>.

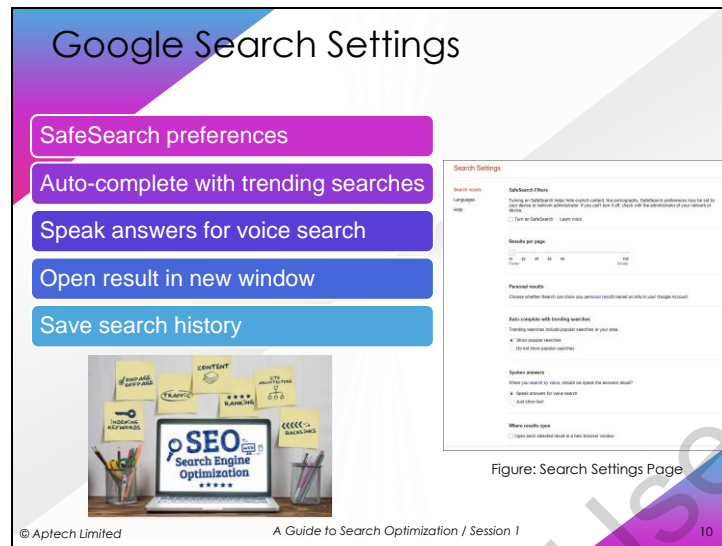


Instructions to the Trainer:

- Using Slide 9, tell students that it is possible to drill down to the level of information that one requires.
- This can be done using the Advanced Search feature in Google. To do so:
 - Open the [google.com/advanced_search](https://www.google.com/advanced_search) page.
 - Under 'Find pages with,' choose the query field/s.
 - Enter the words to include or remove from the results.
 - Under 'Then narrow your results by,' select the required filters.
 - Click Advanced Search.
- Some other ways to find information are by using keywords within quotation marks, using special characters such as @, hashtags, ellipses, and asterisks.
 - To search social media, use @ before the keyword. For example: @instagram.
 - To search for a price, use \$ before a number. For example: laptop \$400.
 - To search hashtags, use # before a word. For example: #tgif
 - To exclude words from a search, use - before the word to omit. For example, jaguar speed -car
 - To search for an exact match, type the word or phrase within quotes. For example, "largest planet".
 - To search within a range of numbers, use ... between two numbers. For example, computer \$100...\$200.
 - To combine searches, use 'OR' between each search query. For example, food OR culture.
 - To search for a specific site, use 'site:' before the site or domain. For example, site: youtube.com.

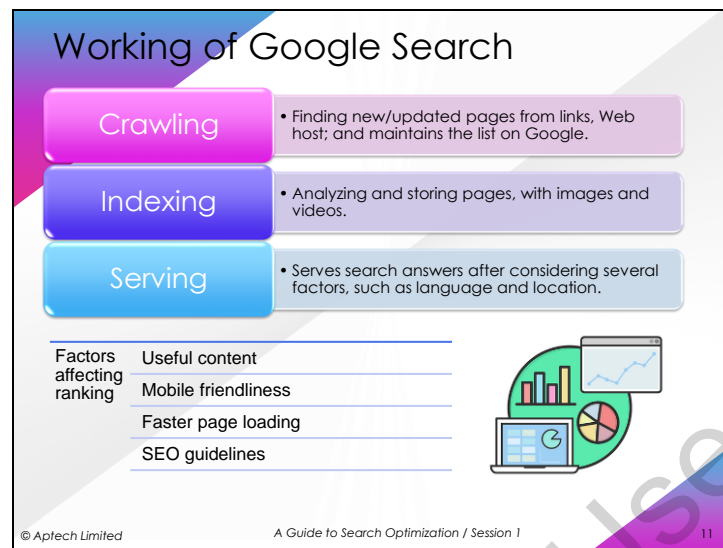
- To search for related sites, use 'related:' before the known Web address. For example, related: bbc.com.
- Explain the use of each using the figure on the Slide.
- For more information about using Google Advanced Search, refer to the following link: <https://support.google.com/websearch/answer/35890?hl=en&co=GENIE.Platform%3DDesktop>.

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Instructions to the Trainer:

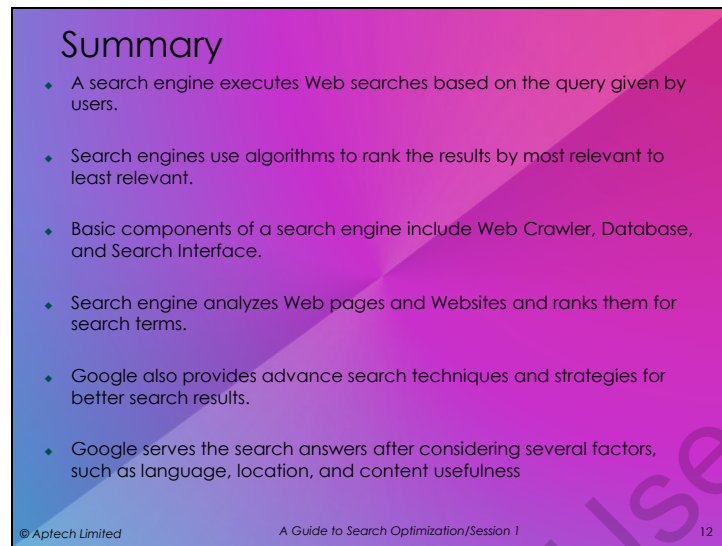
- Using Slide 10, tell students that Google search browser settings can be modified as per preferences.
- The settings can be modified in a computer, or any handheld device.
- The Search Settings page can be viewed from the Settings menu in the browser.
- For example, the SafeSearch feature in Google automatically filters explicit content.
- Likewise, the Auto-complete feature provides suggestions as we type in the search bar. Also known as word completion, it is a feature in which the application predicts the rest of a word a user is typing. In Android and iOS smartphones, this is called predictive text.
- Similarly, if the Web & App Activity setting is set as ON, all searches and activities from other Google services are saved into the user's Google Account, so that they receive personalized experiences, such as faster search, and content recommendations.
- Moreover, a user can choose the language for viewing Google products and search results.
- The Handwrite feature is available for handheld devices, such as android phones and tabs. This feature allows the user to write the keyword using fingers instead of typing the words on the keyboard. The handwritten text is then, converted to words in the search box.
- For information on modifying settings, refer to the following link:
<https://support.google.com/websearch/answer/2539428?hl=en&co=GENIE.Platform%3DDesktop>.



Instructions to the Trainer:

- Using Slide 11, inform the students that they are already aware of the terms 'crawling' and 'indexing'.
- They will now understand more about the way Google works or rather how the search engine organizes information.
 - **Crawling:** The crawling process begins with a list of Web addresses from past crawls and sitemaps provided by Website owners. When crawlers visit Websites, they use the links on those sites to discover other pages. Crawlers pay special attention to new sites, updates to existing sites and dead links. Computer programs determine which sites to crawl, how often and how many pages to fetch from each site.
 - **Indexing:** All keywords are tracked in the index, similar to the way words are organized in a book. The Google Search index contains many Web pages, with an entry for each word or Web page that is indexed. When a Web page is indexed, it is added to the list of all the words it contains.
 - **Serving:** Google serves the search answers after considering several factors, such as language and location. The ranking of Web pages is done by the algorithm. Few factors that affect ranking are: useful content, faster page load, mobile friendliness, and SEO guidelines.
- For more information about how search engines work, refer to the following link: <https://moz.com/beginners-guide-to-seo/how-search-engines-operate>.

Slide 12



The slide has a purple-to-pink gradient background. It contains a title 'Summary' and a bulleted list of six points. At the bottom, there is a footer with '© Aptech Limited', 'A Guide to Search Optimization/Session 1', and the number '12'.

Summary

- A search engine executes Web searches based on the query given by users.
- Search engines use algorithms to rank the results by most relevant to least relevant.
- Basic components of a search engine include Web Crawler, Database, and Search Interface.
- Search engine analyzes Web pages and Websites and ranks them for search terms.
- Google also provides advance search techniques and strategies for better search results.
- Google serves the search answers after considering several factors, such as language, location, and content usefulness

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Instructions to the Trainer:

- Using Slide 12, summarize the session. End the session with a brief summary of what has been taught in the session. Explain each of the summary points in brief.

Session 2: Search Engine Optimization and its Components

2.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

2.1.1 Teaching Skills

To teach this session, you should be well versed with Search Engine Optimization basics.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2

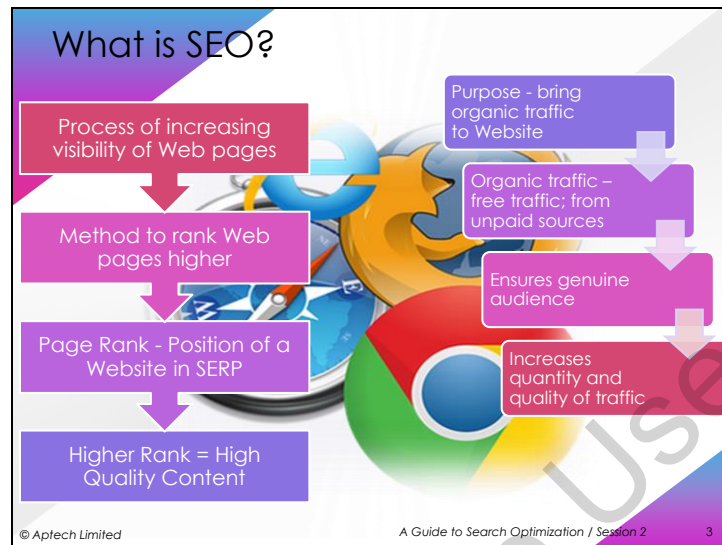


Instructions to the Trainer:

- Using slide 2, provide the students an understanding about the objectives of the session.

2.2 In-Class Explanations

Slide 3



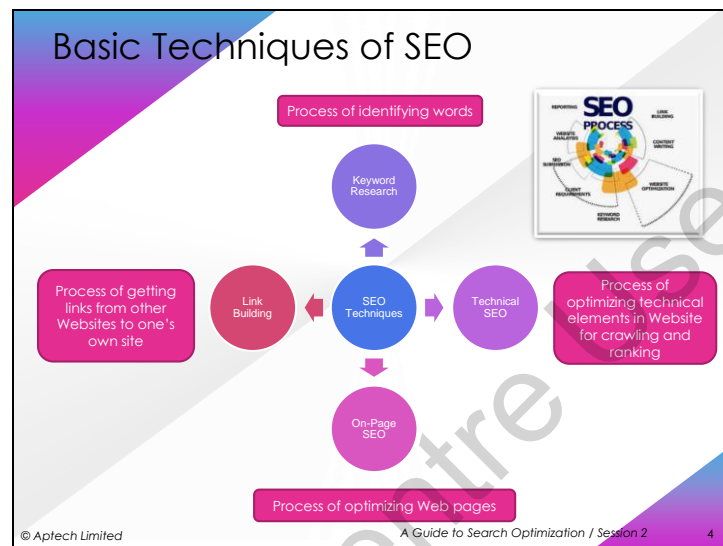
Instructions to the Trainer:

- Using slide 3, tell students that the session will be on Search Engine Optimization.
- Ask students whether they are aware of the term SEO. Wait for a response and then, define SEO.
- Tell students that SEO stands for search engine optimization. It is the process of improving the quality and quantity of Website traffic to a Website or a Web page from search engines.
 - The term SEO also describes the process of indexing Web pages (using indexing software called crawlers) so that search engines can locate, scan, and index the site.
 - Marketers use SEO to gain visibility of their Websites in search engine results pages, such as Google, Bing, and Yahoo.
 - There are two ways to drive traffic towards Websites: paid and unpaid, also known as organic traffic. While paid advertising, social media, and other online platforms can generate traffic to Websites, the majority of online traffic is free and driven by search engines.
 - Marketers use SEO strategies, such as on-page, off-page, and creating linked content, to tell search engines what their Website is about and why it should rank well in search engine results pages.
- The evolution of SEO is interesting. When search engines emerged during the 1900s, SEO was performed using on-page activities. Good content was a prerequisite; sufficient text, accurate HTML tags, and links (internal and outbound) were essential. Keywords were of utmost importance so that the page could be found, so much so that keywords were repeated multiple times throughout the Web page. Later, Google introduced its algorithm called PageRank in its search engine that gave better results for searches based on several factors. Today, Google has

the most advanced search algorithm and is constantly evolving to bring in better search results to users.

- For more information on SEO, refer to the following link: <https://moz.com/beginners-guide-to-seo>.

Slide 4



Instructions to the Trainer:

- Using slide 4, tell students that Google's algorithm is extremely complex because it is looking for pages that contain high-quality, relevant information that meets the user's query.
- Hence, it is essential to follow some basic techniques of SEO, such as keyword research, technical SEO, on-page SEO, and link building. Let us discuss these in detail.
 - **Keyword Research** - This is the process of understanding the language, words or terms used by end-users when searching for content, products, and services. It is important because it is the only way to know what people are typing into search engine. Hence, if a word or phrase appears repeatedly, it should be present in the Web page for the search engine to index it. This also helps avoid creating content which no one wants. Keywords must be analyzed carefully, prioritized, and targeted at the specific audience. For example, if a company sells coffee, they would have to include commonly used keywords in their Website, such as espresso, filter, cappuccino, and so on.
 - **Technical SEO** – Technical SEO is a subcategory of SEO that deals with the technical components of a Website so that it can be crawled and indexed easily. Technical components include site navigation, sitemap, page speed, URL structure, and so on. Technical SEO is important because it ensures that a Website is easy to navigate and is free of any technical issues that may prevent it from being crawled, indexed, and ranked by search engines. Technical SEO attracts organic traffic that can lead to increased

viewership. It is important to follow certain best practices to ensure that the Website is found by search engines. For example, if the Website is too large, it is better to submit a sitemap that contains information about the pages and media files. Likewise, the robot.txt file will inform search engine crawlers about the files that are accessible.

- On-Page SEO - On-page SEO is the practice of optimizing elements on Web pages for SEO. It includes content, links, titles, meta-tags, and more. These are the best practices to adopt so that search engines can find the Website easily. For example, creating specific, short, informative and unique page titles. Heading and ending tags, navigation structure of the Website, short URLs in lowercase are all efficient ways to ensure that Websites are found and indexed easily by search engines.
- Link Building – What is link building? It is the practice of acquiring hyperlinks from other Websites into your own so that users can navigate between pages. These are also called backlinks. Search engines use links to find new pages to list on the search results. It is also used to determine the ranking of a Website or page on the search results. In fact, this is what led to the success of Google because it was able to use links part of their overall ranking algorithm; thereby offering users the exact information they required.

➤ For more information, refer to the following link:
<https://www.bigcommerce.com/ecommerce-answers/technical-seo/>

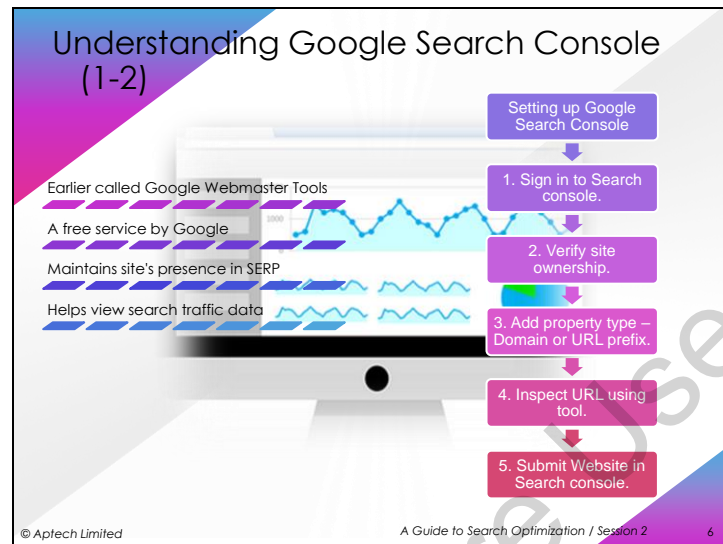


Instructions to the Trainer:

- Using slide 5, tell students that there are three approaches to SEO practices: Black Hat, White Hat, and Gray Hat. Let us understand each practice in detail.
- Black Hat SEO - Refers to techniques and strategies that are against the guidelines of search engines. As a result, it puts Websites at tremendous risk of being removed from search results since they are against the guidelines. Examples of black hat practices are: keyword stuffing (where keywords are overloaded in the content to make them more likely to be found). Another popular technique is hidden text (where text is added in white font so that the user does not see it but it is read by search engines and indexed). Cloaking, and stealing content are other forms of black hat practice. Such practices are unfair means to gain visibility and higher ranking, thereby leading to higher viewership but can also lead to the Website being removed or rendered inactive due to unfair practices.
- White Hat SEO - Refers to SEO techniques, best practices, and strategies that abide by search engine rules. Its primary focus is to provide value and high-quality content to users. Websites that follow white hat practices usually have quality content along with different forms of media. The content would be structured with descriptive keywords and meta tags, easy navigation, relevant links, and on-page optimization. All these aspects make the Website mobile friendly and also lead to faster page load.
- Gray Hat SEO – Refers to SEO practices that do not have definite guidelines. It is a practice that combines both black and white hat strategies. In fact, gray hat can be understood as black hat techniques in the garb of white hat. Gray hat strategies must be used carefully especially where the guidelines are not defined. A few gray hat techniques are: using expired domains, buying existing links that is already indexed by Google, using private blog networks to build backlinks, and spinning content wherein content from a Website is reworded and posted.

- For more information about black, white, and gray hat techniques, refer to the following link:
<https://www.searchenginejournal.com/white-hat-vs-black-hat-vs-gray-hat-seo/365142/>

Slide 6

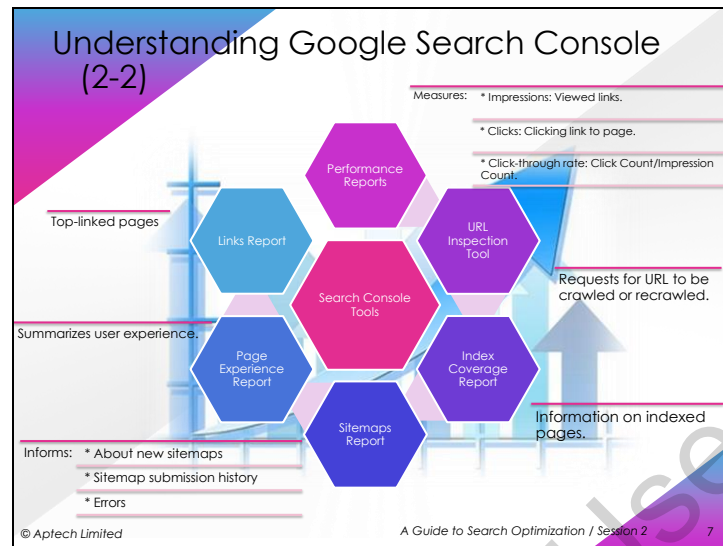


Instructions to the Trainer:

- Using slide 6, tell the students that Google Search Console is the most important aspect of the Google search engine.
- It was earlier called Google Webmaster Tools. Google Search Console is a Web service by Google that allows Website owners to check the indexing status and optimize visibility of their Websites.
- It is a free service that helps users monitor, maintain, and troubleshoot the presence of their hosted Website in Google Search results. It displays the sites that are linked to the Website. Users can also receive alerts if there are any indexing or other issues on the Website.
- The difference between Google Analytics and Google Search Console is that Google Search Console suggests measures for SEO that can drive traffic through search engines. On the other hand, Google Analytics allows the user to monitor traffic through search engines, social media, marketing campaigns, and so on.
- Google Search Console includes tools to:
- Monitor Website traffic.
 - Optimize ranking.
 - Make informed decisions about a Website's search results.
 - Analyze markets.
 - Resolve issues such as server errors and security issues such as hacking.
- In order to use the console, the first step is to set it up. Go through the steps on the slide to set up Google search console.

- The next step is to submit the Website in the console so that they can be indexed and to ensure that Google reads the Web pages. The Index Status report or URL Inspection tool provides the crawling update. To view the report, inspect the URL using the URL Inspection tool. The tool runs a live test on the URL. If there are no indexing issues, the page is queued for indexing. If there are any issues, they must be fixed.
- For more information about the Google Search Console, refer to the following link:
<https://search.google.com/search-console/about>

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Instructions to the Trainer:

- Using slide 7, tell the students that the search console includes a variety of tools to view the summary of the site performance in terms of metrics and notifications.
- Discuss a few of the tools.
 - **Performance report** - Displays the metrics about organic traffic to Websites and each URL. It provides details about the clicks, CTR, impressions, and average position. Clicks refers to the number of clicks from the Google search engine that results in users viewing the Website. Click-Through Rate (CTR) is a measure of how many clicks the site has received by the number of impressions. Impressions mean the number of times the Website appears in the search results (if the Website appears on the next page, it is not counted as an impression). Average position means the topmost position of the Website on an average.
 - **URL inspection tool** – The status and function of individual URLs can be tested using the URL inspection tool. A Website owner can check whether pages from the Website have been indexed by Google.
 - **Index coverage report** – Helps to view how well the Website is indexed. If Error is reported, it means that some pages have not been indexed and must be fixed so that they can be indexed. Warning means that although the page is indexed by Google, there is an issue that must be fixed. Excluded means that a page is not indexed. Valid means that all pages have been indexed.
 - **Sitemaps report** – This report is used to submit the list of total pages in the Website so that Googlebots can easily crawl them.
 - **Page experience report** - The Page Experience report provides a summary of the user experience of visitors. Google evaluates page experience metrics for individual URLs on the site and uses as a ranking signal for a URL in Google Search results.

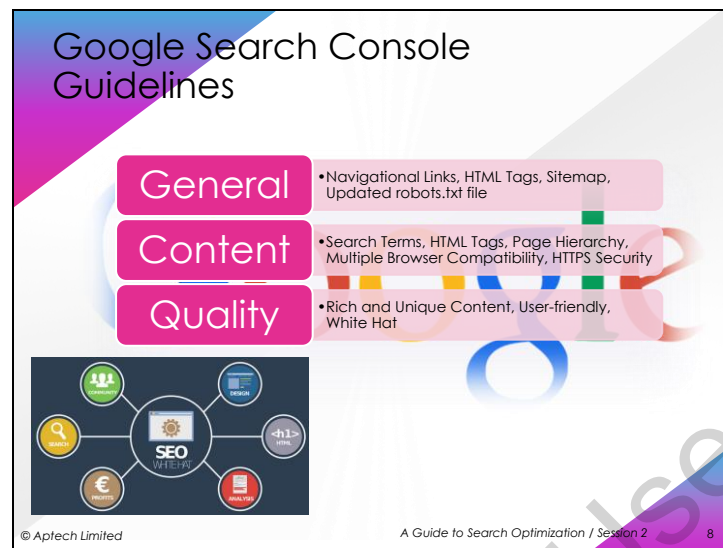
- Links report – Displays the pages that have been linked the most number of times. Conversely, it also shows the sites that have linked the pages.
- For more information about Google Search Console, refer to the following link:
<https://developers.google.com/search/docs/beginner/search-console>

In-Class Questions:

Ask students following question. Wait for a response before you give the answer.

Question: Which search console tool can help in submitting a list of total pages in the Website so that they can be crawled?

Answer: Sitemaps report



Instructions to the Trainer:

- Using slide 8, tell the students that they will learn about some Google Search Console Guidelines.
- Guidelines are important because they ensure that the Website is genuinely useful to the target audience, is based on fair practices, and functions well.
- Guidelines can be categorized as General, Content-specific, and Quality.
 - General - Google encourages Website owners to ensure proper navigational links in the Website with the requisite HTML tags so that all pages on the site can be accessed. Including an updated robots.txt file, and a sitemap file with links to important pages helps with indexing.
 - Content – There are many guidelines specific to content that must be followed in order to ensure higher ranking of the Website. For example, pages should be well structured for easy navigation. HTML tags must be used properly, with <title> elements and <alt> attributes. The content must include rich information along with important search terms. Pages must be designed for all device types and all types of users, especially for readers with visual impairments. It must be browser compatible and secure.
 - Quality – The content should rich, unique, and written in a user-friendly manner. It should be designed using White hat practices.
- For more information about Google Search Console Guidelines, refer to the following link:
<https://developers.google.com/search/docs/advanced/guidelines/webmaster-guidelines>.

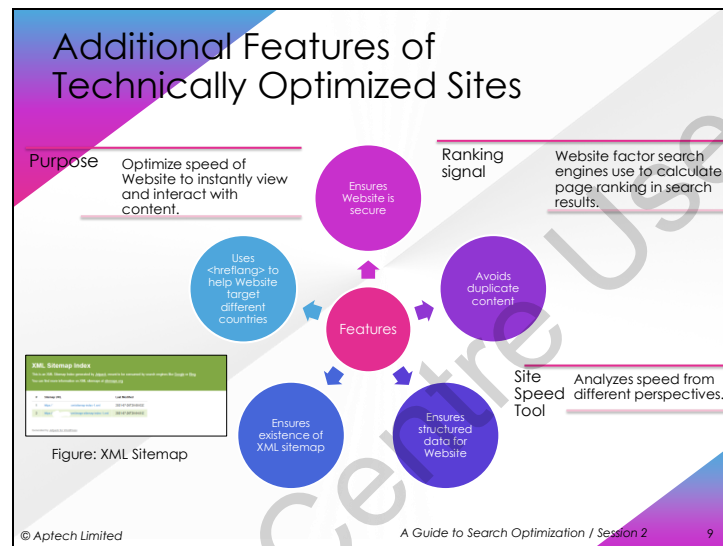
In-Class Questions:

Ask students following question. Wait for a response before you give the answer.

Question: Can you define CTR?

Answer: CTR or Click-through Rate is defined as the measure of how many clicks the site has received by the number of impressions.

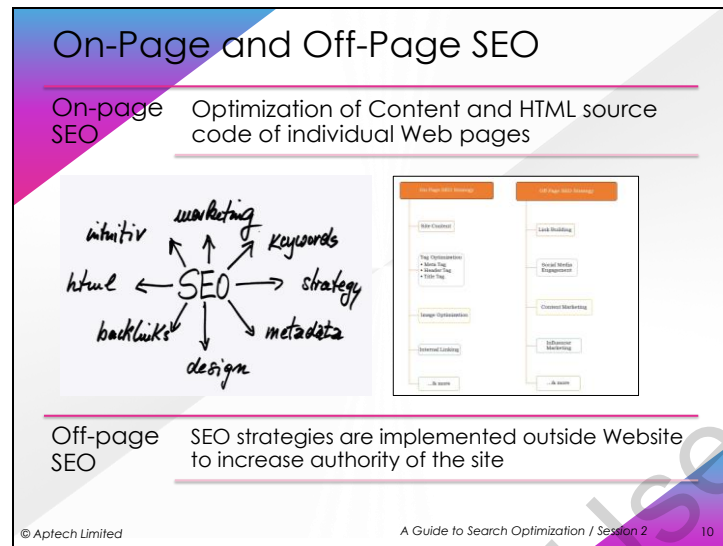
Slide 9



Instructions to the Trainer:

- Using slide 9, tell the students that they will learn about other features of technically optimized Websites.
- What is a technically optimized Website?
 - Definition: Website optimization encompasses all the technical and marketing techniques used to acquire traffic, engage visitors, and then convert them into prospects or buyers using a clearly defined method which meets a number of pre-defined goals.
- Technically optimized Websites have less page load time and are ranked high by search engines. Speed is a relative term in this case because it may differ for browsers, and countries. The Site Speed tool in Google analyzes speed from different perspectives, such as image optimization, reduced number of redirects, optimization of codes by removing elements such as commas and spaces, enabling cache, and so on.
- When a Website is technically optimized, it ensures security since it is one of the ranking parameters. Thus, a Website must be a secured site with Hypertext Transfer Protocol Secure (HTTPS) so that confidentiality of data between user's computer and site is protected.

- Websites that are optimized do not contain duplicate content. This ensures that users get authentic information.
- Structured data is important for navigation purpose. It also helps search engines to locate content and index them quickly. Thus, another characteristic of a technically optimized Website is structured content.
- An optimized Website also includes an XML sitemap, which is a list of URLs of Website. It informs search engines about the content, location, and about any new additions or updates.
- Another feature of an optimized Website is using the <hreflang> attribute. This helps Websites target different countries. If a country has used the same content, it informs the search engine so that the problem of duplicate content is resolved.
- For more information about creating technically optimized Websites, refer to the following link: <https://mindstacktechnologies.com/blog/web-optimization-techniques/>.



Instructions to the Trainer:

- Using slide 10, explain to the students that when discussing optimization of Websites, two important features are On-page SEO and Off-page SEO.
- As the names suggest, these are strategies that are implemented on the Website and out of the Website to increase the visibility of the Website. Let us understand each in detail.
- On-page SEO - This is a technique used to optimize individual Web pages so that it can be ranked higher by search engines. It looks at what the Website is about. A few ways to achieve this is by adding good content with keywords, providing appropriate title on each page, using internal and external links, and using optimized media and URLs.
- Off-page SEO – This is a technique used to improve the position of a Website in SERP. It looks at how popular the Website is. This can be achieved via building links, promoting the Website, social media engagement, submitting blogs, articles, and contributing as a guest writer, and by advertisement.
- Thus, to sum up, a technically optimized Website must include all these factors in order to provide useful content and be ranked high by search engines.
- For more information about on-page and off-page SEO, refer to the following link: <https://www.digitalthirdcoast.com/blog/on-page-off-page-seo-difference>.

In-Class Questions:

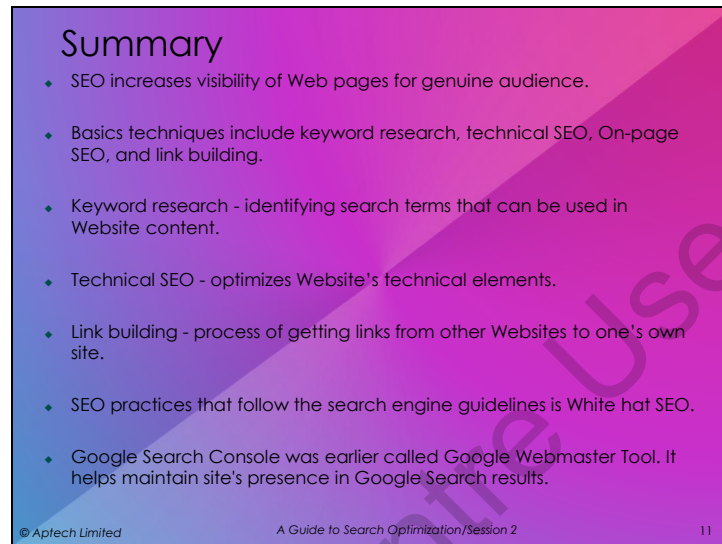
Ask students following question. Wait for a response before you give the answer.

Question: What is crawling and indexing in SEO?

Answer: Crawling is a process used by a search engine to discover available Web pages. Indexing means when search engine bots crawl the Web pages and save a copy of all the information on

index servers, which search engines use to show the relevant results when a user performs a search query.

Slide 11



Summary

- SEO increases visibility of Web pages for genuine audience.
- Basics techniques include keyword research, technical SEO, On-page SEO, and link building.
- Keyword research - identifying search terms that can be used in Website content.
- Technical SEO - optimizes Website's technical elements.
- Link building - process of getting links from other Websites to one's own site.
- SEO practices that follow the search engine guidelines is White hat SEO.
- Google Search Console was earlier called Google Webmaster Tool. It helps maintain site's presence in Google Search results.

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Instructions to the Trainer:

- Using slide 11, summarize the session. End the session with a brief summary of what has been taught in the session. Explain each of the summary points in brief.

Session 3: On-page Optimization

3.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

3.1.1 Teaching Skills

To teach this session, you should be well-versed with different techniques for on-page optimization.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

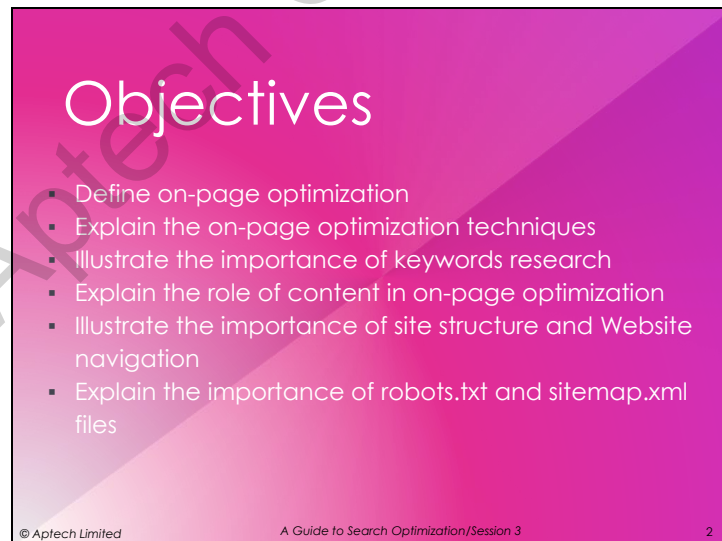
Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2



Instructions to the Trainer(s):

Using slide 2, provide the students an understanding about the objectives of the session.

3.2 In-Class Explanations

Slide 3

On-page Optimization

On-page optimization:

- Optimizes individual Web pages
- Uses quality content and efficient HTML source code
- Helps search engines understand the Website and achieve ranking
- Includes analysis and regular monitoring

The slide illustrates four types of search intent with corresponding Google search results:

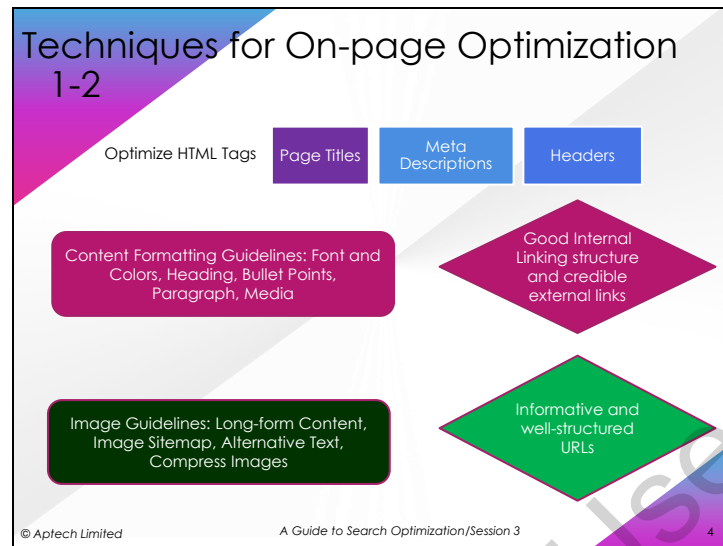
- Informational:** Search for "Pilot's Workshop" showing a video result.
- Navigational:** Search for "Welcome to website" showing a login page.
- Commercial:** Search for "Best trekking equipment" showing product listings.
- Transactional:** Search for "Flights from Los Angeles to Miami" showing flight search results.

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Instructions to the Trainer:

- Using slide 3, explain to students the concept of On-page Optimization.
 - Tell students:
 - On-page SEO refers to optimizing individual Web pages with desirable and quality content. This ensures that the content promotes business and is easily read by search engines. Page titles, meta descriptions, and headers are optimized in the HTML source code.
 - SEO is a continuous process. One must continuously analyze and monitor the Websites.
 - It is also important to ensure that all Websites meet the latest guidelines given by the search engines.
 - Almost all search engines update their algorithms to understand search intent and deliver desired results. A search intent describes the purpose of an online search.
 - A search intent can be informational, navigational, commercial, and transactional.
- Examples:
- Informational: How to make a simple wooden rack?
 - Navigational: A login page
 - Commercial: Best trekking equipment
 - Transactional: Flights from Los Angeles to Miami

For more information on on-page optimization, refer to the following link:
<https://terakeet.com/blog/on-page-seo>



Instructions to the Trainer(s):

- Using slide 4, explain the different on-page SEO techniques.
- Explanation:
 - **HTML tags:** Page Titles, Meta Descriptions, Headers are the HTML tags that must be optimized. Visitors see page titles in the search results. Meta description tags describe the contents of the page. Header tags are used to give headings on the page. These tags give specific information about a page to search engines and browsers. Key points to remember:
 - Give a unique and descriptive title.
 - Include keyword in the title.
 - A title can have a maximum of 60 characters.
 - Meta description should briefly summarize the content on the page. Ensure to keep them within 155 characters.
 - Heading should be unique and interesting. It should include the primary keyword or phrase for which the page is optimized for. Follow heading hierarchy, that is H1 to H6. Include related keywords and phrases in the subheadings.
 - **Content formatting guidelines:** Use font size and color that provide readability and use bullet points and paragraphs to enhance readability. Give relevant headings for the content such that they provide a logical flow to the readers. Internal links help visitors easily navigate through the Website. Use appealing images and videos to present the content well.
 - **Image guidelines:** Use images and videos in long-form content for enhancing it. Submit image sitemap in Google Search Console if there are a large number of images in the Website. Use Alternative Text descriptions for images so that search engines understand

images better. (Give an example of an alt-text description.) Compress images for fast loading.

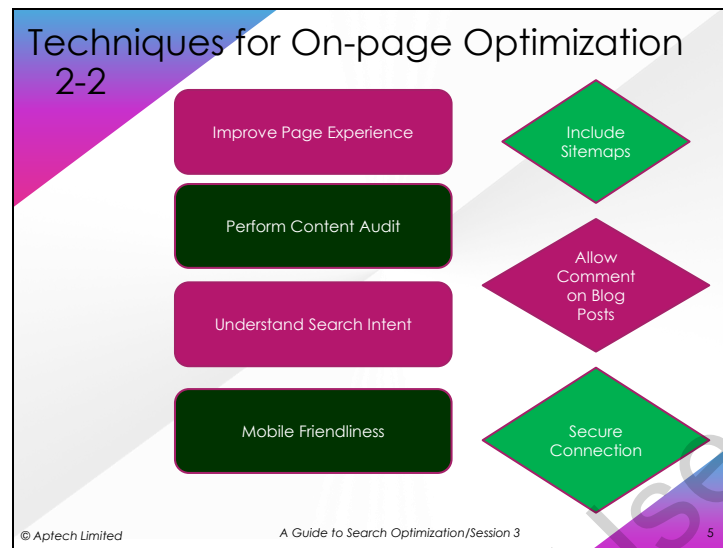
- **URLs:** The link should clearly inform the user about the page, should be well-structured, and should include the target keyword. Ask the students to observe a few online shops links. The link provides information on the product it would display. Explain the three aspects of URL optimization: URL naming, URL structure, and URL length.
- **Internal and external links:** A good internal linking structure helps search crawlers find all pages in the site. External links to one's site give credibility to the content, especially coming from trustworthy sites. Ask students some of the sites they trust.

In-Class Questions:

Ask the following question. Wait for a response before you give the answer.

Question: Which HTML tags should be optimized for SEO?

Answer: Page Title, Meta Description, and Header tags



Instructions to the Trainer(s):

- Using slide 5, explain the different on-page SEO techniques.
- Tell students that:
 - **Page experience:** Google uses page experience for page ranking when generating search results. Google considers core Web vitals, mobile-friendliness, and secure connection as factors for a good page experience. Core Web Vitals is a set of metrics for loading speed of images, responsiveness such as time taken by event handlers, and visual stability (layout shifts during user interaction, for example, changes in the button layout) to measure user experience on the Web. This feature can be accessed from Google Search Console.
 - **Mobile friendliness:** Search Console's Mobile-Friendly Test Tool can check if a page on the site is mobile-friendly. This tool is important to use because most of us today use mobiles to visit Websites.
 - **Content audit:** Content Audit should be done once every four months to check which content can be retained, removed, or improved. Google Analytics is one such tool that provides an in-depth analysis of the Website. One can check for conversion, engagement, and traffic. In fact, questions in plain English can also be asked in Google Analytics.
 - **Secure connection:** Google encourages Website owners to use HTTPS connections for users to have a safe, secure, and private online experience. A robust security certificate can be used to enable HTTPS of the site. A 2048-bit key can be used to ensure a high level of security. Ask the students if they have their own Websites and if they have a security certificate.
 - **Sitemaps:** A sitemap provides information about the pages and the preferred URLs to be shown in the search result. Different sitemap formats include XML, Text, and RSS. XML information is machine-readable and has a structured format. RSS is an XML-based sitemap that informs on all updates on the site. This keeps fresh content in its index. Text format is a text file and contains one URL per line. It is used when a sitemap has only Web page URLs.

- While XML sitemaps are for search engine crawlers, HTML sitemaps are designed for visitors.
- Show an example of an HTML sitemap.
- It is recommended to use the automatic generated sitemap. Most of Content Management Systems (CMSs) have the ability to generate sitemaps automatically.
- Submit the sitemap to Google by either adding it to the robots.txt file or submitting it to the Search Console.
- **Comments of blog posts:** Comments on blog posts help in Latent Semantic Indexing (LSI) of keywords. Search engines perform LSI using an algorithm to determine semantic relevance of the search terms. For example, using LSI, search engines can identify the search terms 'apple iPhone' as the Apple company's product and will direct it to the relevant sites.
- **Search intent:** Search intent is the purpose of the online search. Google constantly improves its algorithm to determine the search intent accurately and ranks the pages that best match the search term. Understand the search intent and analyze how it affects the keywords. For example, 50% discount on leather wallets, 50% discount on Bose headsets. Understanding this search intent can help use appropriate keywords to display the information. Ask the students what information should display for the search terms, 50% discount on leather wallets.

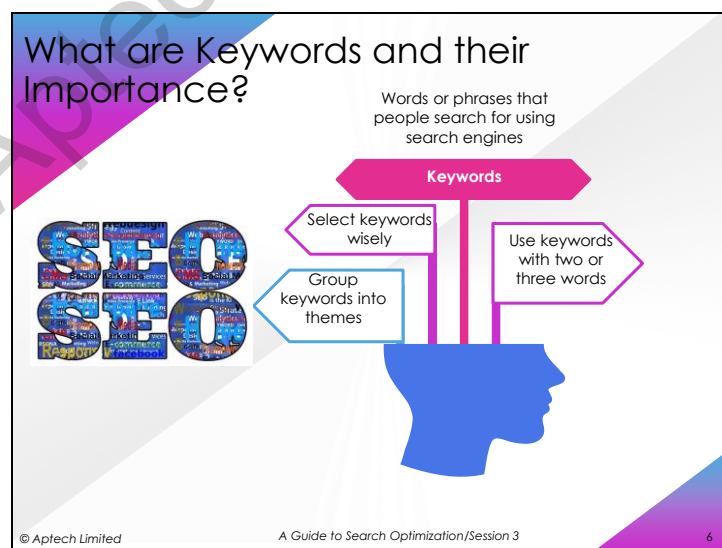
In-Class Questions:

Ask the following question. Wait for a response before you give the answer.

Question: What is the process of determining how well the Website is performing called?

Answer: Content audit

Slide 6

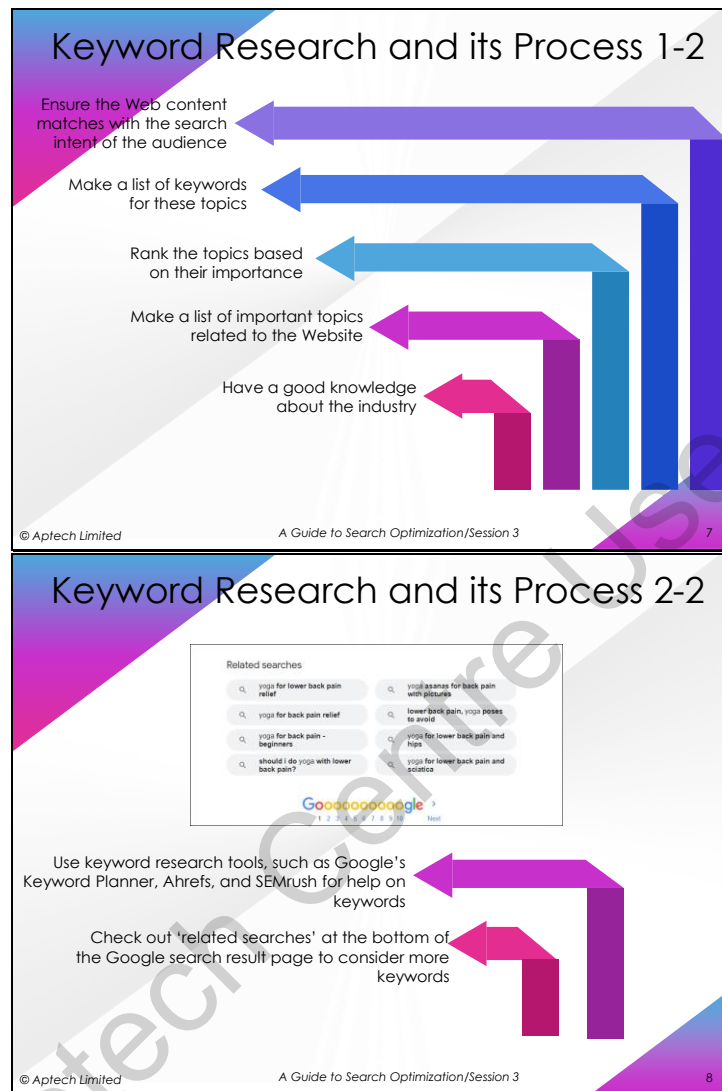


Instructions to the Trainer(s):

- Using slide 6, explain keywords and its importance.

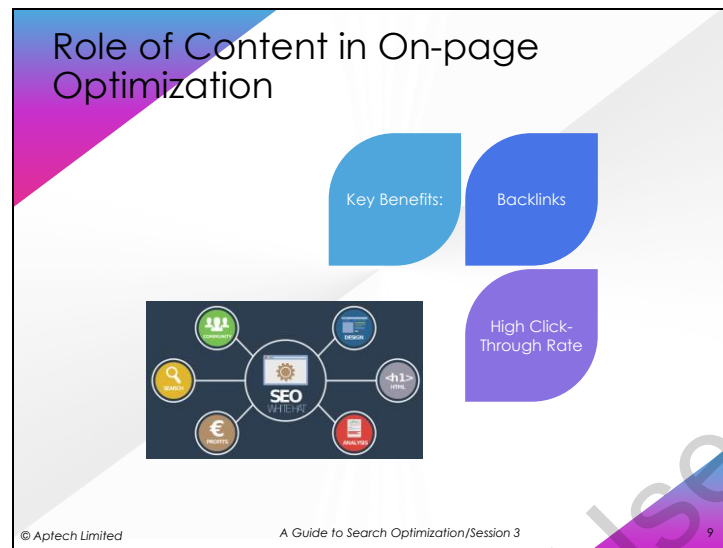
➤ Tell students that:

- Keywords are the ideas that define the content. These are the words that people use in search engines. There are high-quality keywords that help reach maximum customers for the Website. Here are the guidelines for keywords:
 - Select keywords that the customers would use to describe the products or services.
 - Use keywords with two or three words.
 - Group keywords into themes. For example, if the Website is about headphones, 'in-ear headphones', 'earbuds', and 'on-ear headphones' are a certain group of keywords that can be used.
- For keyword research, one can talk to customers and participate in forums and community groups.



Instructions to the Trainer(s):

- Using slides 7 and 8, explain the steps to perform keyword research.



Instructions to the Trainer(s):

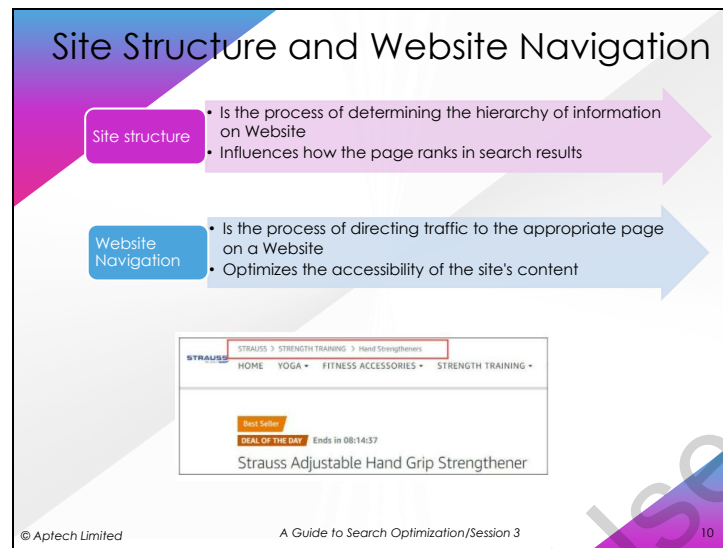
- Using slide 9, explain the key benefits of on-page optimization.
- Tell the students that backlinks and high click-through rate are the key benefits of on-page optimization.
- Backlinks: High quality backlinks ensure higher ranking in Google. Ensure the content is good so that such content is shared in high-authority Websites. Links from such Websites indicate authority, credibility, and trust.
- High Click-Through Rate (CTR): Ask students what is CTR. CTR is the number of clicks that a page receives divided by the number of times the page is shown. A high CTR indicates that users find the Website helpful and relevant. Using CTR, keywords and page performance can be analyzed.

In-Class Questions:

Ask the following question. Wait for a response before you give the answer.

Question: What does a high CTR indicate?

Answer: The Website is useful and relevant.



Instructions to the Trainer(s):

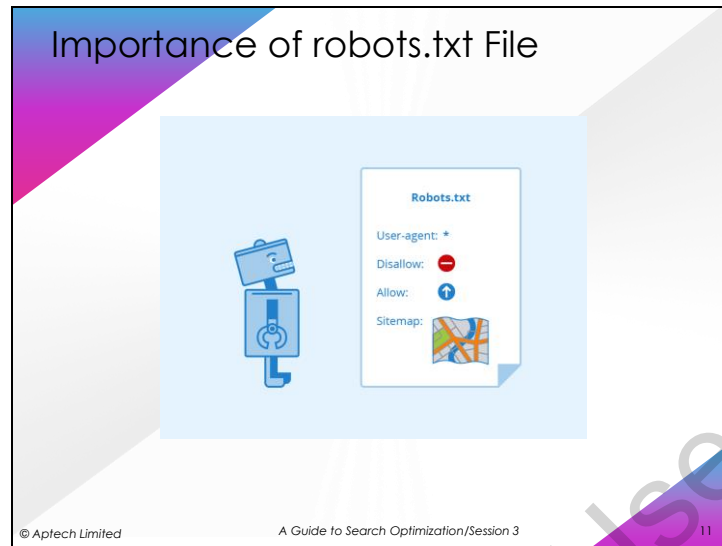
- Using slide 10, explain the importance of site structure.
- Tell the students that:
 - A site structure helps crawlers crawl efficiently and index the important Web pages.
 - Without a site structure, search engines will be confused to identify the important page to be indexed.
 - With a structure, it is easy to give navigational links for the users so that they can easily navigate to the information.
- Ask the students what can happen if a user is unable to find the Buy link for a product on a site. Would it be a good user experience?
- Site structure should be constantly updated.
- Ensure the Website has a proper internal linking structure so that both the search engines and users can see the important content in the site and use links to navigate the Website.
- Tools for Website navigation include menus (usually at the top of a site), side-bar menu (at left or right of a Web page), footer links, breadcrumbs, and contextual links.
 - Breadcrumbs are links on the Web page that allow users to track where they are on a Website.
 - A contextual link is the clickable text in a Web page.
- For more information on site structure, refer to the following link:
<https://neilpatel.com/blog/site-structure-enhance-seo/>
- For more information on Website navigation, refer to the following link:
<https://www.geeksforgeeks.org/Website-navigation-and-its-importance/>

In-Class Questions:

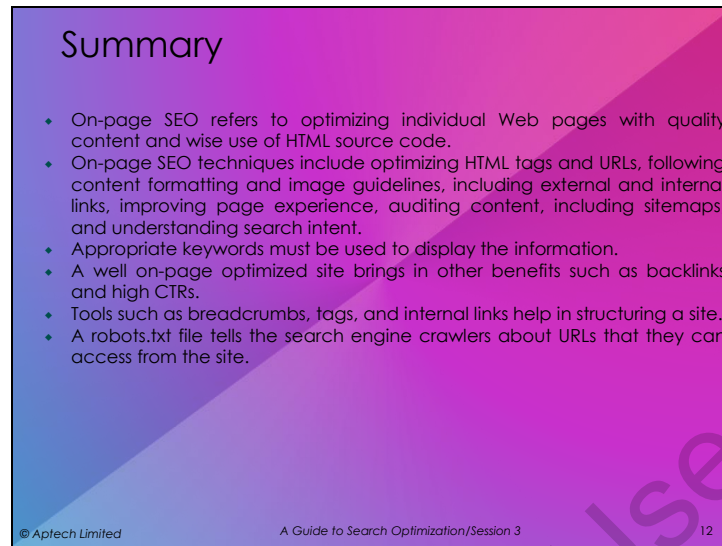
Ask the following question. Wait for a response before you give the answer.

Question: What does Core Web Vitals measure?

Answer: Page load speed, Page responsiveness, and Visual stability



- Using slide 11, explain the importance of robots.txt file.
- Tell the students that:
 - A robots.txt file tells the search engine crawlers about URLs that they can access from the site.
 - It is a plain text file that includes rules.
 - Each rule blocks or allows a given crawler access to a specified file path of Website.
 - A site can have only one robots.txt file.
 - A robots.txt file resides at the root of the site.
- For more information on the robots.txt file, refer to the following link:
<https://moz.com/learn/seo/robotstxt>

The slide has a purple-to-blue gradient background. The title 'Summary' is at the top left. A bulleted list of seven points is in the center. At the bottom left is the copyright notice '© Aptech Limited'. At the bottom center is the text 'A Guide to Search Optimization/Session 3'. At the bottom right is the slide number '12'.

Summary

- On-page SEO refers to optimizing individual Web pages with quality content and wise use of HTML source code.
- On-page SEO techniques include optimizing HTML tags and URLs, following content formatting and image guidelines, including external and internal links, improving page experience, auditing content, including sitemaps, and understanding search intent.
- Appropriate keywords must be used to display the information.
- A well on-page optimized site brings in other benefits such as backlinks and high CTRs.
- Tools such as breadcrumbs, tags, and internal links help in structuring a site.
- A robots.txt file tells the search engine crawlers about URLs that they can access from the site.

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Instructions to the Trainer(s):

- Using slide 12, you will summarize the session. You will end the session with a brief summary of what has been taught in the session.

Session 4: Off-page Optimization

4.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

4.1.1 Teaching Skills

To teach this session, you should be familiar with different off-page optimization techniques.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

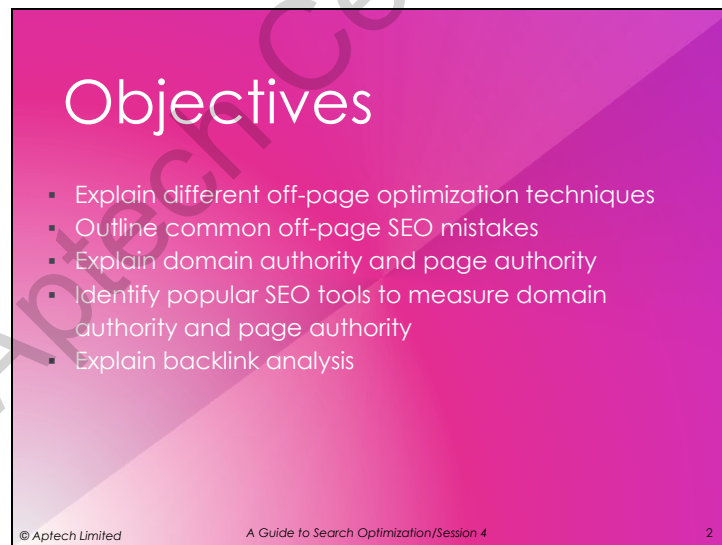
Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2

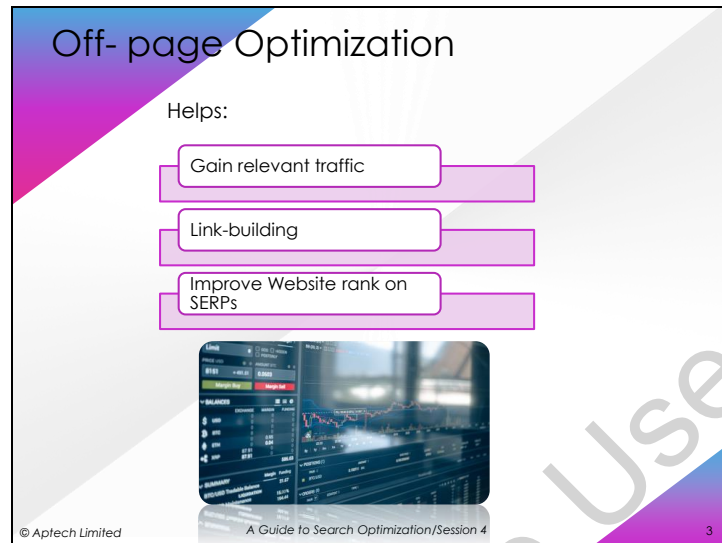


Instructions to the Trainer(s):

- Using slide 2, provide the students an understanding about the objectives of the session.

4.2 In-Class Explanations

Slide 3

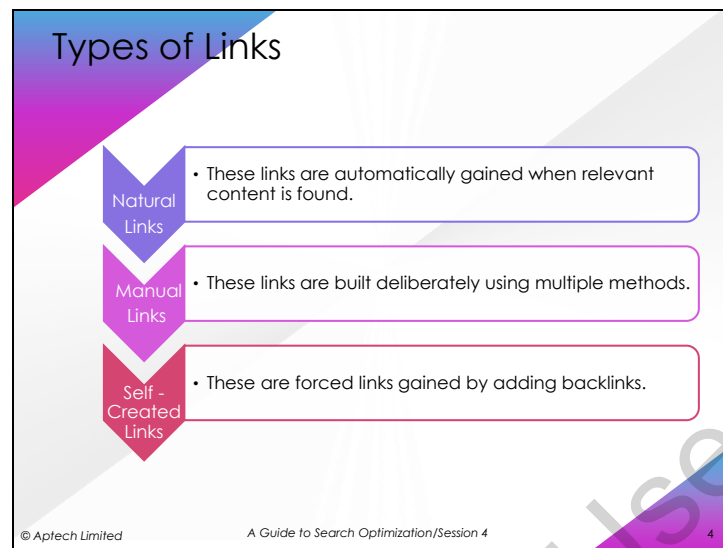


Instructions to the Trainer:

- Using slide 3, explain to students that Off-page SEO refers to activities you do outside of your own Website in order to increase your rankings on search engines. It includes off-site optimization, social media marketing and link building. It involves building online presence to raise the visibility of a site in SERPs (search engine results pages). A Search Engine Result Page (SERP) is the page displayed in response to a search query entered on a search engine's Website. The most popular search engines include Google, Bing, and Yahoo.
- Off-page SEO helps in:
 - **Gaining relevant traffic** – Off-page SEO is the act of presenting a business' products and services to the online community. A company's off-page SEO strategy could include message boards, online communities, or social media sites such as Google+, YouTube, Twitter, Facebook, and LinkedIn. This process helps in generating relevant search engine traffic to a Website or blog. Any content published by a business must use keywords that are relevant to its business sector.
 - **Link building** - It is the process of getting links from other Websites to one's site. There are several techniques. (Allow students to discuss these techniques.) One can write press releases, submit them to directories and news sites. One can develop content that creates links naturally. Link-building is one of the main components of the site's ranking in Google. The number of links pointing to a page is one of the most important factors affecting ranking. Google considers links from relevant and authoritative sites only.

- **Improving Website ranking on SERPs** – One can gain new and relevant links to the Webpage from quality authoritative sites, social media, and social bookmarking sites. These backlinks keep working in the background to help improve the search rankings.
- Reliable backlinks to a site indicate the worthiness and quality of the content for search engines. A site with a huge number of high-value backlinks is usually ranked higher than a Website with fewer backlinks.

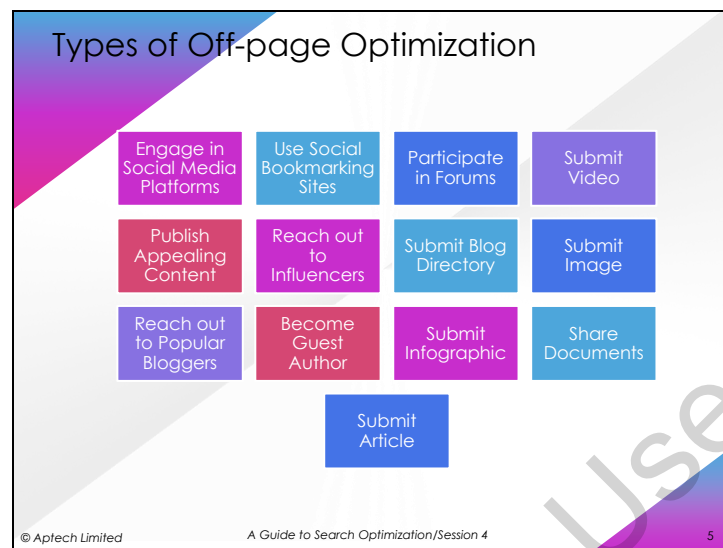
For Aptech Centre Use Only



Instructions to the Trainer(s):

- Using slide 4, explain students that a link is a connection between two Web pages that allows you to navigate from one to the other. The different types of links are:
 - **Natural Links** - Natural links result from someone reading what you wrote and think, "I like this and I want others to see it." A natural link is like a recommendation or endorsement, rather than an advertisement. For example, a science blogger adding an external link in a post to NASA Website becomes a natural link for NASA. These are the links gained due to the contextual relevance.
 - **Manual Links** - Manual links are created by using techniques such as making a profile on any social network. The manual implementation of off-page links can also be done by developing anchor links that link one Web page to another or to a different section of the same Web page. Text or an image can be made clickable for the same purpose.
 - **Self-created Links** – These are forced links added to a Website, such as adding a backlink in a blog comment or forum. These types of links should be avoided. Some forced links could also be part of a larger strategy to manipulate search engine rankings.
- Links perform best for SEO when:
 - They are linked to a popular and trustworthy site.
 - Linking site's topics are relevant to those sites being linked to.
 - Content of the Website is fresh.
 - There is a good internal linking structure.

Slide 5



Instructions to the Trainer(s):

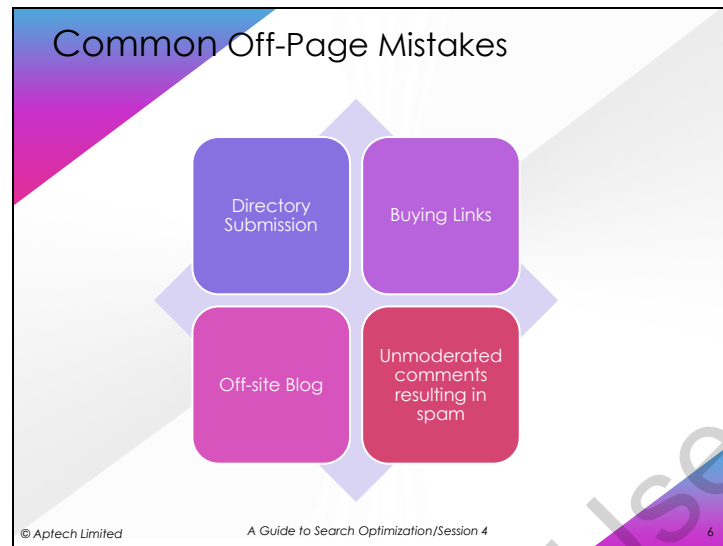
- Using slide 5, explain to students about the following important off-page optimization techniques:
- **Engage in Social Media Platforms** – Ask students if they have social media profiles and if they have observed shared content being liked or appreciated. (In Facebook, they can view the analytics to see the engagement. They can also observe by the number of likes a post gets or the number of times a post is shared.) Ask them if they shared any content from a different Website or reshare a friend's post. Sharing links of blogs or Websites on social media platforms such as Facebook and Twitter engages audience. Integrating social media functionality into Website helps reach a broad audience with minimal effort. Different social media platforms drive traffic to the site with different types of content.
 - **Publish Appealing Content** - Content that draws a connection with readers is what would make them share. Research before writing to deliver fresh content. This is an effective way to generate natural incoming links.
 - **Reach Out to Popular Bloggers** - Invite other bloggers to write for your blog, in exchange for a backlink to their own page.
 - **Use Social Bookmarking Sites** – (Ask students if they use any bookmarking sites.) Social bookmarking sites allow users to add bookmarks to Web pages, share them with other users, and save notes about the content of bookmarked pages. A backlink generated by bookmarking is considered to be a high-quality link and can help in increasing a site's ranking and targeted traffic flow.

- **Reach Out To Influencers** - Influencers are key to spreading word about one's blog and increasing traffic. Reach out to influencers who match brand values and ask them to cite content on their sites.
- **Become Guest Author** - Find blogs that accept guest posts and then write a well-researched article for each publication. Publish articles on sites that increase readership and exposure. This in turn increases reputation and builds social proof.
- **Participate in Forums** - Forums are Websites on which users can hold conversations by posting messages, such as Reddit. (Ask students if they know about any other forums.) There is usually a group of moderators to approve the messages. Usually, there is a forum dedicated to a topic.
- **Submit Blogs and Articles to Directory** – There are popular blog/article submission directories. Blogs/articles can be submitted to these sites. However, check Domain Authority (DA) of the directory before submitting. DA is a metric that shows how a Website ranks in SERPs. Explain 'do-follow' and 'no-follow' links. 'Do-follow' links to blog or Website can be added at the popular article submission sites. These links help a visitor or search engine view another Website through the link. No-follow links only promote the article by increasing its visibility. Search bots cannot use them.
- **Submit Infographic** – In an infographic, information is presented using images, charts, and minimal text. It is a great way to engage audience as they would not have to read long text.
- **Submit Video and Images** – Ask students which site do they use to watch videos or check pictures. Tell them YouTube and Instagram are popular video submission sites. Instagram is popular for submitting images as well. Submitting videos/images to such sites generates maximum conversion. It is best to follow certain SEO guidelines while uploading, such as adding an appropriate title that describes the video well.
- **Share Documents** – Ask students if they know about Scribd or if they have accessed any documents from it to read. Platforms such as Scribd allow users to share documents in different formats, such as PPT and Word. Some of these platforms can be freely accessed by visitors to access information.

In-Class Questions:

Question: Where can you use images, charts, and minimal text in one place to convey information?

Answer: Infographic



Instructions to the Trainer(s):

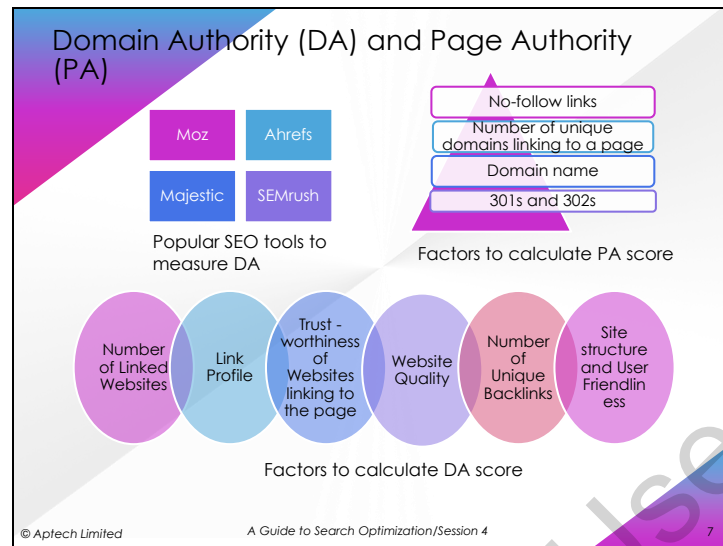
➤ Using slide 6, explain to students certain common off-page mistakes.

- **Unmoderated Comments Resulting in Spam** – Visitors have the opportunity to comment on a blog or a forum. These comments invite content reviews or discussions in forums. However, the commenting feature on Websites is often abused because many users are more interested in gaining backlinks than having a constructive dialogue.
 - People comment to thank the author of content and insert their Website link as well.
 - Comments that do not make sense in context or that promote unrelated products will be deleted by moderators.
 - As a Website owner, you should be aware that spammers' content can lead to malicious sites, which can negatively affect visitors and lower your site's reputation.
 - Google removes spam pages from its search results to protect the quality of the search results. Comment moderation and comment blocking may help to avoid such situations.
- **Buying Links** - Search engines such as Google can detect if links to Website have been bought in order to gain a higher page rank. They also consider the authority of the sites which provide these links as an indication of whether they are legitimate. Buying and selling of links is a violation of Google's Webmaster guidelines.
- **Off-site Blog** - Business owners who maintain more than one Website might find it convenient to publish their blogs on different platforms, like WordPress. It is best to use the same platform for all blogs for easier management.

- **Directory Submission** - Submit business details only to popular directories, such as Google My Business, Yelp, Foursquare, Facebook Pages, and Instagram for Business and not to any directory that is found online. If the business is locally relevant, ensure the business is included in relevant local directories. Directories that offer little value to users affect the ranking of the Websites as links in the directories point to them.

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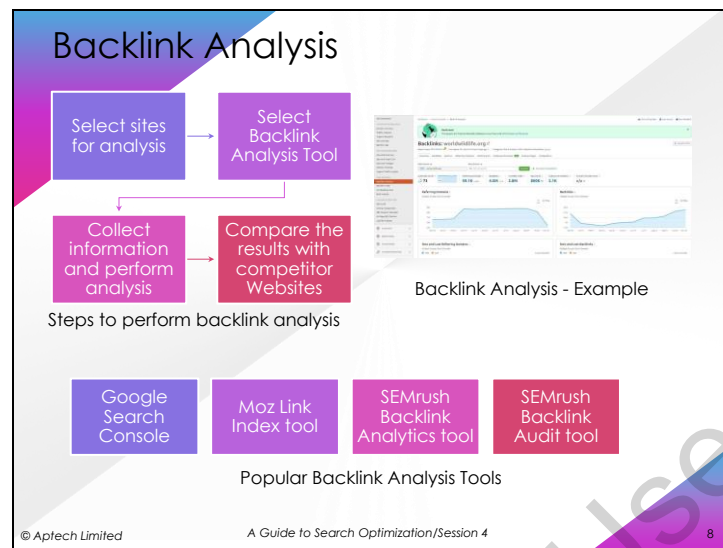
Slide 7



Instructions to the Trainer(s):

- Using slide 7, explain to students that Moz has developed several SEO tools. Domain Authority (DA) metric was first developed by Moz's first such tool to determine how a domain would appear in the SERPs.
- Some of the popular SEO Tools that help measure DA include:
 - Ahrefs
 - Majestic
 - Moz
 - SEMrush
- Different companies use different metrics to measure domain authority.
- Moz uses the following factors to calculate DA score:
 - Number of Websites linking to a Web page.
 - Link profile that includes internal and external links from the Web page. Posting links to high authority Websites and getting links back by other high authority sites provide a good score.
 - Trustworthiness and quality of Websites linking to a page. For example, a link from NASA Website or a government Website gets a high score. Ask students to name few trustworthy sites.
 - Number of unique backlinks, that is, backlinks from different Websites.
 - Site structure and user-friendliness. The site structure should be easy for search engines to crawl, and it should provide an optimal user experience.
- Moz measures DA on a scale of 0 to 100. Higher DA score indicates higher search engine ranking and good Web traffic.
- For more information on Domain Authority, refer to the following <https://moz.com/learn/seo/domain-authority>.

- Similar to DA, different SEO companies have their own metric to measure Page Authority (PA). Moz PA score predicts how well a specific page will rank on SERPs. Moz PA score ranges from one to 100. A higher score indicates a greater ability to rank. All popular SEO tools that give DA score also give PA score.
- Moz uses following factors to calculate PA score:
 - No follow links
 - Number of unique domains linking to the page
 - Domain name
 - 301s – A 301 redirect refers to a permanent redirection of one URL to another.
 - 302s – A 302 redirect is a temporary redirection, which tells search engines that the URL of a page is temporary and that no link equity will be passed to a new URL. The original page remains indexed and retains its authority, traffic value and rankings. Link equity refers to all search engine ranking factors such as HTTP status and number of external links that directs to the Web page.
- For more information on Page Authority, refer to the following link:
<https://moz.com/learn/seo/page-authority>.



Instructions to the Trainer(s):

- Using slide 8, tell students that backlink analysis is the process of finding out the Websites that link back to one's Website. It helps analyze the backlinks to competitors' Websites.
- Tell the students that similar to regular full body checkup, backlink analysis is an important part of a regular link audit that should be done on one's site as well as competitor sites. This provides a greater understanding of the factors that affect search engine ranking such as links from spam sites.
- To do a backlink analysis, follow these steps:
 - Step 1: Select a few sites that rank higher than yours for target keywords or that offer the same products or services you do; try to choose competitors that have larger Websites, as these are typically more competitive.
 - Step 2: Select any popular backlink analysis tool. Popular tools include:
 - Google Search Console
 - Moz Link Index tool
 - SEMrush Backlink Analytics tool
 - SEMrush Backlink Audit tool
 - Step 3: Collect information and perform analysis. Following are some of the metrics that can be checked:
 - Ratio of referring domains to backlinks - A Website's link profile is strengthened or weakened by the number of referring domains to backlinks. For example, if there are five external referring domains and a Web page has 1000 backlinks, search engines will likely consider the referring domains as spam.

- Total unique linking root domains. The number of other Websites that link to one's Web page or Website. The metric indicates if a Website is authoritative.
 - Number of inbound links. These are the backlinks from other Websites to one's site. For Google, inbound links are the most weighted element that indicates the site has high-quality content.
 - Number of outbound links. These are the links in the Website that point to Websites with a different domain name. Outbound links enhance the content and strengthen topical signals, which indicate the relevance of content for a particular topic or keyword. Search engines also find it easier to understand the site. The use of outbound links is a positive ranking factor and a good SEO practice.
 - Lost links. These links are the ones that no longer refer to the site to rank on search engines. This could be for several reasons. For example, the server was down when an access attempt was made.
- Analyze all the required metrics and fix the issues found.
 - Step 4: Compare the results with the competitor Websites and determine why competitors are outranking.
- For more information on backlink analysis, refer to the following link:
<https://blog.hubspot.com/marketing/backlink-analysis>

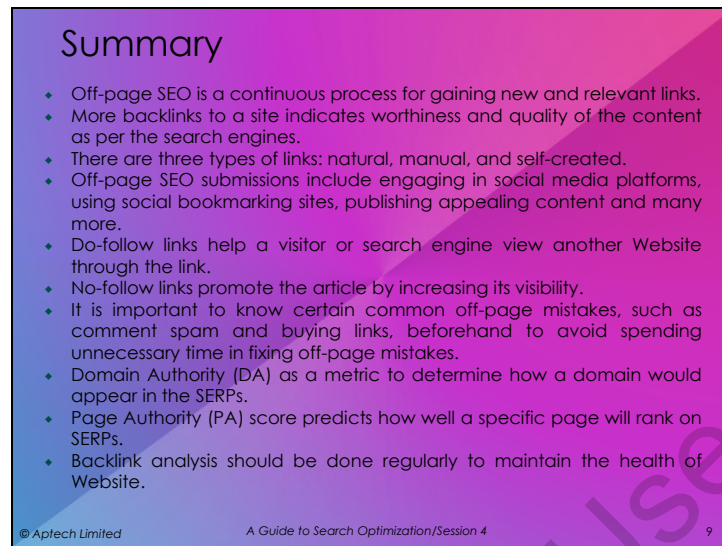
In-Class Questions:

Ask students the following question. Wait for a response before you give the answer.

Question: What tells the search engine that 302 is a temporary redirect?

Answer: A 302 page

Slide 9

A presentation slide with a purple-to-blue gradient background. The title 'Summary' is at the top left. A list of 11 bullet points follows. At the bottom left is the copyright notice '© Aptech Limited'. At the bottom center is the text 'A Guide to Search Optimization/Session 4'. At the bottom right is the number '9'. A large, light gray watermark 'For Aptech Centre Use Only' is oriented diagonally across the slide.

Summary

- Off-page SEO is a continuous process for gaining new and relevant links.
- More backlinks to a site indicates worthiness and quality of the content as per the search engines.
- There are three types of links: natural, manual, and self-created.
- Off-page SEO submissions include engaging in social media platforms, using social bookmarking sites, publishing appealing content and many more.
- Do-follow links help a visitor or search engine view another Website through the link.
- No-follow links promote the article by increasing its visibility.
- It is important to know certain common off-page mistakes, such as comment spam and buying links, beforehand to avoid spending unnecessary time in fixing off-page mistakes.
- Domain Authority (DA) as a metric to determine how a domain would appear in the SERPs.
- Page Authority (PA) score predicts how well a specific page will rank on SERPs.
- Backlink analysis should be done regularly to maintain the health of Website.

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Instructions to the Trainer(s):

- Using slide 9, you will summarize the session by giving a brief explanation of each point given in the slide.

Session 5: Mobile SEO

5.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

5.1.1 Teaching Skills

To teach this session, you should be well versed with mobile SEO.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

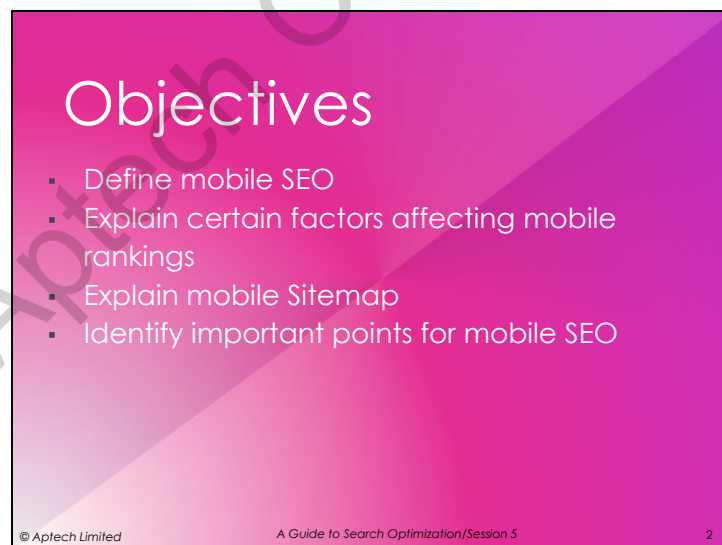
Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2



Instructions to the Trainer(s):

➤ Using slide 2, provide the students an understanding about the objectives of the session.

5.2 In-Class Explanations

Slide 3



Instructions to the Trainer:

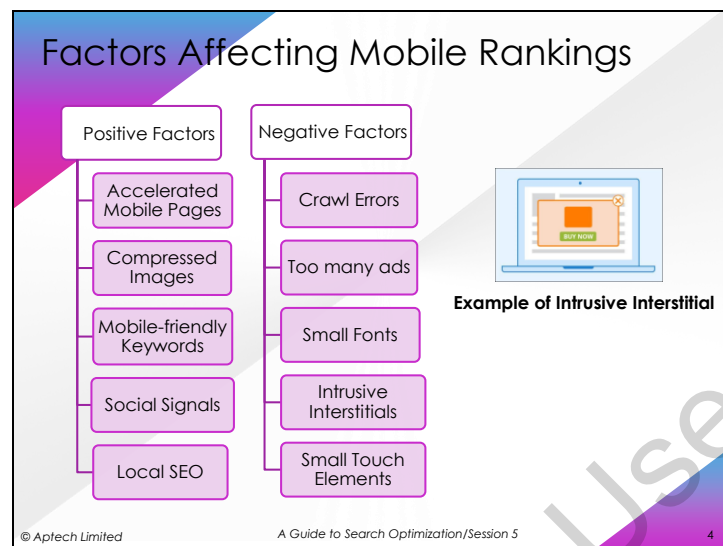
- Using slide 3, explain to students that the practice of optimizing a Website to rank highly in mobile search results is called mobile SEO. Mobile SEO can be implemented on a site that uses responsive Web design, which means the Web content automatically adjusts to any device that is used - tablets, smartphones, or laptop; regardless of the size of the screen. Note that a responsive design serves all devices with the same code.
- Tell students that SEO for mobile devices is different from SEO for computers because of specific user behaviors. According to Google, more searches are now done from mobile devices than from desktop computers. It is vital that the Website content be optimized for mobile devices and viewed in a way that enhances the user experience. Mobile users are different and demand more user-friendly approaches on a smaller screen.
- Tell the students that the figure displayed on the slide is an example of a responsive Web design.
- A responsive Web design:
 - Allows for sharing of content with a single URL.
 - Ensures that a single Googlebot user agent crawls the page efficiently.
- For more information on mobile SEO, refer to the following link:
<https://optimonster.com/mobile-seo/>
- For more information on responsive design, refer to the following link:
<https://developers.google.com/search/mobile-sites/mobile-seo/responsive-design?hl=en>

In-Class Questions:

Question: What is a responsive Web design?

Answer: It serves all devices with the same code.

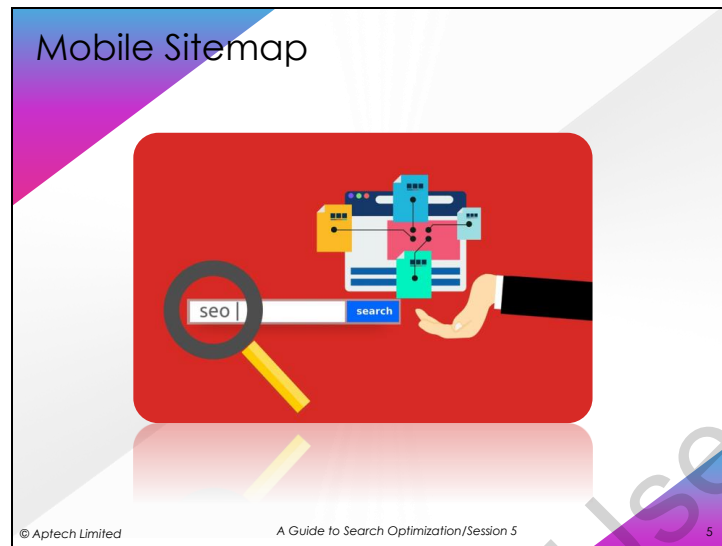
Slide 4



Instructions to the Trainer(s):

- Using slide 4, explain to students that there are certain positive and negative factors that affect the mobile rankings of a Website.
- The positive factors are as follows:
 - Accelerated Mobile Pages – It is called the AMP framework. It is an open-source tool to create efficient mobile Web pages.
 - Compressed Images - Compress images for faster loading.
 - Mobile-friendly Keywords - Because typing on mobile devices is cumbersome, users often use short search terms instead of longer ones. The aim of mobile keyword research is to identify keywords likely to be used by mobile users.
 - Social Signals – These refer to the engagement that online content receives on social media platforms in the form of comments, likes, and shares.
 - Local SEO - As most mobile users search for local businesses, such as “bakery near me” and “chess classes near me”, it is important to include local SEO.
- The negative factors are as follows:
 - Crawl Errors- These errors do not allow search engines to crawl. Google’s Search Console provides comprehensive reports on crawl errors and also guides on how to resolve them.
 - Too many ads - Advertisements can destroy the experience of a Website and must be kept to a minimum. A user can accidentally click an ad while scrolling the content, which is distracting and irritating.

- Small Fonts - An ideal mobile font size would be 16 pixels, so that visitors can comfortably read the copy from a comfortable distance. A smaller font size would make users pinch and zoom, which is an undesirable user experience.
- Intrusive Interstitials - Google does not rank Web pages that use intrusive interstitials, which are popup ads that block most of mobile landing page (and thus frustrate users). Furthermore, such pages also offer a poor user experience because they cover the main content. Users have to dismiss such ads before accessing the main content.
- Small Touch Elements - When elements are placed close to each other, it can result in a poor mobile experience. For example, user intends to tap on one button but taps the next button instead. It is important to use plenty of negative space between elements. (Negative space refers to the empty space around an object.) It should also be ensured that touch elements are not too small or too close together.



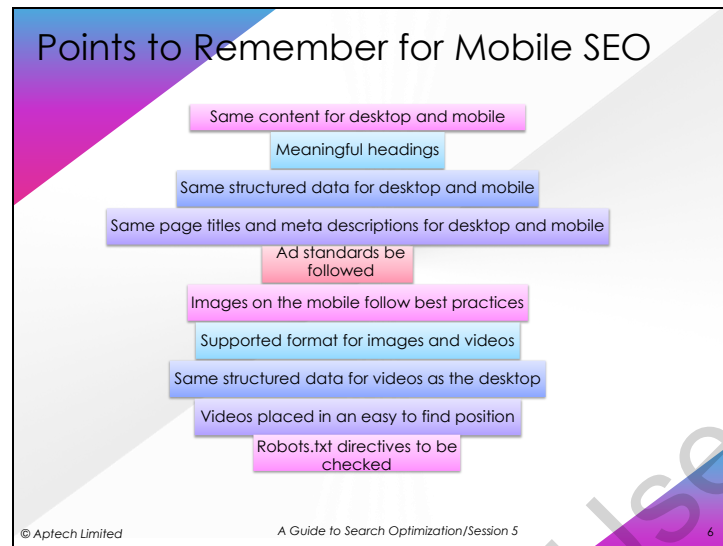
Instructions to the Trainer(s):

- Using slide 5, explain to students that a mobile Sitemap informs search engines on mobile pages. Just as you read a book to understand a concept, search engines read a mobile sitemap to learn about the mobile Web pages they have to crawl. The Sitemap also tells search engines the important Web pages.
- It is better to have a mobile sitemap for a responsive Website. This also ensures that mobile search requests are served better.
- For more information on mobile Sitemap, refer to the following link:
<https://developers.google.com/search/blog/2005/08/submitting-mobile-sitemaps>

In-Class Questions:

Question. What should elements have around them in a mobile layout?

Answer. Negative space



Instructions to the Trainer(s):

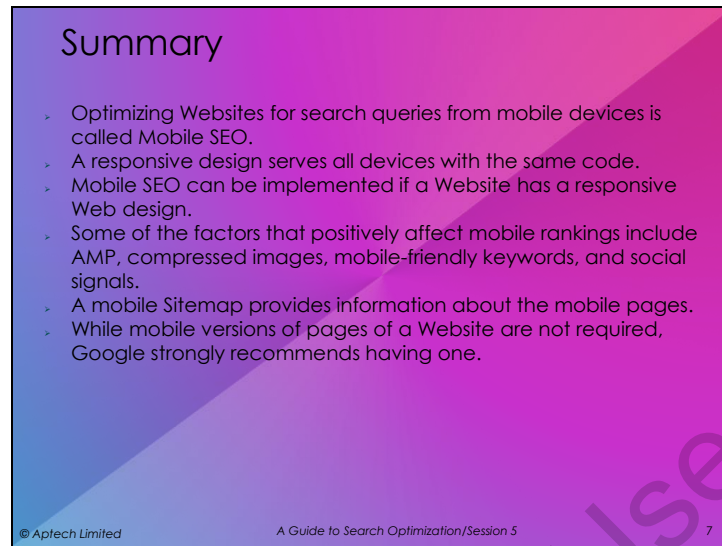
- Using slide 6, explain to students that since Google currently uses the mobile version of a site's content to crawl and rank pages. It uses the smartphone agent to crawl and index those pages.
- Explain certain best practices for mobile SEO:
 - Ensure mobile and desktop pages have the same content and the same structured data. However, the mobile layout can differ as the mobile user experience is different.
 - Use meaningful headings.
 - Use the same page titles and meta descriptions for desktop and mobile sites.
 - Follow ad standards. Ad standards can be accessed from the following link: <https://www.betterads.org/standards/>
 - Use high-quality images with alt text. The descriptive titles, captions, and filenames for the images on the mobile site should be the same as on the desktop site.
 - Check that images and videos used are of the supported format.
 - Videos have the same structured data as the desktop site. They should be placed at positions where users can easily locate them.
 - Check that the robots.txt directives are working.

In-Class Questions:

Question: What does Google predominantly use to index and rank Websites?

Answer: Mobile version of the content.

Slide 7



The slide features a blue-to-purple gradient background with a diagonal line. The title 'Summary' is at the top left. A list of seven bullet points is in the center. At the bottom left is the copyright notice '© Aptech Limited', at the bottom center is 'A Guide to Search Optimization/Session 5', and at the bottom right is the slide number '7'.

Summary

- Optimizing Websites for search queries from mobile devices is called Mobile SEO.
- A responsive design serves all devices with the same code.
- Mobile SEO can be implemented if a Website has a responsive Web design.
- Some of the factors that positively affect mobile rankings include AMP, compressed images, mobile-friendly keywords, and social signals.
- A mobile Sitemap provides information about the mobile pages.
- While mobile versions of pages of a Website are not required, Google strongly recommends having one.

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Instructions to the Trainer(s):

- Using slide 7, you will summarize the session by giving a brief explanation of each point given in the slide.

Session 6: SEO-friendly Content

6.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

6.1.1 Teaching Skills

To teach this session, you should be well versed with Search Engine Optimization basics.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2

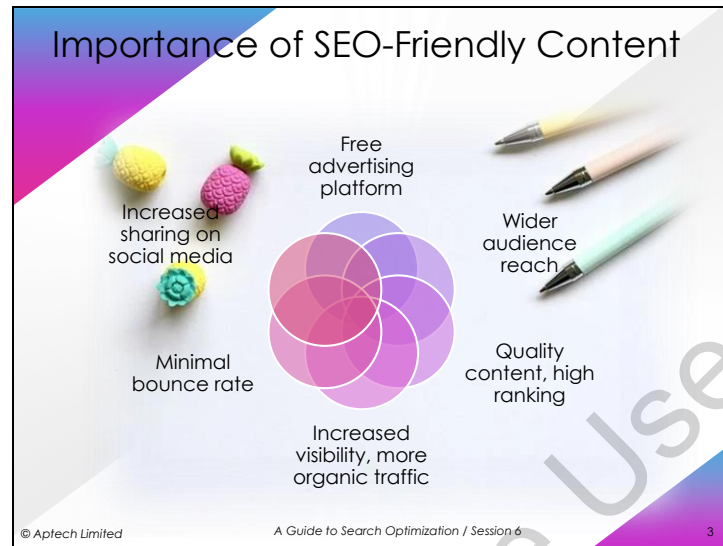


Instructions to the Trainer:

- Using slide 2, provide the students an understanding about the objectives of the session.

6.2 In-Class Explanations

Slide 3



Instructions to the Trainer:

- Using slide 3, inform students that we will discuss the importance of SEO-friendly content.
- Ask students their views on why content should be SEO friendly. Wait for a few responses and then answer.
- Explain to students that SEO optimizes the visibility of a Website on the internet. This is because increased viewership leads to increased traffic, which results in boost of services or sales of products.
- Generally, a majority of users click one of the first five links that appear on the first page on Google. Only ten links appear on the first search results page in Google. So how do we ensure that our Website features on the first page? Search Engine Optimization. The better the frontend and backend matter, the more traffic the Website receives, which results in better ranking. Thus, keywords, backlinks, and content are important factors that lead to SEO-friendly content.
- Moreover, search engines are a free advertising platform. It is the most economical method to expand audience for products and services.
- SEO emphasizes on quality and quantity of content, which increases visitors organically. The term 'organically' refers to visitors who have reached the Website through rankings – results that do not have the word "ad" next to them.
- There is a greater possibility of the content being shared on social media.
- Also, the bounce rate is minimal because the content is already validated by search engines and other users. Bounce rate refers to the percentage of visitors who enter the Website and leave without viewing other pages of the Website.

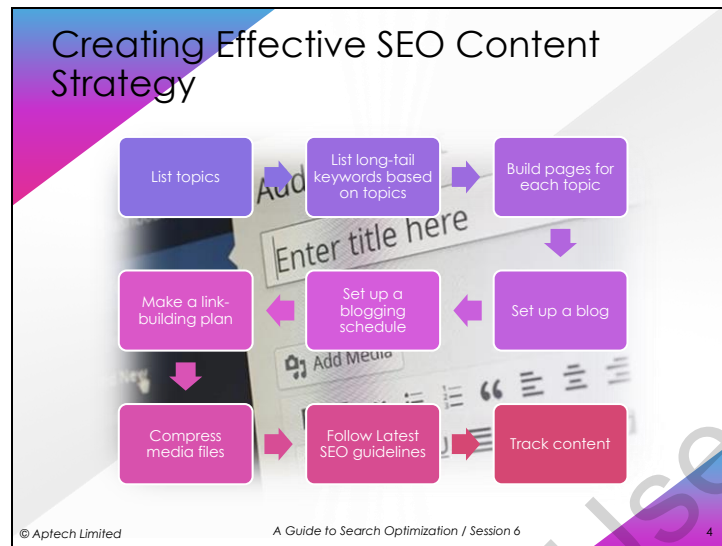
- For more information on the importance of SEO-friendly content, refer to the following link:
<https://www.reliablesoft.net/what-is-search-engine-optimization-and-why-is-it-important/>

In-Class Question:

Ask students following question. Wait for a response before you give the answer.

Question: Can you define Bounce Rate?

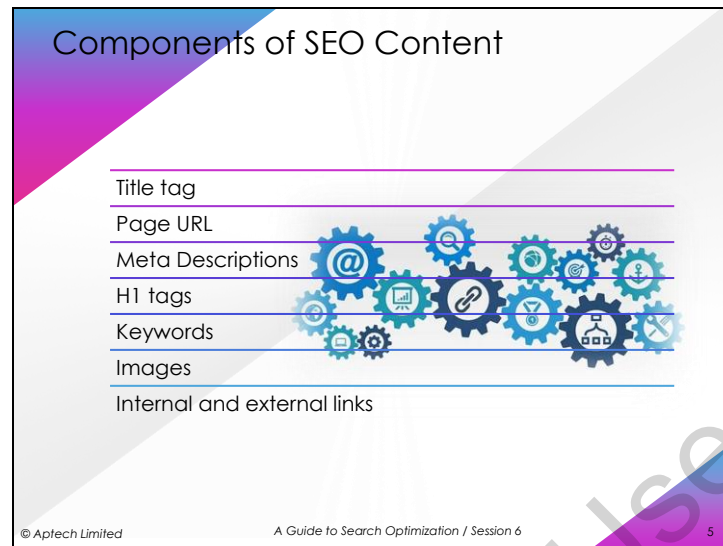
Answer: Bounce rate refers to the percentage of visitors who enter the Website and leave without viewing other pages of the Website.



Instructions to the Trainer:

- Using slide 4, explain to the students about creating effective SEO content strategies.
- Explain each point on the slide:
 - **List Topics:** Compile a list of about ten words or terms that are associated with the service or product. An SEO tool, such as Google Keyword Tool, helps identify the keywords and their search volume. Therefore, a list of short-tail keywords can be identified. Short-tail keywords are usually short; for example, home gym.
 - **Long-tail Keywords:** Short-tail keywords are similar to topics and long-tail keywords are similar to sub-topics. Long-tail keywords are required to build content around them. Long-tail keywords can be identified using tools, such as Google Keyword Planner and Google Auto-complete. Compile a list of ten long-tail keywords. These keywords comprise more than three words; for example, pull-up bars with parallel grips.
 - **Build Pages:** Here, long-tail keywords are used to build Web pages to explain the main topic. A thumb-rule to remember here is that the number of topics created should match the number of services or products. This makes it easier for customers to find the Website irrespective of the keywords they use. This also helps the search engine understand that the content is meeting the audience requirement and thus, it ranks the page high in the results.
 - **Blog:** Blogging is an effective way to include keywords. Some free blogging platforms are WordPress, Wix, and Weebly. Limit keywords on a single page to four occurrences. Repeating keywords can result in overstuffing and the search engine may not read it. Always link the main page to topics so that it can be located easily.
 - **Blogging Schedule:** Create a content strategy and blog on a regular basis. This retains the interest of the audience and maintains consistency in achieving goals.

- **Link Building:** This is the main objective of off-page SEO. Link-building is the process of attracting backlinks to the Website from other sources on the Internet. If a Website is linked to a credible source, it leads to increase in ranking.
 - **Media Files:** It is always advisable to use a compression tool, such as Google Squoosh, to compress media files that are uploaded on the Website. This is because smaller file size leads to faster Website loading. Try to keep media files in kilobytes.
 - **SEO Guidelines:** Keep yourself updated with the latest guidelines in SEO so that keywords and links can be modified according to the latest guidelines. For example, read the What's New section in Google Search Central.
 - **Track Content:** Monitoring traffic to the Website is as important as creating it using SEO techniques. Use a Web analytics tool to track organic traffic and view metrics. This helps to understand the areas of success and improvement.
- For more information on creating SEO content, refer to the following links:
- <https://www.searchenginejournal.com/seo-content-marketing-strategy/258253/>
 - https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi8j9e8s8r1AhU_s1YBHVRZBDIQFnoECAGQAw&url=https%3A%2F%2Fsearchengineland.com%2Fseo-content-strategy-grow-visits-300-one-year-282934&usg=AOvVaw3dAkKhKbsZm8vgrxZjc5On



Instructions to the Trainer:

- Using slide 5, tell students that components of SEO content can be segregated into On-page SEO and Off-page SEO. For example, content, keywords, title, and meta description are part of On-page SEO.
- Meta title, sometimes known as H1 tag, is the title that appears in the search results page. An effective title should be approximately 55 characters maximum and must include three main keywords that aptly describes the service or product to entice prospective audience to visit the Website.
- URLs inform Google about the content on different pages of the Website, and their relation to each other. Hence, they follow a typical address structure: a protocol, domain name, and a path. They improve user experience by structuring the URL with page hierarchy based on keywords. This way the search engine understands what the page is about and delivers it to the user.
- Meta description is the text displayed in the SERPs under your meta title. This description should contain maximum 150 characters and should also contain your three main keywords. The description must clearly outline your business to attract users to visit your site.
- Keywords are terms that users type into search engines to find a Website. Relevant keywords are important for a Website to be listed organically in the search engine results page. A good way to be found is by integrating keywords in the Webpage title and content.
- Internal and external links are important for a search engine's algorithm. Internal links are links to other pages within the Website. External links are links to other Websites. When a user enters a keyword in the search bar, the search engine looks for all sites whose titles match the keyword. It then searches for links on the page and lists the page with the credible links first. Links, along with the title, account for eighty percent of the SEO components. Links can be in the form of text or images.

➤ For more information, refer to the following link:
<https://www.informit.com/articles/article.aspx?p=1691359>

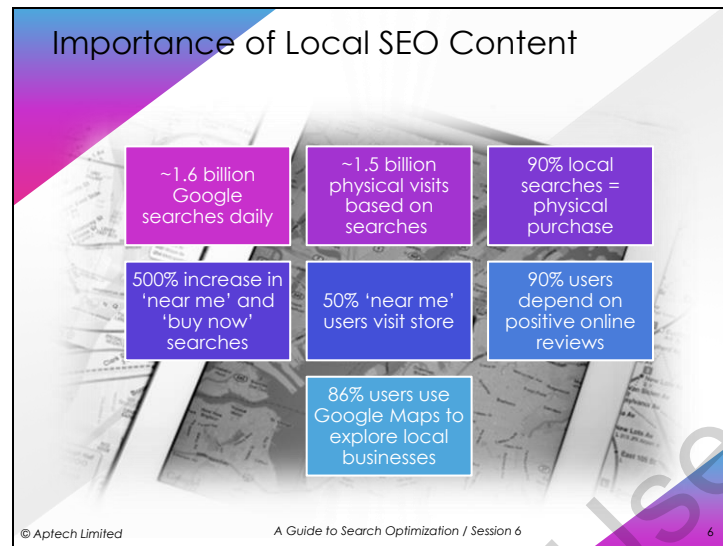
In-Class Question:

Ask students following question. Wait for a response before you give the answer.

Question: What is the maximum number of characters in a title tag?

Answer: The maximum characters a title tag should contain 55 characters.

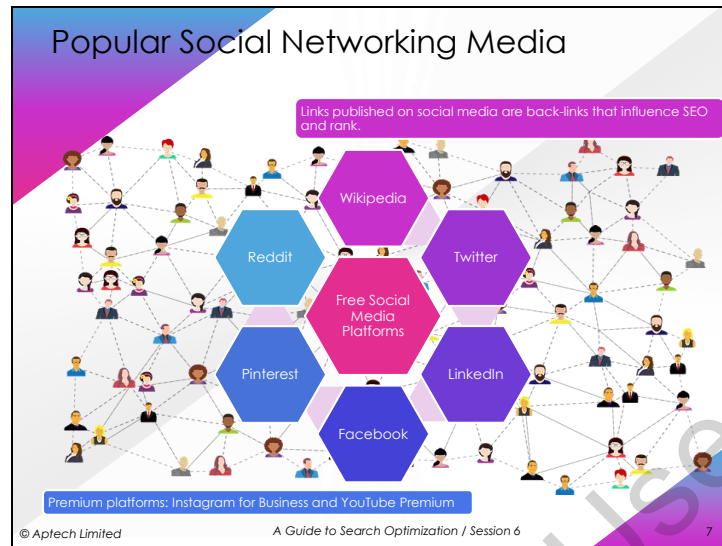
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Instructions to the Trainer:

- Using slide 6, tell students that we will learn about the importance of local SEO content. Read out the points on the slide.
- Explain to students that local SEO is the term used to search for local services or products that are available locally. Generally, such information appears in conjunction with Google Maps to help users locate the product or service easily. Hence, it is a geographically related search.
- Local SEO helps businesses stand out even if they do not own Websites. Such businesses get customers who stay in the same locality and are looking for specific services; for example, florists in the area.
- Local SEO results in immediate and highest conversion levels. This is because users search for a specific service, find it online, and visit the store physically for purchase. This is especially beneficial if the service or store is listed on Google Maps.
- Setting up local business listings using tools, such as Google My Business or Facebook, makes local SEO a cost-efficient option for online advertising.
- Reviews also play an important role in local SEO. Positive reviews make a business look trustworthy.
- For more information about local SEO, refer to the following link: <https://fabrikbrands.com/local-seo-services-for-small-businesses/>

Slide 7

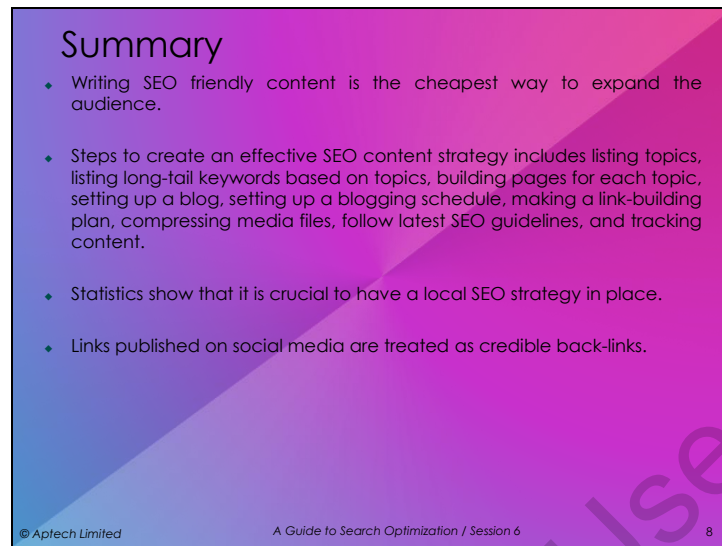


Instructions to the Trainer:

- Using slide 7, tell the students that we will discuss about the social media platforms that can be used as back-links to influence search engine optimization.
- Ask students about some social media platforms they use. Wait for some answers and then, explain about social media.
- Tell students that social media is an interactive technology that helps in creating and sharing ideas and expressions through networks or virtual communities. Most social media platforms are free to use. However, social media platforms for businesses are premium based and offer additional services, such as advertisements. Currently, most businesses own a social media handle or account for digital marketing, which appears on the first page of search results.
- So how is SEO related to a social media account? Social media does not directly contribute to SEO rankings. However, the links that the owner shares across social media platforms increases the brand exposure. These links add up and influence search engine optimization.
- A better way to understand this is to assume that we have created and published content. The next step is to share and link the website to the profile. When the profile collects followers, the site gains traffic. As a result, the community grows. Consistent interactions through social media builds up the community and link, which increases the index. We have learnt that when a site is frequently indexed, it enables search engines to locate and retrieve the site easily, thereby improving the ranking. This leads to users finding the social media account organically.
- Besides linking, social media platforms are a short and quick way to showcase products briefly or make announcements so that users can be redirected to the Website for detailed view of products.
- A few popular platforms are:
 - Wikipedia: This is a free-to-use online encyclopedia, where registered users can publish articles.

- Twitter: Synonymous with the blue bird, this is a microblogging platform for publishing short posts called tweets.
 - LinkedIn: This is a professional network to connect with professionals and to highlight professional abilities, experience, and skills.
 - Facebook, now known as Meta: This is the most popular social networking Website. One can connect with relatives and friends, send messages, and post personal updates.
 - Pinterest: This Website is an image sharing platform that helps the user to search and save images that are found online. Image results are called pins, which can be saved to boards (pinboards) to organize interests and ideas.
 - Reddit: This is a discussion, social news aggregation, and Web content rating Website. Reddit users can submit content, which is voted up or down by other users.
- For more information about social media platforms, refer to the following link:
<https://www.searchenginejournal.com/social-media/biggest-social-media-sites/>

Slide 8

A presentation slide with a purple-to-pink gradient background. The title 'Summary' is at the top left. Below it is a bulleted list of four points. At the bottom left is the copyright notice '© Aptech Limited'. At the bottom center is the text 'A Guide to Search Optimization / Session 6'. At the bottom right is the slide number '8'.

Summary

- Writing SEO friendly content is the cheapest way to expand the audience.
- Steps to create an effective SEO content strategy includes listing topics, listing long-tail keywords based on topics, building pages for each topic, setting up a blog, setting up a blogging schedule, making a link-building plan, compressing media files, follow latest SEO guidelines, and tracking content.
- Statistics show that it is crucial to have a local SEO strategy in place.
- Links published on social media are treated as credible back-links.

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Instructions to the Trainer:

- Using slide 8, summarize the session. End the session with a brief summary of what has been taught in the session. Explain each of the summary points in brief.

Session 7: SEO Internationalization and Localization

7.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

7.1.1 Teaching Skills

To teach this session, you should be well versed with several techniques for SEO Localization and SEO Internationalization.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2



Instructions to the Trainer(s):

➤ Using slide 2, provide the students an understanding about the objectives of the session.

7.2 In-Class Explanations

Slides 3 and 4

SEO Localization 1-2

Amazon Website for Canada Amazon Website for Japan

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SEO Localization 2-2

```
graph TD; A[Develop source text for SEO localization] --> B[Extract key terms from the source]; B --> C[Add suggested topics in the target language to the keyword list]; C --> D[Find a match between the source terms and target terms]; D --> E[Use Computer Assisted Translation (CAT) Tools]; E --> F[Proofread the translation]; F --> G[Localize remaining elements];
```

Amazon Website for Canada Amazon Website for Japan

Develop source text for SEO localization

Extract key terms from the source

Add suggested topics in the target language to the keyword list

Find a match between the source terms and target terms

Use Computer Assisted Translation (CAT) Tools

Proofread the translation

Localize remaining elements

Steps to achieve SEO localization

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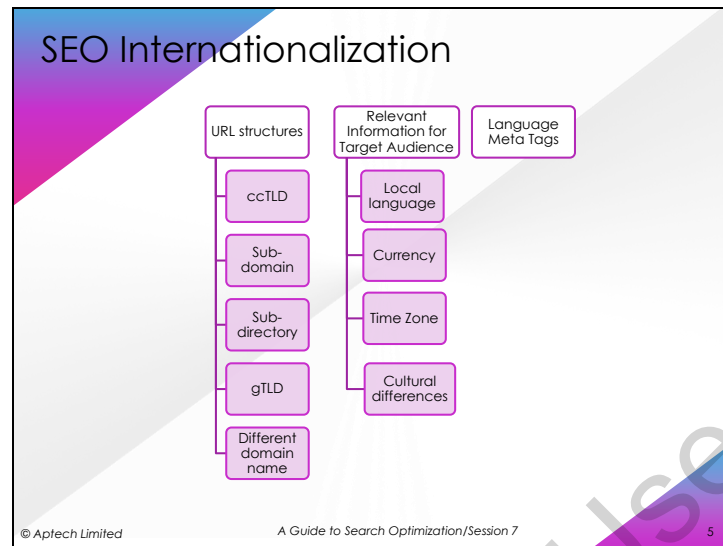
- Using slides 3 and 4, explain to students that SEO localization is the process of adjusting the content of a Website to the cultural norms and expectations of a new location. This allows for more customers in that locale to find the site and purchase the product or service advertised on it. It is important to understand the reason behind customers' search for a product or a service and the search terms used by them.
- For example - consider a scenario. A Los Angeles resident plans to purchase bakery items and uses Google to search for the items. She is delighted to find several nearby places that sell bakery items. This is due to SEO localization.
- Use the images on the slide to explain SEO localization of Amazon Website. Tell them to observe a few changes in the Japanese and Canadian Websites. Wait for a response before you give the answer.

- The changes involve the currencies; menu bar for Japanese includes Japanese books while Canadian Website only states books. The Japanese Website shows information in Japanese.
- Elaborate on the seven steps to get the right keywords for SEO localization.
 - Step 1: Develop source text for SEO localization. Remove local or cultural references from the source copy. The source copy should include all product keywords.
 - Step 2: Extract all key terms from the source, transactional, informational, brand, and product to make a list. Transactional keywords are used by customers to find a product or service; Informational keywords help users learn more about a product; Brand keywords are used by customers to find specific information about a brand's products or services. Next, include parts of speech, such as noun and verb, and context for each keyword.
 - Step 3: Find suggested keywords in the target language for the created list. Next, use a keyword tool to analyze the search volumes and find more keywords. Then, sort the keywords according to the search volume and competition. Keyword volume is the number of times a specific keyword is searched for a given period. Keyword competition is a metric for determining how difficult it will be to rank for a keyword.
 - Step 4: Ask the native speaker to match the source terms with target terms.
 - Step 5: Use Computer-Assisted Translation (CAT) tools to get a real-time translation of the keyword list. The popular CAT tools include memoQ, SDL Trados Studio, and Wordfast.
 - Step 6: Ask the proofreader to proofread the translation. The translation must maintain the natural tone.
 - Step 7: Localize remaining elements, such as name, address, and phone number, and add the target keywords in places where source keywords did not find a match.

In-Class Questions:

Question: What are different types of keywords in SEO?

Answer: Transactional, Informational, Brand, and Product

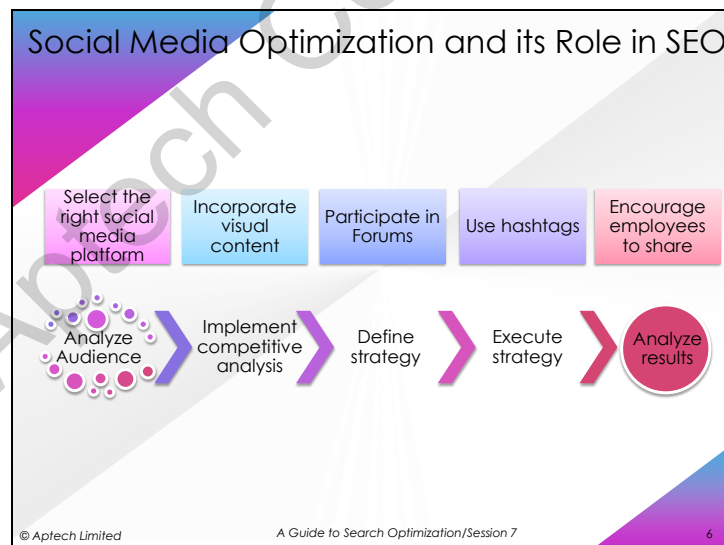


Instructions to the Trainer(s):

- Using slide 5, explain to students that SEO internationalization is the process of optimizing a Website with respect to its international audience. It is a strategy to make Web content available to users in different countries and languages.
- For example, Amazon's site is available in multiple languages. Customers can choose to view the site in their preferred language, read detailed product information, and pay for their orders by using the currency of their choice. If a customer searches for something in a search engine and uses native language, the search engine identifies the language and matches search results with sites in that language.
- Explain the three key elements of SEO Internationalization.
 - International friendly URL structures – Choose the best URL structure.
 - Country Code Top-level Domain (ccTLD) - This is a domain extension and is a two-letter code. Users and search engines use this code to identify country or a specific region. For example, .ca indicates the site for Canada and .co.uk indicates the site for United Kingdom.
 - Subdomain – This is also called the third-level domain. The targeted country is found at the start of the domain. For example, uk.domainname.com. This is primarily used when content specifically targets a language.
 - Subdirectory - Here, content is placed in a subdirectory, for example, domainname.com/uk.
 - General Top-level Domain (gTLD) with language parameters - Some of the popular gTLDs include .net and .edu. (Ask students for some more examples.) Language parameters can be used at the end of a URL after a question mark to target specific language speakers. For example, domainname.com/?lang=en-us (Show this on the whiteboard.)

- Different domain name - The internationalized content can be placed on a different root domain, for example, domainnameuksite.com.
- Language Meta Tags - hreflang attribute or language meta tags should be used to indicate alternate versions of content. For example, link rel="alternate" href="http://domainname.com" hreflang="es" /> shows the availability of Spanish version. (Write down this example on the whiteboard.) Search engines use these meta tags to show result to users searching in that language.
- Relevant Information for Target Audience – To provide information for target audience, consider these four factors:
 - Local language – This is because native speakers understand the local language better.
 - Currency - Native currency helps buyers clearly understand how much a product costs. They can avoid doing the conversion.
 - Time zone - This helps understand when customers make purchases.
 - Cultural differences - Every geographical region is defined by its own cultural elements such as societal codes and values. Assimilating the cultural elements helps make the product or service feel local.

Slide 6



Instructions to the Trainer(s):

- Using slide 6, explain to students that Social Media Optimization (SMO) is the process of using social media networks to expand an organization's message and online presence. It helps users manage their online image, engage with customers, and boost their business.

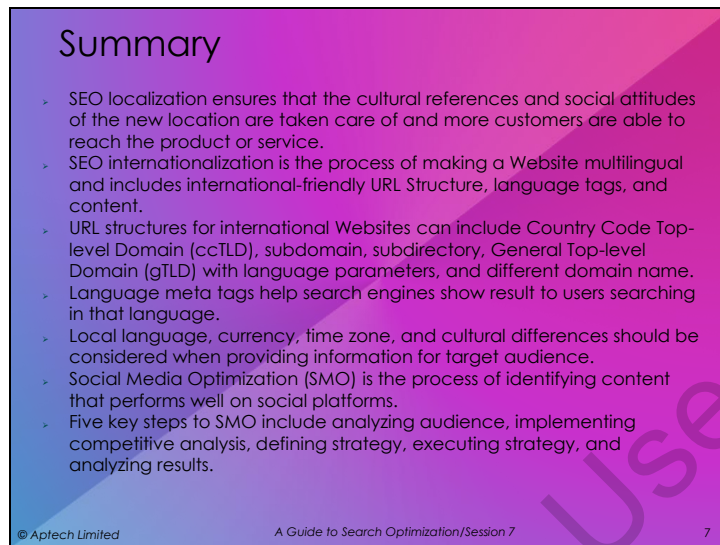
- Search engines consider user engagement as a positive ranking signal. User engagement is measured by comments, likes, and shares.
- SMO helps identify content that the audience is searching for and execute content strategy. It also helps present content on social media platforms, such as by using hashtags and creating conversations. Ask the students if they use hashtags. The hashtag symbol (#) is added before a relevant keyword or phrase in social media posts. It helps in categorizing posts so that they can easily be displayed in search.
- To optimize presence on social media, a user can:
 - Select the right social media platform. Not all social media platforms offer the same purpose for the target audience. Discuss the difference between LinkedIn and Facebook. LinkedIn is more of a professional networking site, whereas Facebook is used to stay up to date with family and friends. Identify the platforms the target audience uses more and optimize social media efforts for those sites.
 - Use hashtags to help users discover content. Posts with hashtags have more user engagement than posts with no hashtags.
 - Have a YouTube presence. When a user searches on Google, a carousel of video content from YouTube and other platforms is also displayed in the search results.
 - Encourage employees to share. Encouraging employee advocacy allows companies to reach new customers through employee-generated content. Ask students if they have seen any such posts or videos. Tell them that there are videos of Google employees available where they give an office tour and describe the work culture.
 - Incorporate visual content to get more likes, clicks, and shares.
- Tell students that the best strategy to optimize presence on social media is to follow the steps in order:
 - Step 1: Analyze audience to identify social media platforms they mostly use.
 - Step 2: Perform competitive analysis to know the amount of social media engagement and content that is getting the highest engagement.
 - Step 3: Define a strategy to reach the goals.
 - Step 4: Execute strategy with the team including members, SEO specialists, and content marketers.
 - Step 5: Analyze results and revise the strategy is required.
- Following are certain SMO tools that can help achieve SMO goals:
 - Audience research tools such as Serpstat and Alexa
 - Marketing automation tools such as HubSpot and Marketo
 - Social media scheduling services such as MeetEdgar and Sprout
 - Social Image creation tools such as Canva

In-Class Questions:

Question: Name one best practice for SEO internationalization.

Answer: Ensure that all content in the site is in the primary language of the targeted region.

Slide 7



Summary

- SEO localization ensures that the cultural references and social attitudes of the new location are taken care of and more customers are able to reach the product or service.
- SEO internationalization is the process of making a Website multilingual and includes international-friendly URL Structure, language tags, and content.
- URL structures for international Websites can include Country Code Top-level Domain (ccTLD), subdomain, subdirectory, General Top-level Domain (gTLD) with language parameters, and different domain name.
- Language meta tags help search engines show result to users searching in that language.
- Local language, currency, time zone, and cultural differences should be considered when providing information for target audience.
- Social Media Optimization (SMO) is the process of identifying content that performs well on social platforms.
- Five key steps to SMO include analyzing audience, implementing competitive analysis, defining strategy, executing strategy, and analyzing results.

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Instructions to the Trainer(s):

- Using slide 7, you will summarize the session by giving a brief explanation of each point given in the slide.

Session 8: Important SEO Tools

8.1 Pre-Class Activities

Before you commence the session, read the topics of this session in-depth. Prepare a query or two that will be a clue to relate the current session objectives.

8.1.1 Teaching Skills

To teach this session, you should have in-depth knowledge of popular SEO tools.

You should teach the concepts in the theory class using the images provided. For teaching in the class, you are expected to use slides and LCD projectors.

Tips:

Scrutinize that students are well versed in concepts by asking questions in between the class.

In-Class Activities

Follow the order given here during In-Class activities.

Slide 2

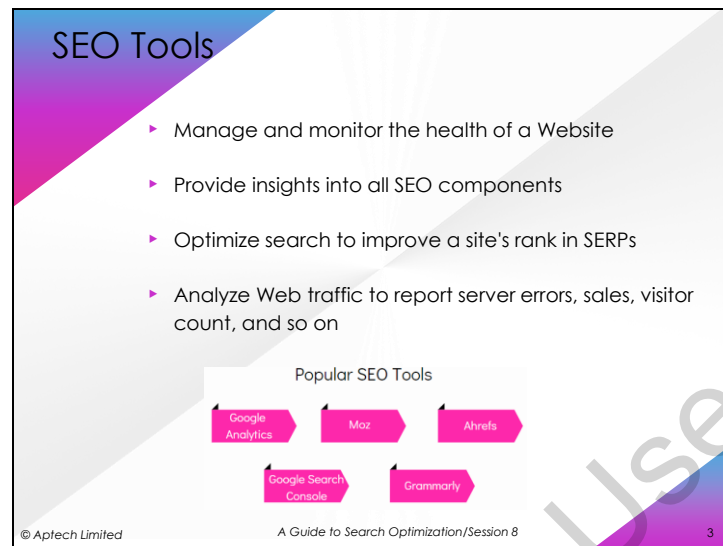


Instructions to the Trainer(s):

➤ Using slide 2, provide the students an understanding about the objectives of the session.

8.2 In-Class Explanations

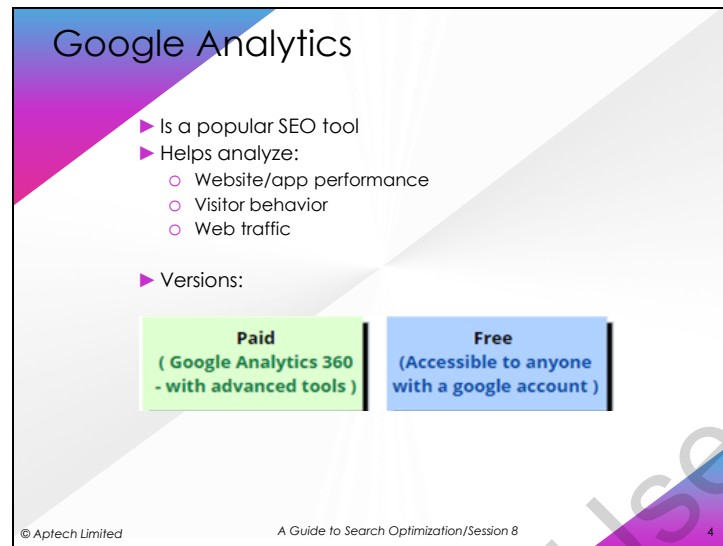
Slide 3



Instructions to the Trainer(s):

- Tell students that SEO tools help in analyzing and monitoring Websites. They provide a variety of reports such as backlinks, number of visitors on a page, keywords that bring audience to Website, and much more.
- One can visually analyze data to get instant reports and check and fix various issues, such as page server errors and broken links. Tell the students that Google Analytics provides a variety of reports such as Acquisition Report, Conversions Report, and Audience report. Within each, one can see several related reports. Most of the SEO tools are free and can be best utilized for SEO optimization.
- Just as we require routine checkups to stay healthy, a Website should be regularly monitored using SEO tools. Any issues shown should be fixed for the Website to perform better.
- Some of the popular SEO tools are:
 - Google Analytics
 - Google Search Console
 - Ahrefs
 - Moz
 - Grammarly
- These tools help in performing:
 - On-page SEO
 - Local and Mobile SEO
 - Analytics
 - Keyword Research
- For more information on SEO Tools, refer to the following links:
<https://blog.hubspot.com/marketing/seo-analysis-tools>
<https://ahrefs.com/blog/free-seo-tools/>

Slide 4



Google Analytics

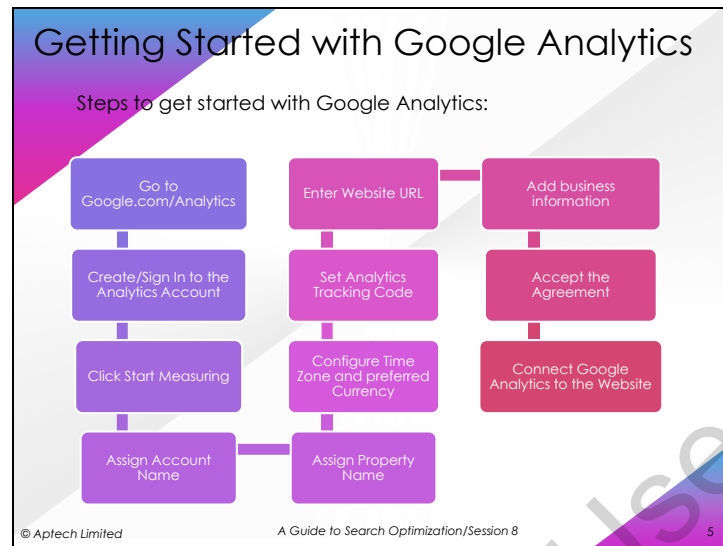
- ▶ Is a popular SEO tool
- ▶ Helps analyze:
 - Website/app performance
 - Visitor behavior
 - Web traffic
- ▶ Versions:

Paid (Google Analytics 360 - with advanced tools)	Free (Accessible to anyone with a google account)
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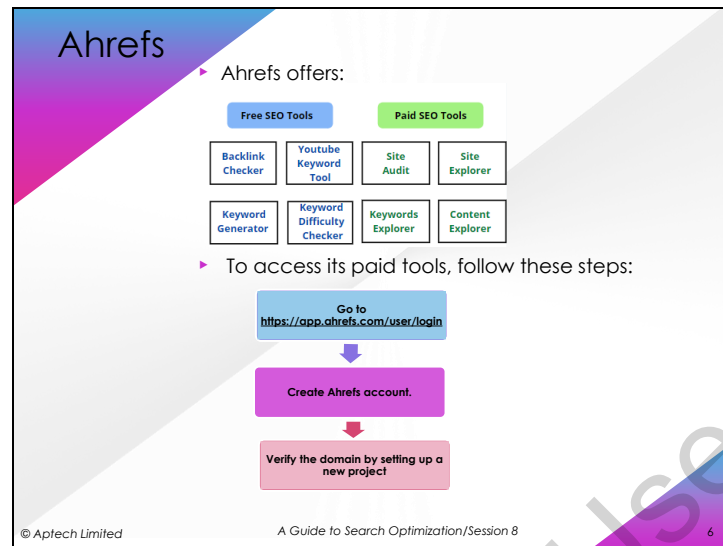
Instructions to the Trainer(s):

- Using slide 4, tell students that Google Analytics is a popular SEO Tool. It gives a holistic picture of how people interact with a Website and reports their activity. Google Analytics clearly shows how visitors come to the site and their behaviors on the site.
- It answers the following questions:
 - Are visitors landing on the homepage?
 - Which specific product category page is the most visited?
 - Are most transactions coming from laptops or smartphones?
- It generates detailed statistics about Websites, including:
 - Where visitors came from – demographics
 - What search terms they used - keywords
 - How long they stayed – behavior
 - What pages they visited – traffic sources
- It is offered for free by Google to anyone who has a google account.
- A user can also access the advanced tools of Google Analytics in its paid version known as Google Analytics 360.
- For more information on Google Analytics, refer to the following link:
<https://analytics.google.com/analytics/Web/provision/#/provision>



Instructions to the Trainer(s):

- Using slide 5, explain to the students how to get started with Analytics.
- Explain the associated key terms:
 - Web stream indicates that the source of data is Web.
 - GA4 and Universal Analytics helps create analytics tracking code.
 - Data Streams are sources, such as Website and iOS app that provide information to Google Analytics property.
 - Each data stream has one MEASUREMENT ID.
- To connect Google Analytics to the Website, Google Analytics tracking code requires to be manually added to the Website.



Instructions to the Trainer(s):

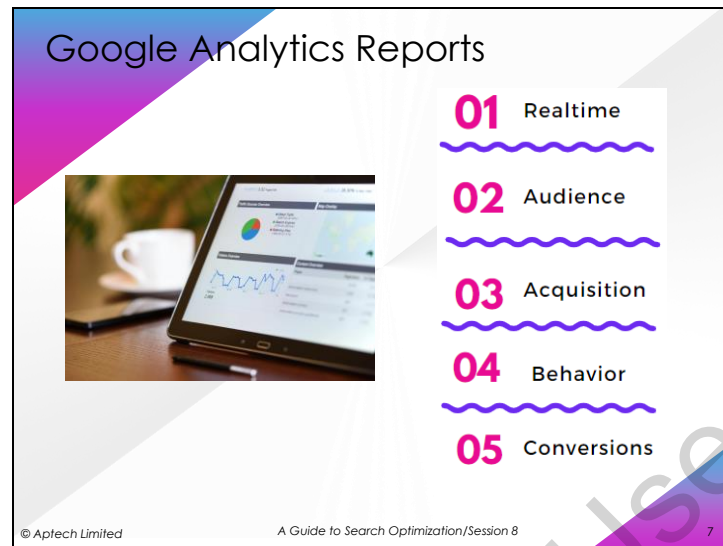
- Using slide 7, tell the students that Ahrefs is another popular SEO tool widely used by marketing professionals. It is a toolset of products that are easy to use and extremely helpful for small businesses and customers who do not have access to advanced or large-scale SEO services.
- It offers following free SEO tools:
 - Keyword Generator
 - Keyword Difficulty Checker
 - YouTube Keyword Tool
 - Backlink checker
- Paid SEO tools offered by Ahrefs are:
 - Site Audit
 - Site Explorer
 - Keywords Explorer
 - Content Explorer
- To access paid tools, create Ahrefs and verify the domain. This ensures that the user owns the Website to be audited.
- For more Information on Ahrefs, refer to the following link: <https://ahrefs.com/>

In-Class Questions

Ask students the following question. Wait for a response before you give the answer.

Question: What are the paths visitors traveled from one page or event to the next page or event called?

Answer: Behavior



Instructions to the Trainer(s):

- Using slide 6, tell the students that Google Analytics offers a variety of reports. All these reports can be accessed from the dashboard.
- Realtime Overview provides a real-time snapshot of how visitors are accessing the Website and interacting with it. All this data becomes visible within two seconds of a visitor landing on the Website. Some of the data it shows are active visitors of top-ten pages, graph displaying the number of page views per minute and second (A page view occurs when a page is loaded or reloaded in a browser.) and keywords and the sites that referred visitors.
- Audience Overview displays a graph of the number of visitors each day. It shows how the visitors are visiting the site, what type of device they are on, and how long they are staying.
- Acquisition Overview tells which channel brings the most visitors. Explain the key terms associated with the report.
 - Source - Last visited place of the visitor (such as a Website) before reaching the Website.
 - Medium - Method (such as by clicking an ad or a direct link) through which a visitor arrives at a Web page.
 - Channel - Medium through which visitors get to the Website.
 - Behavior - Path visitors traveled from one page or event to the next page or event (ask students what could be these events.). This will help understand the content that engages visitors on the site.
 - Conversion - Completed activity that is important to the success of a business. For example, a purchase.
 - Paid Search - Paid links, such as Google ads, which attract visitors to the site
 - Direct: When a visitor comes to the Website by typing the URL in the Address bar or using a bookmark on the browser, it is a direct channel.

- Social - Social networking platforms through which visitors come to the Website.
- Behavior Overview shows an overview of pageviews, number of sessions during which a page is viewed, average time spent on each page, and so on.
- Conversions show how each goal is performing. One can analyze a purchase activity or check how marketing channels are contributing to conversions.
- For more information on these reports, refer to the following link:
<https://www.digishuffle.com/blogs/google-analytics-reports/>

In-Class Questions:

Ask students the following question. Wait for a response before you give the answer.

Question: What is a session?

Answer: A set of user interactions with the Website that occurs in a given time frame.

Slide 8

Site Explorer

Ahrefs Site Explorer has three powerful tools:

- Organic traffic research
- Paid traffic research
- Backlink Checker

Provides in-depth information about organic search traffic and backlink profile of any Website or URL.

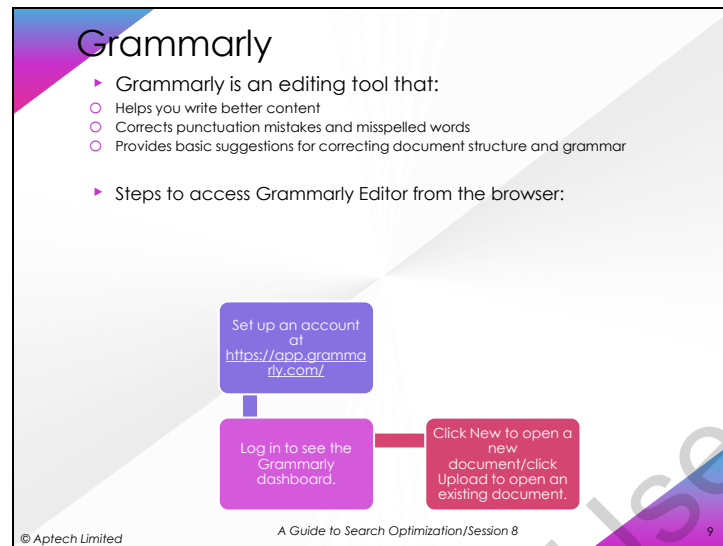
Site Explorer

Competing Domains

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Instructions to the Trainer(s):

- Using slide 8, tell students that Ahrefs Site Explorer is a SEO tool that presents detailed data on organic search traffic and backlink metrics of any Website or URL.
- Site Explorer includes the following three powerful tools:
 - Organic traffic research: Use this tool to learn how competitors progress in the use of keyword phrases and Web pages that bring the most search engine traffic.
 - Backlink checker: This tool helps study the backlink profiles of competitive sites.
 - Paid traffic research: This tool helps check if competitors are running paid search advertising.
- To find competing domains, enter the domain in the Domain or URL text box and press Enter. It displays several reports under categories, such as Backlink profile, Organic search, Pages, and Outgoing links
- Tell the students that users can browse through different reports available in the left pane.
- For more information on Site Explorer, refer to the following link: <https://ahrefs.com/site-explorer>



Instructions to the Trainer(s):

- Using slide 9, explain to the students about the Grammarly tool. It helps improve the quality of writing and is available in both free and paid versions. The free version provides basic suggestions and highlights issues such as misspelled words and punctuations mistakes. The paid version provides advanced recommendations such as passive voice misuse, checks for context, sentence structure, and more.
- Grammarly supports all platforms and devices.
- Using the slide, explain the steps to install Grammarly.
- Although Google won't penalize a site based on poor grammar and spelling errors, it can track poor user experience. Bad user experience occurs when users encounter a site with grammatical or spelling errors. Moreover, such content looks unprofessional.
- Bing expects content to be error-free.
- For more information on Grammarly, refer to the following link: <https://www.grammarly.com/>

Plagiarism Checker

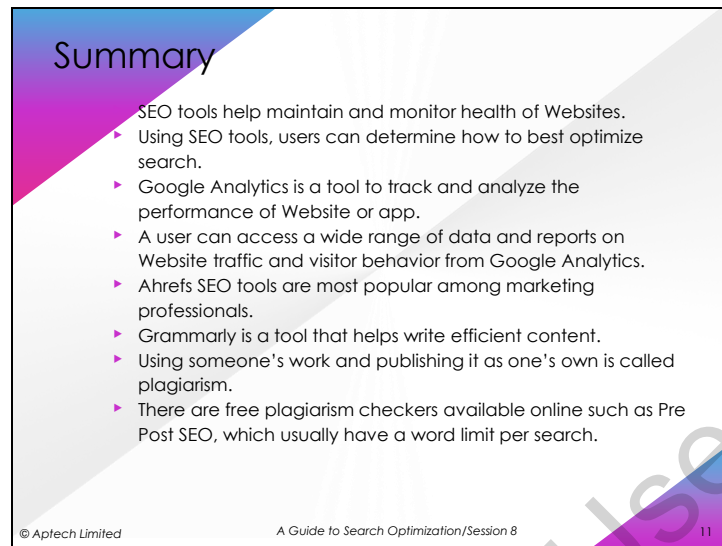
- ▶ Plagiarism is:
 - Copying content from a Website without giving credit to the source
 - Publishing copied work under your name
 - Considered unethical
 - Easily detected by search engines
- ▶ Free online plagiarism checker tools with certain word limit:
 - Pre Post SEO
 - Editpad
 - Plagiarism Checker from smallseotools

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Instructions to the Trainer(s):

- Using slide 10, tell the students that plagiarism refers to the practice of copying others' work and presenting it as your own. It can be accidental or intentional, innocent, or malicious.
- It violates the fundamental ethical principle: 'give credit where credit is due'. Ask the students if they would like if someone copies their assignment and presents it to the guide as original work. This means while you did all the hard work, the credit is taken by the other person. In the case of Web content too, one must always strive to present original content. This will not only keep the content fresh, but will also attract search engines to the Website. In case, for some reason, content from other Websites or someone else's work requirements to referred to, credit must be given to the source. This not only goes for textual content, but content in any form such as video and image.
- Plagiarism is also a form of theft that may lead to Google removing the site from its search results.
- Grammarly provides a plagiarism checker in its paid version. There are free plagiarism checkers available online, which usually have a word limit per search. Some of these tools are:
 - Pre post SEO
 - Editpad
 - Plagiarism Checker from smallseotools
- Paid version of a plagiarism checker is recommended by SmallSEOTools.com for accurate detection of plagiarism.
- For more information on Plagiarism Checker, refer to the following link:
<https://smallseotools.com/plagiarism-checker/>

Slide 11



Summary

- SEO tools help maintain and monitor health of Websites.
- ▶ Using SEO tools, users can determine how to best optimize search.
- ▶ Google Analytics is a tool to track and analyze the performance of Website or app.
- ▶ A user can access a wide range of data and reports on Website traffic and visitor behavior from Google Analytics.
- ▶ Ahrefs SEO tools are most popular among marketing professionals.
- ▶ Grammarly is a tool that helps write efficient content.
- ▶ Using someone's work and publishing it as one's own is called plagiarism.
- ▶ There are free plagiarism checkers available online such as Pre Post SEO, which usually have a word limit per search.

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Instructions to the Trainer(s):

- Using slide 11, summarize the session by reading out each point on the slide.