

## SEM Coaching - 6

# WHAT IS SEO?

## Introduction To Search Engine Optimization

- Pay-Per-Click Marketing (Paid Search)
- Search Engine Optimization (Organic Search)



Google.com Search Results

# WHAT IS SEO?

## What is Search Engine Optimization?

- **Search Engine Optimization (SEO)** is a very powerful online strategy used to achieve high rankings of web pages in search engines for relevant search terms with the aim of driving targeted online visitors to a website.
- A successful SEO campaign will allow a website to position itself to achieve maximum search engine visibility.
- It will allow website owners to reach out to a new group of online visitors, internationally.

# WHAT IS SEO?

## Why Search Engine Optimization (SEO)?

A properly executed SEO campaign will result in attracting not only targeted traffic, but also long-term sustainable traffic to a website from search engines – all without having to pay the search engines for the traffic generated – FREE!

### Here are some other benefits:

- Increase targeted traffic to your web site.
- Increase your company's presence on the internet.
- Wider exposure to attract visitors from all over the world.
- Higher volume of sales from your website.
- And a high return on investment.

# WHAT IS SEO?

## How To Develop An SEO Strategy

- Before you begin any SEO project, you should first determine the goal and purpose of the project.
- While the general goal of SEO is to drive targeted traffic to your website, you should identify **SPECIFIC goals** you wish to attain.
  - Examples of SEO goals are as follows:
    - Sell products
    - Sell services
    - Generate leads
    - Increase newsletter sign-ups
    - Improve online visibility and branding
    - Offer a free report
    - Offer a free software trial

## SEO WORKSHOP

# SEO POWER STEPS

# SEO POWER STEPS

The steps to achieving top rankings in search engines can be summarized as follows:

- **Step #1 - Identify your online market & competition**
- **Step #2 - Build web pages so the search engines can easily find your site – and understand the keywords your website content is based on**
- **Step #3 - Locate similar themed websites on the internet and get them to link to your website and/or develop external content sources to obtain natural inbound links to your website**

## SEO WORKSHOP

# MARKET RESEARCH

# MARKET RESEARCH

## Start With Your Website

- What is the website you want to examine?
- Brainstorm keywords that people will use to search for your products or services
- Are these keywords contained in your website currently?

# MARKET RESEARCH

## Keyword Research

Use [www.FreeAdwordsTool.com](http://www.FreeAdwordsTool.com) and Google Insights

- Keyword Popularity (Demand)
- Keyword Competition in Google (All|Intitle:)
- Keyword Effectiveness Index (KEI)

# FreeAdWordsTool.com



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**New** Check out the new Keyword Tool (beta).

## Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to the languages and countries you choose below:

English	Norway
Chinese (simplified)	Poland
Chinese (traditional)	Singapore
Danish	South Korea
Dutch	Spain
Finnish	Sweden

<b>How would you like to generate keyword ideas?</b>		Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)		<input type="text" value="catering"/> <input checked="" type="checkbox"/> Use synonyms
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)		Type the characters you see in the picture below.

**Selected Keywords:**

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

# FreeAdWordsTool.com

Keywords	Advertiser Competition <small>(?)</small>	▼ Local Search Volume: May <small>(?)</small>	Global Monthly Search Volume <small>(?)</small>	Match Type: <small>(?)</small> Broad <small>▲ ▼</small>
<b>Keywords related to term(s) entered - <a href="#">sort by relevance</a> <small>(?)</small></b>				
catering		110,000	13,600,000	<a href="#">Add</a> <small>▼</small>
buffet catering		9,900	40,500	<a href="#">Add</a> <small>▼</small>
food catering		9,900	201,000	<a href="#">Add</a> <small>▼</small>
caterer		8,100	550,000	<a href="#">Add</a> <small>▼</small>
caterers		8,100	1,000,000	<a href="#">Add</a> <small>▼</small>
catering services		6,600	301,000	<a href="#">Add</a> <small>▼</small>
halal catering		5,400	9,900	<a href="#">Add</a> <small>▼</small>
in catering		5,400	1,000,000	<a href="#">Add</a> <small>▼</small>
bbq catering		2,900	60,500	<a href="#">Add</a> <small>▼</small>
wedding catering		2,400	110,000	<a href="#">Add</a> <small>▼</small>
catering service		1,900	135,000	<a href="#">Add</a> <small>▼</small>
food caterers		1,900	27,100	<a href="#">Add</a> <small>▼</small>
food caterer		1,600	9,900	<a href="#">Add</a> <small>▼</small>
catering menu		1,300	90,500	<a href="#">Add</a> <small>▼</small>
catering tea		1,300	12,100	<a href="#">Add</a> <small>▼</small>
cheap catering		1,300	40,500	<a href="#">Add</a> <small>▼</small>
select catering		1,300	2,900	<a href="#">Add</a> <small>▼</small>
food catering services		1,000	18,100	<a href="#">Add</a> <small>▼</small>
home catering		1,000	33,100	<a href="#">Add</a> <small>▼</small>
best catering		720	18,100	<a href="#">Add</a> <small>▼</small>
catering group		720	12,100	<a href="#">Add</a> <small>▼</small> EST.
kitchen catering		720	110,000	<a href="#">Add</a> <small>▼</small>

# How To Analyze Your Competition

- ❖ Allintitle refers to the number of competing web pages (not web sites) in the search engine's index, that have the key phrase in the title tag of their web page
- ❖ Used as a quick way of identifying long-tail keywords (i.e. keywords with low search volume and very little competition) for search engine optimization (SEO) purposes
- ❖ To determine the number of web pages containing the keywords in the title tag, simply go to <http://www.google.com> and type in allintitle:keyword in the search bar
- ❖ The lower the allintitle, the lower the volume of competition. Allintitle of zero suggests absence of any SEO competition
- ❖ Allintitle is less useful as a means of identifying long-tail keywords when it is greater than 1,000 – because it is only a QUANTITATIVE and not a QUALITATIVE measure of SEO competition

# Normal Search Engine Competition

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[Local business results for catering near Singapore](#)



A [Kriston Food & Beverage Pte Ltd](#)  
[www.kriston.com](http://www.kriston.com) - 6744 6878 - 5 reviews

B [Glory Catering \(Outlet\)](#)  
[www.glorycatering.com.sg](http://www.glorycatering.com.sg) - 6344 1749 - 1 review

C [Essential Brew - Tea Café & Restaurant](#)  
[www.essentialbrew.com](http://www.essentialbrew.com) - 6467 6717 - 21 reviews

D [Zambuca Italian Restaurant & bar](#)  
[www.michelangelos.com.sg](http://www.michelangelos.com.sg) - 6337 8086 - 37 reviews

E [Chili Api Catering Pte Ltd](#)  
[www.chillipadi.com.sg](http://www.chillipadi.com.sg) - 6247 9531 - 1 review

F [Eatzi Gourmet](#)  
[www.eatzi.com.sg](http://www.eatzi.com.sg) - 6287 6298 - 1 review

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[www.sgcateringweb.com/](http://www.sgcateringweb.com/) - Cached - Similar

## Catering Services | Singapore Buffet Catering | Eatz

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## Keyword Effectiveness Index

- ❖ KEI was developed by SEO expert Sumantra Roy
- ❖ Used to measure the effectiveness of a given key phrase
- ❖ Compares search volume with competition
- ❖ The higher the KEI, the more effective the key phrase
  - The higher the search volume, the higher the KEI
  - The higher the competition, the lower the KEI
- ❖ Similar to allintitle, KEI does not consider the QUALITY of the search engine competition

# MARKET RESEARCH

## What Are Your Priority Keywords For SEO?

You cannot optimize for many keywords on the same webpage at any time.

**Generally, one webpage = one primary SEO keyword**

What are your priority keywords?

## SEO WORKSHOP

# “ON-PAGE” OPTIMIZATION

# SEO ON-PAGE OPTIMIZATION

## “On-Page” Search Engine Optimization

- “On Page” optimization involves structuring certain elements on a web page to better increase the relevancy of the web page in the search engines.
- A major element is strategically placing targeted keywords in:
  - Page Name (File Name e.g. keyword.html)
  - Title Tag
  - Meta Keywords and Description Tags
  - H1 Tag
  - Body Content

# SEO ON-PAGE CHECKLIST

## 1. DOMAIN NAME

- Domain name plays an important (but not critical) role in SEO
- Select a domain name based on your primary keywords as far as possible.
- Consider a hyphenated version of primary keyword if the non-hyphenated keyword is not available.  
E.g. **ForexTradingClass.com vs Forex-Trading-Class.com**

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<b>INFO* SAVE!</b>	1.99	4.99	6.79	7.39
<b>NET*</b>	9.99	9.99	9.99	9.99
<b>ME</b>	19.99	19.99	19.99	19.99
<b>ORG*</b>	9.99	9.99	9.99	9.99
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<http://www.RegistryDomains.org>

# Using Bulk Domain Registration

The screenshot shows the RegistryDomains.org website interface. At the top, there's a logo with a green hourglass icon and the text "registrydomains .ORG Domain Registrations... Made easy!". Below the logo, a navigation bar includes "Support:(480) 624-2500", "Create Account", "Log in to Account:", "Username/Customer #", "Password", "GO!", "USD", and a currency dropdown. The main menu has categories: "Domain Names", "Web Hosting", "SSL Certificates", "Email Accounts", "Marketing Tools", and "Build a Website". A "MY PRODUCTS" section on the left lists "Manage", "Renew", and "Upgrade" buttons, along with a link to "Show All My Products". A "MY ACCOUNT" section lists various account management options like "Account Settings", "Advertising Credits", "MySpace®, Google®", "Assign an AccountExec", "Buyer Profiles", "Credit Card & Payment Info", "Customer Information", "Domain Monitoring/Backordering", "For Sale/Starter Web Page", "GoodAsGold Balance", "Investor's Edge Expiring Names", "Domain Forwarding", "My Downloads", "Off-Site DNS Management", and "Order History". A central banner for "Bulk Registration" features a globe icon and the text "Invest in your future!". To the right of the banner, a list of benefits includes "▶ NEW lower pricing", "▶ SAVE on 6 or more domains\*", and "▶ Register hundreds of domains at once". Below the banner, a woman's portrait is shown next to the text "It's easy to register your new domain names in bulk - and you'll save BIG too!". A callout box contains the instruction "▶▶ Enter up to 500 domains :". A text area below it says "Enter up to 500 domains. Each name must be on a separate line." and provides an example: "Example: coolexample.com coolexample". To the right of this box, a "Add more domains and SAVE!" section lists various domain extensions with checkboxes: ".com\*", ".net\*", ".org\*", ".com.co", ".nom.co", ".ws", ".nl", ".info\*", ".me", ".biz\*", ".net.co", ".mobi\*", ".us", and ".in".

<http://www.RegistryDomains.org>

# SEO ON-PAGE CHECKLIST

## 2. TITLE TAG

- Place targeted keywords in the title tag
- Maximum 75 characters
- Indicates to the search engines the relevance of the web page to the search phrase
- A lot of webmasters implemented bad SEO practice by using “Welcome To...” in title tag.
- Use “allintitle:” to look at competitors’ sites

# SEO ON-PAGE CHECKLIST

## 3. PAGE URL

- If possible, use the primary keywords in the naming of your page URLs.
- Use Static URLs instead of Dynamic URLs  
e.g. <http://www.thedowser.com/keywordtool>

rather than

<http://www.thedowser.com?pid=02&cat=135>

- Depends on your website content management system (CMS)

# SEO ON-PAGE CHECKLIST

## 4. META DESCRIPTION

- Meta Description allows you to “advertise” your webpage
- Max. 150 characters
- Minimize the chance of Google picking up “snippets” in describing website
- May or may not be a SEO factor

# SEO ON-PAGE CHECKLIST

## 5. META KEYWORDS

- Not used by Google, Yahoo or Bing to determine rankings
- Don't keyword stuff the meta keyword tag
- You should target one or at most two keyword phrases for each webpage

# SEO ON-PAGE CHECKLIST

## 6. H1 TAG

- This is an important header text that normally have bigger font emphasis.
- Apply a H1 tag for the headline on your webpage (with primary keyword in headline)
- Should only have one H1 tag per page

## SEO WORKSHOP

The truth about META  
tags - Should you worry  
or not worry about it?

OR NOT MALLY SPONF IF'S



# Truth About META Tags

- ❖ META tags are used in the <HEAD> section of a webpage
- ❖ Common META tags used in SEO
  - META Keyword
  - META Description
  - META Robots
- ❖ META Keyword tags are NOT used by Google to determine ranking. Google however uses META Description in the search engine listings
- ❖ However, there is evidence to suggest that META Keyword tags are still in use by other search engines
- ❖ Recommendations:
  - Place the primary keywords in the META Keyword tag but do not spam this tag
  - Craft a powerful benefit that includes the primary keyword

# Example Use Of META Tags

```
<title>One Shenton | OneShenton</title>
<META content="text/html; charset=utf-8" http-equiv="Content-Type" />
<META NAME="keywords" CONTENT="One Shenton, OneShenton">
<META NAME="revisit-after" CONTENT="7 Days">
<META NAME="robots" CONTENT="index,follow">
<META NAME="description" CONTENT="One Shenton Sub-Sale Units
Now Available! Whole Floor Or Individual. Contact John at (xxx)
xxx-xxxx">
```

## SEO WORKSHOP

'Keyword Density' myth  
clarified and explained

SEARCH ENGINE OPTIMIZATION



# Keyword Density Myth Explained

- Keyword density refers to the number of times your keyword appears in the body of a content, expressed as a percentage
- Can be used as a way for spammers to create more 'relevant' content
- However, today's search engines have far more sophisticated ways to determine on-page contextual relevancy e.g. LSI, keyword proximity, keyword prominence etc. – making keyword density a thing of the past
- So, don't bother about keyword density
- Focus on creating quality content that engages the user
- Focus on CONTEXT, not content!

## SEO WORKSHOP

Understanding Latent Semantic Indexing and how to identify related LSI keywords for your website content.

WEBSITE CONTENT

FIND KEYWORDS FOR YOUR



# Latent Semantic Indexing

- ❖ Latent Semantic Indexing (LSI) is an indexing and retrieval method that uses a mathematical technique called Singular Value Decomposition (SVD) to identify patterns in the relationships between the terms and concepts contained in an unstructured collection of text.
- ❖ LSI is based on the principle that words that are used in the same contexts tend to have similar meanings.
- ❖ A key feature of LSI is its ability to extract the conceptual content of a body of text by establishing associations between those terms that occur in similar contexts

Source: Wikipedia

EST.



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# SEO ON-PAGE CHECKLIST

## Excerpt From Google's LSI Patent

"The system is further adapted to **identify phrases that are related to each other**, based on a phrase's ability to predict the presence of other phrases in a document. More specifically, a prediction measure is used that relates the actual co-occurrence rate of two phrases to an expected co-occurrence rate of the two phrases. Information gain, as the ratio of actual co-occurrence rate to expected co-occurrence rate, is one such prediction measure. Two phrases are related where the prediction measure exceeds a predetermined threshold. In that case, the second phrase has significant information gain with respect to the first phrase. **Semantically, related phrases will be those that are commonly used to discuss or describe a given topic or concept, such as "President of the United States" and "White House.**" For a given phrase, the related phrases can be ordered according to their relevance or significance based on their respective prediction measures."

# SEO ON-PAGE CHECKLIST

## LSI Content Writing Tips

- Do not keyword stuff the primary keyword phrase. No need to continually repeat the main keyword phrase.
- Use synonyms and related words in body content. This increases the value of the content and aids user understanding of the context of the article.
- Write for the human reader, not the search engine robots!

# How To Identify Related LSI Keywords For Web Content

## ❖ Use lateral keyword tools

- Google AdWords Keyword Tool  
<http://www.FreeAdWordsTool.com>
- Keyword Research Pro's LSI Feature  
<http://www.KeywordResearchPro.com>
- Microsoft adCenter Excel add-in
- Competitors Meta Keyword Tag
- Google Analytics
- Website log files
- Online Lateral Keyword Resources:
  - <http://www.lexfn.com/>
  - <http://thesaurus.reference.com>
  - <http://www.gorank.com/seotools/ontology>
- Wordtracker (Paid Version)  
<http://www.FreeWordtrackerTool.com>

# Lateral Keywords Ideas

## ❖ Other lateral keyword ideas

- Study product specification and feature list
- Use abbreviations and keyword variations
- Industry specific terms and slangs
- Product name and model number
- Names of industry experts

## SEO WORKSHOP

# Internal Linking

# SEO ON-PAGE OPTIMIZATION

## Internal Linking Strategies

- Internal linking is the process of structuring all navigation and text links in your website with the goal of helping visitors navigate around your website and search engine spiders discover content more easily
- In your website body content, you can link related words and phrases to their respective pages via use of anchor text
- By clicking on the anchor text link, it allows the visitor to visit the hyperlinked page to explore further details of the related content

### Anchor Text Example: Singapore Florist

```
<a href="http://www.domain.com/singapore-florist">Singapore Florist</a>
```



# SEO ON-PAGE OPTIMIZATION

## Absolute Versus Relative Linking

- Always use absolute links for internal links between web pages

Absolute Link

<http://www.domain.com/keyword.html>

Relative Link

[keyword.html](#)

## SEO WORKSHOP

How to determine the right keywords for a product or service for SEO implementation.

SEO implementation

business strategy

## Choosing The Right SEO Keywords

- ❖ Unlike PPC, where you can 'pay-for-position' for any keyword you choose, in SEO, you only get traffic to your website when you are able to get your pages ranked highly on page one in the Search Engine Results Pages (SERPs)
- ❖ Thus, the right keywords to select for SEO are those where you have the ability and confidence to rank on page one
- ❖ As a beginner, focus on the low-competition long-tail keywords
- ❖ The primary keyword you select should be consistent with your SEO skills and confidence in getting your pages ranked on page-one in the SERPs

## SEO WORKSHOP

# Mastering long-tail keyword research

Keyword Research



## What is a Long-Tail Keyword?

- ❖ A long-tail keyword is a micro-niche comprising low-volume keywords (three or more words in length) AND low-volume competition
- ❖ Easier to rank on page one in the search engines
- ❖ Can be incredibly profitable
- ❖ Examples of long-tail keywords for 'teeth whitening' CPA offer:
  - Over the counter teeth whitening
  - Hydrogen peroxide teeth whitening
  - How to get whiter teeth
  - Best teeth whitening kits
  - Teeth whitening at home

## SEO WORKSHOP

# “OFF-PAGE” OPTIMIZATION

# SEO “OFF-PAGE” OPTIMIZATION

## “Off Page” Search Engine Optimization

- “Off Page” optimization involves generating **quality backlinks** to your web page (i.e. increasing ‘link reputation’) by:
  - Submitting your website URL to major directories
  - Increasing one-way links through:
    - Obtaining natural backlinks from related sites
    - Article submission and distribution
    - Press releases and reviews
    - Social Media
- Whenever possible, be sure the ‘**anchor text**’ of the links pointing back to your website contain targeted keywords:

**Anchor Text Example:** Singapore Florist

`<a href="http://www.domain.com/singapore-florist">Singapore Florist</a>`

# SEO “OFF-PAGE” OPTIMIZATION

## Link Popularity and Link Reputation Explained

- **Link popularity** refers to the number of external links pointing to a web page. The higher the link count, the higher the ‘link popularity’ of a web page
- Today, link popularity is diminishing in effect and the absolute quantity of external links pointing to a web page is not as important as the **quality** of those links.
- The quality of an external link is known as ‘**link reputation**’ and is determined by the following:
  - Whether the site where the link points from is considered a relevant and an authority site
  - Whether the anchor text of the link is related to the site theme the link is pointing to

# SEO “OFF-PAGE” OPTIMIZATION

## Performing Link Analysis

- Link Analysis – study the quantity and quality of inbound links to your website, and your competitor’s website.
- Yahoo rather than Google is the preferred choice for link analysis because Google tends not to provide complete link information
- To analyze links to a website, simply go to <http://www.yahoo.com> and type in ***link:http://www.yourdomain.com*** in the search bar
  - This will redirect your request to Yahoo! Site Explorer (see Example in the next page)

# SEO “OFF-PAGE” OPTIMIZATION

## Yahoo! Site Explorer - Example

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In]

**YAHOO! SEARCH**  Explore URL Web Se

**Site Explorer** If you want to track a Site, [add it to My Sites](#)

**Results**

Tip: Your "link:" query has been [redirected to Site Explorer](#). You can continue to [use normal web search](#) for other queries.

[Pages](#) **Inlinks (153)**

Show Inlinks From All Pages to: Only this URL

1. [Internet Marketing Singapore | Web Marketing Coaching](#)  
www.internetmarketing.com.sg- 29k - [Cached](#)
2. [#1 Hosting Solutions - Inexpensive Hosting and Domain Registration](#)  
www.1hostingsolutions.com- 37k - [Cached](#)
3. [Internet Marketing Singapore, Malaysia, Indonesia, Japan](#)  
www.asiainternetacademy.com- 60k - [Cached](#)
4. [Sang Internet](#)  
www.sanqinternet.com- 44k - [Cached](#)

# SEO “OFF-PAGE” OPTIMIZATION

## Yahoo! Site Explorer - Example

- If you want to display all links except those from your own domain, select the ‘Except from this domain’ option

The screenshot shows the Yahoo! Site Explorer interface. At the top, there's a navigation bar with links for Yahoo!, My Yahoo!, Mail, Welcome, Guest, and Sign In. Below that is the search bar with the URL <http://www.asiainternetacademy.com> and an Explore URL button. The main title is "Site Explorer" with a sub-section "Results". Under "Results", there are two tabs: "Pages" and "Inlinks (143)", with "Inlinks" being the active tab and highlighted with a red box. Below the tabs, there are filter options: "Show Inlinks" (with dropdowns for "Except from this domain" and "to: Only this URL"), and "Only this URL" (with a dropdown). The results list shows two entries:

1. [Internet Marketing Singapore | Web Marketing Coaching](http://www.internetmarketing.com.sg)  
www.internetmarketing.com.sg- 29k - [Cached](#)
2. [#1 Hosting Solutions - Inexpensive Hosting and Domain Registration](http://www.1hostingsolutions.com)  
www.1hostingsolutions.com- 37k - [Cached](#)