

Session 2: Search Engine Optimization and its Components

For Aptech Centre Use Only

Objectives

- Explain Search Engine Optimization (SEO)
- Describe basic techniques of SEO
- Define black hat, white hat, and gray hat SEO
- Describe Google Search Console
- Explain Google Search Console guidelines
- Describe additional features of technically optimized site
- Differentiate between on-page and off-page SEO

What is SEO?

Process of increasing visibility of Web pages

Method to rank Web pages higher

Page Rank - Position of a Website in SERP

Higher Rank = High Quality Content

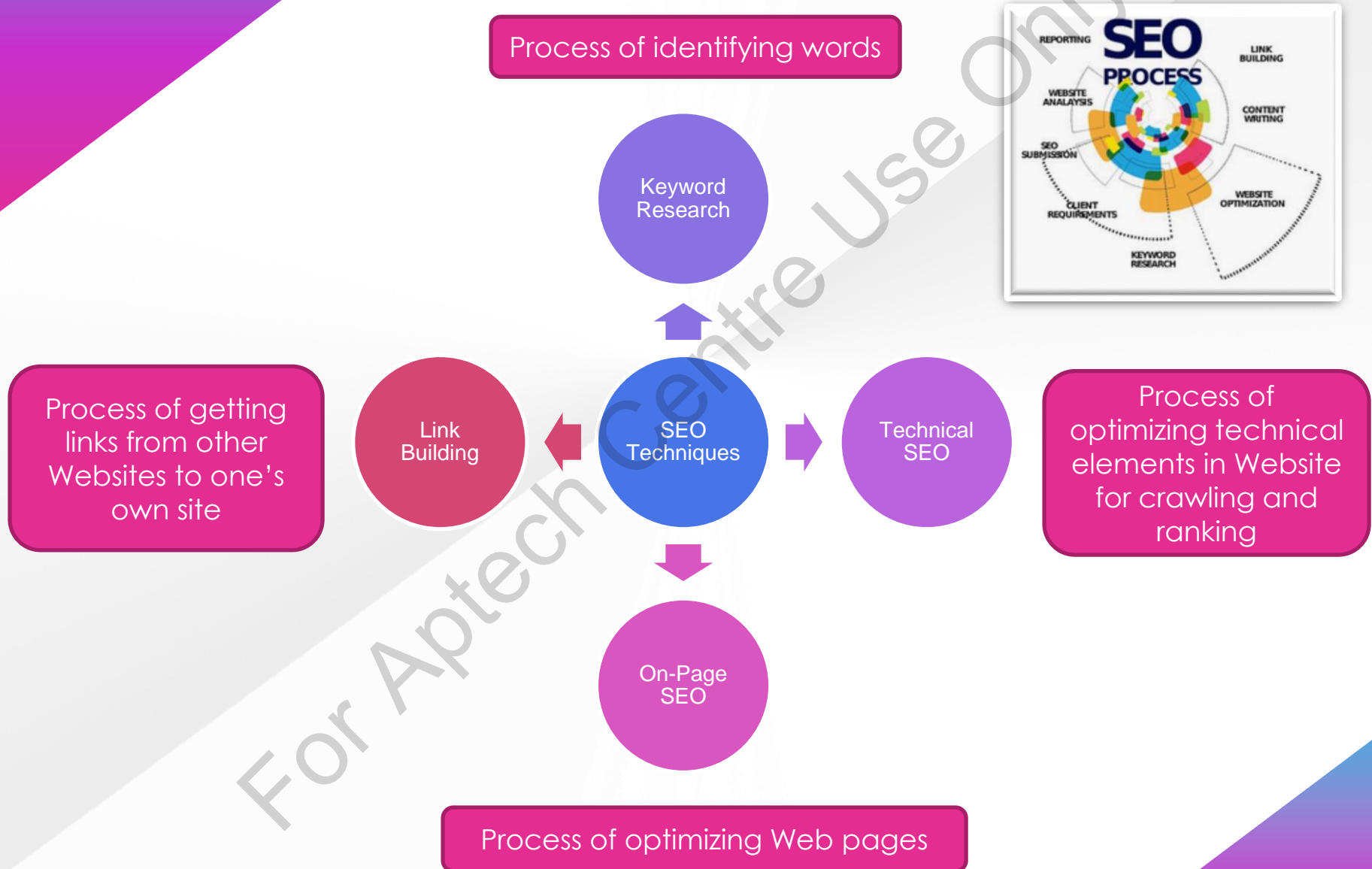
Purpose - bring organic traffic to Website

Organic traffic – free traffic; from unpaid sources

Ensures genuine audience

Increases quantity and quality of traffic

Basic Techniques of SEO



Black Hat, White Hat, and Gray Hat SEO

Black Hat

- SEO practices created against search engine guidelines

White Hat

- SEO practices following search engine guidelines

Gray Hat

- SEO practices without defined guidelines

Cloaking

Displaying different content to users and different content to search engines

Stealing Content

Copying content from a different Website and publishing on one's own site

Keyword Stuffing

Overusing keywords in a page

Understanding Google Search Console (1-2)

Earlier called Google Webmaster Tools

A free service by Google

Maintains site's presence in SERP

Helps view search traffic data

Setting up Google
Search Console

1. Sign in to Search
console.

2. Verify site
ownership.

3. Add property type –
Domain or URL prefix.

4. Inspect URL using
tool.

5. Submit Website in
Search console.

Understanding Google Search Console (2-2)

Measures: * Impressions: Viewed links.

* Clicks: Clicking link to page.

* Click-through rate: Click Count/Impression Count.

Top-linked pages

Links Report

Performance Reports

URL Inspection Tool

Requests for URL to be crawled or recrawled.

Search Console Tools

Page Experience Report

Index Coverage Report

Information on indexed pages.

Sitemaps Report

Summarizes user experience.

Informs: * About new sitemaps
* Sitemap submission history
* Errors

Google Search Console Guidelines

General

- Navigational Links, HTML Tags, Sitemap, Updated robots.txt file

Content

- Search Terms, HTML Tags, Page Hierarchy, Multiple Browser Compatibility, HTTPS Security

Quality

- Rich and Unique Content, User-friendly, White Hat



Additional Features of Technically Optimized Sites

Purpose

Optimize speed of Website to instantly view and interact with content.

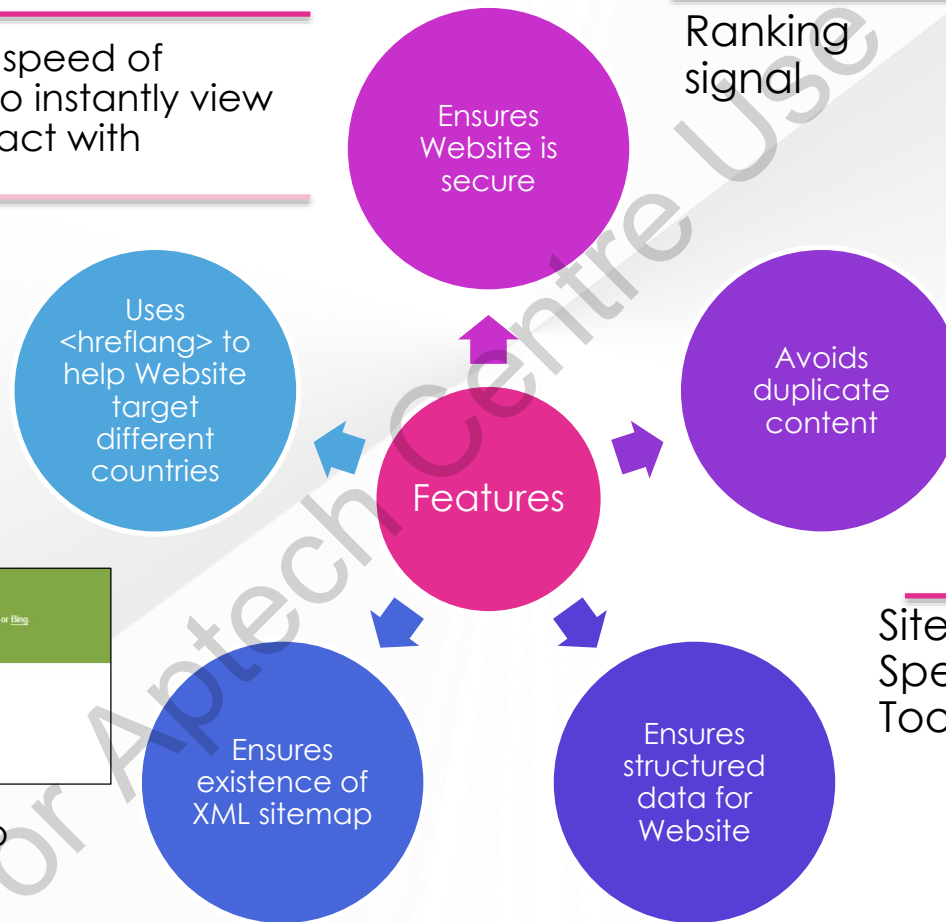
Ranking signal

Website factor search engines use to calculate page ranking in search results.



#	Sitemap URL	Last Modified
1	https://xmlsitemap-index-1.xml	2021-07-26T20:08:03Z
2	https://xmlsitemap-index-2.xml	2021-07-26T20:04:51Z

Figure: XML Sitemap



Site Speed Tool

Analyzes speed from different perspectives.

On-Page and Off-Page SEO

On-page SEO

Optimization of Content and HTML source code of individual Web pages



Off-page SEO

SEO strategies are implemented outside Website to increase authority of the site

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.