

1. Introduction to SEO

- SEO - search engine optimization
- marketing strategy that improves website's organic visibility in search engines like Google & Bing.

1. Key Takeaways

2. What is SEO?

3. Why SEO is important?

4. SEO strategies: White Hat vs Black Hat

5. SEO marketing Basics:

- content
- keyword research and selection
- HTML
- site architecture
- Trust
- Links
- Local SEO

6. Google's E-E-A-T Guidelines

7. SEO and Google algorithm updates.

key Takeaways -

- SEO - search engine optimization
- practice for making websites rank higher in organic results of search engines.
- biggest source of traffic for most brands
- Doesn't depend on continual reinvestment like paid marketing.
- 2 TYPES
 - Black Hat
 - White Hat
- Both generate results in short term.
- Google may penalize black hat techniques.
- for improving site's SEO, focus on following things:
 - finding relevant keywords.
 - creating great content.
 - improving site's structure
 - optimizing on-page SEO elements
 - Building more backlinks.
 - optimizing for local searches.
- Google changes its search algorithm regularly.
Don't try to beat it. focus on following best practices
- read E-E-A-T guidelines.
- Be patient.
Expect to wait at least 6 months to see results.

What is SEO?

- set of processes that help website's rank higher in organic results of google and other search engines.
- key difference between SEO & paid advertising
 - SEO involves organic ranking
 - don't pay to be listed.
 - rank, thereby having the best (best optim.) content on the topic.
 - ppc, companies pay to sit at the top of Google.
 - not a free traffic
 - pay everytime someone clicks your ad.
 - SEO & PPC can be run together, to ensure much traffic as possible.

SEO Core Elements.

on-page
SEO

off-page
SEO

technical
SEO

- optimizing website's content.
- incl. creating high quality content.
- incorporating target keywords.

- improving website's trust and authority
- can be done through backlinks.

- optimizing website's technical aspects.
- improving page load speed and structure.

Importance of SEO

- It's a massive source of traffic for website.
- over 60% of the biggest source of traffic for most of the websites is coming from search engines.
- Don't have to pay for the traffic.
- rewards can be seen from SEO long after investing in link-building campaigns or created great content.

* SEO strategies:

Two main approaches — [black hat SEO
white hat SEO]

Black hat SEO :

- Spommy optimization technique
 - works in short term to generate traffic.
 - end up penalizing or even blacklisting site in end
- Some of the most common techniques incl.:

1) Duplicate content :

copying content from other high ranking websites.

2) Invisible text & keyword stuffing :

Tons of keywords, either part of copy or in some color as the page's background so user can't see them.

3) Linking & redirecting : redirecting high-ranking domains to irrelevant & often dubious websites.

4) spammy linking building:

purchasing firerr package promising you 5000 links in 24 hrs.

White Hat SEO:

The use of SEO optimization technique that comply with the guidelines and terms of service of search engines.

Grey hat SEO:

- not as pure or innocent as white hat SEO.
- isn't quite as manipulative as black hat.
- not trying to trick anyone or intentionally game the system.
- but trying to get a distinct advantage.

* SEO marketing basics:

* content:

- content is king.
- goal: deliver the most relevant and reliable information available.
- elements of content.
 - quality - quality content.
 - intent - intent behind each search.
 - freshness, - fresh / up-to-date content.

- creating Quality content:

Creating content that reader's love & Google respects.

Following are the tips to create that:

1. Understand user intent:

What user want to accomplish when they land on a page.

2. Develop a customer persona:

know who your reader is, what they like, dislike, why they are there.

3. Break up the text:

Break the text with plenty of headers and images.

4. Make it actionable:

worse than reading content then not getting everything you need.

* Keyword research and selection:

- process of finding keywords
- help to rank better and create relevant content.
- Elements of keyword research:

- keywords that are not too competitive.

- has the right search intent.

- relevant to business

- attract right target market,

- keywords with lower search volume.

fewer people searching for them.

- avoid picking keywords that are too competitive.

- choose long tail keywords.

Tips for selecting best keywords:

1. use tools to help:
tools like ubersuggest and Ahrefs for effective keyword search.
2. Learn about semantics:
Same page to forget multiple related keywords.
3. understand the intent:
know about the intent of the keyword to create great content.
4. spy on the competitors.
see what your competitors are doing and follow their lead.

* HTML

- imp. piece of SEO marketing puzzle.
- proper tags, headers & description.
- Elements of HTML that need to be optimized
 - title tag - tells about, what your page is about.
 - title tag should contain forget keyword
 - meta descriptions - describes your page to search engines.
 - shows up in Google results under title tag.
 - optimize this with keywords., it should be no longer than 160 characters.
 - Schema - form of markup helps search engine to understand more about page.

- break down each part of content and tells what those parts mean.
- Subheadings - structure your content making it easy for search engines and users to read.
 - Ex. subheading be H1 tag.
(main heading of your article & displayed at the top).
- most imp. must be like
 - long tail keyword
 - be short [20-70 chars]
 - give clear idea about what the article is.
- Alt text: description of images in the article.
 - break down what the image is, also can insert keywords.
- URL slug: tells google what the content is about.
 - Great way to tell humans and computers Google what the content is about.

TIPS for making HTML improvements:

1. Use tools to help.
2. piggyback on the competition.
3. Never stuff keywords.
4. Don't forget H2, H3 & H4 Headers.

site architecture:

- how it is laid out & build .
- impact site's ranking .
- incl. things like clear structure, fast loading times, sole connection, mobile friendly design .

Elements of site architecture:

- crawlability: easy for search engines to "crawl."
- duplicate content - avoid this , since it causes canonical issues .
- mobile responsiveness . - mobile friendly . Google indexes for mobile first .
- speed : load quickly
page speed & usability .
page speed insights to check performance
- security - SSL certificate .

Tips to improve site architecture.

1. understand core web vitals

What these are , impact on ranking & what can be done about it .

2. get sitemap: essential for large website word press site map plugin create sitemap

3. fix canonicalization issues:

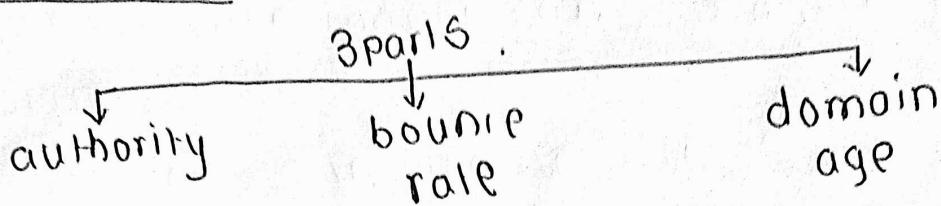
preventing duplicate content .

as simple as removing lines of code or as complicated as restructuring entire website .

Trust

- increasingly important.
- Trust Rank - algorithm called to determine website's quality and fight spam.

Elements of Trust:



2 kinds of authority:

Domain authority: widespread your domain name.

Coca-cola.com is very authoritative.

for example, because everyone has heard of it.

Page authority: relates to how authoritative the content of single page.

bounce rate: measure of how many people view only one page on your site before immediately leaving again.

- decrease bounce rate. - creating great content, improving your site's speed and attracting your audience.

Domain age: age of your website..

website has been around for while, producing consistent content.

for higher ranking.

Tips to build more trust:

1. Be patient: be patient .

2. understand intent: what you want. X
what users want ✓

3. Give them what they want:

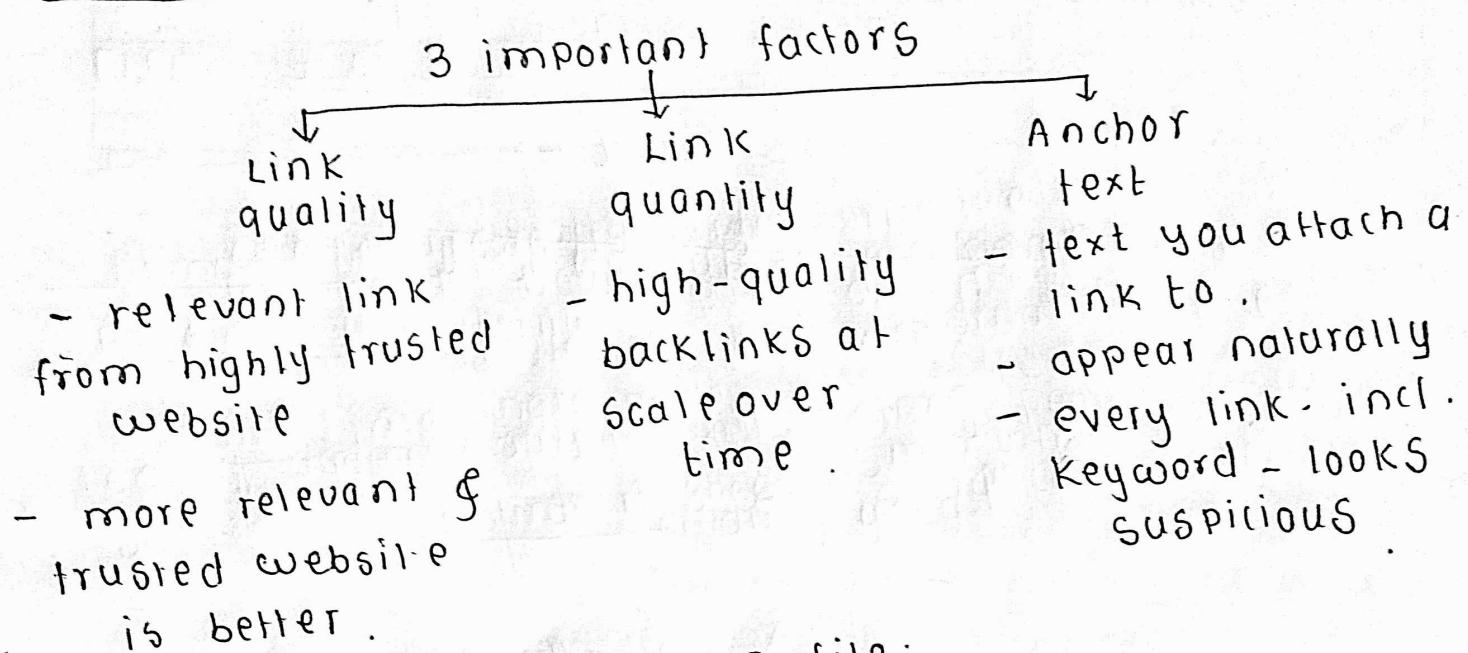
read entire article X

answer, sooner you give it to them ✓

Links:

- backlink: a link your website receives from another website.
- gain backlink from high-authority website.

Elements of link building:



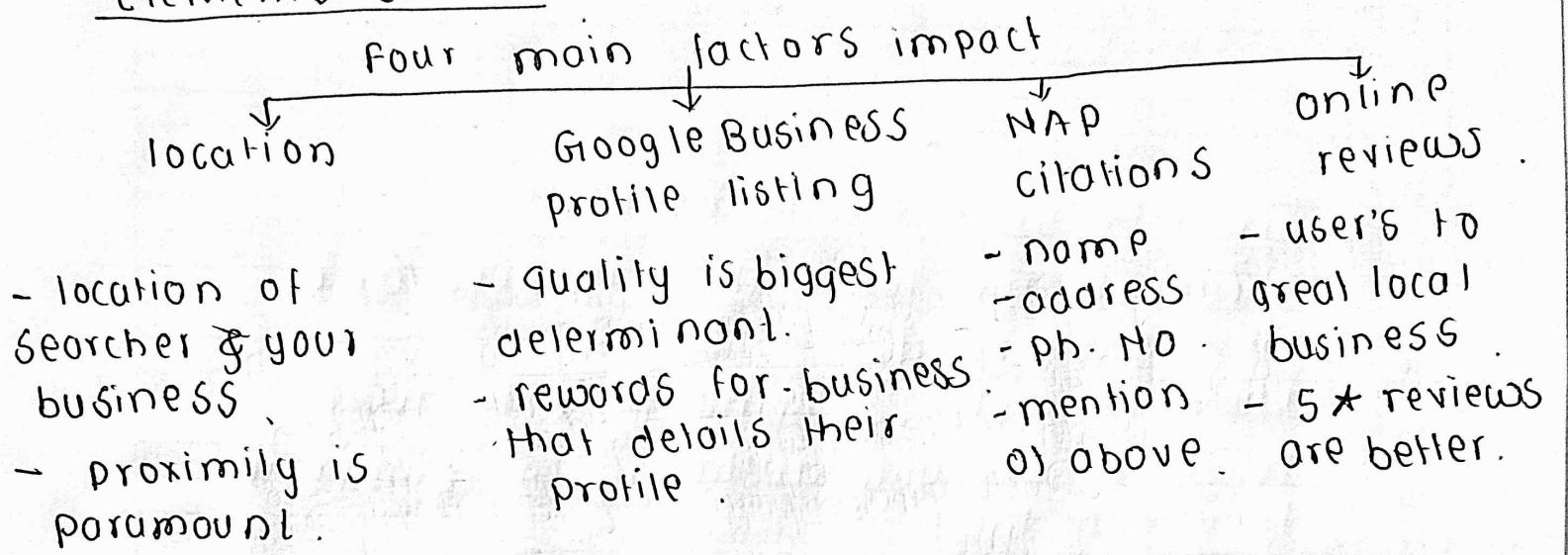
3 tips to improve your link profile:

1. Don't take shortcuts: take time build right way, find sites relevant to your niche, pitch them via email or social media.
2. Remove bad links: disavow tool - allows you to remove links that might be hurting ability to rank.
removing links that are no longer relevant.
help clean up your link profile.
3. Don't forget internal linking:
important piece of the puzzle.
aim for about 2-4 internal links in every post.

Local SEO :

- different from other components of SEO
- aims to rank business in the map and local listing results on search engines.

Elements of SEO:



3 tips to improve local SEO :

1. Optimize your website for local SEO :

- incl. name, address, ph number prominently
- use schema markup to search engines know it's present.
- incl. lots of long-tail keywords.

2. Encourage customers to leave a review:

- leave review
- on Google, Yelp & other third party review sites still count.

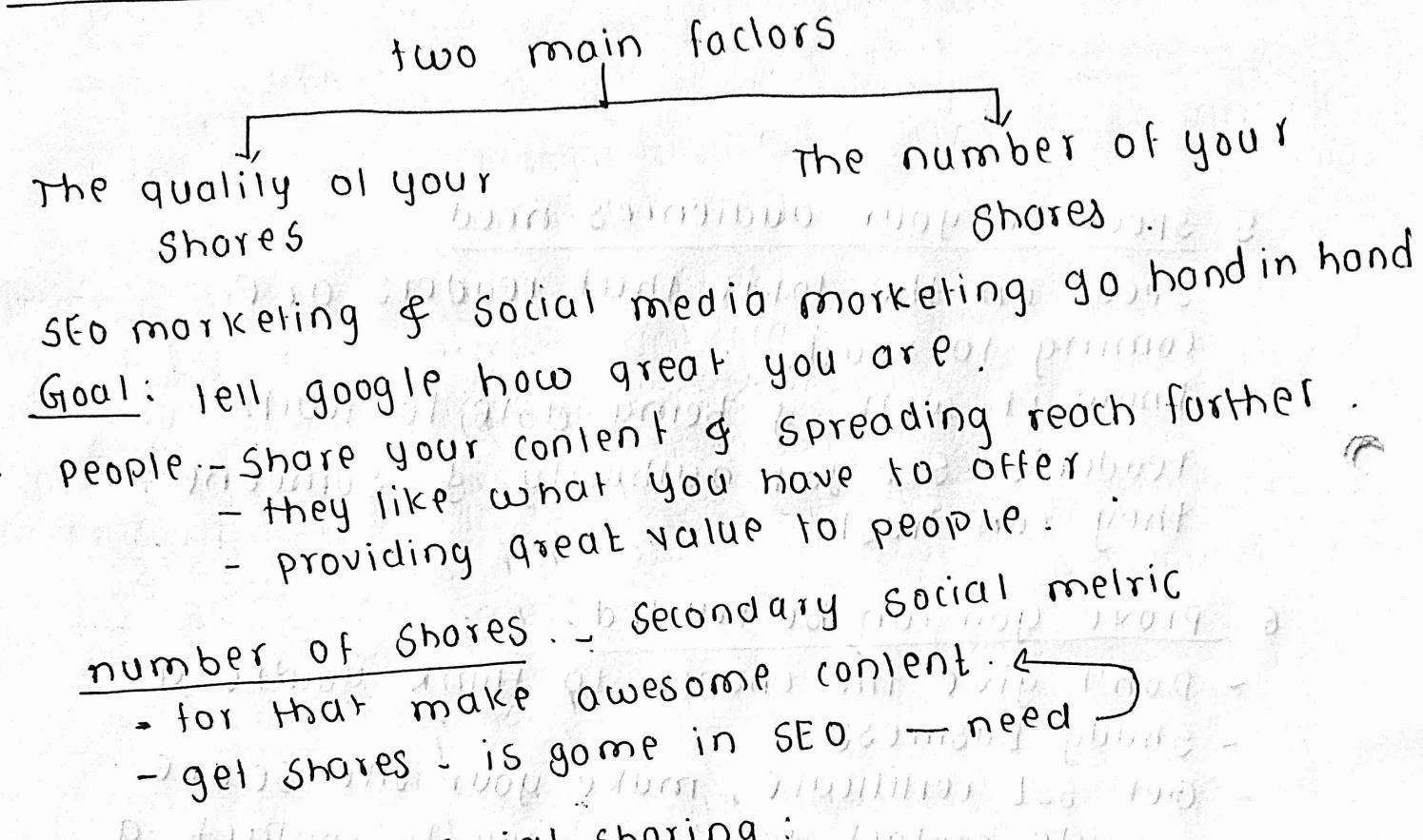
3. Build more NAP citations:

- use tools like - Moz Local or BrightLocal's citation tracker.
- find - fix & create local citations.

Social :

- social factor - off page SEO.
- social media - help you rank better.

Elements of social SEO:



TIPS TO IMPROVE SOCIAL SHARING:

1. create great content
2. Be consistent.
3. Make it easy.

Google's E-E-A-T Guidelines:

- one of the best way to get better at SEO
read Google's training material of human evaluators.
- algorithms + Quality Raters.
= improved search engine experience.
- 1. Experience
 2. Expertise
 3. Authority
 4. Trustworthiness.known as, E-E-A-T
- prior to 2022, it was E-A-T made significant changes. adding Experience in beginning.

Tips to improve E-E-A-T score:

1. Get first hand experience:
forget faking it to make it prove that you know what you're talking about.
2. DO your research:
share accurate information.
in the context of topic
for audience who will be reading it.
3. Be thorough:
make information comprehensive.
to be seen as expert.
reader feeling satisfied & equipped.
4. speak to what you know:
stick to what you're about as a brand.
Avoid shiny object syndrome & getting lost in the content that isn't relevant.

5. speak to your audience's need:

Speak on the topic that readers are coming to read.

know it well & being able to teach reader's see you authority & someone they can trust.

6. prove you can be trusted;

- Don't give the chance to think you're a shady business
- Get SSL certificate, make your site secure
- provide contact details - easy to contact a real human
- add real reviews to your site

SEO & Google algorithm updates:

- secret algorithms to rank websites.
- algorithm is always changing.
- "core updates" multiple times a year.
- so many updates - shouldn't be concerned about it's algorithm.
- keep up with best SEO practices.
- main concern :-
 - creating high quality content.
 - use relevant keywords.
 - building reputable backlinks relationships.
- shouldn't try to "game the system" when it comes to Google's algorithms.
- continual updates - weed people who do
 - focusing too much on the algorithm X
 - focusing on your content ✓