



MONASH
University

程序代写代做 CS编程辅导



FIT1050 Web Fundamentals

Search Engine Optimisation

Week 12

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Learning objectives

Understanding search engines

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- The importance of search in web traffic
- How a search engines and results work



Search engine optimisation

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- SEO fundamentals
- Improving search rankings
- Excluding pages from search results

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Black hat SEO

- Techniques to avoid

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Understanding Search Engines

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Web traffic channels

There are many ways in which a user may arrive at a website.

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How a user arrives at a specific URL will fall into one of 3 broad categories:

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For most sites, search is the most common origin of website traffic.

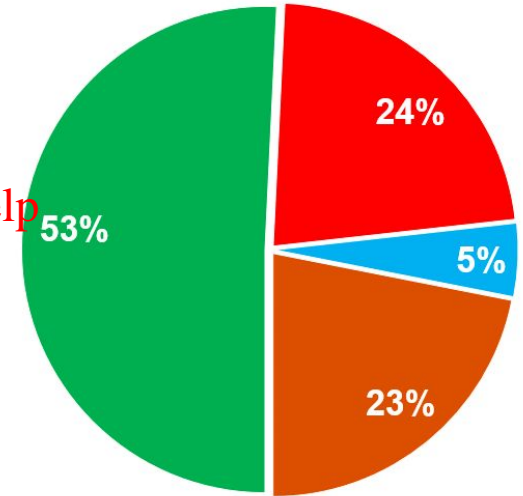
Web Visit Channel Distribution

■ Organic Search (53%)

■ Paid Search (24%)

■ Social Referral (5%)

■ Other (23%)



Source: BrightEdge (2019)

Not just Google!

1990-1995



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1996-2005



2006-2022



Powered by Bing™



Robots and crawlers

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Computer robots are simply programs that automate repetitive tasks

- Search engines use **crawlers** (GoogleBot, BingBot, Baiduspider, etc.)
 1. Load and parse a webpage
 2. Locate page content and hyperlinks
 3. Follow hyperlinks to discover more pages

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Bots are not exclusively used by search engines

- Social media share bots (e.g. Facebook External Hit)
- Content scraper bots (e.g. archive.org_bot)
- Research bots (e.g. World Wide Web Wanderer, 1993)
- Bad robots (hacking tools, poorly implemented policies, etc)

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Page indexing

Web crawlers typically assign IDs to pages and index their contents.

- Complete copies of web pages (and linked pages)
- Text only versions of pages
- Text alternatives for media
- Phrases and individual words

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Words are extracted and stored in a database with additional information:

- ID of the corresponding page
- Location of the word within a page
- Frequency of use
- Spelling corrections, synonyms and related words

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Page ranking

Pages are ranked using algorithms that apply weight to different ranking signals.

- Various factors are considered when calculating rank.
- Google has stated on numerous occasions that their PageRank algorithm considers hundreds of different ranking signals
- Microsoft has stated that Bing uses over 1000 ranking signals

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Algorithms are secret and constantly changing, but will consider:

- Is the page relevant to the user's search terms?
- Is content of a high quality?
- How authoritative is the source?
- How popular is the page?

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Typical search results

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Monash University: Home
www.monash.edu/ ▼
Monash has achieved an enviable national and international reputation for research and teaching excellence in a short 50 years.

Results from monash.edu

Courses
Monash University also offers one of the most comprehensive ...

Library
Databases - Students - Contact us - Using the Library - ...

International students
Monash is ranked in the top one per cent of world universities ...

Campuses
Monash maps - Caulfield campus
Peninsula campus - ...

Contact Monash
Contact Monash University. ...
Contact Monash. Share.

Current students
Latest news. Matheson Library reopens ground floor 14 April ...

QR code with Tutor CS logo

HTML title element or relevant page heading

Meta description or page text matching search term

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Sitelinks automatically generated by search engine by analysing site information architecture

Other types of search results

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The screenshot shows a Google search for "fast car" with 13,900,000 results. The search bar is at the top with the text "fast car" and a magnifying glass icon. Below the search bar are tabs for "Web", "Images", "Videos", "Maps", "News", and "Explore". The results are categorized into "Paid results" (highlighted with a red border) and "Organic results" (highlighted with a green border). The "Paid results" section includes an advertisement for "6mth Online Plan \$6.59/wk | WeightWatchers" with a QR code and a "Contextual results" section for Tracy Chapman's "Fast Car" on YouTube. The "Organic results" section shows a video of Tracy Chapman singing "Fast Car" from the album "Tracy Chapman".

Paid results

6mth Online Plan \$6.59/wk | WeightWatchers
Ad - [WeightWatchers.com/au](#)
Join Our 6mth Online Coaching Plan Min Total Cost \$199.80. T&Cs Apply
Welcome to Weight Watchers! Our new Beyond the Scale program ...

Love Food Your Way
We'll Teach You How To Create Easy Healthy Recipes & Meals.

Feeling Good Matters
Invest in You Because Happier People Make Healthier Choices

Avis Car Hire Australia | [Avis.com.au](#)
Ad - [www.Avis.com.au](#)
Great Service & Range Of Cars To Choose From With Avis Car Hire
Rent a car, 4WD, truck, ute or bus in Australia from Avis. Book ...

Make A Reservation
Sign Up For Great Deals
Create A Profile

Fitness That Fits You
Get Back in Touch with Your Body & Discover How You're Meant to Feel

Our Approach
Find Out How Our Personalised Food, Fit, Feel Approach Works

Avis Cars
One Way Deals
Special Deals

Organic results

Fast car - Tracy Chapman - YouTube
[www.youtube.com/watch?v=Orv_F2HV4gk](#)
BY CRISTIAN ORREGO · 6 MIN · 63M VIEWS
8/03/2007 · Michael Collings sings Tracy Chapman-Fast Car Britain's Got talent 2011 - Duration: 5:40. NaijaHot Jamz 7,852,539 views
Israel "IZ" Kamakawiwo'ole · 4 Non Blondes

Tracy Chapman — **Fast Car** — Listen and discover music ...
[www.last.fm/music/Tracy+Chapman/_/Fast+Car](#)
Video embedded - Watch the video or listen to Tracy Chapman – Fast Car for free. Fast Car appears on the album Tracy Chapman. The Fast Car Songfacts says: When the ...

Contextual results

Album: Tracy Chapman
Song: Fast Car
Duration: 4:56
Genre: R&B / Soul, Blues / Folk

Lyrics

Songs

Song	Duration
Talkin' 'bout a New Summ	2:39
Give Me One Reason	4:28
Baby Can I Hold You	3:13
Fast Car	4:21
Crossroads	4:11

See more

Also appears on

Ambiguous search terms
can produce unwanted
results.

**Note how paid results
can differ in context
compared to organic
and contextual results!**

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Search Engine Optimisation

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SEO goals

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What SEO is:

- Improving the long-term reputation of a website
- Improving the relevance of the content
- Increasing the popularity individual web pages



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What SEO is not:

- A one-time process that yields instant results
- A collection of secret tricks that only certain experts know.
- Improved by having paying money to a search engine
- A guarantee of the top ranking for your chosen keywords

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Site discovery

Search engines must be aware of new sites/content to begin crawling.

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Organic crawling

- A sites already known to the search engine links to your site.

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Direct submissions to a search engine

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- Submit the URL of the website
- Submit an XML sitemap - <http://www.sitemaps.org/protocol.html>
 - XML data listing URLs of crawlable site files
 - Provides information about files and navigation relationships
 - Useful for large sites with complicated page relationships

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Providing metadata for search engines

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<head>

✓ Page title

Usually displayed as the search result

<title>Home - Monash Uni



/title>

✓ Page description

Displayed in search results if relevant, otherwise relevant text from page content is shown.

<meta name="description" content="Monash has achieved an enviable national and international reputation for research and teaching excellence in a short 50 years.">

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⊖ Relevant keywords

Not visible to users, not shown in search results.

Not used by Google, may negatively affect in some cases.

<meta name="keywords" content="weather, netflix, ebay, free">

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</head>

Optimising content relevance

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Metadata

- Write descriptive and concise (50-60 characters).
- Write concise and unique descriptions for each page (~160 characters).



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Content

- Write using of language that is suitable for your target audience.
- Avoid creating duplicate content.
- Prune old outdated content.

Media

- Make sure images elements have descriptive alternative text.
- Position rich media near relevant text, ideally captions or a transcript

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Links

- Label links with descriptive text.
- Create links between your internal pages to aid content discovery.
- Outbound links to other sites should be relevant to the page content.

Optimising content quality

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Content freshness

- Do not copy content directly from sites.
- Update content frequently to avoid frequent re-crawls.



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Structure

- Place important content near the top of the page (visually and in code).
- Use heading elements correctly (in order of importance).

Media

- Optimise media files to improve loading times.

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Links

- Avoid having an excessive number of outbound links.

Optimising website authority

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Domain

- Age of domain name.
- Trustworthiness of domain based on past SEO history.



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Website Structure

- Larger sites with well-organised structures.
- New pages added at fairly regular intervals.

URL Structure

- URLs are treated as text content.
- Search terms should appear within URL (whether in the domain or path).

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Links

- Incoming backlinks (from other sites) should be from trustworthy sites.
- Outbound links should lead to other trustworthy sites.

Optimising for popularity

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Important!

- Search engines don't rank based on website traffic.
- A search engine has no reliable way to count the number of users visiting a website.



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Create popular content

- Research trends and keywords that are relevant to your target demographic.
- Create content that people will want to share.

Incoming backlinks

- The number of different website domains that link to your site.
- The number of individual external web pages that link to your site.

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Link velocity

- The rate at which other sites are linking to a page
- Sudden increases, sudden decreases and regularity of link velocity.

Non-ranking factors

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Some factors influence the search result display without affecting the ranking scores.



- **User geolocation**

- The same search in different countries produces different search results.
- Results may be re-ordered to prefer localised information.

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- **User search preferences**

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- Users may change search options that affect how results are displayed.
- Users' past search behaviour may be used to personalise the results.

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- **Mobile browsing**

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- Results are reordered to prefer mobile friendly websites.
- Results are reordered to prefer local businesses.

Controlling what search robots can see

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Crawling and indexing behaviour of good bots can be controlled Using a robots.txt file in the site's domain root (e.g. <http://google.com/robots.txt>)



A crawler will request this file when first visiting a domain

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User-agent: Googlebot Assignment Project Exam Help

Disallow: /signout.html Email: tutorcs@163.com

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Can also be achieved using an HTML **meta** tag within the **head** of a page:
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```
<meta name="robots" content="noindex, nofollow">
```

JavaScript and SEO

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Traditional search engines read HTML code, parse text and follow hyperlinks

- Cannot see content that is dynamically inserted after loading
- Cannot trigger JavaScript-based interactions to access content



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Modern search engines include a document renderer

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- Load a page and wait for network requests to stop.
- Render the document run JavaScript and parse the DOM for content.
- This will include content dynamically updated using JavaScript
- Can discover some JavaScript interactions, but not all.

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Indexing of JavaScript content is possible, but not guaranteed!

Search engine algorithms evolve

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Search engines continuously evolve their algorithms in order to deliver more relevant results based on how people use the web.



Google has updated their search algorithm strategies many times:

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- **Google Panda (2011)** Lower ranking for sites with low-quality content
- **Google Penguin (2012)** Considers new [Google's Webmaster Guidelines](https://www.google.com/webmaster/guidelines/)
- **Google Pirate (2012)** Considers copyright takedown requests
- **Local Results (2014)** Provides preference to local search results
- **Mobile Results (2015)** Improved rankings for mobile-friendly sites
- **BERT Update (2019)** Improved language processing for complex queries

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Black Hat SEO

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White hat and black hat SEO

White Hat improves user experience

Changes that benefit users increase website rankings. Changes that make websites search-friendly.

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- Making important content easy to identify and access.
- Keeping content up to date.
- Designing content that considers accessibility to users.
- Organically growing ranking with useful and popular content.

Black Hat exploits search algorithms

Changes that are purely designed to target ranking calculations.

- Identify weaknesses in search engine algorithms.
- Create pages with content specifically designed to trick search engines.
- Typically for short term gains only, resulting in poor long-term rankings.

Keyword manipulation

Keyword stuffing

Placing unrelated popular keywords on a page, often formatted to be invisible



Metadata stuffing

Using document metadata to publish keywords that are invisible to users.

Over-optimised ALT text

Using image alt text to hide keywords within page content - **this has serious accessibility implications!**

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Unknown April 11, 2016 at 7:17 AM

Blogging is incredible and every blogger playing a great role to introduce new things in blogging. I always like to fly on different blogs and read the strategies of different blogger to understand the blogging in more depth. Being a bloggers I really appreciate your works and no doubt your blog is awesome.

Love from Asad Niazi

Reply

nick June 8, 2018 at 10:01 AM

Where can one find the best birthday party catering in Bangalore for a child's birthday party?

it is now easier than ever to find the best birthday party catering in Bangalore. DialJordan is

the India's one of the emerging online business listing website. DialJordan Local Internet

Search Engine India, Internet Business Directory Provides Information about companies, Services

and products All Indian Cities. [caterer service in bangalore](#)

Reply

Plagiarised content

Content scraping

Automatically copying content from other websites and republishing on your own site.

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Article spinning and translation

Scraped text content is transformed into new content using word replacement or translation.

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Spinjutsu Studio Pro

- ✓ Rank Higher
Our rich HTML content outperforms normal articles in its ranking power.
- ✓ Improve Relevance
Skyrocket your relevance with the world's only 100% automated content curation.
- ✓ Save Time & Money
Get more unique copies with a lot less work with our modular spintax engine.
- ✓ Rest Easy
Create unlimited RSS feeds and post new content on a recurring schedule.

Link manipulation

Link farms / web rings

Creating a network of sites solely backlinking them to each other.

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Hidden Links

Placing hyperlinks in places where users cannot see them to increase linked keywords in a page.

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Comment Link Spam

Spamming popular sites with links to your site (shown to the right)

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funnyguy2008 | Oct 18, 2010, 7:26 AM

Best answer selected by funnyguy2008.

aford10 | Oct 18, 2010, 12:23 PM

Good to hear!

Thanks for the vote 😊

mumummyya55 | Nov 29, 2012, 7:06 AM

Quote:

Hello,

I have found that my little bro has accidentally formatted my hdd and deleted partitions also then he created new partitions and installed XP. now is there any hope or a way that i can recover my previous data ????

All right! I know this thread is there for quite a long time. But I just want to share my feelings of recovering data with you.

Actually, I had ever encountered the same problem like yours last month. Therefore, I had tried a free recovery tool, which was recommended on a technology forum. The forum members write that I may not recover all of my data since I have created a new partition and done the formatting. However, luckily I had recovered all needed data.

That's all for this semester!

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Assignment 3 is due on Friday at 11:55PM



- Completed website
 - File size of site folder should be under 25MB.
 - Upload your website to a web host.
- Report - between 750 and 1250 words.
 - Include a URL to access your hosted site online.
 - Remember to reference all assets.

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Exam preparation

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- SWOTVAC consultation times to be announced soon.
- ***Please email staff at least 24-hours in advance of attending!***