

SEO (Search Engine Optimization)

A search engine is a software system designed to search out the information from world wide web according to users query.

Crawler / spider → store data of website to local server.



• Indexer → Index data according to ~~category~~ category.



Ranking algorithm → display result according to query

SERP → Search engine result page

White Hat SEO

- Content Optimization
- Quality Content
- Relevant Internal links
- Relevant strong backlinks
- Sitemaps
- Technical aspects
- Better UX

Black Hat SEO

- Keyword stuffing
- ~~copy~~ Duplicate content
- Paraphrasing (maybe)
- cloaking
- Hidden texts or links
- link spamming / link farming

Grey hat → 45% → white
 ↳ 5% → black

Types of SEO

- On-page : It refers to optimizing the part of your website like HTML, content, title of page, URL etc
- Off-page : It focuses on ranking factor that occur outside of our website like brand mentions or backlinks.
- Technical SEO
 - site speed / load time
 - ↳ better html
 - ↳ better structure
 - ↳ Sitemap
 - ↳ Redirect page
 - ↳ Mobile friendliness

Google algorithm changes

- ↳ Panda → no duplicate content, no keyword stuffing, quality content.
- ↳ Penguin → no unnatural backlinks, no link spamming, quality backlink
- ↳ Hummingbird → quality content, no keyword stuffing.
- ↳ RankBrain → Info about content, user intent
- ↳ Page experience → User experience and technical SEO

Page Rank algorithm

• Authority \rightarrow backlink and linked to external ~~seo~~ resources

Dwell time \rightarrow Time spent on website

Bounce Rate \rightarrow When a person visits page and does nothing on the page before ~~then~~ leaving.

Outline of SEO project

- Understanding business
- Current website performance
- Keyword research
- Competition site analysis
- On page and technical seo and off page analysis
- Data analysis

Keyword \rightarrow Words in which you want your website to rank.

\hookrightarrow Longtail Keywords \rightarrow More specific query

\hookrightarrow Short tail Keyword \rightarrow General query

\hookrightarrow Navigation keyword \rightarrow They are used when user want to find the specific brand, website or location.

\hookrightarrow Commercial Keyword \rightarrow product purchase, or related to a product.

- ↳ Transactional Keyword → Specific product
 - ↳ Informational Keyword → Information or general query
 - ↳ LSI → (Latent Semantic Index) Focus on intent of search from google search
 - ↳ Singular Keyword →
 - ↳ Plural Keyword →
- Must be considered different

Tools for Keyword research

- ↳ SEMRush
- ↳ Google Keyword planner
- ↳ Ubersuggest
- ↳ Google Trends
- ↳ Google
- ↳ LSI Graph
- ↳ answer the public
- ↳ ~~keyword~~ Keyword density

Keyword prominence → keep your prominent keyword on front

Keyword proximity

Keyword density → 3-5% or 2-3%

Search Engine Optimization

SEO Content

- ↳ Relevant Content (Engaging and Relevant content)
- ↳ Suitable title (Suitable title tags, URL)
- ↳ Logical structure (Header Tag)
- ↳ Suitable synopsis (Meta description)
- ↳ Neat and readable content (Responsive design and site speed)

How google rank website

- ↳ Crawling
- ↳ Indexing
- ↳ Ranking

User Experience

- ↳ Page load time
- ↳ Average session duration
- ↳ Bounce Rate
- ↳ Based on cookies

Types of SEO

↳ On-page SEO

- ↳ Keyword research ⇒ Google Keyword planner
 - ↳ Search volume
 - ↳ Competition
 - ↳ Relevancy

- ↳ Title tag ⇒ 50 - 60 character
 - ↳ Meta description ⇒ 155 characters
- } contain keyword

↳ URL \Rightarrow good if it also contain keyword

↳ Header tags (H1, H2 with keyword)

↳ Internal linking

↳ Natural language processing

↳ Sitemaps \Rightarrow HTML \rightarrow Humans, XML \rightarrow crawlers

Off-page SEO

↳ increases website recognition, credibility, trustworthiness and authority, increase in traffic

↳ High quality content

↳ Off-site engagement (Social media, collaborating with blogger)

Do's and Don'ts

Do's

- Opt for white hat techniques
- get backlink from relevant sites
- unique title
- write engaging content
- do keyword research
- Mobile friendly

Don'ts

- don't opt for black hat technique
- Avoid backlink from irrelevant sites
- don't use same title
- do not copy content
- Avoid keyword stuffing

Keyword Research

- ↳ Short tail keywords ⇒ High search volume, ~~high~~ low conversion rate, 2-3 keywords, high competition
- ↳ Longer tail keyword ⇒ low search volume, low competition, high ~~conversion~~ conversion rate, more than 3 keyword.

How to do proper keyword research

→ tool
Google Keyword planner
Keyworddit

- ↳ choose good volume / competition %
- ↳ competition ⇒ "allintitle : keyword"
- ↳ choose relevant keyword
- ↳ primary ⇒ Nature of content, secondary ⇒ relevant to primary
↓ ↓
one multiple

LSI Keywords

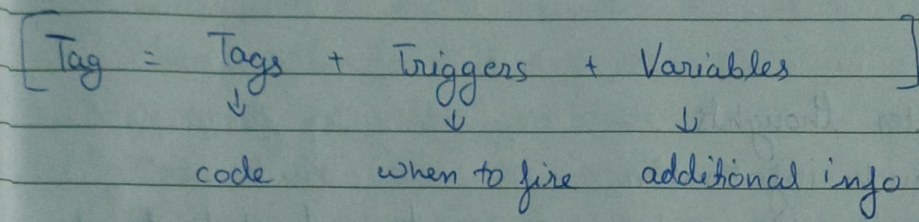
- ↳ LSI ⇒ latent semantic indexing
- ↳ keywords that are linked to primary keyword
- ↳ drive traffic to the website.

keyword clustering (Moz) → tool

- ↳ group keyword in a single theme
- ↳ diversity
- ↳ drive traffic to website

Google tag manager (GTM)

- ↳ Piece of javascript code to collect data.
- ↳ Manage the good google tag.
- ↳ Fast testing and deployment of codes
- ↳ All tags are managed in one place
- ↳ Simple version control
- ↳ Auto event tracking



Get started with tag manager

- ↳ Create account
- ↳ Setup container
- ↳ Create a tag
 - ↳ Add tracking ID
 - ↳ google tag ~~assistant~~ assistant (if tag is working correctly)
 - ↳ chrome assistant
- ↳ Submit / Publish

~~What to do next~~

Rank on Youtube

- ↳ create high quality content
- ↳ keyword research
- ↳ user ~~engagement~~ engagement
- ↳ Promote your content
- ↳ unique