

## PT 1. Keyword

### 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
- ~~Repeating~~ Duplicate content
- Paraphrasing (may be)
- Clickbaiting
- 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
- ↳ Humming bird → 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 ~~resources~~ resources

Dwell time  $\Rightarrow$  Time spent on website

Bounce Rate  $\Rightarrow$  When a person visits page and does nothing on the page before 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.

↳ Longtail Keywords  $\Rightarrow$  More specific query

↳ Short tail Keyword  $\Rightarrow$  General query

↳ Navigational Keyword  $\Rightarrow$  They are used when user want to find the specific brand, website or location.

↳ 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 Must be considered different
- ↳ Plural Keyword

## Tools for Keyword research

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

Keyword prominence → keep your prominence 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 spec)

## 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  $\Rightarrow$  Google Keyword planner
      - ↳ Search volume
      - ↳ Competition
      - ↳ Relevancy
    - ↳ Title tag  $\Rightarrow$  50 - 60 character
    - ↳ Meta description  $\Rightarrow$  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

<u>Do's</u>	<u>Don'ts</u>
• Opt for white hat techniques	• don't opt for black hat techniques
• get backlink from relevant sites	• Avoid backlink from irrelevant sites
• unique title	• don't use same title
• write engaging content	• do not copy content
• do keyword research	• Avoid keyword stuffing
• Mobile friendly	

## Keyword Research

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

## How to do proper Keyword research

[ Google Keyword planner <sup>tool</sup>  
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) <sup>tool</sup>

- ↳ 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

[ Tag = Tags + Triggers + Variables ]

↓              ↓              ↓  
code      when to fire    additional info

## Get started with tag manager

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

## Rank on YouTube

- ↳ Create high quality content
- ↳ Keyword research
- ↳ User engagement
- ↳ Promote your content
- ↳ Unique