SEO

A Lecture by Usman Akram for CIIT Lahore Students

Intro

- Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or unpaid ("organic") search results.

- There are two types of SEO: On page SEO and Off page SEO

- On –Page SEO :- on-page optimization refers to factors that have an effect on your Web site or Web page listing in natural search results.

- Off –Page SEO :- Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs).

Definitions

- **SE** = Search Engine is a tool that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought.

- **Web Directory** = a search service that arranges the web pages it knows about into categories and subcategories. Often picked by human beings for inclusion in the categories.

Definitions

- **SEO** / **SEM** = A form of online marketing, Search Engine Optimization / Search Engine Marketing is the process of making a site and its content highly relevant for both search engines and searchers. Successful search marketing helps a site gain top positioning for relevant words and phrases.

- **PR** = Page Rank a system for ranking web pages developed by Google - http://toolbar.google.com

- **PPC** = Pay Per Click online advertising payment model in which payment is based solely on qualifying click-through.

Definitions

- **CTR** = Click Through Rate advertising term indicating the percentage of viewers who click on a banner advertisement and follow the link
- **BLOGS** = a frequent, chronological publication of personal thoughts and Web links
- **RSS** = Real Simple Syndication

SEO & Link building - Strategy and Definition of Goals

- process of establishing relevant, inbound links
    - Directory submission
    - Dofollow blog comments
    - Dofollow forums
    - Dofollow socoial bookmarking website Etc.

Google Updates, Penalties and Filters

- Google has a long history of famous algorithm updates, search index changes and refreshes.
    - Google Hummingbird
    - Google Panda Update
    - Google Penguin Update
    - Google Pigeon Update
    - Google Payday Update
    - Google Pirate Update
    - Google EMD (Exact Match Domain) Update
    - Google Top Heavy Update

Unnatural links

- creating links that weren't editorially placed or vouched for by the site's owner on a page

Google Webmaster Tools

- **Google Webmaster Tools** is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites.Google Webmaster Tools shows traffic for each keyword separately; it gives more information about website performance according to Google search query.

KeyWord Search

- There are different tools for keyword Research:
  - Google Adword Keyword Planner
  - Keyword Eye
  - Keyword Spy

SEO Process

1. Domain Name
   - **use keywords, location, advertising terms, product name**
   - **choose a keyword that is important for your business**
2. Linking
3. Keywords
4. Submit your website to SEs

Perfectly Optimized On-page SEO Checklist

- Content is high-quality, relevant, fresh and at least 500 words in length.

- Target search phrase is included in page headline.

- Target search phrase is included in at least one sub-headline.

- Target search phrase is repeated three to 10 times within body copy. Don't over-do it, or the page may get downgraded as spam. Keep the reader in mind as you work with the target search phrase. Copy should always be reader-friendly.

- Page includes relevant images and/or graphics that help illustrate the target search phrase.

Perfectly Optimized On-page SEO Checklist

- Captions for images and/or graphics include the target search phrase.

- Content and/or tools and resources on the page are so good that visitors will want to share your link with others and post your link elsewhere.

- Location: If you are optimizing for specific country, state, city or regional names, be sure they are in your copy and perhaps in a page footer.

- No misspellings or poor grammar. Yes, the search engines downgrade for either.

- Inclusion of social media links and / or user discussion or reviews. Pages with active visitor interaction are scored higher than static pages.

Coding and Behind-the-Scenes Factors

- Include the target keyword/search phrase in the page URL if possible.

- Title tag: Every page should have an HTML title (enclosed in <title> </title> tags).

  - The title copy should be unique,

Coding and Behind-the-Scenes Factors

- include the target keyword or target phrase, and must be 70 characters or less (any longer, and Google will truncate it anyway).

- Meta description tag: Even if the search engines don't weigh a meta description in ranking a page,
  - it is the marketing copy for your page.
  - The meta description in the page head-tag set (enclosed in <meta name = "description" content=""> usually appears with your organic search listing, and induces readers to click through.

Coding and Behind-the-Scenes Factors

- The meta description tag should be no longer than 160 characters, and should include your target phrase.

- Image alt text: Use the target phrase in image alt text (embedded in the image tag as alt="your keyword")

- Links from copy: Use links to other pages on your site, or other resources judiciously.
  - Links should be relevant to your page topic.

Coding and Behind-the-Scenes Factors

- The latest research shows Google may penalize any page containing more than 100 links
- A few internal links (to other pages on your site) are a positive, especially if they tie together similar topics.
- Internal links also help search engine bots navigate and categorize your site.

- Mobile: Make sure sites and pages intended for mobile devices are coded so that the search engines recognize them as mobile.

The Off-Site SEO Checklist

- Scan your highest-authority inbound links for opportunity to get other similar links.

- Scan your competitors' highest-authority inbound links. Can you get those links too, or do they provide ideas for getting similar links?

The Off-Site SEO Checklist

- Inbound links from non-profit (.org) and education (.edu) sites are especially powerful. Do you have any? Should you have more from your friends and partners in these realms?

- Build your inbound links gradually. Google algorithms will notice, and may penalize a quick accumulation of links.

- Get your staff on board with the idea of "thinking links" – always keeping an eye out for an opportunity to request an inbound link. Ideas below.