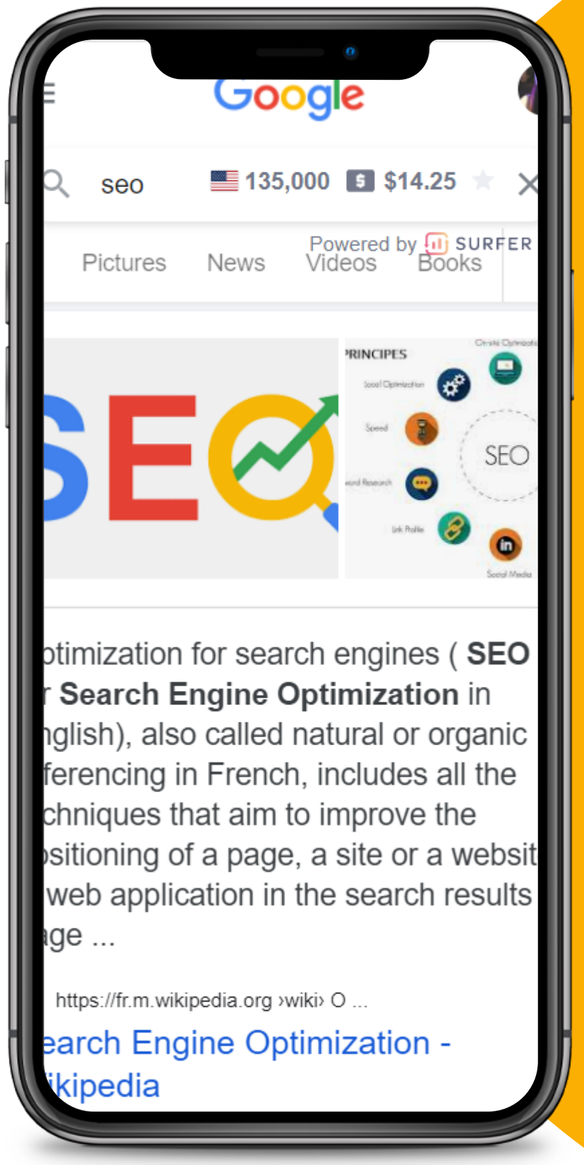
WEEK 5

Search Engine Optimization



By Fatma Laribi

In this Presentation

Here's what we'll cover:

Project 1: What are the 3 most impactful algorithm updates over the last 10 years and what did they address

Hummingbird

Penguin

Panda

Project 2: Create a content brief based on today's session using the topic covered in the Case Study (how to write a resume)

Project 3 : Select a website URL of your choice. Perform an SEO audit and suggest modifications to the URL that will help improve its visibility on Google search ()

Project 1: The 3 most impactful algorithm updates over the last 10 years

and what they address

Panda- February 2011

Panda works by using machine learning to make accurate predictions about how humans would rate the quality of content.

Penguin-April 2012

Prior to the Penguin algorithm, link volume played a larger part in determining a webpage's scoring when crawled, indexed, and analyzed by Google.
Penguin worked toward ensuring that natural, authoritative and relevant links rewarded the websites they pointed to, while manipulative and spammy links were downgraded

Hummingbird- August 2013

Hummingbird marked a huge advancement in Google's search technology. It impacted about 90 percent of searches worldwide. Hummingbird's focus centered around three key components:

-Conversational Search

-Human Search (focusing on synonyms and theme-related topics)

-The Foundations of Voice Search (used context and intent to deliver results that matched the needs of the user, so local results became more precise.)

Project 2 : Content Brief

How To Write a Resume

Length: 4000-5000 words

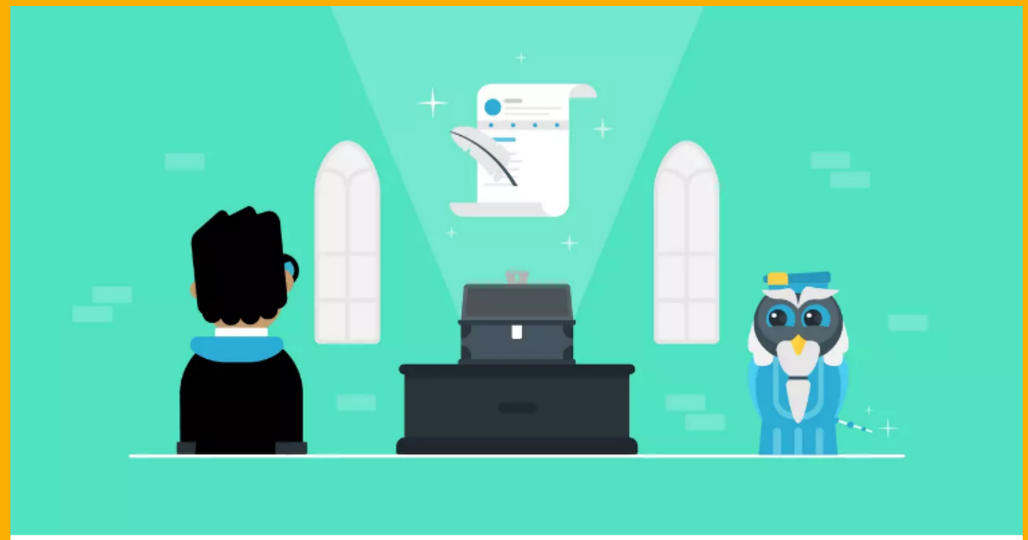
Sections

How to Write a Resume - Step by step

Resume formats

Resume content - the Do's and Don'ts

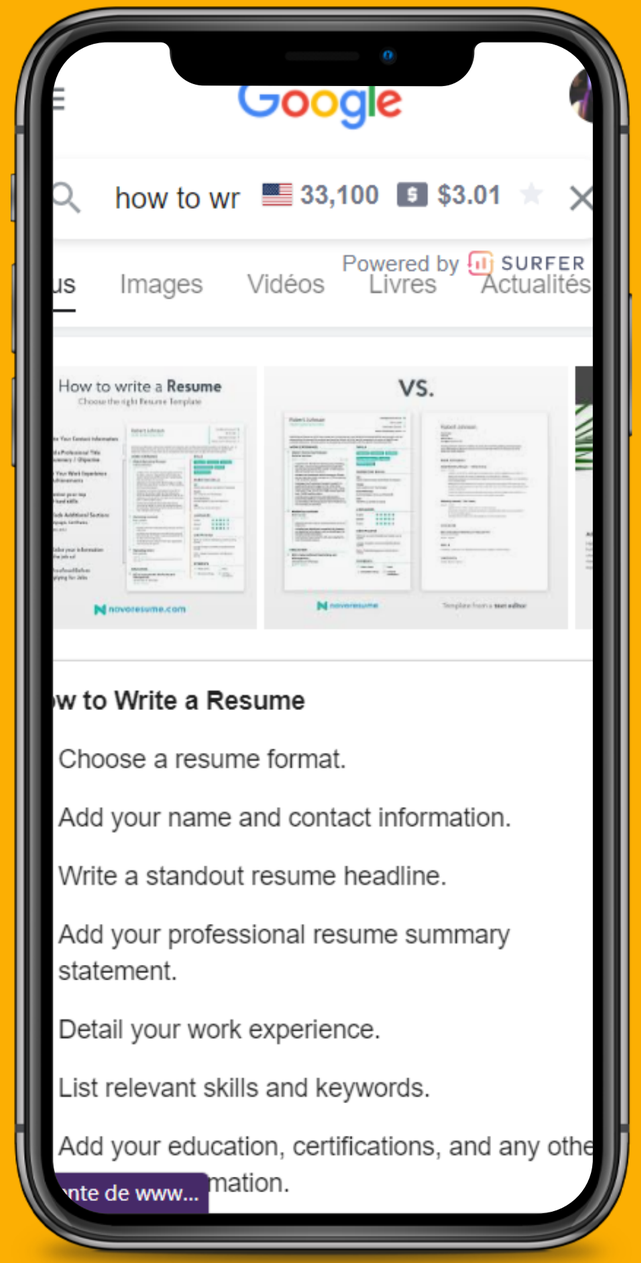
Additional information



How to Write a Resume in 2021 | Beginner's Guide

Everything you need to know about how to write a resume. Step-by-step guide, covering 21+ real-life examples, resume templates that you can steal, and more.

Novorésumé / ApS / Jul 15, 2017



Style

Style: Business casual

Tones and voice: easy to understand, not too complex

Audience

job/internship seekers

SEO

Primary keywords
write a resume
How to write a resume

Secondary keywords
Build resume
Cover letter resume
Resume & cover letter
How to make resume
Make a resume
Creating a resume
Resume for a job
Build a resume for free
Resume writing
how to write a cv
writing a cv
resume format
how to write a cv for job application

Questions to answer

How do I make an impressive resume?

1. Pick the Right Resume Format & Layout
2. Mention Your Personal Details & Contact Information
3. Use a Resume Summary or Objective
4. List Your Work Experience & Achievements
5. Mention Your Top Soft & Hard Skills
6. (Optional) Include Additional Resume Sections - Languages, Hobbies, etc.
7. Tailor Your Information For the Job Ad
8. Craft a Convincing Cover Letter
9. Proofread Your Resume and Cover Letter

What is a good introduction for a resume?

It should include the years of relevant work experience (if any), past job responsibilities, most important skills, abilities, and personality traits, and relevant qualifications, certificates and licenses. Focus on your strengths

What should not be included in a resume?

Too much information.
A solid wall of text.
Spelling mistakes and grammatical errors.
Inaccuracies about your qualifications or experience.
Unnecessary personal information.
Your age.
Negative comments about a former employer.
Details about your hobbies and interests.

What are the example of skills?

For example:

- Good communication skills.
- Critical thinking.
- Working well in a team.
- Self-motivation.
- Being flexible.
- Determination and persistence.
- Being a quick learner.
- Good time management.

What are the resume formats?

Reverse chronological resume format
Functional/skills-based resume format
Combination resume format

Which resume format should I pick?

In 90%+ cases, you'd want to stick to the reverse-chronological resume format. This is the most common one, and most HR managers are used to this.
If you're a recent graduate, or possess a diverse set of skills & work experience, you might want to pick one of the other 2 formats.

What are the Resume layout must-haves?

1. One page in length. You should only go for 2 pages if you really, really believe that it'll add significant value. HR managers in big firms get around 1,000+ resumes per month. They're not going to spend their valuable time reading your life story!

2. Clear section headings. Pick a heading (H2, for example) and use it for all the section headers.

3. Ample white-space, especially around the margins.

4. Easy-to-read font. We'd recommend sticking to what stands out, but not too much. Do: Ubuntu, Roboto, Overpass, etc. Don't (ever): Comic Sans

5. Pick the right font size. As a rule of thumb, go for 11 - 12 pt for normal text, and 14 - 16 pt for section titles.

6. As a rule of thumb, save your resume as PDF. Word is a popular alternative, but it has a good chance of messing up your resume formatting.

Meta description

The best way to make an impressive resume and land your dream job

SEO title

How To Write a Resume

Links

CV templates:
https://novoresume.com/cv-templates

Project 3 : Perform an SEO audit and suggest modifications

Page chosen

SUBSCRIBE

delicious.

RECIPES EAT OUT TRAVEL FOOD FILES ENTERTAINING DRINKS NEWS

Search delicious. for over 10,000 recipes, restaurants and destinations

LOG IN REGISTER

60 healthy dinners you can cook in 30 minutes

How to get through the week with healthy but satisfying meals that will make you feel good as well as virtuous? With these 60 healthy, fast recipes.

60 healthy dinners you can cook in 30 minutes

How to get through the week with healthy but satisfying meals that will make you feel good as well as virtuous? With these 60 healthy, fast recipes.

d delicious.com.au

Content review

- **Readability**

Readable , clear with each recipe description

- **Relevance**

Relevant to the topic searched: healthy recipes

- **Length**

Too long (1,986 words with only recipe summaries not even the actual recipes)

- **Keywords mechanics and usage**

Good use of keywords like healthy, satisfying meals, fast recipes in the introduction.

- **Content Structure (headers, subheaders, story flow, etc)**

Well structured: an H1 title, and for each dish a picture an h2 title and a brief description. Good use of white space.

Page speed

Loads fast since it's technically using iframes not pictures (not png)

User Experience

Too much scrolling/Good use of internal links.

What I would change

1. Add some pagination so instead of one page that has too much info (60 recipes) and where the user has to scroll for too long to reach the bottom, I would make 4 pages of 15 recipes each

2. Use more keywords in recipe descriptions

3. Use more relevant outgoing links