



Welcome to this session: Search Engine Optimization (SEO)

The session will start shortly...

Questions? Drop them in the chat.
We'll have dedicated moderators
answering questions.



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- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly. **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- There are **Q&A sessions** midway and at the end of the session, should you wish to ask any follow-up questions. Moderators are going to be answering questions as the session progresses as well.
- If you have any questions outside of this lecture, or that are not answered during this lecture, please do submit these for upcoming Academic Sessions. You can submit these questions here: **Questions**

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- If you are hearing impaired, please kindly use your computer's function through Google chrome to enable captions.

Learning Outcomes

- ❖ Define the importance and role of SEO web traffic
- ❖ Implement on-page practices such as meta tags, keywords and alt text
- ❖ Optimize website performance to improve search rankings
- ❖ Understand and apply best practices for link-building and mobile optimization

Lecture Overview

- Presentation of the Task
- Introduction to WD
- Introduction to HTML
- Task Walkthrough





What is the main goal of SEO (Search Engine Optimization)?

- A. To make websites look more visually appealing
- B. To help websites rank higher in search engine results
- C. To make websites load faster on all devices
- D. To ensure websites can only be accessed by search engines



Which of the following is an example of an on-page SEO element?

- A. Building backlinks from other websites
- B. Adding keywords to your page title and headings
- C. Sharing your website on social media
- D. Encouraging customer reviews on Google



Introduction to SEO

- ❖ SEO (Search Engine Optimization) is the practice of optimising your website to rank higher in search engine results
- ❖ SEO helps websites become visible to users based on their search terms and not through paid ads
- ❖ Good SEO allows for organic search results which are results that have not been boosted through paid ads.

The Role of SEO in Web Development

- ❖ Ensures that your website is visible on search engines, this boosts the organic traffic to your website.
- ❖ It improves the user experience (UX) by ensuring your website is well structured, loads quickly and provides relevant content to the user.
- ❖ Good SEO practices ensure that the website is more accessible and mobile user friendly

Key Terminology

- ❖ **Keywords:** specific words or phrases that users type into a search engine when looking for information
- ❖ **Organic Search:** unpaid results that appear on a search engine results page
- ❖ **SERP**(Search engine Results Page): the pages that search engines display in response to a user's query.
- ❖ **Backlinks:** Links from other websites that point to your site
- ❖ **Meta Tags:** Snippets of code that provide information about a website page to search engines.
- ❖ **Crawling and indexing:** The process used by search engines to discover new content and store it
- ❖ **Algorithm:** A complex set of rules and calculations that search engines use to rank web pages.

Developing and Implementing SEO Strategy

- ❖ Keyword research
- ❖ On-page SEO
- ❖ Off-page SEO
- ❖ Local SEO
- ❖ Technical SEO

Keyword Research

- ❖ Keyword research helps you identify which terms people are searching for that are relevant to your website, products or services
- ❖ Tools like [Google Keyword Planner](#) and [Ubersugget](#) allow you to discover keyword ideas, analyze search volumes and understand how competitive a keyword is.
- ❖ Long-tail keywords are more specific phrases (eg, 'best programming books for beginners') that may have lower search volumes but higher conversion potential while short-tail keywords (eg., 'programming books') are more general and highly competitive
- ❖ Focus on a mix of both short-tail and long tail keywords to ensure you're capturing a wide audience while attracting high target traffic

On-page SEO

- ❖ On-page SEO involves optimizing web pages to rank higher and attract more relevant traffic. This includes elements like page titles, meta descriptions and headings
- ❖ Page titles are crucial because they appear as the clickable headline in search results. They should be descriptive, include the main keyword and be under 60 characters to ensure they're fully displayed in search results
- ❖ Meta descriptions give a brief overview of the page content and should encourage users to click. While they don't directly affect rankings, a compelling meta description can improve your click-through rate
- ❖ Images should include alt text, which helps search engines understand the image content and improve accessibility for users with disabilities
- ❖ Your website must be mobile-friendly. With most users accessing websites through smartphones, search engines prioritize websites that provide good mobile experiences

Off-page SEO

- ❖ Off-page SEO refers to actions taken outside of your website to improve its ranking, such as building backlinks and social media engagement
- ❖ Backlinks are links from other websites to your own. Search engines view backlinks as votes of confidence, signaling that your content is valuable and relevant. Quality backlinks from reputable sources are more impactful than numerous low-quality ones.
- ❖ Link-building strategies can include writing guest blog posts, collaborating with influencers, and being featured in industry-specific directories or websites

Local SEO

- ❖ Local SEO is the process of optimizing your website to rank for geographically relevant searches, making it especially useful for small businesses with physical locations.
- ❖ Adding your business to Google My Business is crucial. It helps your business show up in local search results, including Google Maps, and provides important details like your location, hours, and reviews.
- ❖ Encourage customers to leave reviews on platforms like Google and Yelp. Positive reviews can improve your visibility and credibility in search results.
- ❖ Make sure your business's Name, Address, and Phone number (NAP) are consistent across your website and all online platforms. Inconsistent information can confuse search engines and hurt local rankings

Technical SEO

- ❖ Technical SEO involves improving the backend aspects of your website to help search engines crawl and index your content more efficiently.
- ❖ Website speed is a critical ranking factor. Slow-loading websites can negatively impact user experience and lower your search rankings. Tools like Google PageSpeed Insights can help identify areas to improve.
- ❖ An XML sitemap is a file that lists all the important pages on your website to help search engines crawl and index your content more efficiently. It's especially important for large websites.
- ❖ Having a secure website (HTTPS) is a ranking factor. Search engines prefer sites with SSL certificates, which protect user data and increase trust.
- ❖ Fix broken links and redirects. Broken links can frustrate users and lead to higher bounce rates. Proper redirects (301 redirects) help guide search engines and users to the right pages.
- ❖ Use canonical tags to prevent duplicate content issues. If the same content is available on multiple pages, the canonical tag tells search engines which version to prioritize in search results.



What is the purpose of using alt text for images on a website?

- A. To make the website load faster
- B. To provide a description of the image for search engines and visually impaired users
- C. To prevent search engines from indexing the image
- D. To add hidden keywords to improve rankings



What is a long-tail keyword, and why is it important in SEO?

- A. A short phrase that is highly competitive and improves rankings quickly
- B. A specific and detailed keyword phrase that helps attract targeted visitors
- C. A keyword that includes only one word for broader search results
- D. A keyword added to the end of a web page to boost its visibility

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Q & A SECTION

**Please use this time to ask
any questions relating to the
topic, should you have any.**

Thank you for attending



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