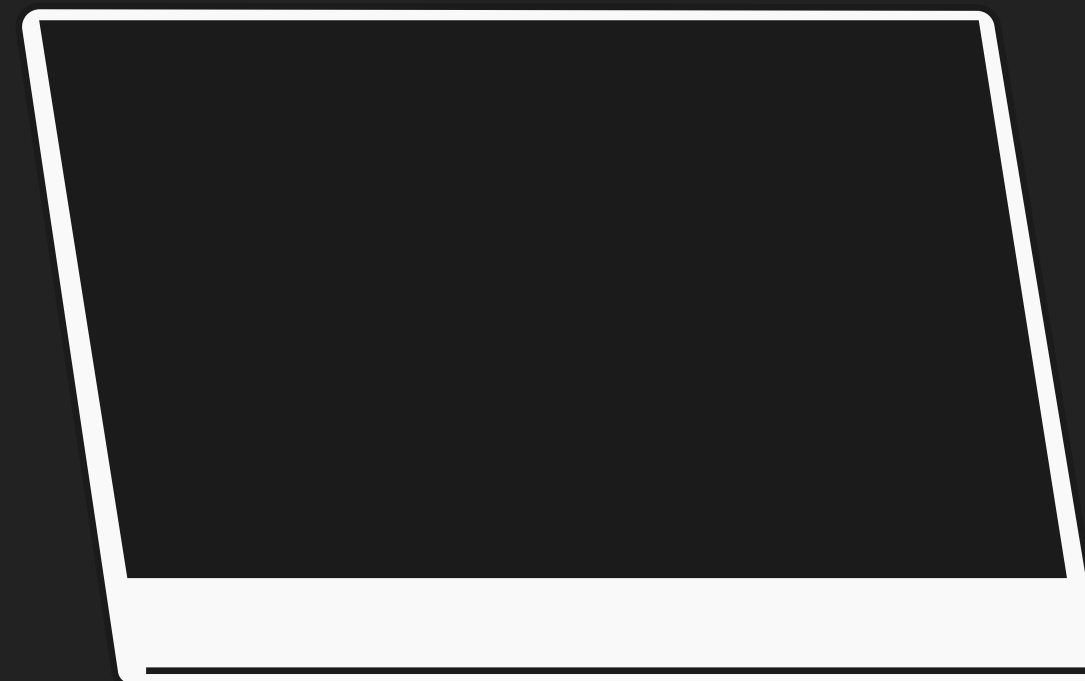01

SEO
ANALYST

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I realize thousands of talented people want to join this company so I have decided to be proactive and have analyzed one of the book online websites to give you my two cents and show what I learn about SEO.

Case Study
Berdikaribook.red

berdikaribook.red is one of book online stores in Indonesia.
I am going to analyze this website through SEO side.

SEO Steps

Keyword Research

Define Seed Keyword for the content

On-Page Optimization

Optimize in Ttile Tag, Meta description, Heading Tag, Url Optimization, and create Unique Content

Off-Page Optimization

Linking, Social media

Measurement Analyst

measuremetmt the tracing

Keyword Research

1

Define Seed Keywords

We define as much as possible keywords that may be the user can search and check if the user expectation is the same as google expectation.

2

Validation Seed Keyword

analysis using ubersuggest tools to find out how many people use these keywords. Ubbersuggest is a free tool for keyword research.

3

Analyst Keyword

analyze keywords and search volume that we got from ubbersuggest.
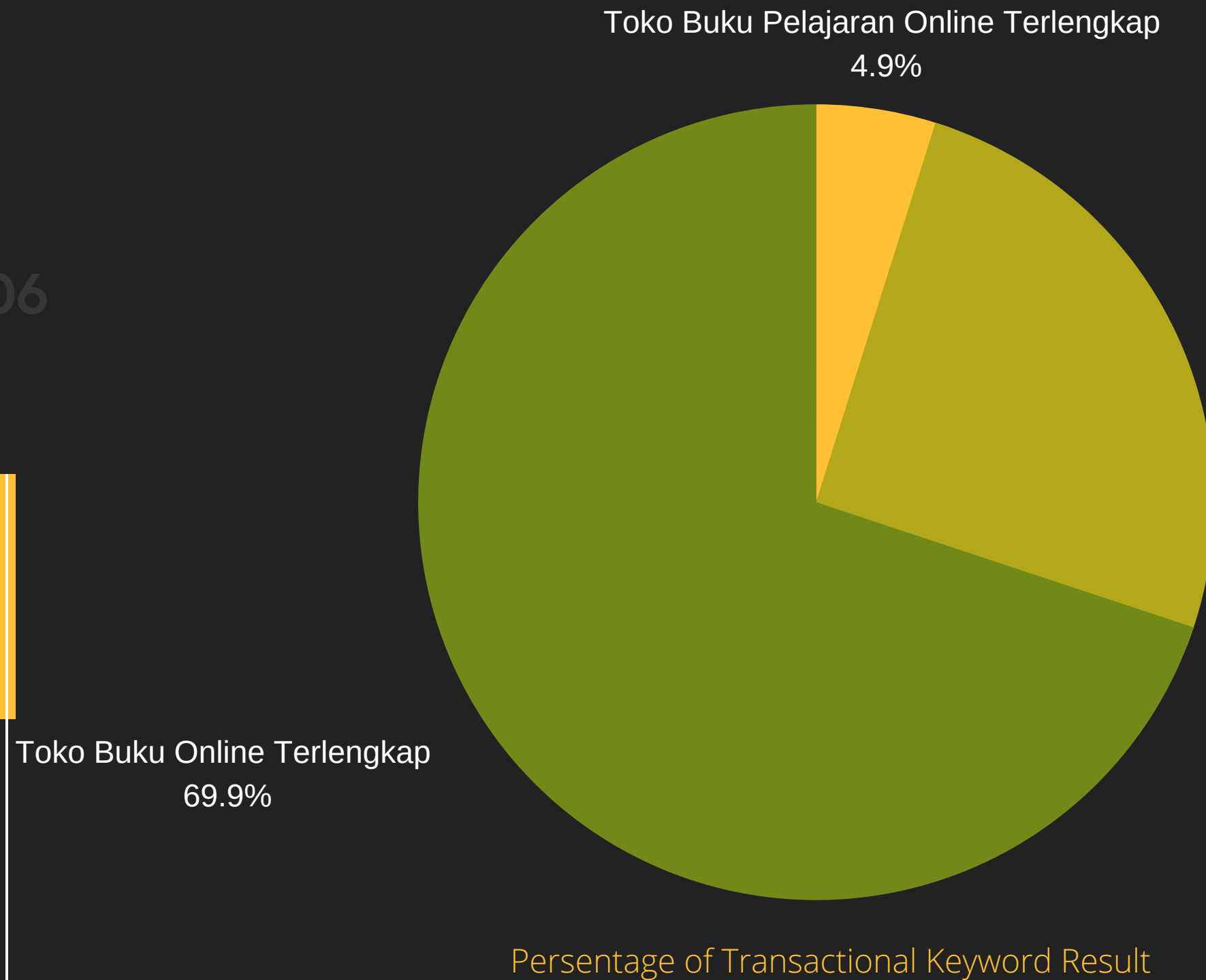
4

Keyword Result

Select the best and the most representative keywords for Transactional Keyword and Informational Keyword.

Transactional Keyword Result

06

Toko Buku Pelajaran Online Terlengkap
4.9%

Toko Buku Online Terpercaya
25.2%

Toko Buku Online Terlengkap
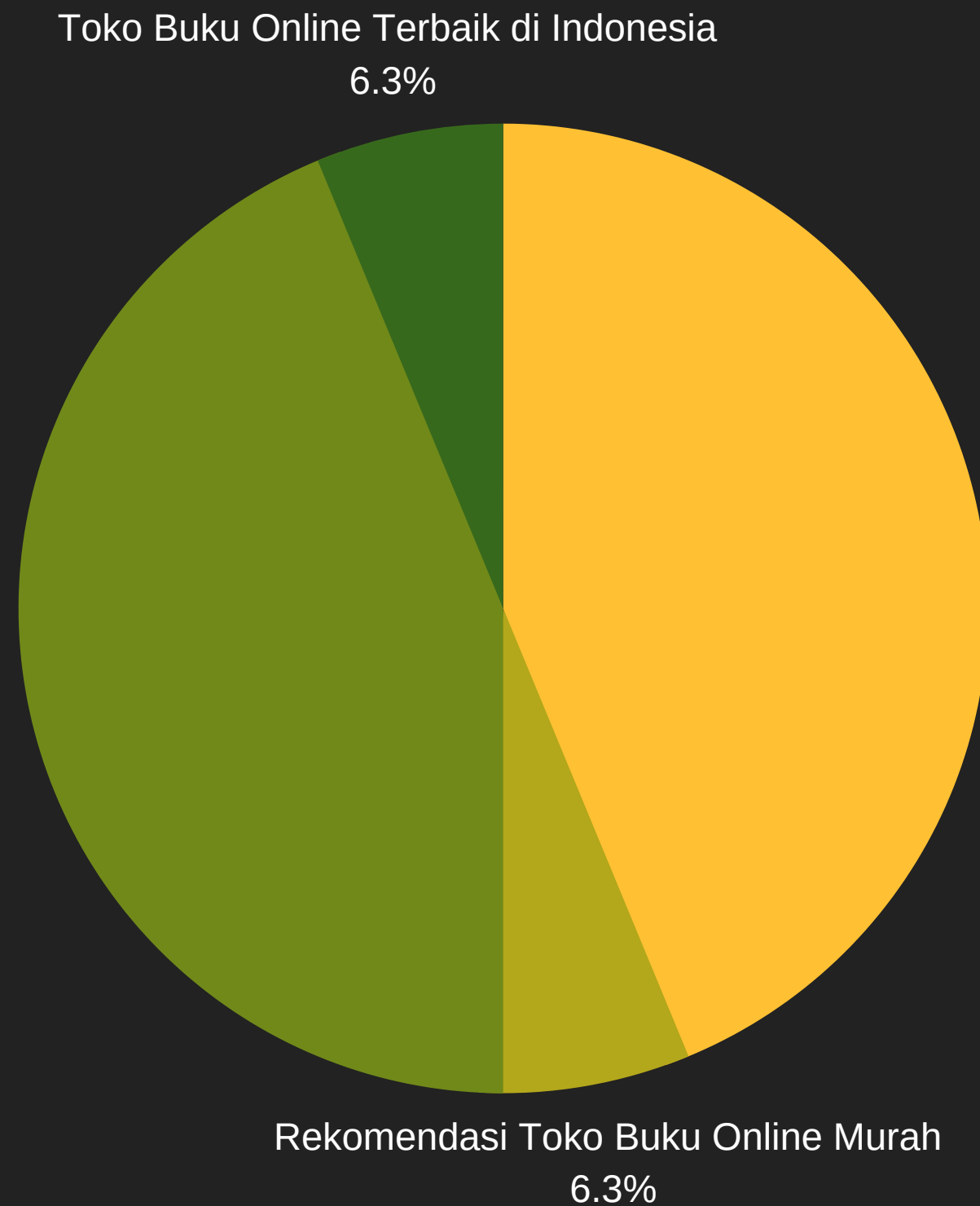69.9%

Persentage of Transactional Keyword Result

I am using ubbersuggest to know the search volume of seed keyword that I have collected in Ms. excel. The key of keyword research is **the more specific** it gets, **the less competitive** the phrase is, **the higher chance** it has of ranking for those related queries. I recommend choosing "toko buku pelajaran online terlengkap" as a final keyword even though the search volume is just 50/month (4.7%) but the competition is less than "Toko Buku Online Terlengkap" and "Toko Buku Online Terpercaya".

Informational Keyword Result

07

Toko Buku Online Terbaik di Indonesia
6.3%

Rekomendasi Toko Buku Online
43.8%

Toko Buku Online Terbaik
43.8%

Rekomendasi Toko Buku Online Murah
6.3%

Persentage of Informational Keyword Result

I am using ubbersuggest to know the search volume of seed keyword that I have collected in Ms. Excel.
I recommend choosing "Toko Buku Online Terbaik di indonesia" and "Rekomendasi Toko Buku Online Murah" as a final keyword because the competition is less than the other two, we can get "Toko Buku Online terbaik" and "Rekomendasi Toko Buku Online" in the keyword that we choose.

On-Site Optimization

1. TITLE TAG

www.berdikaribook.red

Toko Buku Online Alternatif | Berdikaribook.red

Title Tag of berdikaribook website

The title tag is one of the most important keys in on-site optimization. For the unknown brand local, it is necessary to emphasize the keyword at the beginning of a title tag and it should be no longer than 60 characters.

Recommendation:

The keyword of Alternatif seems not attractive, based on keyword research we can change by using "Terlengkap".

☉ On-Site Optimization ⋯

2. META DESCRIPTION

1
www.berdikaribook.red ▾

Toko Buku Online Alternatif | Berdikaribook.red

Berdikari Book adalah Toko Buku Online - Alternatif yang menyediakan berbagai macam jenis buku. Orisinal? Tentu. Kami menyediakan karya-karya asli <mark>yang ...</mark>

2
Toko Buku Online **Gramedia** menyediakan aneka buku berkualitas dan terlengkap. Nikmati promo buku murah dengan pengiriman beragam.

3
Toko Buku Online **BukuKita**.com menjual novel, komik, cerita anak, al quran dan aneka buku terbaru dari berbagai penerbit di Indonesia dengan harga murah.

(1) Meta Description of berdikaribook (2,3) Meta Description of the competitors

Optimization on meta description brings attention page has what we user looking for. It helps direct website traffic. It should be no longer than 160 character.

We can take a look at the competitor like Gramedia and Bukukita about their meta description that is no longer than 160 char, so it can user-friendly (not poor user experience) and the user knows what they looking for by reading the description.

Recommendation:

- Make it shorter and no longer than 160 characters.
- Make calls to action, simply put like "Pelajari lebih lanjut","Harga mulai dari","Find out!".

On-Site Optimization

3. HEADING TAGS

1

H1	Not found
H2	Not found

Headings are also important in SEO specifically H1 and H2. It's a good idea to stick to one H1 per page and H2 as needed. We can compare it with Gramedia and Bukukita where they declare the H1 tag and H2 tag.

2

H1	• Tentang Gramedia.com • Toko Buku Online Terlengkap • Kategori Buku Pilihan • Manfaat Berbelanja di Gramedia.com	185
H2	Flash Sale • Rekomendasi dari Gramedia • Buku-Buku Terpopuler • Novel Paling Laris • Komik-Komik Pilihan • Alat Tulis dan Kantor • Tampil Lebih Gaya • Brand Pilihan • • • • • • • • • • Blog Gramedia • Jadilah yang pertama tahu berita terbaru event dan penawaran spesial kami • Buku • E-book • Fashion & Aksesoris • Majalah • Olahraga • Stationery • Teknologi • Mainan & Hobi • Nonfiksi • Fiksi	395

(1) The Heading Tag of berdikaribook (2) The Heading Tag of Gramedia

Recommendation:

- Put keywords in H1 tag like "Berdikaribook.red", "Toko Buku Online Terlengkap".
- Make clear categories and put as H2 tag like "best seller", "buku promo", "pick of the month","buku rekomendasi".
- Having one or two additional instances of the keyword on the page is a good idea as long as it sounds natural.

On-Site Optimization

I am using Screaming Frog SEO for the analyst and here is some missing:

There are some images that over 100 Kb. This will have an impact on page speed.

There are some URL that has a long description and uppercase letter, it will be impacted in indexing.

There are some title that has a pixel width of over 545 pixel. Google will cut the title that has more than 512 pixel.

There are some URL that does not have a meta description.

Off-Site Optimization

1. MAIN LINK JUDGING FACTORS

Here is some keys point for off site optimization:

the quality of the links, are they considered authoritative?

amount of link your website has.

the placement of the link, this refers to where the link is located on the site.

The relevance of the links to your site.

Off-Site Optimization

2. SOCIAL MEDIA

Social media can indirectly impact and there is an indirect influence on SEO through growing and engaging your online basis. 4 ways social media help SEO:

Potential links. The more share on social media, the more opportunities people see your content.

Build an audience. The more audience knows our product, the more people click on the organic listing than any of the other.

Brand searches. If customers interacted positively with your website, Google would eventually have thought that your brand related with the keyword.

Help promotion. it is one of the best ways to promote content and be found online.

Measurement Analyst

- Organic search trafffic
- Keyword Ranking
- Social Shares
- Backlink volume

Why Did I Do This

I have always been in love with process of learning proven by several courses that i have taken in order to upgrade myself.
I really like to analyze problems through sets of data and I wanted to be a professional as an SEO.

Thank you for reading my proposal and I hope we can get in touch!

Thank You