

→ After Mids:

## "Technical SEO"

list all the pages  
of website

XML Sitemaps

(important) XML sitemap (metadata)

⇒ File or list of all  
the URLs your website

⇒ Robots.txt

⇒ Canonical Issues

⇒ Broken links

\* Location

\* Last update

\* Change frequency

\* Priority

HTML sitemap (Visual

Sitemap)

⇒ <http://www.xml-sitemap.com>

URL /sitemap.xml/

→ Robots.txt:

\* Most important file in the root directory of website.

\* Tells the crawler which website to visit or not. "Page"

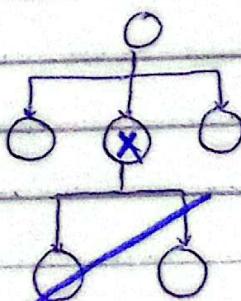
⇒ User Agent : \* (Access to everyone)

⇒ Disallow : "admin"

⇒ Allow :

Sitemap Address:

• First file visited by the  
crawler.



## ⇒ Problem:

abc.com.pk, abc.pk, www.abc.pk, http://, https://

⇒ For us all these are same but for user Google these are 5 unique URL's.

⇒ This practice makes SEO of your website dilute.

## ⇒ Canonical Issue:

The above issue is called as canonical issue.

## ⇒ Solution:

The problem can be solved using canonical tag,

```
<link rel="canonical" href="http://abc.com1" />
```

## ⇒ Broken Link: → Doesn't find resources

⇒ Disturb the user

⇒ Destroy the website

\* Delete URL

\* Replace Image

\* Replace Hosting

But didn't delete previous resources which create broken links.

## ⇒ Solution:

⇒ We use redirect to resolve broken links.

Broken links → Redirect

301

302



Permanent

Redirection

Temporary

Redirect

→ ( Doesn't transfer)

[Temporary: Maintenance of page (302)]

[Permanent: Change hosting or extension (301)]

↳ (link equity, juice transfers) page age, ranking

\* Broken link generates 404 error.

### 404 Error

↓  
google Page Our own created page Beautiful  
(white) (User will stay for few seconds)  
⇒ (Another method to engage user  
on the website)

### \* Page Speed Optimization:

⇒ Max time spent = 3sec

⇒ Page must load within this time.

### "Web Vitals"

\* Standardized metrics identified by google that understand user experience.

→ LCP (Largest contentful paint)

→ CLS (Cumulative layout shift)

→ INP (Interaction to Next Paint)

### ⇒ LCP:

\* How much time the largest element takes to load.

\* Within (2.5 sec)

\* 4sec (Poor)

## ⇒ Causes of LCP:

### \* Render Blocking:

- 1) Blocked Caching
- 2) Slow Hosting
- 3) Render blocking Javascript OR CSS
- 4) Un-optimized Images.
- 5) Minimize whitespaces, (efficient code)

## ⇒ INP:

- \* How much time user waiting to get response after clicking new tab.
- \* 200ms (good)
- \* 800 ms (poor)

## ⇒ CLS:

- \* Stability of content of website.
- \* 0.1 (distance)

## ⇒ Dwell Time:

- \* How much time user spent on website
- \* Must be maximum.

## ⇒ Bounce Rate:

- \* How user bounce back after reaching website.
- \* Must be minimum.
- \* Didn't engage

~~long Dwell~~

(High Dwell time  $\Leftrightarrow$  Low Bounce Rate)  $\Rightarrow$  Happy user.

## ⇒ How to decrease bounce rate:

- \* Content must be relevant to title.
- \* UI / UX improvement
- \* Good internal linking
- \* Good mobile view

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## "SEO Audit"

- \* SEO of the website is completed.
- \* Audit (check & balance of website)
- \* Checking whether all the techniques are applied or not.

\* Crawler's way is clear or not.

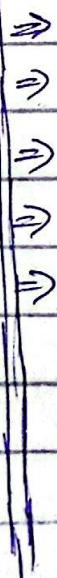
⇒ 2 Key stages:

- ① Before launching your website
- ② After launching website

### Before launching

- ⇒ Keyword
- ⇒ Structure
- ⇒ Internal linking
- ⇒ Money Page (links)
- ⇒ Page Speed
- ⇒ Image / Video optimized
- ⇒ UI / UX

### After Launching



## \* Goals of SEO Audit:

- ⇒ Website visibility
- ⇒ Traffic
- ⇒ Conversions
- ⇒ Higher return on investment. (ROI)

## SEO Audit

Manual  
SEO Audit

Using Specialized  
Tools.

\* Both Types are equally important.

\* Tools doesn't give ~~an~~ expert report.

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## "SEO site Audit Report"

Element	Problem	Importance	Solution
→ URL	unoptimized, canonical or Key words	Effect of optimization of that element	hint of Solution

## \* Benchmark / Standard KPI (Key Performance Indicator):

- Every business has their own KPI.
- It can be traffic, conversions or anything that can enhance performance.

## \* Backlinks:

→ When a website links your website, this is called backlinks.

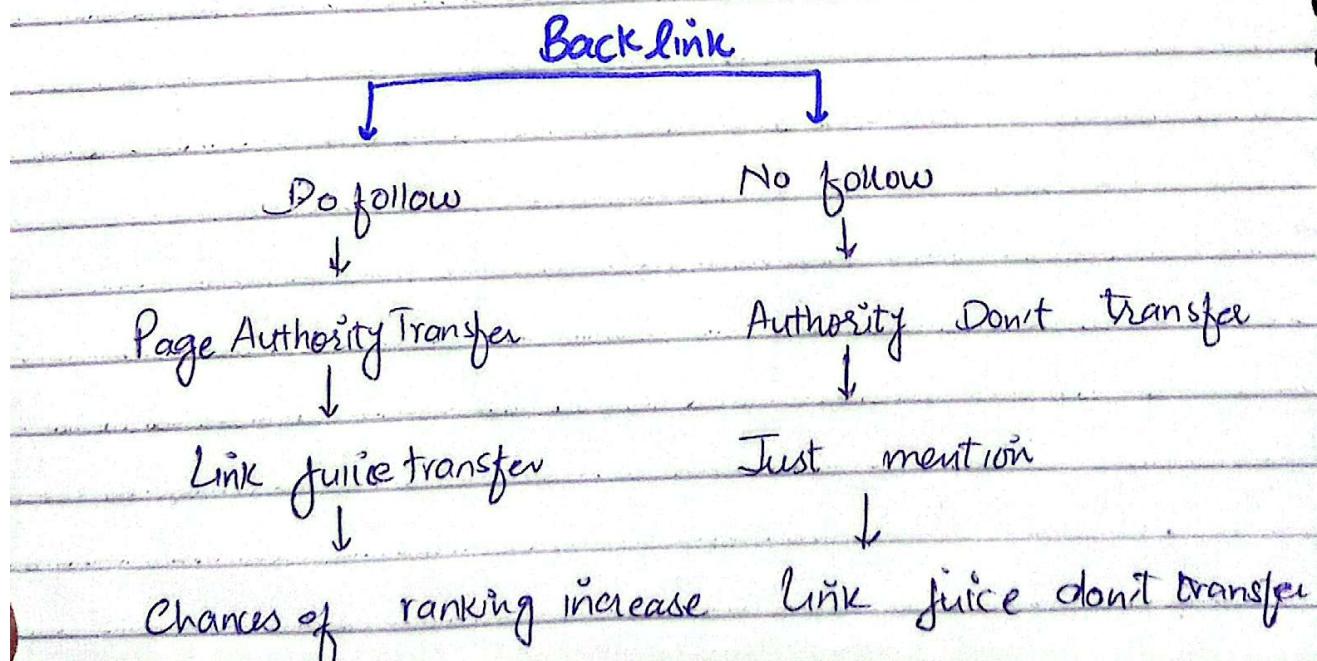
⇒ Offpage SEO strategy.

Reaching other websites

Backlink

Tool Name: SEOQuake, Sitebulb.

## "OFF Page SEO"



## \* How to get Backlinks:

- Content must be organic and interactive that website links you,
- Maintain research in your content,
- Include case study / Experiment

## \* Guest Blogging:

- Write emails to good websites and tell them about your site / product,
- Ask them to write article about that website
- In return, demand do follow link.

## \* Broken link Building :

- Find broken link on other websites.
- Write or generate content about those links.
- Ask that website to update broken link with the link of your site.

## \* Network:

- Your network is your "net-worth".
- Reach out people and appreciate their work.
- Attend events.

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⇒ Important Topic:

## \* SEM (Search Engine Marketing):

- SEM = SEO + PPC (Paid Advertising)
- Ad-Rank

## \* PPC (Pay Per Click):

↳ When someone clicks on your add.

↳ Impressions → Clicks → Conversions

100 → 200 → 50

\* PPC runs on:

↳ Google

↳ Social Media

## ⇒ Working OF PPC:

① Keyword Research

⇒ Pick proper Keyword (matches user intent)

② Bid on Keywords

⇒ High Price Keyword

⇒ High price Keyword ranked at The Top.

⇒ Ad-Rank: Determines Ad position

Ad-Rank = Bid \* Quality Score \* Ad Extension

⇒ Ad Extension: Further detailing in The add.

↳ Address, Sales

⇒ Impact: Its score add To formula to calculate ad rank.

## ⇒ Quality Score:

Score depends on Three factors:

① Expected CTR (click Through rate) ⇒ 7/10

② Add Relevance (Relevant To user intent) ⇒ 8/10

③ Landing Page Experience (Page speed, activity)

⇒ This score is between (1-10) UX, ) ⇒ 9/10

⇒ Target average = 8/10 ⇒ 8 is (QS)

$$\text{Add-Rank} = \text{SRs} * 8 \Rightarrow 40$$

⇒ If Quality Score is less, we need high bid price.

⇒ Higher add-rank lies on The Top.

## ⇒ Final Paper Content:

⇒ Omitted

↳ Local SEO

↳ Add-Rank Algorithm

↳ On Page SEO / OffPage SEO

↳ Schema Markup

↳ Technical SEO

↳ Local SEO

↳ SEM

↳ Google Ads (All formulas)

↳ Case Study of Google Ads & Site audit

↳ SEO Audit

$\Rightarrow$  ROI : Return On Investment.

$\Rightarrow$  ROAS : Return On Ad Spend

### \* ROI (Return On Investment) :

#### $\Rightarrow$ Cold Coffee:

\* Milk (10L)  $\Rightarrow 250 \times 10 \Rightarrow 2500$  Rs

\* Ice (5kg)  $\Rightarrow (30 \times 5) \Rightarrow 150$  Rs

\* Sugar (1kg)  $\Rightarrow 200$  Rs

\* Coffee  $\Rightarrow 1000$  Rs

\* Flavours  $\Rightarrow 1000$  Rs

\* Containers + Packaging  $\Rightarrow 500$  Rs

\* Labour Cost  $\Rightarrow 1500$  Rs

\* Electricity  $\Rightarrow 500$  Rs

\* Rent  $\Rightarrow 500$  Rs

Product Cost : 5350

Other Expenses: 2500

Total no of Cups : 50

$$50 / 5350 = 1.07 \approx 110$$

$\frac{\text{Net Profit}}{\text{Total Investment}}$

Net Profit = Gross Profit - All other expenses

Gross Profit = Revenue - Product Cost

Revenue = Sale price per unit \* no. of unit sold

$\Rightarrow$  Revenue =  $500 \times 50 \Rightarrow 25000$  per day

$\Rightarrow$  Gross Profit =  $25000 - 5350 \Rightarrow 19650$  Rs

$\text{Net Profit} = 19650 - (2500 + \text{Ad Spend}) \Rightarrow 19650 - 3500$

$\Rightarrow$  Net Profit = 16150 Rs

$$\Rightarrow ROI = \frac{16150}{8850} \Rightarrow 1.824 \Rightarrow 180\%$$

### \* ROAS (Return On Ad Spend):

$$\Rightarrow ROAS = \frac{\text{Revenue from Ads}}{\text{Total Ad Spend}}$$

Impressions: 10,000  
Clicks: 2000  
Conversions: 200

Revenue from Ads = Sale Price per unit \* no. of units Sold

$$ROAS = \frac{500 \times 200}{1000}$$

$$\Rightarrow ROAS = 100$$

### \* Refining Audience:

- Run Ads, Surveys To understand user demographics
- and psychographics.
- demographics (age, gender, marital status, salary)
- psychographics (Buying patterns, choices, shopping)
- Note this entire data and make user persona.
- Then run ads according to user persona.

### ⇒ CTR (Click through Rate):

$$CTR = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

$$CTR = \frac{2000}{10,000} \times 100$$

$$10,000 \Rightarrow CTR = 20\%$$

## → Conversions Rate:

Conversion Rate =  $\frac{\text{Conversions}}{\text{Clicks}} \times 100$

$$CR = \frac{200}{2000} \times 100$$

2000

$$\boxed{CR = 10\%}$$

## → CPC (Cost Per Click):

CPC =  $\frac{\text{Ad Spend}}{\text{Clicks}} = \frac{1000}{2000} \Rightarrow$

$$\Rightarrow \boxed{CPC = 0.5}$$

## → CPA (Cost Per Acquisition):

CPA = Total Spend

no. of new customers (conversions)

$$CPA = \frac{1000}{2000}$$

2000

$$\Rightarrow \boxed{CPA = 5Rs}$$

⇒ Subscription Model:

$$4 \text{ Coffee} = 1500 \text{ Rs}$$

⇒ CLV (Customer Lifetime Value):

CLV = Average Purchase \* Frequency of purchase \* Life span of Customers

$$CLV = 500 \times 1 \times 300$$

$$\Rightarrow CLV = 1500$$

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