

AJAX

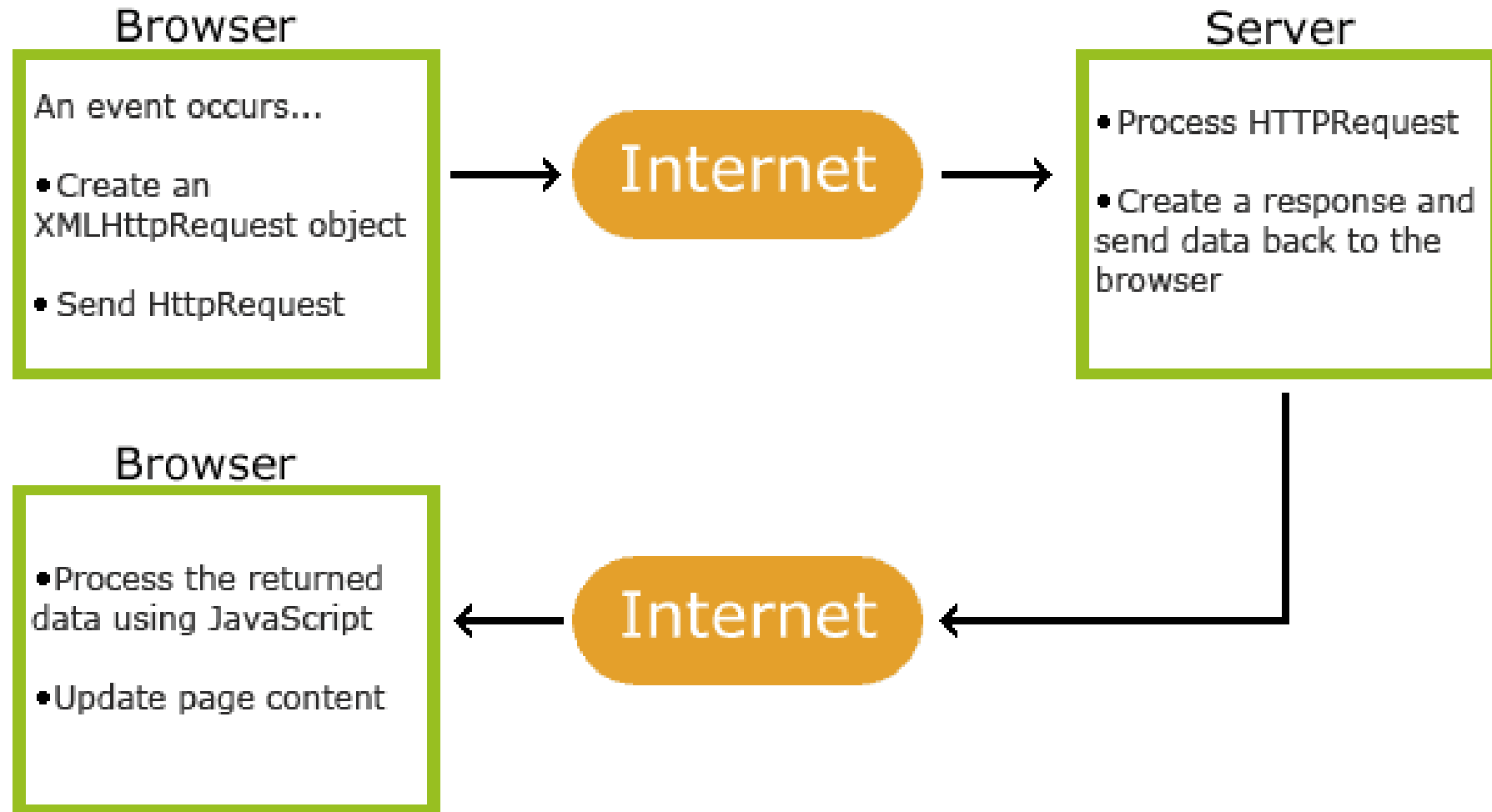
AJAX-Asynchronous JavaScript And XML

- Used to
 - Read data from a web server - after the page has loaded
 - Update a web page without reloading the page
 - Send data to a web server - in the background

- AJAX is not a programming language.
- It is just a combination of:
 - A browser built-in XMLHttpRequest object (to request data from a web server)
 - JavaScript and HTML DOM (to display or use the data)

- AJAX allows web pages to be updated asynchronously by exchanging data with a web server behind the scenes. This means that it is possible to update parts of a web page, without reloading the whole page.

How Ajax works-



- 1. An event occurs in a web page (the page is loaded, a button is clicked)
- 2. An XMLHttpRequest object is created by JavaScript
- 3. The XMLHttpRequest object sends a request to a web server
- 4. The server processes the request
- 5. The server sends a response back to the web page
- 6. The response is read by JavaScript
- 7. Proper action (like page update) is performed by JavaScript

The main steps of AJAX is the XMLHttpRequest object.

- Create an XMLHttpRequest object
- Define a callback function
- Open the XMLHttpRequest object
- Send a Request to a server

The XMLHttpRequest Object

- All modern browsers support the XMLHttpRequest object.

The XMLHttpRequest object can be used to exchange data with a web server behind the scenes. This means that it is possible to update parts of a web page, without reloading the whole page.

Syntax of creating XMLHttpRequest object:

```
variable = new XMLHttpRequest();
```


Define a Callback Function

- A callback function is a function passed as a parameter to another function.

The callback function should contain the code to execute when the response is ready.

```
xhttp.onload = function() {  
  // What to do when the response is ready  
}
```

Open and send a request

To send a request to a server, you can use the `open()` and `send()` methods of the XMLHttpRequest object:

```
xhttp.open("GET", "ajax_info.txt");  
xhttp.send();
```

Syntax: `open(method, url, async, user, psw)`

method: the request type GET or POST

url: the file location

async: true (asynchronous) or false (synchronous)

user: optional user name

psw: optional password

Send a Request To a Server

- `xhttp.open("GET", "ajax_info.txt", true);`
`xhttp.send();`
- The url - A File On a Server
- The url parameter of the `open()` method, is an address to a file on a server:
- `xhttp.open("GET", "ajax_test.asp", true);`

Asynchronous - True or False?

- Server requests should be sent asynchronously.
- The async parameter of the open() method should be set to true:

```
xhttp.open("GET", "ajax_test.asp", true);
```

- By sending asynchronously, the JavaScript does not have to wait for the server response, but can instead:
 - execute other scripts while waiting for server response
 - deal with the response after the response is ready

Server Response Properties

Property	Description
responseText	get the response data as a string
responseXML	get the response data as XML data

The responseText Property

- The responseText property returns the server response as a JavaScript string, and you can use it accordingly:

```
document.getElementById("demo").innerHTML = xhttp.responseText;
```

The responseXML Property

- The XMLHttpRequest object has an in-built XML parser.
- The responseXML property returns the server response as an XML DOM object.

- <!DOCTYPE html>
- <html>
- <body>
- - <div id="demo">
 - <h2>The XMLHttpRequest Object</h2>
 - <button type="button" onclick="loadDoc()">Change Content</button>
 - </div>
- - <div>
 - <h6> i am heading h6</h6>
 - </div>
- <script>
- function loadDoc() {
- let xhttp = new XMLHttpRequest();
- xhttp.onload = function() {
-
- //document.getElementById("demo").innerHTML = this.responseText;
- console.log(this.responseText);
- }
- xhttp.open("GET", "https://jsonplaceholder.typicode.com/posts", true);
- xhttp.send();
- }
- </script>
- </body>
- </html>
-

SEO

Search Engine Optimization

Offline / Online

Offline, bustling crowds pass by your place of business. Some of the passerby traffic notices you and walks in.

"Location, Location, Location"



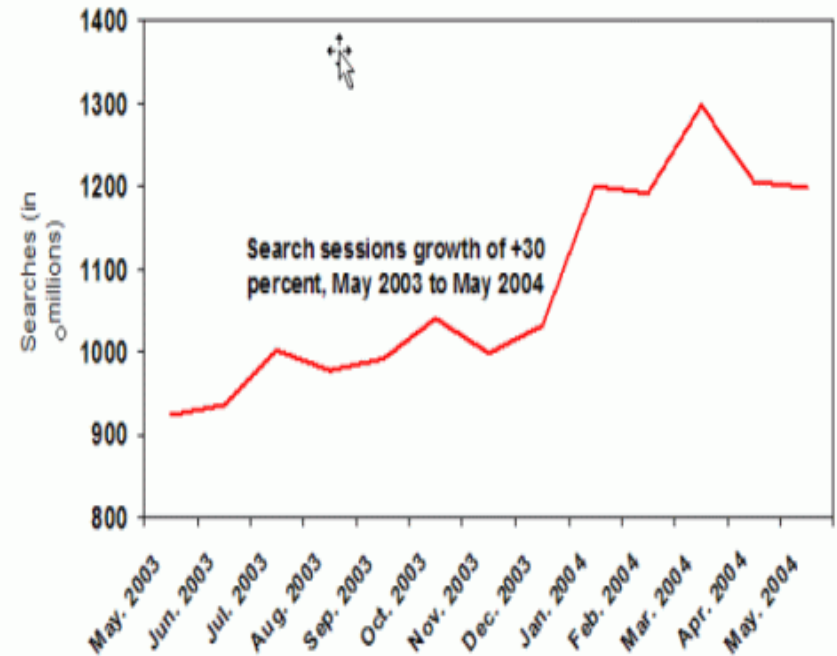
Online, people search for information. Millions of people. Each searches alone.

"Information, information, information"



SOME FACTS TO CONSIDER

- According to qSearch, approximately 85% of the Canadian Internet population conducts at least one search at the top engines each month (compared to 73% of the U.S. on-line population). Canadians conducted approximately 575 mln searches last April, while 1.2 bln US searches made in May 2004.



Source: Nielsen//NetRatings, July 2004

- Google - Searching 4,285,199,774 web pages
- 28% of Google searches are for a "product/service name", 9% are for a "brand name" and 5% are searches for a "company name".
- 85%* of all Web site traffic and 70%* of all online purchases originate from a search engine. (*Jupiter Research)
- Micro Commerce opportunities for new products and services will generate an estimated \$60 bln in revenue per year by 2015 according to Gartner. A micro purchase is a purchase valued at less than \$5 and conducted electronically, where the settlement can be either prepaid, by subscription, on-the-spot, or invoiced.
- For More Facts Visit <http://www.itfacts.biz>

Site Building Process



Issues to Cover

Definitions

SEO and SEM Strategies

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.
- **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.

Definitions

- **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.
- **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

Key internet marketing strategies

- **Search engine optimization (SEO)**
 - no cost per click
- **Search engine marketing (SEM)**
 - cost per click

Search engine optimization

What is SEO?

SEO is the act of modifying a website to increase its ranking in *organic (vs paid)*, crawler-based listings of search engines

How do organic search listings work?

- A *spider* or *crawler* which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then *indexes* the pages and *ranks* the websites
- Major SEs that index pages using spiders: Google, Yahoo, AltaVista, MSN, AOL, Lycos

TOP Search Engines and Directories

- The TOP 8:

1. Google
2. Yahoo
3. MSN
4. AOL
5. Altavista
6. Infoseek
7. Lycos
8. Excite

represent 88.86% of all search engines.

- Web Directory – Yahoo, DMOZ, LookSmart

SEO strategies/techniques

1. Domain name strategies

- domain names are traffic magnets
 - > 63 million domain names registered
 - > 4.7 million domain names registered 1st quarter 2004
- choose a domain name that will increase your search engine ranking.

How?

- use keywords, location, advertising terms, product names
- choose a keyword that is important for your business

2. Linking strategies

- the text in the links should include keywords**
- the more inbound links the higher the SE ranking**
- if the site linking to you is already indexed, spiders will also receive your site**
- quality of inbound links is critical**
- how to increase links: a) creative content / copywriting b) good outbound links c) target a list of sites from which you can request inbound links**
- links for the sake of links can damage your search rankings**

“Link relevancy is critical in getting your site indexed by search engines”

“A small number of inbound links from high-quality, relevant sites is more valuable than many links from low-traffic, irrelevant sites.”

3. Keywords

- **the most important** in optimizing rankings
- research what keywords are people searching for using tools e.g. Wordtracker (www.wordtracker.com)
- keywords are words that appear the most in a page
- the spider chooses the appropriate keywords for each page, then sends them back to its SE
- your web site will then be indexed based on your keywords
- can be key phrases or a single keyword
- do not use common words eg 'the' 'and' 'of': spiders ignore them
- write keyword-rich text
- balance keyword-rich and readability
- always have text in your page: at least 100 words

Keywords / Phrases Suggestion

Results for 'calgary'

Suggested Search Phrase(s)	Search Count
calgary	67010
calgary herald	34509
calgary sun	27911
university of calgary	25494
city of calgary	18922
calgary transit	11022
calgary weather	10732
calgary flame	9062
calgary alberta	8716
calgary bargain finder	7897
calgary map	7499
calgary stampede	7498
calgary public library	7375
calgary real estate	7244
calgary board of education	7095
calgary hotel	6886
calgary health region	6275
calgary airport	5746
calgary jobs	5601
calgary canada	3611
calgary international airport	3348
calgary restaurant	3157
calgary zoo	2986
calgary yellow pages	2794
calgary movie	2712

Choose your Keywords:

- Theme Related
- Popular

4. Title tags

- **important** in optimizing rankings
- the first thing that a search engine displays on a search return
- must keywords in title to be ranked no. 1
- should have the exact *keyword* you use for the page
- every single web page must have its own title tag
- you can use up to 65 characters - example
<http://www.ebay.com/> (*title is littered with keywords*)

5. Meta description tags

- displayed below the title in search results
- use dynamic, promotional language
- use keywords

Meta keywords tags

- no longer carry weight with major SEs**
- a myth that meta keywords alone affect rankings**

6. Alt tags

- include keywords in your alt tags**

7. Submit your website to SEs for indexing

- submit your site to search engine directories, directory sites and portal sites**
 - indexing takes time (~ 3 months)**

SEO - what is NOT recommended

Flash and shockwave - spiders do not pick up these files

Image only sites - spiders do not pick up images

Image maps - spiders cannot read image maps.

Do not use them on your home page or critical pages.

Frames - only one page can be titled (titling is critical in search rankings)

- If the spider cannot read the complete page (because of the frames), it will not be indexed properly.

- Some spiders may not even read a frames web site

Misspellings, JavaScript or HTML errors (validate your code)

PDF files - Although some search engines can index them, the pages must be interpreted into HTML and can lose much of their content.

- place PDFs lower down in your site

Drop down menus – spiders cannot read them therefore make sure you have a SiteMap

In summary...

Make Search Engines work for you!!!

Critical elements

- domain name, links, keywords, title, meta description, alt tags, submitting your website to SEs
- keywords galore: include in page copy, title, description, domain name, ALT tags

No-nos

- flash, image-only sites, image maps, frames, password protected pages, code errors

unisa midyear intake creates openings for 85 bridging, undergraduate postgraduate programs (HECS and PELS-based) commencing on July 26. ...
www.unisa.edu.au/midyear/default.asp - 9k - 23 Jun 2004 - [Cached](#) - [Similar pages](#)

Title tag

[School of Natural and Built Environments](#)
... Openings in programs for **midyear intake**. Closing fast. **UniSA's midyear intake** has created openings in the programs offered by this school. ...
www.unisa.edu.au/nbe/ - 13k - 23 Jun 2004 - [Cached](#) - [Similar pages](#)
[[More results from www.unisa.edu.au](#)]

Meta description tag (or first para of text if no meta des has been added)

[School of Computer and Information Science, UniSA](#)
Openings in program. Closing fast. **UniSA's midyear intake** has created openings in the programs offered by our school. Openings are closing fast. ...
www.cis.unisa.edu.au/ - 8k - 23 Jun 2004 - [Cached](#) - [Similar pages](#)

Keywords

[APPLICATION FOR ADMISSION](#)
Format: PDF/Adobe Acrobat - [View as HTML](#)
for the beginning of year **intake** and by the 20 June 2003 for the **midyear intake**. ... Telephone 8302 0414 Fax (08) 8302 0512 Email Meegan.lucas@unisa.edu.au ...
www.smartlink.net.au/courses/application2004.pdf - [Similar pages](#)

[School of Accounting & Information Systems - Programs](#)
Where indicated by a 'M' the program also has a **midyear intake**. ... Us | Programs | Research | Contacts | Student Area Staff | Links DIVISION HOME | **UNISA HOME** Web ...
business2.unisa.edu.au/infosys/prospective/postgraduate.htm - 43k - [Cached](#) - [Similar pages](#)

Google Search: health insurance - Microsoft Internet Explorer provided by University of South Australia

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address <http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=health+insurance> Go Links »

Google health insurance Search Web 49 blocked AutoFill Options health insurance

Web Images Groups News Froogle more »


Google health insurance Search Advanced Search Preferences

Web Results 1 - 10 of about 10,600,000 for health insurance [definition]. (0.13 seconds)

Compare Health Insurance Sponsored Links
www.iselect.com.au Compare 2,000 Policies & Many Funds Get Cheaper & Better Cover Here!

Australian Unity Sponsored Links
www.australianunity.com.au Simpler, smarter health cover and 30 day bonus! Cond'ns apply

News results for health insurance - View today's top stories

 [Truce agreed on health payments](#) - Taipei Times - 1 hour ago
[Grocer At Forefront Of Health Movement](#) - Hartford Courant (subscription) - 22 hours ago
[State-run health insurance plan passes first Assembly test](#) - San Jose Mercury News (subscription) - 23 Jun 2004

Health Insurance, online quotes for all your health plans ...
Your one stop resource for all your health insurance needs. Family ... Plans. Individual & Family - **Health Insurance** - Quotes & Rates. ...
www.quotemonster.com/ - 11k - [Cached](#) - [Similar pages](#)

Medical and Health Insurance Quotes
... Our service is free to you. **Health insurance** premiums are determined by the **health insurance** company and regulated by every state. ...
www.healthinsurancefinders.com/ - 10k - [Cached](#) - [Similar pages](#)

Health Insurance Consumer Guides
... NEW! Issue on State Regulation of Individual **Health Insurance**, May 2004. ... Consumer Guides for Getting and Keeping **Health Insurance**. ...
www.healthinsuranceinfo.net/ - 18k - 23 Jun 2004 - [Cached](#) - [Similar pages](#)

Health insurance quotes, plans - eHealthInsurance
Compare side-by-side health plans. instant health insurance quotes and online

Health Insurance Sponsored Links
Need private **health insurance**? Join by July 31 & receive 1 month free!
www.ahmhealth.com.au

HCF - Health Insurance Sponsored Links
Health insurance made simple!
View our New Starter Packs.
www.hcf.com.au/starterpacks

Find Health Insurance
Shop for Cheaper Quotes and Save.
Free & Easy. Unmatched Online Rates
www.insureme.com

Insurance
Buy comprehensive car and home **insurance** online and save 5%
www.allianz.com.au

AMP - Insurance Products
Choose from AMP's broad range of

Internet

SEO for entire websites

Hyperlinks

Hyperlinks are connections established between a word/phrase/image and a website/file. The World Wide Web is based on hyperlinks. Most often we access websites by clicking hyperlinks.

- SEO stands for Search Engine Optimization which defines the optimization of how a website can be reached through search engines. This process also involves hyperlinking.
- Actually effective hyperlinking between different pages can help a website secure a good position in the search engine result pages as well.

What is hyperlink?

- Hyperlink is a type of link that connect two separate files/websites/articles/images etc.
- Hyperlink can be placed on webpages, in spreadsheet file, in database infrastructure etc.
- Their main function is to link some data with others so that users can get the related data at convenience.
- Hyperlinks are sometimes used to elaborate few topics or points

- It is used in internet as a major element of internet connectivity.
- Webpage is attached to webpage and further webpages; these are all possible because of hyperlinks.
- Hyperlinks can also be explained as the path for movement from one webpage to another or from one file to another.

No Hyperlink No Internet

- The entire World Wide Web is linked up by hyperlinks. Suppose there was no hyperlink on websites, then users would have to get hold of the URL of websites.
- Users would require to directly enter the full URL to get to any webpage.
- Search engines mainly displays the URLs of websites through hyperlink. If there were no hyperlinks, how would search engines display results. Pages of a website are also connected with each other using hyperlinks.

Why hyperlinks important for SEO

- Internet users seek help from search engines in order to find out desired information and related websites.
- It is the responsibility of search engines to display various relevant sites which can provide them with the information they are looking for.
- If websites were not linked with search engines through hyperlink, then search engine would have no value of its own.

- Search engines also give priority to the sites that have good number of inbound links (hyperlinks) and rank them well.
- Google has introduced PR rating system only to sort out the sites that have good inbound links and high quality contents.
- So there is no doubt that hyperlinks play an important role when it comes to SEO.

Management of hyperlink

Few things must be to be kept in mind and maintained properly in order to establish a good connection of hyperlink with SEO optimization:

- Do not place spammy/inappropriate links in your website content.
- You should always make sure that your links are working.
- Images must be hyperlinked with their full size versions.

- Related contents should be hyperlinked with each other.
- Hyperlinks which are not required must be removed as they may slow down the speed or accessibility of your website and result in poor user experience.
- Do not place hyperlinks on a webpage haphazardly. Make sure that your hyperlinks serve a purpose and add value to your site.

Page Rank (PR) of Google



Google Page Rank

- *Page Ranking (PR) is the #1 SEO factor (of over 200 others) that Google uses to determine the ranking of sites on its search engine, so, you have to work on it to improve Google ranking.*
- *It is a numerical figure **that works on a scale of 1 to 10***

- **It's used to express the importance, relevance, reliability, and reputation of your site.**
- **In addition to the volume of links, the PageRank algorithm also considers the origin, the quality, and the reputation of each of the sources that have mentioned you.**

Why is **Page Ranking** important?

- *The better the **PageRank**, the more likely you are to appear at the **top of search engine results**, which means **more visibility** and more chances that people click on and enter your site.*
- *This means you **get more organic traffic**. The more people on your site, the more money you make.*

in addition to organic traffic, there are other types of traffic:

- Pay Per Click (PPC) traffic through advertising (costs money).
- Referred traffic: when people enter your site through links that have been referred on other sites.
- Direct Traffic: when the user types the URL of your site directly into the address bar

key factor to improve Google rankings?

- The objective of optimizing and improving PageRank is to **get as many quality external links that point to your website organically**, i.e. not paid for, false, nor spam.
- It is important to have lots of external links or backlinks for your SEO Page Rank

- Google thinks that if your site has been linked to several times, it's because you're doing something good.
- For them, it's a sign that people like what you do, your content is useful, high-quality, relevant, and therefore you must have a certain authority or be a quality reference in the area that you specialize in, and that's why people are citing your site or content.

- Precisely because of this, it makes sense that aspects such as reputation (real estate sites, reputed but not popular), authority, and relevance are so important in the concept of PageRank and to improve Google rankings.
- **Reputation is not the same of popularity.** You can have a **very popular site, but with very low PageRank.**

Factors to improve on Google ranking

- Every two years, Moz, an authority in the field of SEO, [conducts a study](#) through which, they try to understand the Google algorithm better. They try to determine the factors and characteristics of the pages with the best positions in search engine results. The key factors are:



To clearly understand this info, we should focus on the following FOUR insights:

- **The number and quality of backlinks** (external links pointing back to your site) remain extremely important for the Google ranking.
- **Social signals** continue to become stronger as a factor to improve Google ranking
- **Quality and relevant content** (context) remains a key factor, and important in building authority, reputation, and relevance.
- The importance of the **keyword in the URL** or domain has lost relevance.

The importance of your reputation for the Pagerank.

- **each site should work to consolidate and achieve a high reputation**, as this will directly impact PageRank. That means this is something **that must be cultivated and maintained.**
- **When another page** in your field, who has an excellent reputation, relevance, and authority, **puts a link pointing back to your website**, they transfer part of their reputation to your site.

Increase Website Ranking: Domain Authority, the other side of PageRank

- **Domain Authority** is the algorithm developed by Moz, which as we mentioned before, is one of the most authoritative sites worldwide in the field of SEO. The Domain Authority **uses over 40 factors to determine the score**, but the main two are:
 - the quantity-quality of backlinks that you get from other sites, and
 - how much authority they themselves have.

Tactics to improve Google website Page Rank (PR) and Domain Authority (DA)

- Clean up bad links: Although this is a task that's usually done by webmasters, you can consider doing it yourself. Start by using Google to track other pages that mention you. If they have a low or bad reputation, then you can ask them to remove your link from their sites.
- Get good backlinks:

How to get good backlinks?

- Produce high quality, relevant content, so that people **find your site and content linkable**.
- **Share your content on social networks**, as they are another avenue for **redistribution of your links**, and also through this tactic you can **earn likes, retweets, and +1s**, which function as social signals that **add points to your reputation** and in turn, up your PageRank.
- **Participate actively in forums and communities** to share information of quality and relevance. This is a great way to distribute your links and to get your content or site to reach others.

- **Create, develop and enhance your relationships** with influencers, bloggers, consultants, and editors. In every industry, you should already know that there are a number of **reputable figures that people listen to and trust**. Take advantage to develop relationships with them, because **they'll be able to enhance distribution of your content**, and **include quality backlinks** to your blog.
- **Submit a profile on Wikipedia and other directories**, so that people can find you through different channels which also possess high reputation.
- **Guest Blogging**: although this practice has been discredited due to the generation of poor quality articles, which have become spam (since they were used only to promote links), Google has failed to encourage this tactic. But, if you can ensure that you can create a high-quality guest post, that's relevant to the context of your area, then go ahead.

- **Promote images and videos** through infographics, photos, presentations, webinars, came videos. YouTube adds a lot of weight and reputation.
- Make quality contributions through **comments on other articles or sites** where you can mention your link.

verify your website's ranking on Google

**free tools exist to check the ranking of your
website on Google.**

- [Rankerizer](#)
- [Free Monitor for Google](#)
- [Pro Rank Tracker](#)
- [Serplab](#)

Click Through Rate

organic click-through-rate is a calculated metrics that tells you how many people clicked through out of the total number of people who saw it. In organic SEO, this means how many people saw your search result, and how many people clicked through to the page.

Search Analytics

☒ Clicks ☒ Impressions ☒ CTR

Total clicks

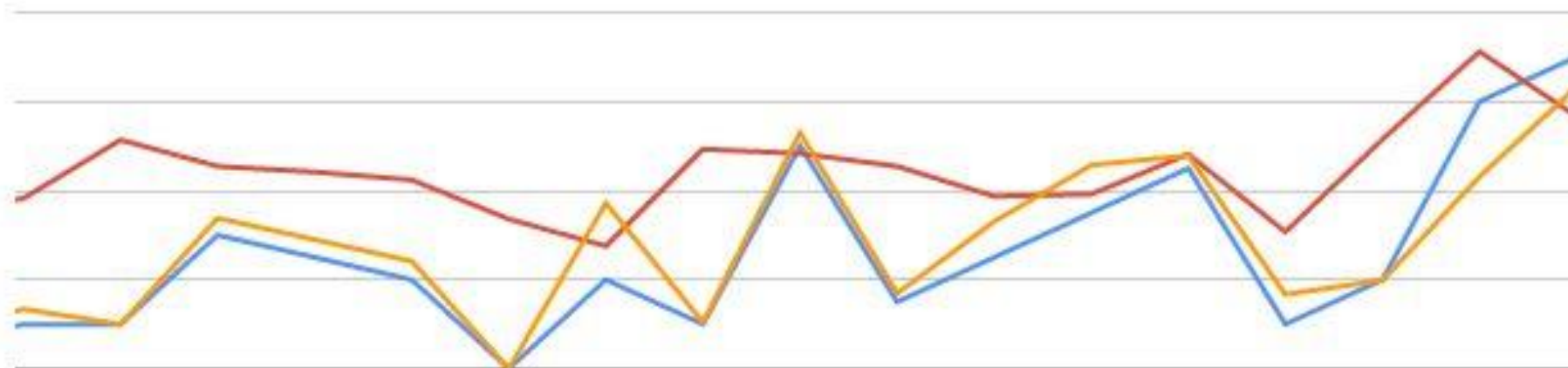
154

Total impressions

8,243

Avg. CTR

1.87%



- If hundreds of thousands of people see your search result, but no one clicks on it, it's wasted effort. It's very similar to traffic generation and conversion rates – i.e. if you generate hundreds of thousands of visitors and no one converts, it's wasted effort.
- Similarly, investing in CTR optimization can bring a ton of ROI to your overall SEO efforts

How is CTR Related to SEO?

- if you're the first SERP result and few people click through, you're not optimized.
- Traffic is what counts (well, conversions count) **not impressions**, so in the most basic sense, click-through-rate optimization is a part of search engine optimization.
- But is click-through-rate actually used as a ranking factor? In other words, if something ranking low on the results page gets a stunningly high click-through-rate, would Google bump it up?
- *This is a bit of a chicken versus egg problem*

How Can We Improve Organic Click-Through-Rate?

- **Optimize Your Title**
- **Optimize Your Meta Description**
- **Optimize Your URLs**
 - The more readable by human beings, the better
 - Keywords in URLs: still a good thing
 - Exclude dynamic parameters when possible
 - Shorter > longer
 - Match URLs to titles most of the time (when it makes sense)
 - Including stop words isn't necessary (like and, but, or, etc.)
 - Keyword stuffing and repetition are pointless and make your site look spammy

Very Fast Doggo Running at Incredible Hihg Speed | Know Your Meme

[knowyourmeme.com/.../very-fast-doggo-running-at-incredible-hi...](#) ▼ Traducir esta página

Very Fast Doggo Running at Incredible Hihg Speed" is a catchphrase associated to pictures of dogs running with the motion blur filter applied. The phrase ...

Resident time on website

1. Unintentional duplicate content

Most of us know that duplicate content online is a big no-no. But did you know that most duplicate content is unintentional? Unfortunately, search engines don't take intent into consideration when ranking sites, so identifying and editing duplicate content is necessary.

Unintentional duplicate content can happen for a number of reasons – secure HTTPS pages, URL parameters, and CMS templates. Fortunately, many tools can detect duplicate content, including Screaming Frog, Link Sleuth, and Moz Crawl Test. Once it is discovered, you have to decide how to best to tell search engines not to index certain duplicate pages either through the Noindex, Nofollow, or rel=canonical tags.

2. Bad backlinks

Though link building is still an important part of SEO, not all links are good links. Bad backlinks, such as links from irrelevant pages, link directories, and spammy websites, can actually hurt your search-engine rankings.

To fix bad backlinks, gather your backlink data from Open Site Explorer or MajesticSEO and remove links that look unnatural. This isn't an easy feat as it is a very manual outreach process asking webmasters to remove links on their site. But it is imperative to uphold your search-engine rankings and credibility in Google's eyes. Also, use Google's link disavow tool to tell Google not to consider certain links when ranking your site.

3. Over-optimization and cannibalization of target keywords

Though putting your target keywords on every page may seem like a great idea, it can be damaging to your SEO strategy. Think about it: Search engines need to display the most relevant page based on a search query. If you have multiple pages optimized for the same target keyword, you're leaving it up to the search engine to decide which page to show users.

Over-optimization and cannibalization can be remedied through a robust canonical SEO strategy, which clearly assigns a keyword to a sole canonical page. This sends a clear message to search engines as to which page is the most relevant for a given keyword and is a better experience for the user, as the most pertinent page will be displayed.

4. Titles and title tags

Web page titles and title tags are important for several reasons: Title tags can help with page rankings, the title shows up in the search engine results page (SERP) itself, and the title is shown when the page is shared on social sites like Twitter and Facebook.

There are many common mistakes associated with titles and title tags, including:

- **Too long:** Search engines only display the first 60 or so characters of a web page title tag, so a title tag that's too long will be cut off.
- **Too short:** Though you don't want the tag to be cut off, you also want to make sure to maximize the available text space so you don't give up prime SEO real estate.
- **Irrelevant/wasted space:** Including words like "home" or your domain name can be a waste of space. With a finite number of characters, your title tag needs to include the most important information – the relevant keyword/term for that specific page.

5. Meta descriptions

Similar to a title tag, the page's meta description is displayed on the query's results page. However, all too often pages have poorly written meta descriptions that are full of keywords, or worse, no meta description at all.

A good meta description is useful to the reader, and should explain what the page is about in a short sentence. It should include the primary keyword or phrase, but still make sense to the person reading it.

6. Image optimization

Image optimization is also a significant part of an SEO strategy. Search engines can't read images (unlike text) so they aren't easily indexable. Best practices include optimizing image meta data with relevant keywords and phrases:

- Alt tags serve as the text shown when an image cannot be displayed because of a slow internet connection or text-reading software. The alt tag explains what the image is.
- Image tags are the words that appear when the user scrolls over an image, providing additional contextual clues.
- File names go one step further in providing context – more specifically, how the image relates to the other content on the page.

7. Page-load time

Page-load time is one of the 200 ranking factors that Google uses. However, page-load time also is a huge factor in usability; if a page takes too long to load, users won't stick around.

There are many ways to optimize page-load time, including using appropriate image sizes and formats, avoiding unnecessary plug-ins, CSS, and HTML, and reducing redirects.

8. Poor content

Thin content and/or disregard for the user are the more common mistakes we see. Write more. Answer your audiences' questions through useful data, tips, and visuals. Since the first Panda update, Google has been doing its best to disregard results that aren't useful to users. This can be easily combatted by always keeping the audience in mind when creating and publishing content.

9. Keyword misfocus

Keyword misfocus is when a primary keyword in the title tag doesn't match the H1 heading, page URL, body content, or images. Page improvement and keyword misfocus can be effectively corrected through strategic internal anchor text links, content consolidation, and proper rel="canonical" tag implementation to effectively strengthen the primary page with its intended keyword.

10. Indexability issues

It's simple: If a page can't be indexed, it won't be included in the SERPs. Everything from blocked and missing pages to broken links and redirects can cause indexability issues, making it crucial for you to consistently monitor each page. If a search engine cannot get to your page, neither can your users. As a result, the page won't be indexed *or* viewed, which can cause an increase in bounce rate and a decrease in traffic.

Each of these 10 SEO pitfalls can result in lower website rankings, as well as a poor user experience. From unintentional duplicate content and bad backlinks to slow page-load time and low-quality content, all are fixable. Without these mistakes holding you back, your website will be on its way to the top of the SERPs.