Unit 3 : SEO Objectives & Defining Site's Audience and Keyword Research

SEO Goals & Objectives

- Generating website Traffic
- Branding
- Ideological Impact
- E- Commerce Purpose
- Target Customers
- Competition
- Your Potential Customers Search for Your Products

SEO Goals & Objectives

- **Generating website Traffic :**
  Content that is keyword targeted produces direct traffic to your website. Content provides great results in less time. SEO generates direct traffic to your website when your site is optimized for relevant keywords typed by user. Keywords should be unique, not common, because competition is very high for common and popular keywords rather than unique and different keywords.
- **Branding:**
  Branding is less popular application of SEO. Branding means brand recognition or brand awareness among people. A website pages which are consistently at the top of search engine ranking get traffic, popularity and profit. There may be certain terms that are closely related to your brand that you want to dominate in the search rankings.
- **Ideological Impact:**
  Who want public opinion about their websites on a particular topic, SEO is very powerful tool to promote your ideas and content of your website.
- **E- Commerce Purpose:**
  SEO drives relevant traffic to e-commerce websites, which boosts the sale of the products and services offered by the websites.
- **Target Customers:**
  Define the audience that you are trying to reach. For example, it could be a specific income level, geographic area, or an age group.
- **Competition:**
  The competitive landscape is a major consideration in determining your SEO goals. Depending on your competitor's product line and SEO strategy, you may have to make adjustments. On the other hand, if the competition is firmly deep-rooted, you may want to focus on another segment of the market.
- **Your Potential Customers Search for Your Products:**
  It is important to understand which search terms your prospects use to find the products or services that you supply. This involves mapping the actual search queries that your target customers use when they employ a search engine to find what they are looking for.

Every SEO Plan Is Custom

- What the organization is trying to promote
- Target market
- Brand
- Website structure
- Current site content
- Ease with which the content and site structure can be modified
- Any immediately available content
- Competitive landscape

SEO for Raw Traffic, E-Commerce site, Mindshare/Branding, Lead Generation and Direct Marketing, Reputation Management and Ideological Influence

- When to Employ
- Keyword Targeting
- Page & Content Creation/Optimization

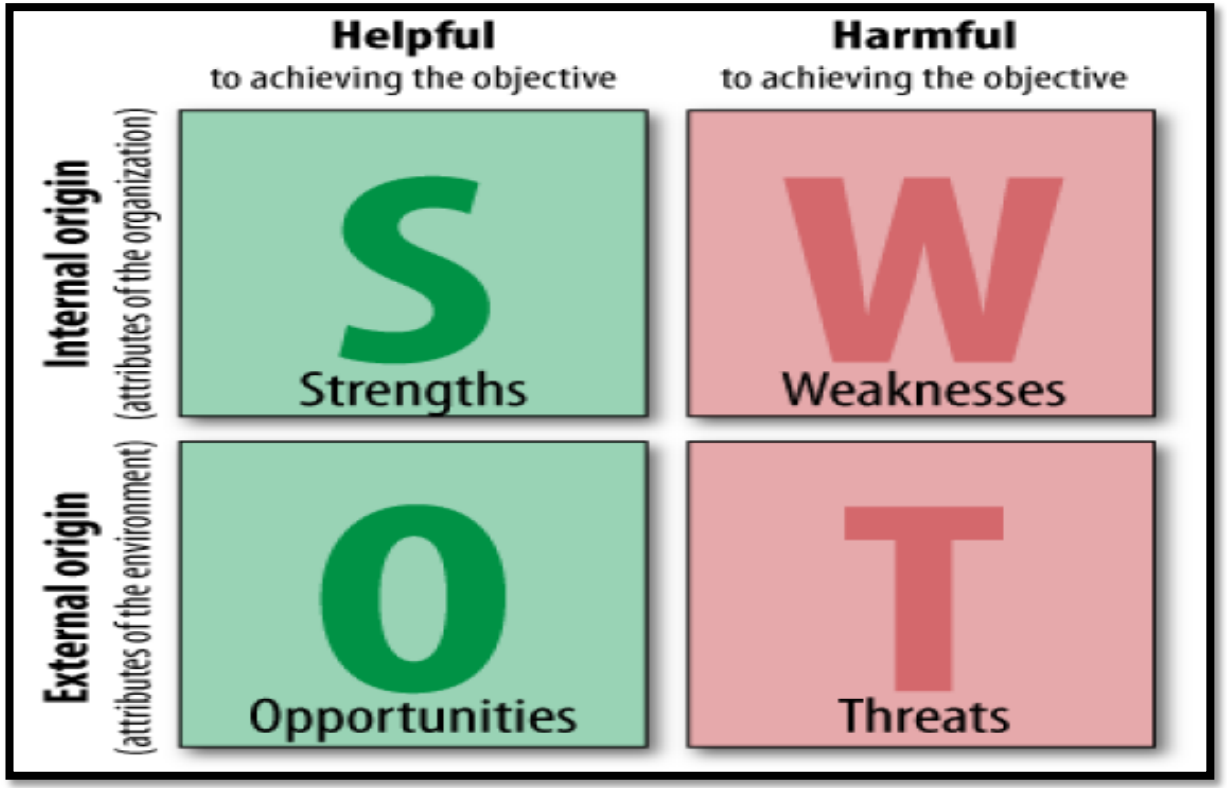
References: https://moz.com/blog/the-6-goals-of-seo-choosing-the-right-ones-for-your-business

Advanced Methods for Planning and Evaluation

- There are many methodologies for business planning. One of those are:
- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
- There are also methodologies for ensuring that the plan objectives are the right type of objectives, such as the
- SMART (Specific, Measurable, Achievable, Realistic, Time lined) plan.

Advanced Methods for Planning and Evaluation

- Many methodologies for business planning.
- SWOT analysis.
  - Strengths,
  - Weaknesses,
  - Opportunities
  - Threats
- SMART
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Time lined plan.



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S
- Fairly decent domain name
- SEO-friendly and use to use content management system
- Loads of content
- Industry expertise

T
- Competitor already ranking in top 3
- Competitor may increase SEO strategies
- Competitor has strong domain name
- Entry restriction to market weak – new entrants

W
- No SEO skills
- Poor use of WordPress

O
- Optimizations will enable long tail capture
- PPC possibility
- Low competition in SERPS means quick results
- Possibility of use of social media (emotions)

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Specific *objectives are important.*

- *It is easy to get caught up in the details of the plan and lose* sight of the broader site objectives.
- You may think you want to rank #1 for this phrase or that, but in reality what you want is more customers.
- Perhaps you don't even need more customers from organic search, but you want higher sales volumes, so in fact having the same number of orders but with a higher average order value would meet your objectives better.

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Measurable *objectives are essential if one is to manage the performance in meeting them—you* can't manage what you can't measure.

- SEO practitioners have to help their clients or organizations come to grips with analytics, and not just the analytics software, but the actual processes of how to gather the data, how to sort it, and, most importantly, how to use it to make informed decisions.

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Achievable *objectives are ones that can be accomplished with the available resources.*

- *You can be ambitious, but it is important to pick goals that can be met.*
- *You could* decide to put a man on Mars next year, for example, but it is just too big an undertaking to be feasible.
- There are limits to markets, and at a certain point the only growth can come from opening new markets, or developing new products for the existing market.

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Realistic *objectives are about context and resources.*

- *It may be perfectly achievable to meet a* certain objective, but only with greater resources than may be presently available. Even a top ranking on the most competitive terms around is achievable for a relevant product, but it is a realistic goal only if the resources required for such an effort are available.

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Time-bound *is the final part of a SMART objective.*

- *If there is no timeline, no project can ever* fail, since it can't run out of time. SEO generally tends to take longer to implement and gather momentum than a paid advertising campaign.
- It is important that milestones and deadlines be set so that expectations can be managed and course corrections made.

The Major Elements of Planning

- Technology Choices
  - CMS or other than it?
- Market Segmentation
  - Fail to make the #1 position in Google's results, focus on less competitive SEO terms https://ads.google.com/home/tools/keyword-planner/
- Where You Can Find Great Links
  - Few Relevant and higher-quality links are better than large no of low quality links.
- Content Resources
  - Quality, Volume, Unique
- Branding Considerations
  - Top products highlights on main page
- Competition
  - Unique and High keyword & Link

Identifying the Site Development Process and Players

- Process
  - Q1: Who your target audience is?
  - Q2: What your message is?
  - Q3: How your message is relevant?
- Players
  - Team manager
  - Technical team
  - Creative team
  - PR (Public Relation)
  - Marketing and Advertising people

Defining Your Site's Information Architecture

- Two major components : **(1) Technology decisions** (2)Structural decisions

- Superfluous flags in the URL
  - extra junk being present on the URL
- Links or content based in JavaScript, Java, or Flash
  - Search engines often cannot see links and content implemented using these technologies
- Content behind forms (including pull-down lists)
  - Making selections from improperly implemented pull-down lists is a great way to hide content from the search engines.

Defining Your Site's Information Architecture

- Two major components : **(1) Technology decisions** (2)Structural decisions

- Permanently (301) redirects.
  - A 301 is permanently move. You should use a 301 to signify to the crawlers that your content has moved permanently – as in forever.
  - Creating 301 redirects for your old content to point to the new content will tell the search engines that you have moved from A to B for good. This will allow search engines to direct ranking and value signals to the new URL because they understand this location to be the new, permanent home for that content.

Defining Your Site's Information Architecture

- Two major components : **(1) Technology decisions** (2)Structural decisions

- Temporary (302) redirects
  - A 302 status code means Found, or "temporarily moved." This redirect doesn't carry or pass the link value to the new location. What it does do is get the user to an appropriate location for you so that you aren't showing them a broken link, a 404 page not found, or an error page.

Defining Your Site's Information Architecture

- Two major components : (1) Technology decisions **(2)Structural decisions**

- Target keywords
  - What search terms do people use when searching for products or services similar to yours?
- Cross-link relevant content
  - Linking between articles that cover related material can be very powerful
  - The "Frequently Bought Together" and "What Do Customers Ultimately Buy After Viewing This Item?"

Defining Your Site's Information Architecture

- Two major components : (1) Technology decisions **(2)Structural decisions**
  - Anchor text is one of the golden opportunities of internal linking.
  - use keyword-rich anchor text in your internal links.
  - Avoid using text such as "More" or "Click here",
- Use breadcrumb navigation
  - Breadcrumb navigation is a way to show the user where he is in the navigation hierarchy.
  - https://www.grantthornton.in/
  - Also, note how the anchor text in the breadcrumb is keyword-rich
  - Home > Products > Apparels > Lee

Defining Your Site's Information Architecture

- Two major components : (1) Technology decisions **(2)Structural decisions**

- Minimize link depth
  - To search for a particular topic search engine and users see a key factor, how many clicks from the home page it takes to reach a page.
  - A page that is only one click from the home page is clearly important.
  - A page that is five clicks away is not nearly as influential.
  - Standard SEO advice is to keep the site architecture as flat as possible, to minimize clicks from the home page to all important content.

Auditing an Existing Site to Identify SEO Problems

- Key Points:
  - **Elements of an audit**
  - Importance of Keyword reviews
  - Keyword Cannibalization
  - Server and Hosting Issues

- Usability
  - pages viewed, bounce rate, conversation rate
- Accessibility / spiderability
  - search engine spiders friendly
- Search engine health check
  - site:yourdomain.com, No. of unique pages, search on brand terms, cache version.
- Keyword health checks
  - right keyword used?

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- Duplicate content checks
- URL check
  - clean, short, descriptive
- Title tag review
  - unique and descriptive, < 60 char. long
- Content review
  - enough content in main page?
- Meta tag review
  - make sure every page has a unique meta description.

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- Sitemaps file and robots.txt file verification
  - A robots.txt file is a file at the root of your site that indicates those parts of your site you don't want accessed by search engine crawlers.
  - robots.txt is a text file webmasters create to instruct robots (typically search engine robots) how to crawl and index pages on their website.
- Internal linking checks (Google advises 100/page by max)

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- Anchor text, navigation, spammy links
- Geolocation
  - Multilanguage and local searching
- External linking (majestic.com)
- Page load time (not more than 5 seconds)
- Image alt tags

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- Step 1: Keyword research
- Step 2: Site architecture
- Step 3: Keyword mapping
  - Keyword and Link mapping
- Step 4: Site review
  - Check title tags, heading <h1> with the right keyword

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- Cannibalization is the process in which pages of your site compete for ranking. Interestingly, the pages of your site compete with other pages of your site.
- Keyword cannibalization typically starts when a website's information architecture calls for the targeting of a single term or phrase on multiple pages of the site.

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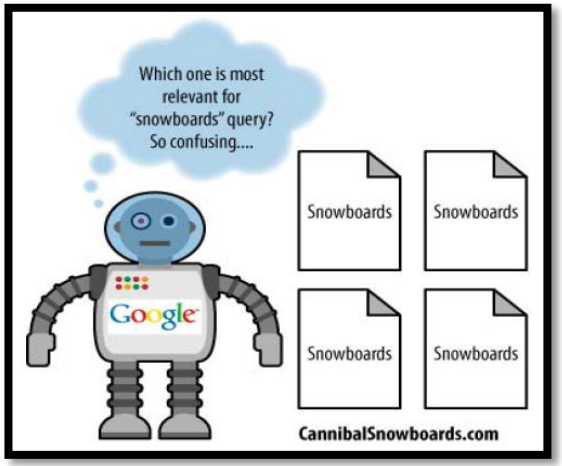
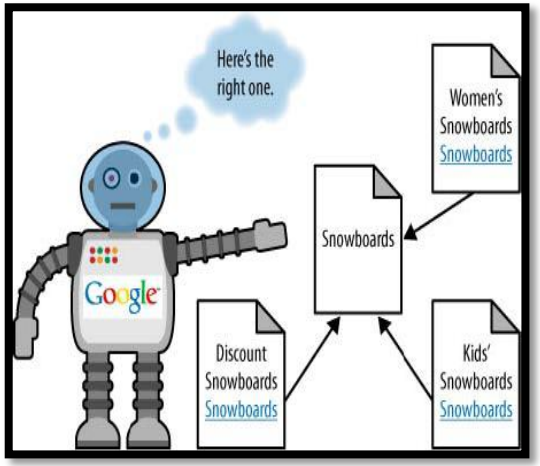
- Results in several or even dozens of pages that have the same keyword target in the title or header tags.
- Search engines will spider the pages on your site and see 4 (or 40) different pages, all seemingly relevant to one particular keyword





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Preventive Measures Of Keyword Cannibalization

- If you are a blogger, avoid writing on same topics again and again.
- Also ensure that you are not targeting a single keyword in multiple pages.
- Keep the titles of each and every page completely unique.

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Preventive Measures Of Keyword Cannibalization

- Keep the titles of each and every page completely unique.
- If you find a certain topic becoming popular in your blog, and you want it to rise up in the SERPS, then instead of writing on the same topic again and again, with the false conception that it will increase the relevance of your page, what you can do is write on related topics to that topic.
- You can update a certain post which is performing well or acquire few anchor texted high quality back links to it

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- Server timeouts (Server does not respond within bots time limit)
- Slow response times (Surfers and linkers do not like it)
- Bot detection and handling (Restricting certain no. of requests within given time frame)
- Bandwidth and transfer limitations (Limiting the amount of traffic on the site)
- Server geography (40% of search have local intent)

What is Keyword Research ? Why Important for SEO ?

- Keyword research is the process of discovering words and phrases (aka “keywords”) that people use in search engines, like Google, Bing and YouTube.
- Keyword research impacts every other SEO task that you perform, including finding content topics, on-page SEO, email outreach, and content promotion.
- That’s why keyword research is usually the first step of any SEO campaign.

References: https://backlinko.com/keyword-research

What is Keyword Research ? Why Important for SEO ?

- Keywords are like a compass for your SEO campaigns: they tell you where to go and whether or not you're making progress.
- As a bonus, researching keywords help you better understand your target audience. That's because keyword research gives you insight into what customers are searching for… and the exact words and phrases that they use.
- In other words: keyword research is market research for the 21st century.

References: https://backlinko.com/keyword-research

Keyword Research Tools

- Google's Keyword Planner
- ExplodingTopics.com
- Keyword Surfer
- Ubersuggest
- SEMrush
- Ahrefs and many more..

References: https://backlinko.com/keyword-research

Long Tail of Keyword Demand

- Long tail keywords are long, 4+ word phrases that are usually very specific. Phrases like “affordable life insurance for senior citizens” and “order vitamin D capsules online” are examples of long tail keywords. These terms don’t get a lot of search volume individually (usually around 10-200 searches per month). But when you add them together, long tails make up the majority of searches online.
- But when it comes to competition, long tails are usually the least competitive of the bunch.

References: https://backlinko.com/keyword-research

Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand

- Diwali gift idea
- Navratri
- Colors for holi
- Kite Festival
- Summer collection
- Clothes for marriage
- COVID-19