

# SEO

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## Useful links

[https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization)

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

<https://backlinko.com/blog>

<https://moz.com/beginners-guide-to-seo>

<https://www.searchenginejournal.com/seo-guide/>



## 1 Useful Terms

### 1.1 Crawl

The process of looking for new or updated web pages. Google discovers URLs by following links, by reading sitemaps, and by many other means. *Google crawls the web, looking for new pages, then indexes them (when appropriate).*

### 1.2 Crawler

Automated software that crawls (fetches) pages from the web and indexes them.

<https://developers.google.com/search/docs/crawling-indexing/overview-google-crawlers>

### 1.3 Google Hummingbird

Unlike previous search algorithms, which would focus on each individual word in the search query, [Hummingbird](#) considers the context of the different words together, with the goal that pages matching the meaning do better, rather than pages matching just a few words.

### 1.4 Google my business

[Google My Business](#) makes it easy for local businesses to promote their products and services online by increasing visibility and improving their chances of showing up in search results.

### 1.5 Google business profile

### 1.6 Google images

## 1.7 Google lens

## 1.8 Google maps

## 1.9 Google merchant center

## 1.10 Google search

## 1.11 Google shopping tab

## 1.12 Googlebot

The generic name of [Google's crawler](#). Googlebot crawls the web constantly.

## 1.13 Index

Google stores all web pages that it knows about in its *index*. The index entry for each page describes the content and location (URL) of that page. *To index* is when Google fetches a page, reads it, and adds it to the index: *Google indexed several pages on my site today.*

## 1.14 Keyword mapping

Keyword mapping is a strategy that occurs across a website. Once you have a list of keywords relevant to the website's content, you can then analyse each keyword map out which page on the website each keyword should go to.

The idea behind keyword mapping is that it prevents you from loading all the keywords on the front page only or using identical sets of keywords for each page.

## 1.15 Keyword stuffing

Keyword stuffing is the practice of loading an article with keywords but at the expense of the content. It's important to avoid doing this.

## 1.16 Branded Keywords

Branded keywords are phrases directly associated with your brand, products, and services.

## 1.17 Backlinks

Backlinks are links on websites other than your own that go back to a page on your website.

## 1.18 Robots.txt

A robots.txt file tells search engines whether they can access and therefore crawl parts of your site. This file, which must be named robots.txt, is placed in the root directory of your site. It is possible that pages blocked by robots.txt can still be crawled, so for sensitive pages, use a more secure method.

# 2 Best Practices

## 2.1 Keywords

Keywords are the words and phrases that people type into search engines to find what they're looking for.

Including keywords in titles, headers, subheaders, title tags, meta descriptions, image tags, and alt text are often good practices.

Keywords should also be sprinkled throughout the body of the content. Including primary keywords near the top will usually rank a page higher.

Keywords **must** appear in the:

- <title> tag
- URL
- First 100 Words of your content

### 2.1.1 Long Tail Keywords

Long tail keywords are search terms with relatively low search volume and competition levels. Also, long tail terms tend to be longer in length (3+ words) than most other keyword types.

To optimize content for the right people, it's important to be specific. "Sales training" is good, but "B2B sales training" is better, and "books on B2B sales training" beats them all. Longtail phrases also tend to have lower competition in search results, increasing the odds of higher page ranks in Google.

### 2.1.2 Related Keywords (LSI)

LSI keywords are search terms related to the main keyword you are targeting.

- To rank in [Google today](#), you also need to add synonyms and other related keywords to your content.
- Add a few "Searches related to..." terms to your content.

## 2.2 Tags

Your page title and meta description might be the first thing your audience ever sees. Users might decide whether to click or skip your page based on these alone. That's a lot of power for so few words, so make sure they're impactful. The tags should be unique for every page.

### Related searches

content marketing **examples**

content marketing **strategy**

what is content marketing in **digital marketing**

content marketing **examples**

[www.homedepot.com](#) > ... > Freezers > Chest Freezers

### Frigidaire 14.8 cu. ft. Chest Freezer in White-FFFC15M4TW ...

The Frigidaire 14.8 cu. ft. Chest Freezer offers more storage so you can stock up on frozen foods. Take organization to the next level with our heavy-duty sliding ...

★★★★★ Rating: 4.6 · 2,228 reviews · \$599.00

#### 2.2.1 Title tag

Ensure they're unique and of the appropriate length (30 to 60 characters). Make sure you include details, like:

- The brand of the product
- The name of the product
- The model number
- Other important information

#### 2.2.2 Heading tag

Ensure your page has properly formatted headings and subheadings (H1, H2, etc.) in HTML instead of headers in bolded regular text. Search engines give special weight to words that appear in header tags when determining what your site is about.

#### 2.2.3 Rel Canonical

A canonical link element is an HTML element that helps webmasters prevent duplicate content issues in search engine optimization by specifying the "canonical" or "preferred" version of a web page.

#### 2.2.4 Meta tag

The <meta> tag defines metadata about an HTML document.

##### 2.2.4.1 Description <meta name="description">

These are short descriptions (100 to 155 characters) that show up below your webpage in search results. The meta description should be unique, concise and paint a clear picture of your page's content.

##### 2.2.4.2 Keywords <meta name="keywords">

##### 2.2.4.3 Author <meta name="author">

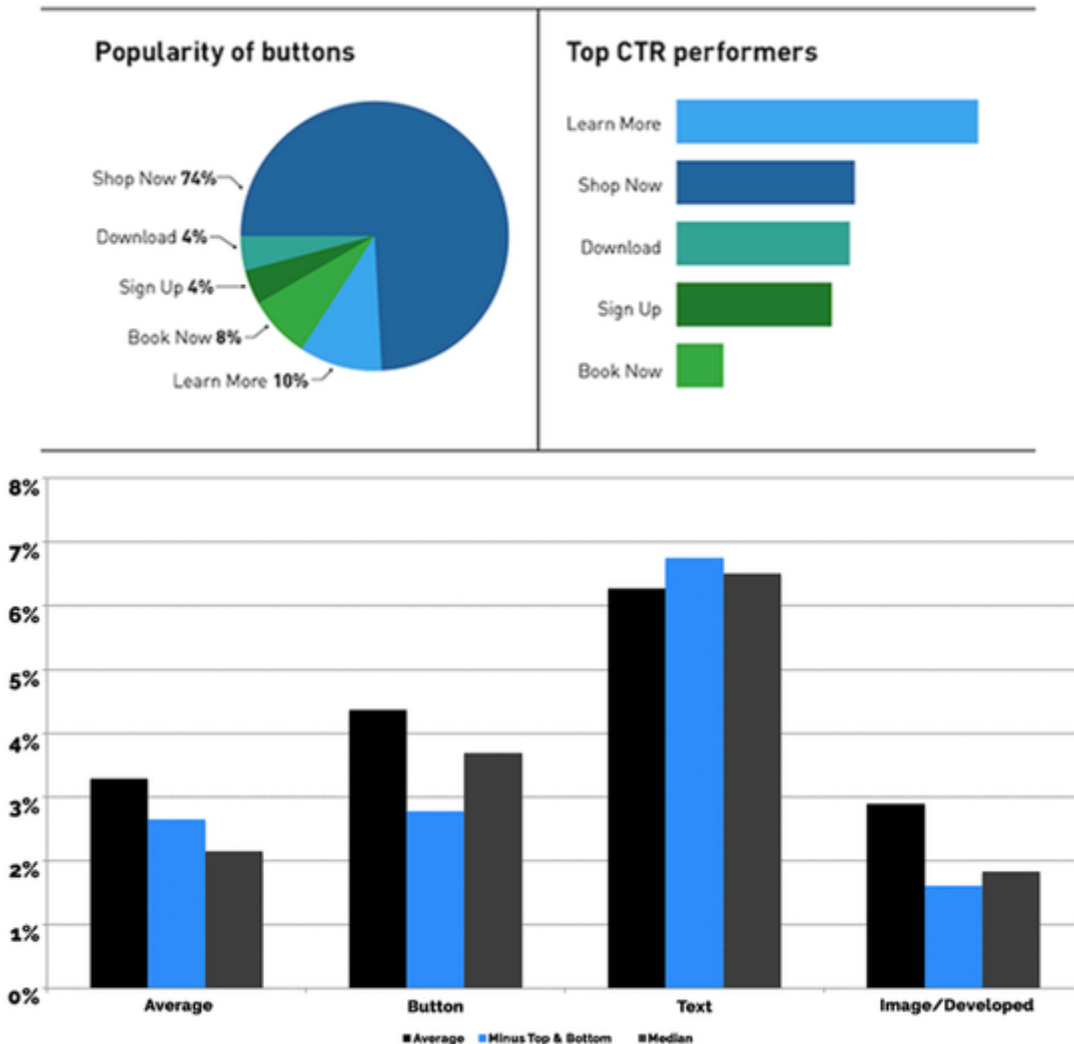
## 2.3 Product Description

A product description should be unique, never copied from the original seller and 1000+ Words.

## 2.4 Links

### 2.4.1 Call To Action (CTA)

Call to action is a marketing term for any design to prompt an immediate response or encourage an immediate sale. A CTA most often refers to the use of words or phrases that can be incorporated into sales scripts, advertising messages, or web pages, which compel an audience to act in a specific way.



### 2.4.2 Internal linking

The more links to something you have, the more Google thinks that the article is of high quality. This applies to both internal and external links

## 2.5 Pogosticking

Pogosticking is when a Google user clicks on your site, then “pogosticks” back to the search results to find something that actually helps them.

- Pogosticking can break your google rankings
- How do you keep users on your site longer? Use lots of bullets and subheadings. When your content is easy to read, people will spend more time on your site.

## 2.6 Sitemap

A *sitemap* is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to crawl your site more efficiently. A sitemap can improve the crawling of larger or more complex sites, or more specialized files. Regular updates are advised.

<https://developers.google.com/search/docs/crawling-indexing/sitemaps/image-sitemaps>

There are four main types of sitemaps:

- Normal XML Sitemap: This by far the most common type of sitemap. It's usually in the form of an XML Sitemap that links to different pages on your website.
- Video Sitemap: Used specifically to help Google understand video content on your page.
- News Sitemap: Helps Google find content on sites that are approved for Google News.
- Image Sitemap: Helps Google find all of the images hosted on your site.

## 2.7 Structured Data

Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

<http://schema.org>

### 2.7.1 Formats

- JSON-LD (Recommended)
- Microdata
- RDFa

### 2.7.2 Ecommerce-specific Structured Data

- LocalBusiness
- Product
- Review
- HowTo
- FAQPage
- BreadcrumbList
- WebSite
- VideoObject

<https://developers.google.com/search/docs/specialty/ecommerce/include-structured-data-relevant-to-ecommerce>

## 2.8 Featured Snippets

Featured snippets are highlighted excerpts of text that appear at the top of a Google search results page in what is known as 'Position 0'. They provide users with a quick answer to their search query.

Featured snippets can drive more organic traffic to a website since the CTR is much higher than ranking at a lower position than 0.

If you already have a good ranking for a keyword (positions 1 – 5), your website may be eligible to show in the featured snippet box.

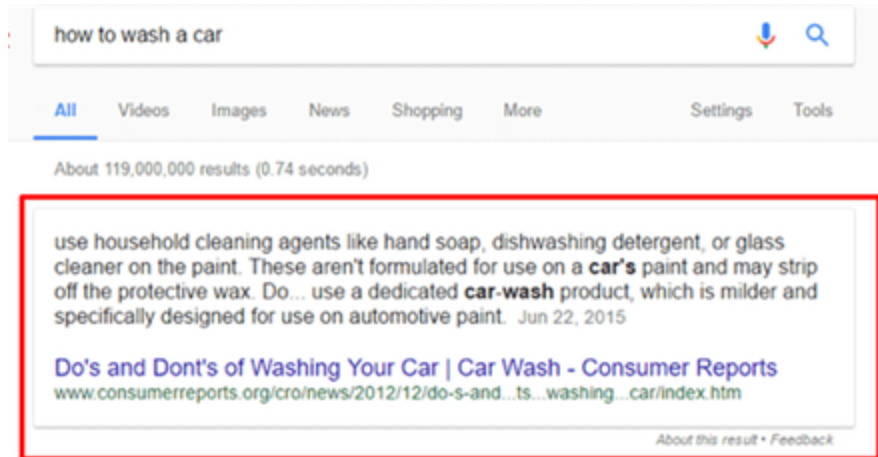
To increase your chances, provide a direct answer to a question or definition by summarizing it in a couple of lines but within a single paragraph (<p>) tag. The higher you place this paragraph in your content, the better.

Having an image with a relevant ALT text also helps.

The easiest and fastest way to check if your website has any featured snippet rankings is through SEMRush.

You can opt-out of featured snippets by adding a meta tag to the head of your page.





## 2.9 Product Reviews

Structured Data

### 2.10 "You might also like"

Internal linking

### 2.11 FAQ/Q&A

FAQ/Q&A means Frequently asked questions/Questions and answers. Sections like these in your website help it to appear in "Featured Snippets". It's also a possibility to include internal linking. There exists specific schema markup for Questions and Answers sections.

- Customer service - Check in with your customer support/sales teams and simply ask them about common questions customers keep asking
- Site search - See if your site has an internal search function; if so, check what kind of things people are searching for
- Google Search Console - Look at GSC queries to see what question-based phrases are getting clicks
- People Also Ask - Check related [PAA boxes](#) on the SERPs
- Quora and Reddit - See what common questions are being discussed in online communities in your niche

### 2.12 Blogging

Internal linking