

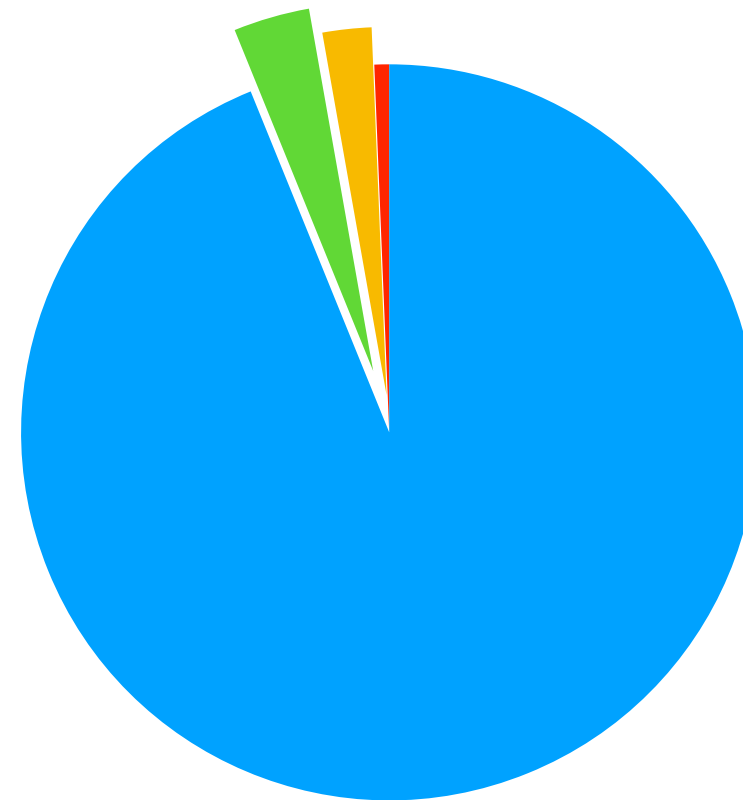
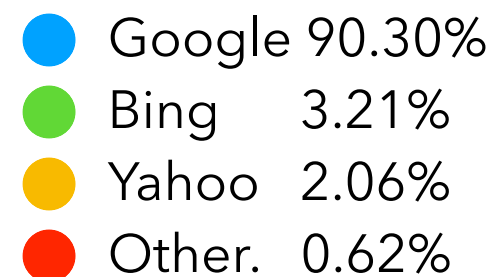


Search Engine Optimisation

By: Rajju

Introduction

- Improves the visibility of website in search engine search result.
- The best practices of SEO make it easier for search engines to crawl
- SEO is not just building search engine friendly website. It is about making a website more organised and better site for user as well.
- Search engine market share worldwide :



Sitemap

The first step is to submit the sitemap. Sitemap file is important for the search engine.

CMS like Drupal, Joomla and Wordpress has specific plugins that generates a sitemap. Sitemap can be manually created using XML file structure.

The sitemap provides metadata about when the page was last updated, how often pages are changed, important of the page then other URLs, and specific type of content on the page, e.g. image and video.

Example Sitemap

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <url>
    <loc>http://www.pulseitrecruitment.co.uk/</loc>
    <lastmod>2018-04-26T10:53:57+00:00</lastmod>
    <priority>1.00</priority>
  </url>
  <url>
    <loc>http://www.pulseitrecruitment.co.uk/about</loc>
    <lastmod>2018-04-26T10:53:57+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.pulseitrecruitment.co.uk/current-vacancies</loc>
    <lastmod>2018-04-26T10:53:57+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.pulseitrecruitment.co.uk/contactus</loc>
    <lastmod>2018-04-26T10:53:57+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.pulseitrecruitment.co.uk/Clients</loc>
    <lastmod>2018-04-26T10:53:57+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.pulseitrecruitment.co.uk/Candidates</loc>
    <lastmod>2018-04-26T10:53:57+00:00</lastmod>
    <priority>0.80</priority>
  </url>
</urlset>
```

Page title

- A title tag specifies topics of a particular page of the website.
- The title tag is displayed on the search engine results page as a clickable headline for the given result. Google typically displays the first 50-60 characters of a title tag.
- Every different page should have a unique title.
- A title should be short and informative

```
<head>  
<title>Example Title</title>  
</head>
```

Meta Tags

The keywords meta tag lists the search keywords for a site. Nowadays Google does not use **meta** tags as website ranking factors. But search engines still read them for it to have a summarised idea the website and what exactly the **keywords** are.

```
<meta name="keywords"
content="Real Estate, Agent,
Realtor,Buy, Home, Sell, Homes, Sale,
Broker, Commercial, invest,
investing, investor">
```

Meta Description

- The description meta tag explains the nature and contents of the page. Meta descriptions can be any length, but Google generally truncates snippets ~300 characters.
- Having a different description meta tag for each page is good practice for users and Google.
- Accurately summarised the page content.

```
<meta name="description"  
content="Premier East Valley Realty  
specialising in luxury real estate. We are  
your location specialists.">
```

Heading Tags

- Heading Tags emphasises important text
- Multiple heading sizes should be in a hierarchical structure as per the content.
- Should avoid excessive use of heading tags.
- Should avoid long heading.
- Heading tag should not be used for styling purpose only, which do not present the structure of the content.

```
<h1>Ballet shoes are awesome</h1>
```

```
<h2>Why ballet shoes are awesome</h2>
```

```
<h3>Ballet shoes are pink</h3>
```

```
<p>Other Contents</p>
```

Images

- Alt tags provide better image context/descriptions to search engine, helping them to index an image properly. The **alt** should be descriptive of what's in the image.
- Image sitemap provides more information about the image to the search engine.

```

```

```
<?xml version="1.0" encoding="UTF-8"?>  
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"  
  xmlns:image="http://www.google.com/schemas/sitemap-image/  
1.1">  
  <url>  
    <loc>http://example.com/sample.html</loc>  
    <image:image>  
      <image:loc>http://example.com/image.jpg</image:loc>  
    </image:image>  
    <image:image>  
      <image:loc>http://example.com/photo.jpg</image:loc>  
    </image:image>  
  </url>  
</urlset>
```


URL Structure

- Correct URL structure makes a search engine, easy to understand.
- Avoid using lengthy URL using unnecessary parameters and session id
- Well organised directory structure so that visitor to know where they are at on the website.
- Avoid deep nesting sub-directories.

www.widgets.com/blue-widgets

Site hierarchy

Site hierarchy is how search engine uses the URLs. Search engines need a unique URL per piece of content to be able to crawl and index that content.

- Google recommends https://
- Path, filename and query are case sensitive.
- A fragment “#info” provides which part of the page a browser scrolls to.
- Trailing slash after Path and File name would be different URL. It defines either file and directory.

URLs are generally split into multiple distinct sections, as following:

protocol://hostname/path/filename?
query-string#fragment

https://www.example.com/clothes/
men.html?size=L

“https://example.com/fish”
is not the same as
“https://example.com/fish/”.

Mobile Friendly

Most people are searching on Google using a mobile device.

The desktop version of a site might be difficult to view and use on a mobile device. So responsive design needs to be done.

Google has started experiments to primarily use the mobile version of a site's content for website ranking.



Structured Data Markup

Structured data is code that helps search engine to describe the site contents, so it can better understand what is on the page.

Structured data example:

Corporate contact information:

```
{  
  "@context": "http://schema.org",  
  "@type": "Organization",  
  "url": "http://www.example.com",  
  "name": "Unlimited Ball Bearings Corp.",  
  "contactPoint": {  
    "@type": "ContactPoint",  
    "telephone": "+1-401-555-1212",  
    "contactType": "Customer service"  
  }  
}
```

Robots.txt file

- A robots.txt file is placed in the root directory.
- This file gives crawling instruction to the search engine.
- robots.txt is not an effective way of blocking sensitive or confidential material.
- robots.txt should be in all small letters.

BLOCKING A SPECIFIC WEB CRAWLER FROM A SPECIFIC FOLDER

User-agent: Googlebot

Disallow: /example-subfolder/

BLOCKING A SPECIFIC WEB CRAWLER FROM A SPECIFIC WEB PAGE

User-agent: Bingbot

Disallow: /example-subfolder/blocked-page.html

HTTPS//

Google has officially announced, that switching website to HTTPS// will help on ranking the website.



Off Page SEO

"Off-site SEO/off-page SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

- Social Networking Sites [Facebook, LinkedIn, Twitter, Goole+]
- Writing Blogs
- Involving in online Web Forums
- Search engine submission
- Photo Sharing [flickr, Picasa etc]
- Video Marketing [Youtube, Vimeo etc]
- Business Reviews in major Review sites
- Listing in local directories
- Answer questions, like yahoo answer.

Search engine performance

Search engines provides tools to analyse the search search performance.

Using Search Console you can find out issues in search, and help to improve the better search result.

Tools:

Google - "Search Console".

Bing - "Bing Webmaster tool"

Thanks