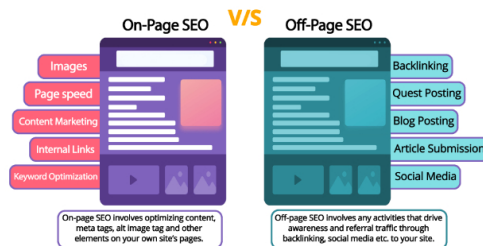


9.4 SEO Techniques

What is SEO?

SEO, or **search engine optimization**, is the practice of using various techniques to make your site appear higher in search results and thus drive traffic to your website. At its heart, SEO capitalizes on people's behaviours and search engine algorithms.

To rank high in search results, the idea is to not only create marketable content but also consider how many relevant sites link back to you. That's why you'll often see SEO split into two techniques: **On-page** and **Off-page**.



On-page SEO

On-page (or **internal**) SEO refers to the methods you can use on your website to improve your search engine ranking. Mainly, consider what relevant keywords people are most likely to search for. Then, include these in both your HTML `<body>` and `<head>` elements. To make the most of on-page SEO, place your keywords in the following seven locations.

**Note: Another great trick of on-page SEO: when adding images to your site, add relevant explanatory text in the `alt` attribute.*

On-page SEO Locations



1. **Page Title.** You can see it at the top of the browser window or as the name of the tab. You can specify it in your `<title>`, which is found in the parent `<head>` element.
2. **URL/Web Address.** In the URL, you will also find the file name, e.g. `bitdegree.org/courses`. By adding another slash and additional keywords, you can specify the path even more.
3. **Headings.** Adding keywords to any heading (`<h1>`) element will tell the search engine your page is mostly about that specific topic. This will give the keywords more weight than including them in general text.

**Note: The `<h1>` element is an umbrella term for the heading elements from `<h1>` to `<h6>`.*

4. **Text.** The rule of thumb is to repeat your keyword(s) in the main text at least 2-3 times to get the best possible results.
5. **Link Text.** Instead of phrases like "click here", try using keywords in your hyperlinked text.
6. **Image Alt Text.** As mentioned before, add accurate image descriptions to your `alt` attribute. This adds SEO points and will help your images pop-up in image-based search results, e.g. Google Images.
7. **Page Descriptions.** In your `<head>` element, there should be a `<meta>` tag, which provides a sentence-long description of your web page. As metadata, it's not shown in the page itself but can appear in the search engine results.

**Note: Don't try to trick search engines! Their algorithms are smart enough to find and penalize you for tricks like adding overly repetitive keywords, or adding text with the same color as your background.*

Off-page SEO Techniques

Off-page SEO techniques take place outside of your web page (thus the name **off-page**). While these are very important to achieve high

Lesson 9: Search Engine Optimization (SEO)

0 / 7

1 9.1 Introducing SEO and Semantic HTML 01:13 Video

2 9.2 Search Engines Article

3 9.3 SEO Techniques 01:51 Video

9.4 SEO Techniques

Article

5 9.5 SEO Analytics 03:00 Video

6 9.6 Search Engine Bias Article

7 9.7 Lesson 9 Checkpoint 01:02 Video

ranking in search results, they are not directly related to HTML. As such, this section is just a general overview of the tips and tricks, but feel free to explore the topic in more depth in your free time!

Here are some great off-page SEO techniques:

- **Email marketing.** One of the oldest tricks in the marketing book. After all, generating leads and contacting users directly can surely help you bring users back to your page. However, bear in mind that there's a fine line between spamming and marketing, so before you start, make sure you know the difference!
- **Social media marketing.** Promoting your web page on social media can drive more traffic to your site. From specific targeting, to prioritizing visual content, to scheduled advertising, social marketing is still one of the most important off-page SEO tools.
- **Backlink building.** **Backlinks** (or **inbound links**) are links that connect two web pages on different websites. For example, [this hyperlink](#) is a backlink for a puppy gif website. Backlinks are important because most major search engines consider them as "votes" for pages. In other words, the more backlinks your page has from authoritative and high quality sources — the higher your ranking!



**Note: Once again, do not try tricking the search engine! Poor quality backlinks from scam websites will not lead you too far; for Google, quality over quantity is the general policy when it comes to SEO.*

Here are a few backlinking strategies:

- **Q&A.** Interacting with customers on your site is important but so is spreading the word on Q&A platforms (e.g. Quora or Reddit). When answering someone's question, link your site and attract new customers!

**Note: Some sites, e.g. Reddit, have specific rules regarding off-site linking. Make sure you read their rules and conditions to avoid getting (shadow) banned!*

- **Ask for links!** Using the same monitoring tools, you can find mentions of your web page/brand that are not hyperlinked. You can then contact the original poster and ask to be linked.
- **Guest posting.** This refers to writing an article or a blog post and publishing it on someone else's website. It's a great way to get not only a backlink, but also some credibility on the topic at hand!

Off-page SEO monitoring. Once you have an external SEO strategy, you should also monitor it. In SEO, measurement and analytics are critically important. Tools like [Ahrefs](#) and [Semrush](#) are great for visualizing your results all in one place. In the following video, our in-house expert Gwen will give you a quick walkthrough around Semrush to help you understand how to improve your site's performance!

[Go back](#)

[Next](#)

9.4 SEO Techniques

/ by Indre Lukauskaite

[Rate Motivation](#)

[Rate Emotion](#)

COMMENTS 4

YOUR NOTES 0

Leave a comment

[Post](#)

