

SEO

Page : 1

SERP (Search engine results Page)

⇒ SERP

→ Paid results

→ Non-paid

* Paid results

→ Text ads → Ad

→ Sponsored ads

* Non Paid

→ Organic Results

→ Images, Videos, news, Knowledge Graph,

→ Local listings.

Keywords :-

- ① Short Keywords (1 or 2 words)
- ② Mid-Tail Keywords (3+ words)
- ③ Long-Tail Keywords (4+ words)

* Best Keyword Tools

→ Keyword Tool (Free) - limited use & features.

→ kwfinder.com (Paid) - Best tool - Low Pricing.

→ KeywordTool.io (Paid) - Good tool - High Pricing.

* How to select a keyword.

Relevancy - How Relevant to your Business

Search Volume - Avg Searches Per month.

Competition - How compete.

Eg:- Relevancy - real estate business - real estate hyderabad 2018

Search Volume - real estate hyderabad 2018 - Avg 1000 Per month

Competition - Low/medium competition.

Keyword = High/Medium Search Volume + Low/Medium Competition with Relevancy.

real estate hyderabad after
telangana
Search Volume - 800/month
Low competition

real estate at hyderabad
Search Volume - 5000/month
High Competition

Golden Keywords = High Search Volume + Low Competition.

Selecting a Keyword:

High Search Volume + Low Competition

Medium Search Volume + Low Competition

Medium Search Volume + Medium Competition.

* Advanced Search Operators :-

allintitle:

all in URL:

all in text:

Search Result Count : 4K Low Competition

Search " " : 4K/5K to 10K to 12K Medium "

" " " : Above 12K High "

Disadvantages :-

- ① Time Killing
- ② Exact free tools are not available
- ③ To find Search Volume - No free tools
- ④ Google Keyword planner become difficult for searching keywords.

On Page (SEO) :-

Google (Search Engine) - Bots / spiders

Crawling the Information

Store the Information

Algorithm Analyse the Information

Index the Result.

- * Submit our website to Google

www.laddutime.com

DNS (Webhosting)

Robots.txt → which part to Access (or) not to access.

Sitemap.xml — all page links in your website

Page title — title of the Page

URI — Link

Meta Description — Description

Meta Keywords — this feature is avoided (or) not taking care on Google.

Headline (H1) —

Content —

Images / Videos —

Links

Page Title — upto 70 Characters

* Keyword (should be first in left to right)

* Keyword (should not be repeated)

* Sentence formation in Information

* 1 or 2 Keywords

URL — upto 250 Characters

Keyword Include in URL

Clean URL,

* Don't Change old URL to New URL.

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will get "Error 404 Not found" if we change.

* Meta description - upto 160 characters.

Search Ctrl+F in Source page we can find "description" tag.

- * In meta description we should not keep only keywords because the "click-through rate of Person" will be decreased.
 - * We should write in some Paragraph (s) descriptive part.
-

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alternative text - alt

When we hover over an image we can see the text about that image which we have given.

Image Quality preferred in KB's than MB's.

Tool - "Compressio.io", "tinyjpg.com", "Kraken.io".

H Headings

`<H1>`

`<H2>`

`<H3>`

... `<H6>`

H1 - Main Heading

Include keyword in Heading

Every page has only one H1

SEO - First Preference H1

Second Preference H2.

* Content SEO:-

- (1) Content should be well-organised within Subdirectories.
like Categories : Brands
- (2) Content should be unique.
- (3) Copying Content from other sites won't help you in SEO ranks.
- (4) Google gives credit to first published site.
- (5) Don't Duplicate content in your site.
- (6) Having copying content may result in penalty.
- (7) Try to include Anchor texts to other pages with Keywords.
- (8) Try to include internal links to other pages.
- (9) Use Synonyms in paragraph.
- (10) Content Length - should be more preferred by Google
and should be useful.
range → 1000 - 2500 words.

* Content SEO:-

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