

Course

Digital Marketing

Week 4

Module 9

**Introduction to Search Engine
Optimization**

Video 1

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

What will you learn ?

- What is the meaning of Search Engine optimization?
- How does Google Work
- Why Search Engine Optimization is important for every webmaster?
- What are types of Search Engine Optimization.?

It matters !

Gooooooooogle >
1 2 3 4 5 6 7 8 9 10 Next

- On an average **91.5 %** of traffic to the websites comes from first search result page i.e. organic results

Search Engine Journal

- 75%** of Internet users never scroll past the first page of search results?
Remaining users either go to the second page of Google results or Change their keywords.

HUBSPOT



Internet users usually find the relevant information on the very first page itself



- 93% of all online experiences begin with a search engine.
www.imforza.com
- 3.8 million searches happen per minute
Search Engine Land
- 4 in 5 consumers use search engines to find local information.
Google/Ipsos MediaCT/Purchased

Apps S Swayam Central G Assessments – Goo... 15 Best Off Page SE... C List of Measurable... HTML Headings Ch... Dashboard < DMMo... M On-Site SEO | SEO L... Other bookmarks

Buy Graphic tablet

All Shopping Videos Images News More Settings Tools

About 22,80,00,000 results (0.50 seconds)

See Buy Graphic tablet

Sponsored

Wacom One by CTL-472/K0-CX... ₹ 3,740 Amazon India	Lenovo Yoga 3 2 Gb Ram 16 Gb 8 Inch... ₹ 10,999 Flipkart	Lenovo Legion Y530 Laptop Intel Core i... ₹ 88,490 Lenovo India	Wacom One by CTL-672/K0-CX... ₹ 6,368 Amazon India	Lanix o Digital P... ₹ 507 Snapdeal
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Graphic Tablet at Amazon.in | Buy Keyboards, Mice & More

Ad www.amazon.in/

Buy Computer Accessories & More Online. Pay on Delivery. Brand Warranty.

Graphic Tablets: Buy Graphic Tablets Online at Low Prices in India ...

<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031>

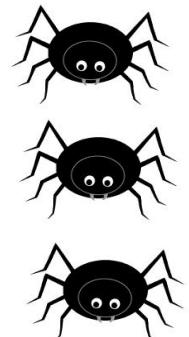
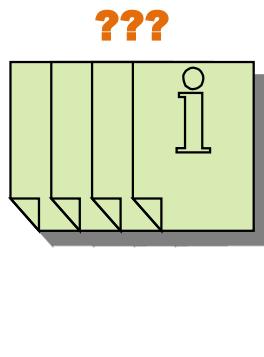
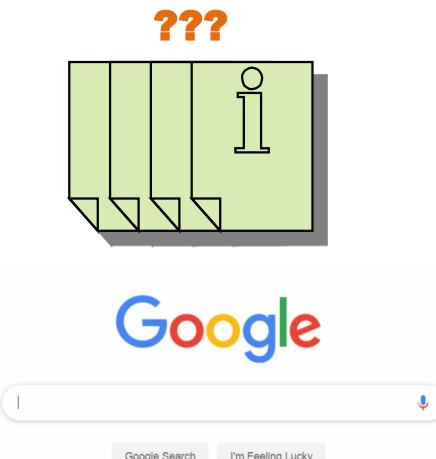
Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet (6in x 3.7 ... - Amazon.in

<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet/dp/B00FRIOMAE>

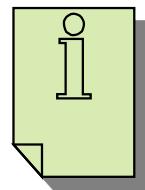
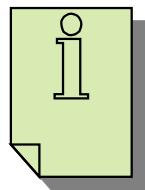
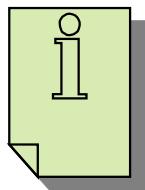
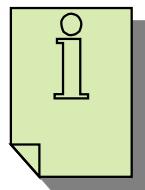
How Does Google Work?

1. Organization of Web Content (Indexing of Pages)



How Does Google Work?

Google Server



Welcome to Google Search Cons x +

https://search.google.com/search-console/welcome?utm_source=about-page

Apps Swayam Central 8 Key Features Your... Assessments – Goo... 15 Best Off Page SE... List of Measurable... HTML Headings Ch... Dashboard < DMMo... On-Site SEO | SEO L... Paused Other bookmarks

Google Search Console

Full-screen Help ? U

Welcome to Google Search Console

To start, select property type

 Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

CONTINUE

or

 URL prefix

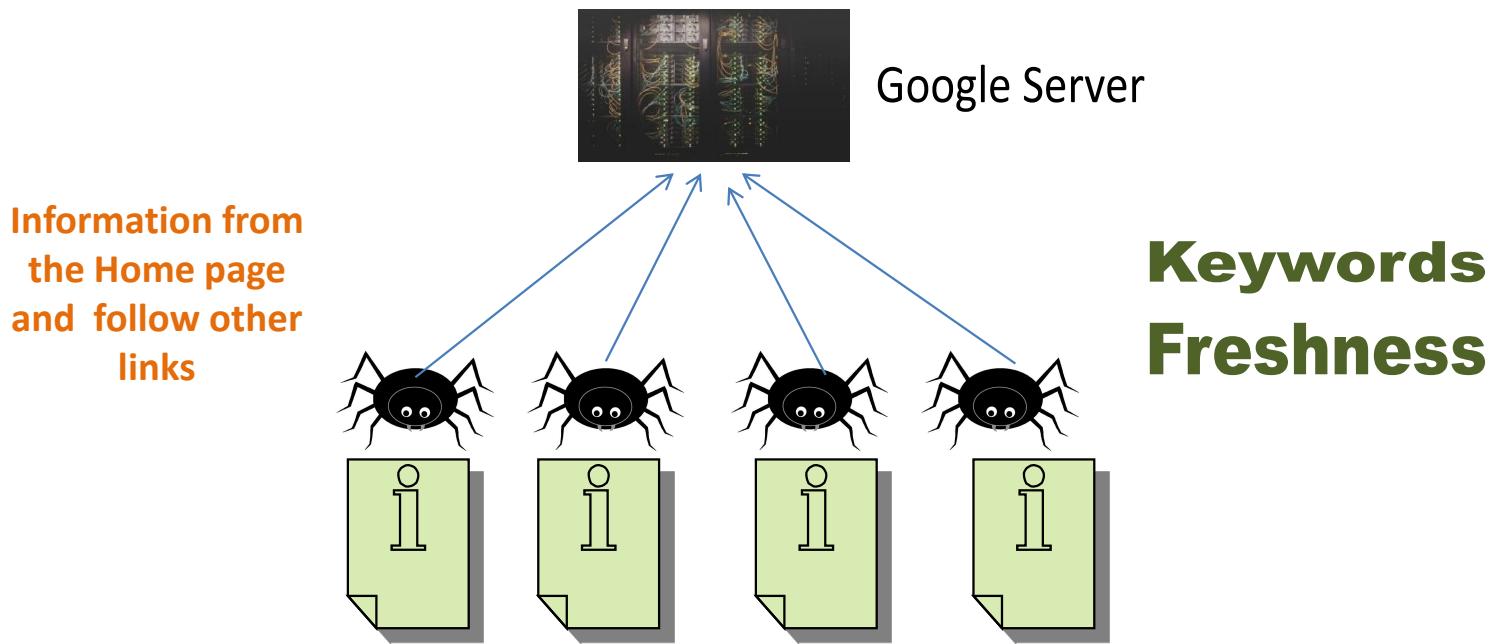
- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE



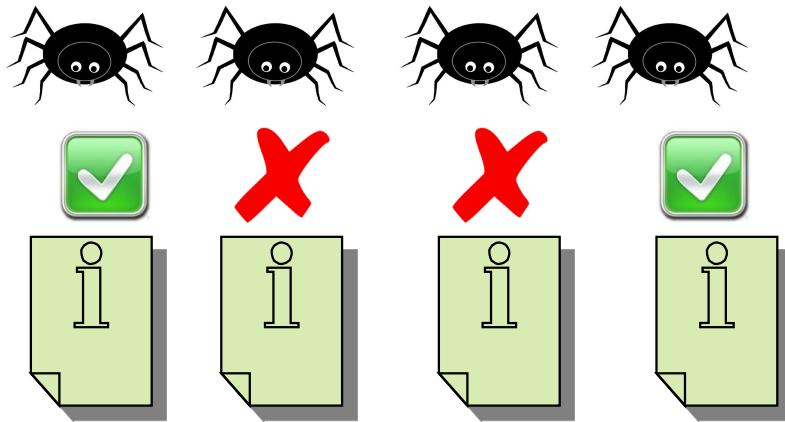
How Does Google Work?

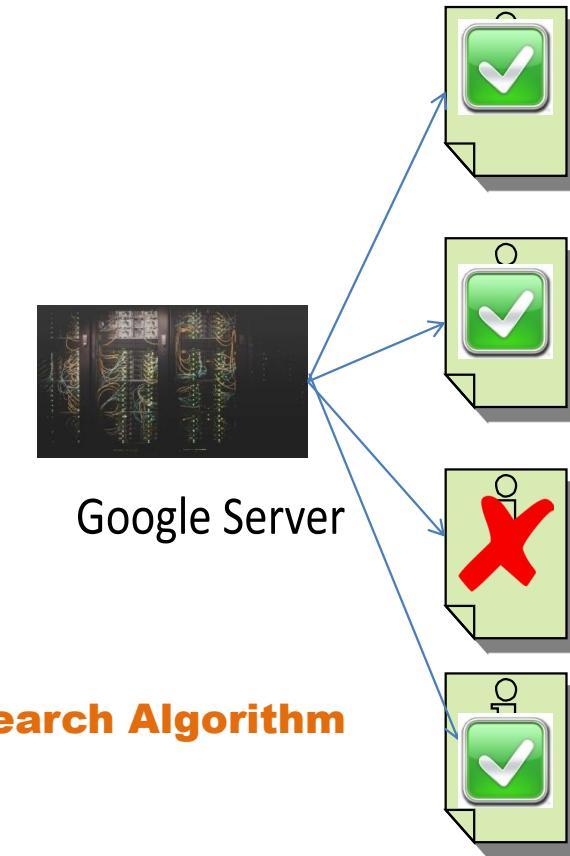


How Does Google Work?



**Computer
Programme**





Search Algorithm

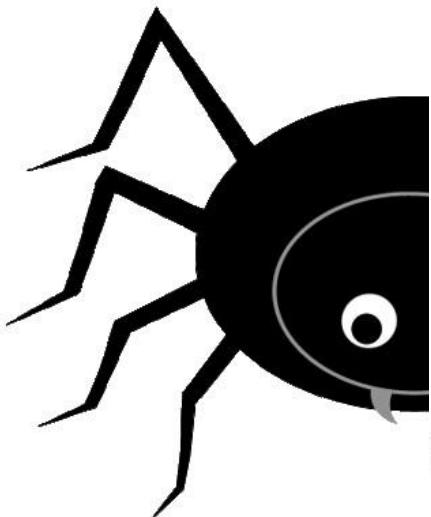
Keyword of your query
Relevance and usability of pages
Quality of web-pages through page rank,
Expertise of sources,
Your location and settings

Nature of Query

Freshness of Content



Web Content
(of Pages)



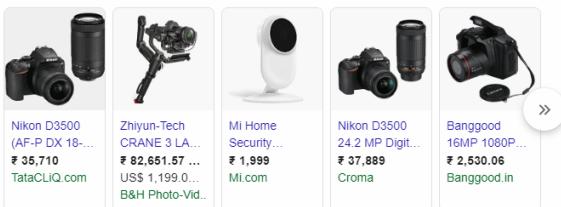
Full screen Screenshot

[All](#) [Shopping](#) [Images](#) [News](#) [Maps](#) [More](#)

Settings Tools

About 10,40,00,000 results (0.75 seconds)

See buy DSLR Camera

**DSLR Camera: Buy DSLR Camera online at best prices in ...**<https://www.amazon.in/digital-slr-cameras/b?ie=UTF8&node...> ▾

Results 1 - 24 of 432 - Shop for Digital SLRs from top brands such as Nikon, Canon, Sony, Pentax among other brands. ... Canon EOS 1500D **Digital SLR Camera** ... Canon EOS 200D II 24.1MP **Digital SLR** ...

Canon EOS 1500D 24.1MP ... · Canon EOS 1300D 18MP · Nikon D5300 Digital SLR

FIRST RESULT**DSLR Camera - Buy DSLR Cameras Online at Best Prices In ...**<https://www.flipkart.com/cameras/dslr-mirrorless/pr?sid...> ▾

From Canon, Nikon, Sony, FujiFilm to Pentax, Flipkart is home to the finest when it comes to cameras and photography equipment. ... Canon EOS 1300D **DSLR Camera** Body with Single Lens: EF-S 18-55 IS II (16 GB SD Card + Carry Case) ... Nikon D5300 **DSLR Camera** Body with Dual Lens: AF-P DX ...

SECOND RESULT**Buy DSLR Camera Online at Best Price in India - Reliance ...**<https://www.reliancedigital.in/dslr-cameras/c/S101110> ▾

Shop **DSLR cameras** online for beginners & professionals from top brands like Nikon, Sony, Canon etc at great offers only at Reliance Digital. Order NOW!

THIRD RESULT

A search bar is located at the top, with a microphone icon on the right side.

Google Search

I'm Feeling Lucky

Google is not accepting any money at all to place your website on very first page of results.

???



How will it happen ?

???



Is it possible to do Something with the Website



Yes, it is possible

How?



Search Engine Optimization

What is Search Engine optimization ?

Search Engine optimization is the process of maximizing the number of quality visitors to a website by ensuring the high rank in the list of organic results returned by a search engine.

There two types of Google results



About 20,80,00,000 results (0.59 seconds)

See buy graphic tablet



Wacom Cintiq
16 Creative P...
₹ 44,831.11 ...
US\$ 649.95 ...
B&H Photo-Vid..



Lanix 8.5 Inch
Digital...
₹ 507
Snapdeal



Banggood
Huion 420 4" ...
₹ 3,243.98
Banggood.in



ASUS 10.1" Transformer...
₹ 19,592.70 ...
US\$ 284.05 ...
B&H Photo-Vid..



Wacom Intuos Bluetooth...
₹ 5,514.65 + ...
US\$ 79.95 + ...
B&H Photo-Vid..

Sponsored

>>

X

In-ORGANIC RESULTS

Search Engine Optimization

ORGANIC RESULTS

Graphic Tablets: Buy Graphic Tablets Online at Low Prices in ...

<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031> ▾

Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet ... - Amazon.in

<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet/.../B00FRIOMA...> ▾

★★★★★ Rating: 4.4 - 635 reviews

Wacom One by CTL-472/K0-CX Small 6-inch x 3.5-inch Graphic Tablet (Red/Black) ... XP-Pen

StarG640 Ultra-thin Graphic Drawing Tablet (6" x 4", 8192 levels of pressure sensitivity,... ...

Ocase Soft Durable Pouch for One by Wacom CTL-471/K0-CX Graphic Pen Tablet (Red)

Types of Search Engine optimization



- On-Page Search Engine optimization
- Off-Page Search Engine optimization

On-Page Search Engine optimization

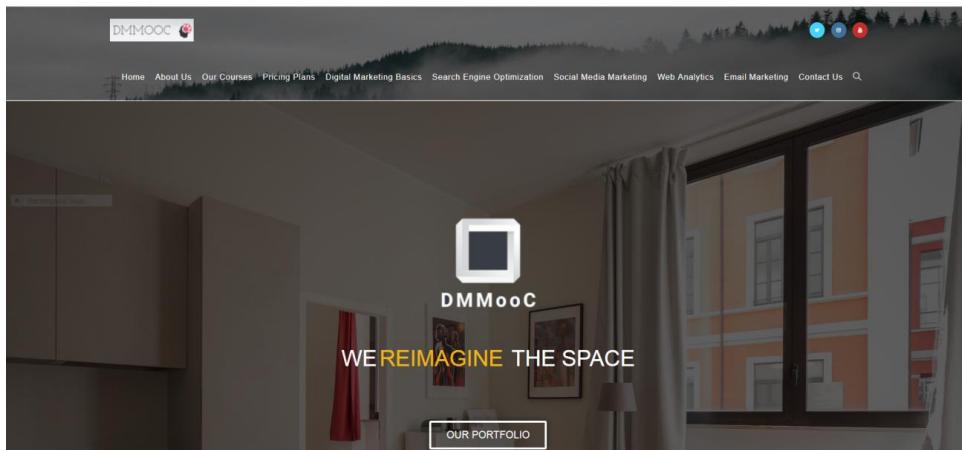
On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more and relevant traffic to your website from the organic results of search engines

(MOZ)

Content and HTML source code of a page

On-Page Search Engine optimization

Modification in WebPages



You can also format text directly by using the other controls on the Home tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly. To **HAPPY** the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command. Both the Themes gallery and the Quick Styles gallery provide reset **LIFE** so that you can always restore the look of your document to the original contained in your current template. On the Insert tab, the galleries include items that are designed to coordinate with the overall look of your document. **HAPPY LIFE** use these galleries to insert tables, headers, footers, lists, cover pages, and other document building blocks. When you create pictures, charts, or diagrams, they also coordinate with **HAPPY IN A LIFE** look. You can easily change the formatting of selected text in the document text by choosing a look



How to be Happy in a Life

Google Search I'm Feeling Lucky

On-Page Search Engine optimization

WHAT WE DO

COMMERCIAL DESIGNS

Unmatched concepts that can give you a unique edge in the market. Set yourself apart with designs that speak louder than words. Khomy is dedicated to experimenting with the unusual, delivering results that have managed to impress customers. Nothing is impossible, and sky is the limit!



OFFICE DESIGNS

Unmatched concepts that can give you a unique edge in the market. Set yourself apart with designs that speak louder than words. Khomy is dedicated to experimenting with the unusual, delivering results that have managed to impress customers. Nothing is impossible, and sky is the limit!



RESIDENTIAL DESIGNS

Unmatched concepts that can give you a unique edge in the market. Set yourself apart with designs that speak louder than words. Khomy is dedicated to experimenting with the unusual, delivering results that have managed to impress customers. Nothing is impossible, and sky is the limit!



Richness of Content

On-Page Search Engine optimization



Techniques of Search Engine Optimization

Off –Page Search Engine optimization

Off page SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). It is often called back-link building process but not restricted to that only.

Back-Link building process but not restricted to that only.



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- [Vice Chancellor](#)
- [Dean of University Instruction](#)
- [Administration](#)
- [Registrar](#)
- [Vigilance Cell](#)
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- [Deans and Secretaries of Faculties](#)
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STUDENTS

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QUICK FACTS

- Established in 1882 as University of Punjab at Lahore (now in Pakistan).
- Panjab University has been Accredited with a CGPA of 3.35 on a four point scale at A Grade valid for a period of 5 years from 25/06/2015.
- 1st among Universities of India and 38th in Asia, Times Higher Education Asian University rankings 2015.
- Ranked number one University in India and in the bracket 276-300 internationally in the Times Higher Education World University Rankings, 2014-2015 powered by Thomson Reuters.
- Ranked 39th by the Times Higher Education among BRICS & Emerging Economies.
- University campus is spread over an area of 550 acres (2.2 km²) in sectors 14 and 25 of the city of Chandigarh.
- University has 78 teaching and research departments and 15 Centers/Chairs for teaching and research at the main campus located at Chandigarh.
- University has 188 affiliated colleges spread over Punjab and having one rural Regional Centre at Kauni, and 3 Regional Centres at Muktsar, Ludhiana and Hoshiarpur.
- University has 6 Constituent Colleges located at Sankhuwal (Sri Muktsar Sahib), Balachaur (SBS Nagar), Nihalsingh Wala (Moga), Dharamkot (Moga), Mokham Khan Wala (Ferozepur) and Guru Harsahai (Ferozepur).
- Panjab University Community Radio Station - Jyotirgamaya: 91.2 MHz

MISSION OF THE UNIVERSITY



"The University has been incorporated for the purpose, among others, of making provision for imparting education in Arts, Letters, Science and the learned professions and of furthering advancement of learning, the prosecution of original research, with power to appoint University Professors, Readers and Lecturers, to hold and manage educational endowments, to erect, equip and maintain University colleges, libraries, laboratories and museums, to make regulations relating to the residence and conduct of students and to do all such

Backlink profile for www.puchd.ac.in

Domain with all its subdomains

[Top 100 backlinks](#) [Top 5 anchors](#) [Top 5 pages](#)

One link per domain

Referring page	DR	UR	Domains	Traffic	Anchor and backlink
Welcome to Mehr Chand Mahajan DAV College for Women, Chandigarh www.mcmdavcw-chd.edu/	25	32	79	1,779	http://www.puchd.ac.in/www.puchd.ac.in/
Чандигарх — Википедия ru.wikipedia.org/wiki/Чандигарх	92	28	140	93	http://www.puchd.ac.in/www.puchd.ac.in/
<small>RU WIKIS</small>					
Signatory Universities — Observatory Magna Charta Universitatum www.magna-charta.org/magna-charta-universitatum/signatory-universities	51	26	38	3.0	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
A.S. College, Khanna www.asckhn.com/acskhn/aspwpages/Index/HomePage.aspx	6	24	25	0.00	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
Education websites in India - List of Indian University, College Websites in india career.webindia123.com/career/website.htm	75	24	44	43	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
List of IAU members - IAU www.iau-aiu.net/List-of-IAU-members	66	23	23	385	http://www.puchd.ac.in/www.puchd.ac.in/
<small>EN</small>					
MTS College for Women www.mtsmldh.com/	0	21	23	27	https://www.puchd.ac.in/syllabus.php www.puchd.ac.in/syllabus.php
<small>EN</small>					



Significance of Search Engine optimization

Being Top in the Search Results Matters

Google search results for "buy graphic tablet".

About 20,80,00,000 results (0.59 seconds)

In-ORGANIC RESULTS

See buy graphic tablet

- Wacom Cintiq 16 Creative Pen... ₹ 44,831.11 ... US\$ 649.95 ... B&H Photo-Vid...
- Lanix 8.5 Inch Digital... ₹ 507 Snapdeal
- Banggood Huion 420 4" ... ₹ 3,243.98 Banggood.in
- ASUS 10.1" Transformer... ₹ 19,592.70 ... US\$ 284.05 ... B&H Photo-Vid...
- Sponsored Wacom Intuos Bluetooth... ₹ 5,514.65 + ... US\$ 79.95 + ... B&H Photo-Vid...

ORGANIC RESULTS

Graphic Tablets: Buy Graphic Tablets Online at Low Prices in ...
<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031> ▾
Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet ... - Amazon.in
<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet.../B00FRIOMA...> ▾
★★★★★ Rating: 4.4 - 635 reviews
Wacom One by CTL-472/K0-CX Small 6-inch x 3.5-Inch Graphic Tablet (Red/Black) ... XP-Pen StarG640 Ultra-thin Graphic Drawing Tablet (6"x4", 8192 levels of pressure sensitivity,... ...
See Soft Durable Pouch for One by Wacom CTL-471/K0-CX Graphic Pen Tablet (Red)

Users are most likely to click on one of the top five pages shown in SERP.

Source: reliablesoft.net

Search Engine Optimization



Difficult to Measure



Return on Investment

Quantify the results of our efforts
such as



Where we were

Where we are and

Where will we move

Search engine results

SEO is Not Ranking Only

Misconception : Search Engine Optimization →

Ranking



Improves the user experience

Organize the Content | Insert proper Link | Develop Variety of Content

Build Trust and Credibility

Google YAHOO!

Yandex AOL. Ask.com

Baidu 百度 Bing

Google search results for "buy graphic tablet".

Search bar: buy graphic tablet

Navigation: All, Shopping, Videos, Images, News, More, Settings, Tools

About 20,80,00,000 results (0.59 seconds)

In-ORGANIC RESULTS (pink border):

See buy graphic tablet

- Wacom Cintiq 16 Creative P... ₹ 44,831.11 ... US\$ 649.95 ... B&H Photo-Vid..
- Lanix 8.5 Inch Digital... ₹ 507 Snapdeal
- Banggood Huion 420 4" ... ₹ 3,243.98 Banggood.in
- ASUS 10.1" Transformer... ₹ 19,592.70 ... US\$ 284.05 ... B&H Photo-Vid..
- Wacom Intuos Bluetooth... ₹ 5,514.65 + ... US\$ 79.95 + ... B&H Photo-Vid..

Organic Results (green border):

Graphic Tablets: Buy Graphic Tablets Online at Low Prices in ...
<https://www.amazon.in/Graphic-Tablets/b?ie=UTF8&node=1375416031> ▾
Shop Graphic Tablets from popular brands such as Genius, Wacom, Huion ... Shop 2 Ekart Lcd Writing Screen Tablet Drawing Board for Kids/ Adults, 8.5 Inch.

Buy Wacom CTL 471/K0-CX Graphic Pen Tablet ... - Amazon.in
<https://www.amazon.in/Wacom-CTL-471-Graphic-Tablet/.../B00FRIOMA...> ▾
★★★★★ Rating: 4.4 - 635 reviews
Wacom One by CTL-472/K0-CX Small 6-Inch x 3.5-Inch Graphic Tablet (Red/Black) ... XP-Pen StarG640 Ultra-thin Graphic Drawing Tablet (6" x 4", 8192 levels of pressure sensitivity,...
Case Soft Durable Pouch for One by Wacom CTL 471/K0-CX Graphic Pen Tablet (Red)

May help in Social Promotion



Visibility of Brand



Relevance



Trustworthiness



Reputation

Helps to Beat the Completion

Ahead in the Completion

Store 1



Optimized Website



Store 2



Optimized Website



Module 9: Introduction to Search Engine Optimization

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video-1

Welcome to the First module of this week and we are going to start this week with a Module: **Introduction to Search Engine Optimization.**

In this Module, you will specifically learn

What is the meaning of Search Engine optimization?

How does Google Work?

Why Search Engine Optimization is important for every webmaster?

What are the types of Search Engine Optimization?

Let us begin with a few practical examples

In one of the sessions, we discussed that visibility is the first and the most important step of the digital marketing process. There are many ways to create the visibility of your brand such as **Owned Visibility, Paid Visibility and Earned Visibility**. The most important way of owned visibility was to have your own website.

Do you think, just by designing a website, the visibility for your brand will be created? Before you answer look at this example

Suppose, you are new to the market and developed a very good-looking website for your business and want your prospects to visit the site

Now tell me.

Will your prospects type your domain name in the browser to open your site?

Thinks for a while

Yes, they can. But only, if you are a very popular brand and people remember your domain name and they are looking for a very specific product, service or information and are sure about it that the required product, service or information will be available on your site.

In this case, you are the lucky one

But, in the practical world, the reality is different. You will agree with me that people are not directly going to the websites rather they search for the **solution to their problems or seek information on a wide range of topics or search for products or services**.

In this case, it matters a lot on which page of ‘Google results’, your website will be shown against the keyword used by user.

Because according to **Search Engine Journal**, on an average 91.5 % of traffic to the websites comes from the first search result page i.e. organic results and

According to **HUBSPOT**, 75% of Internet users never scroll past the first page of search results? Remaining users either go to the second page of Google results or change their keywords. That means internet users usually find the relevant information on the very first page itself.

All these things have significant implications for your website and business because there are high chances that your potential customer is on Google or any other search engine and is searching for you, not by your brand name but through few keywords.

Now, look at a few interesting facts that will help you to understand the significance of search engines and of course to be on the first page of SERP

- 93% of all online experiences begin with a search engine. (www.imforza.com)
- **3.8 million** searches happen per minute ([Search Engine Land](#))
- **4 in 5** consumers use search engines to find local information. ([Google/Ipsos MediaCT/Purchased](#))

It means every business will prefer to be included in the Google results and more precisely to be on the first page. After realizing the power of Google Search Engine. Let us understand more about Google results.

When we search for anything on Google, there are two types of results.

One is **Organic Results** and other **Inorganic Results**.

Like here you can see.

If I search for Cheap Flights, then in SERP,

There are two types of results,

The first category of results is **Inorganic results**; these are usually advertisement and sponsored content. You have to pay to Google to get your advertisements placed here. However, just paying some amount to Google does not guarantee that your ad will be placed. There may be many more factors in this regard. We will discuss these factor in the Module on **Google Ads**

The second type of results is organic results. You can see it here.

Now an important question

Do I need to pay something to Google to list my website here??

To your surprise !!!

No, not at all. Google has its own algorithm to decide whether your site will be shown in organic results or not

If it will be shown, then on which page; first, second or last page. And even on the page itself, will it be the first results or the last result

But one thing is clear that Google will not charge anything from you to show your website in Google results or to show it on the first page or any page.

It all depends on Google's search algorithm.

But the question is, how my website will be included in the first page and will be sufficiently ranked high on that page so that visitor will click on it to reach my website

Before I answer this question, first let us understand, how does Google Search Engine work, in layman's language

When we search anything in Google, there may be millions of web pages that may have useful information related to your search query.

How Google decides which page to show, start long before even you type your keyword. The key steps of the entire Google Search Process are

Organization of Web Content (Indexing of Pages)

All WebPages information is organized in the Search Index by Google. The index is similar to the library index. But the question is how Google collects information about millions of webpage?

The answer is **Web Crawlers**.

Actually, the crawling process begins when a website address is submitted to Google by the website owners through specially design platform by Google for this purpose called '**Google Search Console**'

Even in our case, you have to submit your site to Google for crawling purpose.

How?

Just wait for it.

When crawlers visit websites, they collect relevant information from the home page and follow other links provided on the home page to collect more information about your website and bring data about these pages back to the Google Server which is very huge where data of all the websites is stored.

Further, It was all decided by a computer programme which site to crawl, how often and how many pages to fetch from each site.

Once a crawler visit website, it renders the content of a WebPages back. Key signals of a webpage such as keywords, freshness etc. are recorded for each page in the **Search index**.

Google Search Index contains hundreds of billions of WebPages Appx 100, million Gigabyte data

Let us see, what happens at the back end when, when we type your query

First, Google looks the presence of our keywords into index pages in a fraction of seconds and shortlist various pages

Then, the sorting & ranking of the WebPages is handled by the Search Algorithm to find the most relevant and useful results.

Actually, when it comes to the ranking of the websites, Search algorithms look at many factors, including the words of your query, relevance and usability of pages, quality of WebPages through page rank, the expertise of sources, and your location and settings. Then the weight is assigned to each factor to arrive at the final ranking

The weight applied to each factor varies depending on the nature of your query for example; the freshness of the content plays a bigger role in answering queries about current news topics than it does about dictionary definitions.

Once the sorting is done results are sent back to the users in SERP.

In this video, I have just highlighted the significance and working of Google search engine. Hope, now you have a fair idea about the working of Google that we used many times in a day. Actually, it is very important to understand these basic concepts before we jump to the Search engine optimization fundamentals. In the next video, I will discuss with you, what is Search Engine Optimization and what are the types of SEO.

Transcription: Video-2

Hello friend, welcome back. We are discussing Introduction to Search Engine Optimization.

By the time we know that

1. Your potential customers do not visit your websites directly rather they come through search engines.
2. Google organic results are free of cost. You need not to pay anything to Google
3. Lastly, Google has its own search algorithm to rank the websites by applying the weights to various factors.

Now let's try to understand what is **Search Engine Optimization**

It is always said that your websites should appear on the first page of Google's natural results and even more it should be listed in the top 3 to 4 results.

But the relevant question is, when Google is not accepting any money at all to place your website on the very first page of results, how will it happen?

Is it possible for me to do something with my website to get it ranked high in the Google natural results?

Yes, it is possible. How?

The answer is **Search Engine Optimization**

What is Search Engine Optimization?

Search Engine Optimization is the process of maximizing the number of quality visitors to a website by ensuring the high rank in the list of organic results returned by a search engine.

Now let me reiterate it.

As we discussed, there two types of Google results. What are those?

Yes

Organic and Inorganic

Search Engine Optimization is all about organic results, mean what practices, strategies or tactics, we used to get our website ranked high in the organic search results so that maximum visitors can land on my website.

It has nothing to do with Inorganic results or paid advisements. Now let us discuss various types of SEO

There are two types of Search Engine Optimization.

1. The first is: On-Page –SEO
2. And the second is OFF-Page SEO

Let us try to understand the difference in both

On-Page SEO

According to MOZ,

On-page SEO is the practice of optimizing individual **web pages** to get them ranked higher and earn more and relevant traffic to your website from the organic results of search engines.

Further, it refers to both the content and HTML source code of a page that can be optimized

Let me simplify it.

As the name suggests, it is '**On-Page**' that means whatever we will do with our webpage pages so that Google thinks that it is relevant and a quality website for the visitors to visit, will be part of On-Page SEO. Let me give you one example.

Example

You would like to insert relevant keywords into your WebPages, that your prospects or customers usually type in the search engine to find your website.

It is an example of On-page SEO.

Similarly, you would like to insert a few images and videos into WebPages with an aim to increase the richness of content. It will be on-page SEO, because you are doing something with the WebPages.

Actually, there are many techniques of On-Page SEO by using them you can achieve the high rank of your website in the search results. We will discuss all those techniques in the next Module in detail.

You must be thinking, is there any way to improve the ranking of the website without doing anything with the WebPages?

Yes, the answer is Off-Page SEO

What is OFF page SEO?

According to MOZ, Off-page SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). It is often called a back-link building process but not restricted to that only.

Let me explain with the help of an example:

To determine the relevance of web sites, Google assigns more weightage to how many other reputed websites have given the link of your website on their WebPages. Therefore, if your website can secure a back-link from reputed and trustworthy websites, it will be the part of Off-Page SEO.

For this purpose, you have to enhance the relevance, trustworthiness and reputation of your own website as well so that others can link you.

Again, there are so many techniques of off-page SEO that we will discuss in a separate module.

Let us discuss, why SEO is Important for every website

Being top in the search results matters

We have already discussed, most of the traffic to website comes from the first page of SERP. And according to *reliablesoft.net* users are most likely to click on one of the top five pages shown in SERP. Therefore, it becomes very important that your site should appear in the top results of SERP to attract traffic to the website. Here, SEO plays a very significant role

SEO is Cost-effective

No doubt, SEO cost to you as you have to hire the experts and buy some tools for SEO purpose. But it is relatively considered cheaper when compared with other internet marketing platforms.

Moreover, it is not a marketing cost rather it is an investment where you will see the results of SEO efforts in the future

SEO is Measurable

We cannot measure the ROI of SEO as in case of paid search. But we can certainly quantify the results of our efforts such as where we were, where we are and where will we move in search engine results. You can simply track the traffic coming from organic results and see how much conversion has happened through such traffic, be it a micro-conversion or macro conversion.

SEO is Not Ranking Only

There is a misconception that SEO is always related to the ranking of websites. However, good SEO practices applied to the website improve the user experience on your website as SEO encourages to organize the content, insert the proper link, develop varieties of content etc.

Build trust and credibility

We trust search engines, of course, their results too. When our website is ranked high in the search results, it increases the trust of users in our website, because they start considering our website a quality website when it appears most of the times in search results

May help in Social promotion

There is a general tendency when people find our website on Google results and like it, they tend to share it on social platforms like on Facebook, Twitter, Instagram or any other Social media platform. It ultimately increases the visibility of your site to attract more traffic from other platforms

Helps to Beat the Competition

SEO helps you to be ahead in the Competition. For example, two similar online stores are selling almost the same products. Then, the fully optimized website of the online store has more chances to attract traffic in comparison to its counterpart.

With this, we have understood the meaning of Search Engine Optimization and various types of SEO along with its significance. In the coming Modules we talk more about SEO and SEO techniques, Thank you.



- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-1
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-2
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-3
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-4
- E-Content: Module 11: On Page SEO Techniques-Indexing and KeyWord Placement
- Quiz: Quiz-M11 (JAN 2024)
- Additional Readings / Videos : Module 11:On Page SEO Techniques-Indexing and Key Word Placement
- Summary of Week 4

Week:5

Week:6

Week:7

Week:8

Week:9

Week:10

Week:11

Week:12

Week:13

Week:14

Week:15

Quiz-M9 (JAN 2024)

Assignment submitted on 2024-02-19, 21:18 IST

Due date: 2024-04-30, 23:59 IST.

- 1) What is the purpose of Search Engine Optimization? 1 point
- To increase the traffic to website from natural results
 To get the website ranked high in natural results of Google
 Both a and b (a and b is the order in which options appear)
 None of these
- 2) SERP stands for 1 point
- Search Engine Result Page
 Search Engine Result Performance
 Search Engine Receiving Page
 Search Engine Result Parts
- 3) Organic results are 1 point
- natural results and you need not to pay anything to search engine to get high rank in the SERP
 paid results
 cannot be optimized
 least clickable by the users
- 4) To optimize the web pages by making some changes in HTML code is 1 point
- Off-page SEO
 On-page SEO
 Both (On-page SEO AND Off-page SEO)
 None
- 5) Off-page SEO is all about back-links 1 point
- True
 False

You were allowed to submit this assignment only once.



**Module
10****Keyword Planner Tools****Dr. Tejinderpal Singh**

Associate Professor

University Business School
Panjab University Chandigarh

Learning Objectives ?

- What are keyword Planner tools?
- What are various keyword planner tools in the market
- How to use Keyword Planner tools to get ideas about relevant keywords.

What are keyword Planner Tools?



Keyword planner tools help the SEO masters to find out the relevant keywords for **products**, **business website development** and for **ads**

Keyword Tools

Free Tools

Premium Tools

Google Keyword Planner,
Google Trends
Keyword Shitter
Google Search Console
Suggestion Keyword Finder
Word Tracker Scouts

Google Keyword Planner (GKP)

A **Google Keyword Planner** is primarily used for Google Ads. However, this tool can also be used to identify various keywords for search engine optimization

Your account isn't active - Your ads aren't running because your account has been canceled.

[REACTIVATE](#) [LEARN MORE](#)

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Locations: India Language: English Search networks: Google and search partners

Last 12 months Jun 2018 – May 2019

SEED KEYWORD[DOWNLOAD KEYWORD IDEAS](#)

Places to visit in Chandigarh

 Show broadly related ideas; Exclude adult ideas [View all](#) ADD FILTER 806 keyword ideas available

COLUMNS

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
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Keywords you provided

<input type="checkbox"/> places to visit in chandigarh	10K – 100K	Low	–	₹0.83	₹14.55	
--	------------	-----	---	-------	--------	--

Keyword ideas

<input type="checkbox"/> places to visit near chandigarh	1K – 10K	Low	–	₹0.83	₹17.94	
<input type="checkbox"/> tourist places in chandigarh	10K – 100K	Low	–	₹2.45	₹3.86	
<input type="checkbox"/> chandigarh india points of interest	100 – 1K	Low	–	–	–	
<input type="checkbox"/> tourist places near chandigarh	1K – 10K	Low	–	₹0.83	₹6.40	
<input type="checkbox"/> nearbuy chandigarh	100 – 1K	Low	–	₹3.20	₹32.22	
<input type="checkbox"/> hill station near chandigarh	1K – 10K	Low	–	₹0.83	₹8.66	
<input type="checkbox"/> chandigarh points of interest	100 – 1K	Low	–	₹3.83	₹7.92	

Artificial Intelligence Course

30000 times in particular year

Average Monthly Searchers

$$30000/12 = 2500.$$

Google Round off this value and show it to you in

Average Monthly Searches

What is Google trends?



Google trends is platform of Google that examines the popularity of search query in the Google Search across various regions and languages

Interest Over Time

The scale represent search interest relative to the highest point on the chart for the given region and time.

100 the peak popularity for the term

50 term is half as popular.

0 there was not enough data for this term”

Time Period	Jan-2019	Feb-2019	March-2019
Average Monthly Searches on Google worldwide	10,000,000,000	10,000,000,000	11,000,000,000
Average monthly search volume for term “Big Data”	90,000,000	80,000,000	80,000,000
Relative Popularity of the word “Big Data”	.009	.008	.007
Scaled to Graph	100	89 (100/.009*.008)	78 (100/.009*.007)

Module 10: Keyword Planner Tools

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Transcription: Video-1

Hello Learners. After understanding the meaning and types of Search Engine Optimization, it is a time to learn about various techniques of Search Engine Optimization, both, On-page and Off-Page SEO techniques. But we are not going to start directly with the SEO Techniques I have intentionally, devoted one full Module to **Keyword planner Tools** as key Keywords play a very significant role in the entire SEO planning.

Though we have discussed keywords and their types in one of the **Modules: KeyWord Selection Process**, but in this Module, we will exclusively discuss the Keyword Planner Tools. Under this Module, you will specifically learn

What are keyword Planner tools?

What are various keyword planner tools in the market?

How to use Keyword Planner tools to get ideas about relevant keywords?

If you are ready, let us begin

What are the ‘Keyword Planner Tools’?

Keyword planner tools help the SEO masters to find out the relevant keywords for products, business, website developments and for ads

Most of the keyword planners suggest keyword ideas based on what keywords people are searching in **Google Search Engine** to find you, your product, or your service.

To use the Keyword planner, you have to enter, a keyword or couple of keywords representing your business or domain of your website and Keyword planner tools render you back a list of suggested keywords along with metrics.

The word or couple of words entered by you in Keyword planner terminology is called a “SEED KEYWORD”

There are free as well as premium Keyword Planners tools in the market, But, in this module, I will discuss a few free tools with you.

These keyword planner tools may help you in finding the relevant keyword for your website and SEO like

Google Keyword Planner

Google Trends

Keyword Shitter

Google Search Console

Suggestion Keyword Finder

Word Tracker Scouts

And Many More

Let us discuss them by one

First, we have,

Google Keyword Planner

A **Google keyword planner** is primarily used for **Google Ads**. However, this tool can also be used to identify various keywords for search engine optimization

The keyword planner is free tools by the Google which shows the average monthly searches for the **seed keyword** and suggest related keywords which users are actually using in the search engine in a particular location and time with several other metrics such as the volume of keywords, keyword competition etc.

To use the Google Keyword Planner tool

Go to Google and search for Keyword Planner

Go the Second, Results “Key Word Planner-Google Ads.

As I said, keyword planner is a sub-part of Google Ads and is primarily used to target the keywords for advertisement purpose. However, we are going to use this tool for getting keywords ideas for the purpose of Search Engine Optimization. Therefore, I will discuss very limited features of this tool which are helpful for Search Engine Optimization.

Go to keyword planner, Sign in with your gmail.ID

As our purpose is not to use, Google Ads, so just skip this guide setup.

Here enter the basic details, like your mail Id, Country, time Zone and currency

Save and Continue.

This is the Google Ads interface.

But, in your case, there can be few more steps prior to this as you are using Google Ads for the first time. Just skip those phases.

You have to ultimately reach to this page of Google Ads.

To access the Keyword Planner, go to tools

And under planning, select Keyword Planner

Google has recently added a few more features to GKP (Google Keyword Planner) to make Keyword Planning better; I will also discuss those features as well.

Just go to Keyword Planner.

If something is different here in your case, don't worry, it may slightly change from user to user.

Here, you have two options

Discover New Keywords and Get Search Volume and forecast

As our purpose is to get new keyword ideas, let us select this one

In the pop-up window

There are two options

Either you can enter URL OR a Keyword about the topic for which you want keyword ideas.

Let us start with Keyword first

According to the new feature added by Google, you can also add up to 10 Keywords in one go for which you want keyword ideas.

It is a good feature as you need not to repeat the procedure again and again for each keyword

Let us get ideas on the words “**Data analysis Services**”

Press Get Started

Here is the list of suggested words for “**Data Analysis Services**”

These words are closely matching with our seed keyword i.e. “**Data analysis Services**” and are actually being searched by the users in the Google search engine during the period of last one year.

This list of keywords is very important as we can further narrow down it in the context of our website.

Let us try to understand more features of Keyword planner tool. There are few default filters of the Planner and can be edited accordingly.

The first is the location: it is set to India that means following suggested words are based on Searches conducted in India only.

Similarly, we have *Language and Search Networks* that is set to Google. I will explain the second option as well i.e. *Google and search partners* in a while.

Now related to this keyword, this option is very important. It is the time frame for which results are being shown, by default, it is last 12 months. That means these are the suggested words based on what people have searched for in the last 12 months, related to your seed keyword.

You can change this window depending upon your needs. Notice that results also change with the change in the time frame

You can also drag these highlighted circles to fully customize the time frame up to any desired level.

Now let us understand the result section

This is the long list of suggested keywords containing 575 keywords ideas.

The first Column shows our Seed keyword, and list of keyword ideas and you can see that the suggested keywords are quite similar to our Seed keyword i.e. **Data analysis Services**

The second column is about *Average Monthly Searchers*

This is an indication of how popular a keyword is.

It means that on an average in a given month how many times this keyword has been searched for.

It is calculated on a yearly basis.

Suppose a keyword “Artificial Intelligence Course” has been searched for 30000 times in a particular year. Then Average Monthly Searchers will be 30000/12= 2500. Google Round off this value and show it to you in Average Monthly Searches.

For example, this *data analysis* keyword has been searched between 1000 to 10000 thousand monthly last year, the time frame set by you. Similarly, you can see the popularity of other suggested keyword as well.

Therefore, it is good idea to include this keyword in our website because the average search for this word is very high. The same way you can make a list of popular keywords.

Next few columns like Competition, Ad Impression, Top of paid bid (Low Range) Top of the top bid (High Range), are relevant for Google Ads. We will see the importance of these columns in the Google Ads modules.

Now, let us work with the standard Keyword Planner filters.

First, we have the location that means flowing results are about the selected location. It also gives the estimate of people using the internet in the location. If you want to add a new location to it, simply enter the location like the USA. Now, once I will save it, see, results of suggested keyword list are changed. Now it suggests and shows results in both the countries taken together. This option is useful when you have, your target customers are at different locations and you want to shortlist the keywords for a combination of locations. Let us come back to India

Similarly, you can change the language, but let it be English

Now this one is important, Search Network

There are two options, the first one in Google and the second one Google and Search Partners. Let me explain, how are they different.

If you select only Google, Then this planner will suggest you the keyword ideas based on searches taking place in Google search engine only.

But this is not the only place where we search; we also search in maps, YouTube, Google Images etc

If you will select this option, Keyword planner will include searches from these platforms in suggested keyword list.

There are few more filters

Set the broadly related ideas. There are parameters and you can filter the results. But they are more relevant to Google Ads.

Now the next feature, for your convenience, you can download the list of keywords in excel file and do some research it, like this

As I said in the beginning, because of new added feature, you can get ideas for more than one word, in one go. Let me add one more keyword. And get results.

Now following are the suggested words, that people search in Google. You can also notice that total suggested keywords have increased to 1360 ideas which is obvious

You can also get keyword ideas on the basis of URLs as well. This URL may be of your Website or your competitor's website. Simply, type the URL and select whether you want the ideas on the basis of *Entire site, this page only, or as a keyword*. Select the entire site and get results.

And here is the list of suggested keywords.

This option is very useful, when you have already designed your website and wants to do on-page SEO on the basis of keywords.

So, this was all about Google Keyword Planner tool from the Google. We have just discussed the feature of this tool from SEO point of view. But there are many more features that are relevant to Google Ads. I will discuss those features in the respective module. I advise you to work on Keyword Planner and get keyword ideas for your website and also play around the features and filter of GKP.

Transcription: Video-2

Hello everyone, in the last video, we have discussed very powerful tool to find out the keyword ideas for the purpose of Search Engine Optimization. The name of that tool was Google Keyword Planner from the Google

There is another tool from the Google in this regards and the name of that tool is Google Trends.

Let us talk more about **Google Trends**

What is ‘Google Trends’?

Google Trend is a platform of Google that examines the popularity of search query in the Google search across various regions and languages. Let us see how to work in Google Trends. Search in Google for Google Trends. Visit the site, trend.google.com. This is the simple interface of Google Trends.

Here, you can search for any terms or topic. Let us search for the terms ‘Big Data’.

You can search it as a **search term**, as **topics** or few more ways. Let us search it as search term. Here are the results for search term **Big Data**. Presently, it shows the popularity of this word in USA; Let me change it to the Worldwide or any other location. Accordingly, results have been changed. You can see, there is a trend line which represents the interest over time i.e. popularity which ranges from the scale 0-100. Where 100 means maximum interest and 0 means no interest. You can see on this date the popularity of this word is maximum during this period and is changing over time. It is very important to understand the term “**Interest Over Time**”

In Google trends, the popularity is measured on the basis of scale rather than in absolute terms like in Google Keyword Planner.

According to Google “The scale represents search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term”

Let me explain with the help of an example, how popularity score is calculated

Look at this sample data.

Table:1: Calculation of Popularity Scores

Time Period	Jan-2019	Feb-2019	March-2019
Average Monthly Searches on Google worldwide	10,000,000,000	10,000,000,000	11,000,000,000
Average monthly search volume for term “ Big Data”	90,000,000	80,000,000	80,000,000
Relative Popularity of the word “ Big Data”	.009	.008	.007
Scaled to Graph	100	89 (100/.009*.008)	78 (100/.009*007)

Suppose (Table: 1) Average Monthly Searches on Google worldwide are 10,000,000,000; 10,000,000,000 and 11,000,000,000 for the months of Jan, Feb and March 2019

And Average monthly searches for term “Big Data” are 90,000,000; 80,000,000 and 80,000,000. The relative popularity of the word “Big Data” will be .009, 008, and .007 when calculated in comparison to all searches.

Now take the highest relative value to 100 and re-calculate the value of remaining period in the scale of 100. These values represent interest over time.

Hope you got the idea how these score are calculated.

Further, you may check the popularity of search terms by region, this term had the peek popularity in China, followed by Helena, Malaysia, Singapore and so on up to 70 regions. Further you can see the related topics, and related search queries to the search term

You can also apply various filters like time frame ranging from Hours to Days to Years. You may also customize the time frame as well. If you want a year-wise date, you can select the full year to know the popularity of the search term or topic. You can see results for the year 2019 are here. Similarly, popularity can be checked across various categories. This filter is very important; you can see the popularity of search terms on various platforms like Web Search, Image Search, News Search, or YouTube Search

You can also compare the results of one search term with another one; let us compare the results of **Big Data** with **Artificial Intelligent**. You can see the average popularity is same for both of

the search words i.e. Big Data and Artificial Intelligence over a given time period and location. You can also see the region-wise comparison both the search words.

So, this was the demonstration how **Google Trends** works. This is a very useful tool especially for bloggers who write on current affairs or latest topics as you can search for the trending and popular topics on various themes across different regions. Inserting popular keywords in the website will surely rank your website higher in the search results. In the next video, we will talk about other Keyword Tools

Transcription: Video-3

Hi!!! Welcome back. Let us learn few more keyword planner tools. In this video, I will discuss and demonstrate the working of **Keyword Shitter**, **Suggestion Keyword finder**, **Word tracker Scouts** etc.

Keyword Shitter (<https://keywordshitter.com/>)

Search for **Keyword Shitter** in the Google and go to **Keyword Shitter-Bulk Keyword Tool**. Keyword Shitter is very simple tool to get keyword ideas in bulk on a seed keyword. Let us see how does it work.

Type any seed keyword here like *Digital Marketing* and hit the *Shit Keywords*. It will start the work immediately and it will show the results in an auto-complete form that means the first word will be your seed word and next few words will be suggested by the tool to make a complete phrase. It will keep on working until you stop it.

Let us stop the job. We have list of thousands of suggested keywords converted into long phrases

You can also download the list of keywords to some research on suggested keywords.

When the list is so long, we want to focus on few selected keyword. Then these filters will be very useful. Let us see how to use them.

Let me again enter my seed word i.e. digital marketing, we have very long list. Let us use filters. First we have a positive filter: It means the word you type here should be in the suggested phrase rest all phrases will disappear. Let us say my aim is to look for those phrases containing the word “course”. It is case sensitive so be careful. You can see results are narrowed down. We are left only those phrases having the keyword course.

Similarly, you can use the negative filter to further narrow down the results. When you enter any word in negative filter then this tool will show you all phrases and phrases containing the negative word will disappear.

Here, I don't want 'distance' in the results. See phrase containing the word distance disappeared

This is a very simple and effective tool for beginners. Just make use of it in the website planning and Search Engine Optimization.

Suggestion Keyword finder: (<https://tools.seochat.com/tools/related-keywords-tool/>)

Now let us discuss the next tool for keyword suggestions. And name of that tool is **Suggestion Keyword finder**. Let understand its working

Suggestion Keyword Finder is another very simple tool to get ideas about Keywords. It has three levels which help in finding the long phrases.

At level one, it will give you ten best results keywords or sub keywords. Like, I want results for digital marketing.

Press Submit.

It has suggested me ten best sub-keywords for the main keyword digital marketing like digital marketing agency, digital marketing job and so on at Level 1.

At Level 2, it will pick each phrase or words from level one and suggest 10 more keywords for that phrase. See first it picked the "digital marketing agency" and suggested 10 more words and then it picked digital marketing jobs and suggested 10 more keywords. It will repeat the process for every keyword appeared on the first level and in this, you will get 100 new keywords.

Now at level three, it will expand the list of words further. Now it will take the each word from level two will expand it further. Like it picked the first word '**digital marketing agency Los Angeles**' and suggested two new keywords. And similarly, it will picked the second keyword and suggested one more keyword similar to that and this way the process will continue and you will be having a good number of keywords, starting from a single word.

Hope you will find it useful.

Now, I will discuss the last tool i.e. Word tracker Scouts.

Actual, it is a Chrome extension and can be used to find important keywords from competitor's site to check the relevancy of keywords

You can also apply various filters to find out the long-tail keywords.

Let us see how to use it

To install this extension, Chrome web store and search for Word tracker Scouts extension. Add it to chrome, click add extension

Word tracker Scouts has been added to chrome and a small icon will appear in the bar

To see the functioning of it, let me open one webpage usually the page of your competitor. Let us analyse this page for important keywords. Click on the icon of **Word tracker Scouts** and it

will gather the data from this page. It will present the data in the form of WordCloud where keywords bigger in the font size are more relevant to this page based on Word tracker Scouts's algorithm.

You can see words like Business, Panjab University, School; University seems to be more relevant.

What is relevance score? It indicates how important to the page of the publisher the keyword is and high relevance score represent the high relevancy of the keywords to page. You can modify the word cloud on the bases of high to low relevance score by sliding this point in each direction. The number 54 represent number of keyword at given point and so on. If you are interested in very few and high relevant keywords, slide it to the high side.

Now let us talk about number of keywords.

Here “1” represents one-word keywords, and if you unselect it, all one-word keywords will disappear. To bring them back again press “1” and so on. You can see in the last, we have only these long keywords having five words.

These filters will help you to focus on important keywords to include them in your website.

The second tab is “insights” which shows details of all keywords.

In the first column, we have all keywords on that page staring from one word to 5 words given in second columns. The last column is relevance score of each word showing the relevancy of keywords. You may select the keywords on the basis of this score.

Lastly, we have the keyword tab, which represent number of searches for each keyword. Higher number of searches is another indication of the popularity of the keywords. But here we have to make the judgment in a given context.

Lastly, you can copy and save the data in a different file

With this, we have completed our module on Keyword planner tools.

I hope that the demonstration of various keyword planner tools will really help you to find the good keywords for your website planning and search engine optimization purpose.

I will discuss Google Search Console in another video. After having the knowledge of working of these keywords, now we are ready to begin with Search Engine optimization techniques.

Join me in the next Module.



Quiz -M10 (JAN 2024)

Assignment submitted on 2024-03-21, 12:52 IST

Due date: 2024-04-30, 23:59 IST.

- 1) A Keyword may be 1 point
 A single word
 Couple of words
 A phrase
 All of these
- 2) In Suggestion Keyword Finder, how many results will you get at level one ? 1 point
 10
 15
 20
 No limit
- 3) Which of the following is a free Keyword Planner Tool ? 1 point
 Google Keyword Planner Tool
 Google Trends
 Google Search Console
 All of these
- 4) Google Keyword Planner is 1 point
 Free tool
 Premium Tool
 Free upto some extent
 Open source
- 5) To get keyword suggestions, in Google Keyword Planner 1 point
 You can enter search term
 URL
 Both a and b (a and b is the order of options)
 None of these
- 6) Google Keyword Planner shows 1 point
 Average two week searches
 Average weekly searches
 Monthly searches
 Average monthly searches
- 7) The popularity index in Google Trends varies between 1 point
 0-100
 -1 to +1
 -100 to +100
 1 to 100
- 8) In Keyword Shifter, positive filter means 'Show all results having the word entered in positive filter' 1 point
 True
 False
- 9) You can scan your competitor's website with Word Tracker Scout. 1 point
 True
 False
- 10) To use the Google Keyword Planner, you have to Sign-in to 1 point
 Google Search Console
 Google Ads
 Google Webmaster
 Google Trends

You were allowed to submit this assignment only once.



**Module
11****On Page SEO Techniques-Indexing and Key
Word Placement**

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What will you Specifically Learn

- How to submit your site to Google Search Console?
- What is a Site map and how to create a Site Map?
- How to submit sitemap to Google Search Console?
- How to place Keywords in Meta Tags, **Heading (H1toH6)** and **Text**?
- What are the other places to embed Keywords?

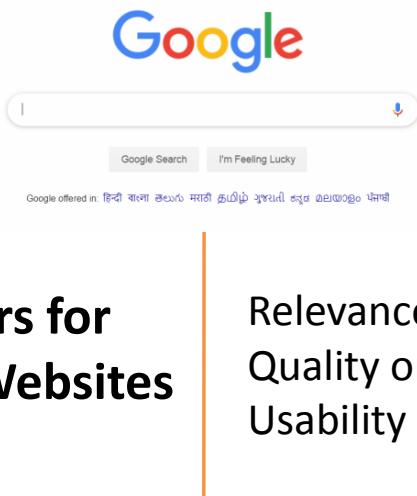
What is On Page Search Engine Optimization?

On-Page Search Engine Optimization is a strategy to apply some techniques to the website so that it gets ranked high in natural search results of Google

Search Algorithms

Secret and dynamic in nature

What is On Page Search Engine Optimization?



Key Factors for Ranking of Websites

Relevance of Web Pages
Quality on Contents
Usability of Web Pages

On- Page SEO Techniques

On-Page SEO Techniques

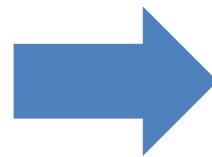
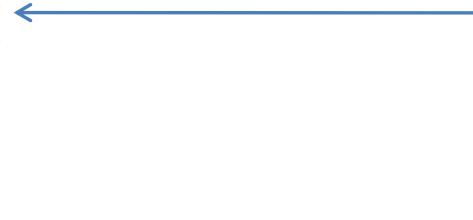
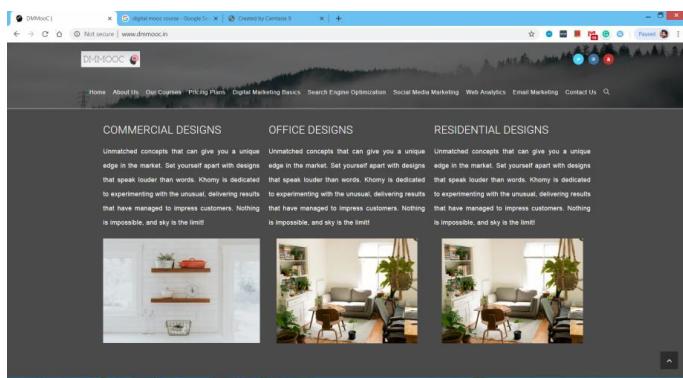
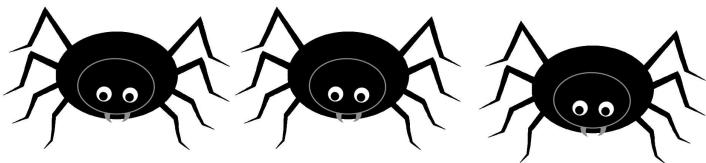
- Indexing of WebPages
- Creation of Site Map
- Keyword Placement
- Content Optimization
- And many others

Cross Sign

Gooooooooooooogle

1 2 3 4 5 6 7 8 9 10 100 500 1000 Next

NO

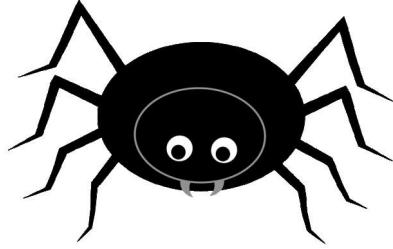
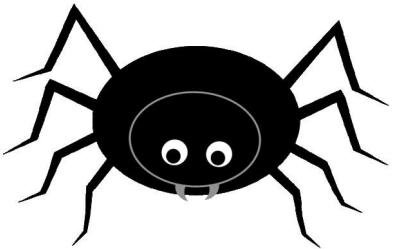
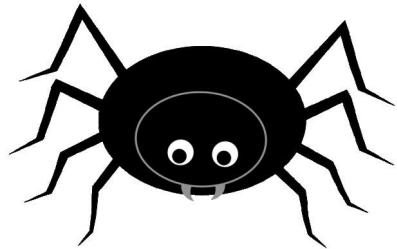


Google

Indexing



Crawlers



?

Google search console is a free tool by the
Google to Webmasters

Indexing status, Optimizes Page Visibility

Goggle Webmaster, May 2015

Submitting XML Site Map

What is a Site Map?

XML Site Map

List of web pages in your website to submit to the Google or other search engines to give an ideas about how the content of a site has been organized



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org

This XML Sitemap Index file contains 5 sitemaps.

Sitemap	Last Modified
http://www.dmmoooc.in/post-sitemap.xml	2019-06-19 03:46 +00:00
http://www.dmmoooc.in/page-sitemap.xml	2019-06-18 06:20 +00:00
http://www.dmmoooc.in/oceanwp_library-sitemap.xml	
http://www.dmmoooc.in/category-sitemap.xml	2019-06-19 03:46 +00:00
http://www.dmmoooc.in/author-sitemap.xml	2019-07-03 09:53 +00:00

How to Create a Site Map?

Keyword Placement

Keyword Placement Places

Meta Tags
Heading (H1toH6)
Text
Domain Name
URL optimizer
Alt Text

What are meta tags?

- **Meta Tags** are snippets of text that describe a page's content
- **Meta tags** are the words that are hidden in your code
- Legal way of hiding words in your WebPages for search engines

Tags are written in HTML Language with a specific format

Title Tag

Title tags are used by search engine to identify the subject of a Page.

<title> Best tools for digital Marketing</title>

Title Tag



digital marketing



All Images News Books Videos More Settings Tools

About 2,92,00,00,000 results (0.72 seconds)

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Title Tag

What Is Digital Marketing? - HubSpot Blog

<https://blog.hubspot.com/marketing/what-is-digital-marketing> ▾

May 1, 2019 - Find out what digital marketing is today, the tactics involved, the types of content you can create, and the purpose digital marketing serves to ...

[What is digital marketing? · Digital Marketing Examples · What is the role of digital ...](#)

People also ask

What are the types of digital marketing? ▾

What is a career in digital marketing? ▾

What's involved in digital marketing? ▾

What is covered under Digital Marketing? ▾

Feedback



It is very simple

Description Tag

Meta description tag is short paragraph about the webpage written in HTML language.

Digital Marketing Made Simple: A Step-by-Step Guide

[https://neilpatel.com/what-is-digital-marketing/ ▾](https://neilpatel.com/what-is-digital-marketing/)

Digital marketing. Just another one of those new, fancy buzzwords you should use to sound smart in meetings or is it the real deal? Maybe a better question is: ...

What is Digital Marketing? Overview & Resources - Marketo

[https://www.marketo.com/digital-marketing/ ▾](https://www.marketo.com/digital-marketing/)

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

Description Tag

Description Tag

Digital Marketing Made Simple: A Step-by-Step Guide

<https://neilpatel.com/what-is-digital-marketing/> ▾



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At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

<meta name="description" content="The description of my page ">

Keyword Meta Tag

Keywords tag is usually used to include 8-9 important Keywords describing your webpage



<meta name="keywords" content="My first Keyword, My Second Keyword, My third " />

Heading (H1 to H6)

Search Engine Optimization

- Relevant Keywords in the Headings intentionally
- Keywords should be relevant to the context

How to add keywords in the heading?

How many levels of headings, you want to use
in the content



Text

It may be a simple article about any topic or
It may be the product page explaining various features of the products or
It may be any page, in a given context of your website

Text

Blend the content in such a way that important keywords are included in the text

Mention Keyword Once Only

Keyword Density

Text

Repeat Keywords

It should look Natural in the context

Text

Keyword Density

Keyword Density

It is the percentage of the number of times a **keyword** appears on a page divided by the total number of words in that page

What is keyword density?

University Business School

ABOUT UNIVERSITY BUSINESS SCHOOL

University Business School (formerly, Department of Commerce and Business Management) has been imparting effective managers, researchers and teachers for four decades. The rechristening of the Department of Commerce in 1995 by the Panjab University, symbolizes the recognition of completeness and maturity of the Department as a separate entity. The Department to a school has given it a distinct identity as a 'School of Thought'. The philosophy of the management is to produce effective managers, researchers and teachers. Modern attitude, practical wisdom, motivation and a sense of responsibility are the hallmarks of the management. The school is committed to bring about changes in the students. **Digital Marketing**

The school uses rigorous multifaceted pedagogy with an effective interface with the industry to translate the theoretical knowledge into practical application. The school helps the students to understand their understanding of economic, social and political environment to broaden their horizon not only to adjust to the changing scenario but also to conceptualize, decide and communicate. **Digital Marketing** **Digital Marketing**

The faculty of the UBS trained in India and abroad, has earned international recognition in the industry and academic world of business. The school has been recognized by the University Grants Commission under Special Category Scheme for Management, Accounting and Business Finance-Social Responsibility and Human Resources Accounting (HRA) reference to corporate social responsibility and HRA. The University Grant Commission has also covered the University under the category of Deemed to be University.

UBS has consistently been among the top Business Schools of India. A number of top business associates of the school have been instrumental in the development of the school. **Digital Marketing**

Total Words= 500

Digital Marketing= 20 times

Keyword Density

$$20/500 = 4\%$$



Keyword Domains

A Keyword Domain refers to the domain that is having keywords about your business, products or services

websitesetup.org

How to Create a Website

An easy, step-by-step guide for beginners

Mentioned on:

Forbes

wikiHow

Entrepreneur

MOZ



NICK SCHÄFERHOFF

Editor in Chief

Last updated: Apr 25, 2019.



2.7K



13.0K

Have you always wanted to create a website but don't know how? Or maybe you always thought it was too hard? That would need to know programming and learn design?

Then this step-by-step tutorial is for you. It shows a fast and a simple way to create a website without having to learn HTML/CSS coding, or read long, boring tutorials.

Level of expertise needed:
Beginner

Time needed to setup a website:
20-30 minutes

What you will get:
Full website, your own domain

URL

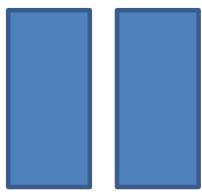
URL stands for Uniform resource locator and is
the address of your webpage

AltText

AltText or Alternative text is primarily used to describe the images for those who can't see it

Helps the search engines to properly understand the description and context of an image

How to calculate Keyword Density?



Relevant Keywords in the Headings intentionally

Module 11: On Page SEO Techniques-Indexing and Key Word Placement

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University Business School
Panjab University Chandigarh



Transcription: Video-1

Hello learners, after learning about various Keyword Planner tools, this is the time to start with *On-Page Search Engine Optimization* techniques. In this module, we will focus on two major techniques of SEO techniques.

The first one is ***Indexing*** and the second One is ***Keyword placement***

Under this Module, you will specifically learn

How to Submit your site to Google Search Console?

What is a Site map and How to Create a Sitemap?

How to submit a sitemap to Google Search Console?

How to Place Keywords in Meta Tags, Heading (H1toH6) and Text? And lastly

What are the other Places to embed Keywords?

Let us begin

In one of the previous modules, I discussed with you the meaning of *On-Page Search Engine Optimization*.

Just at the cost of repetition, let me re-explain it.

On-Page Search Engine Optimization is a strategy to apply some techniques to the website so that it gets ranked high in natural search results of Google. These techniques are usually applied by keeping in mind the search algorithms of search engines. Although these algorithms are secret and dynamic, still based on experience, Search Engine Optimization masters have suggested various techniques based on the key factors used by Google to rank the WebPages. According to Google, factors like Relevance of WebPages, Quality on Content, Usability of WebPages etc. are assigned more weightage to rank the pages.

Here is the comprehensive list of on-page SEO Techniques though not limited to these

-
- 1. Indexing of WebPages**
 - 2. Creation of Site Map**
 - 3. Keyword Placement**
 - 4. Content Optimization**

and many others.....

Let us begin with

Indexing of WebPages

Before I explain this technique

Look at this simple case:

You have recently developed a website using WordPress and included many posts and pages in it. Anyone can view your website by using your Domain name. But the question is, will your website start appearing in the Google search results in response to some keywords, maybe at 100th or 500th or at 1000th page of the Google SERP

It is a very relevant question here?

Let me tell you

The answer is **NO**

Your website will not appear on any page of the Google results until it is indexed by Google. Therefore, the very first step in SEO is to submit your site to the search engine, so that **crawlers or spiders** start visiting your website.

It is just like a competition, if you want to win the competition, first you have participated in it. Only then, you can think about winning the completion.

The same thing is happening here,

To submit the site to Google for indexing purpose is the same as participating in the competition where thousands of other websites are competing with you for the top position

I hope you know what crawlers are? And what are their functions

If not then revisit my previous videos on *Introduction To Search Engine Optimization* then come back and rejoin this Module.

Now, I will demonstrate, how to submit your site to the Google for indexing purpose

Let us begin.

Go to [**Google Search Console**](#)

Google Search Console is a free tool by Google to Webmasters. Primarily, it is used for submitting sites to Google for indexing of the website. It also measures the indexing status, optimizes page visibility of the site by fixing various issues.

The earlier brand of Google, Google Webmaster was rebranded as **Google Search Console** in May 2015.

Click on Start

Log in with your Gmail Id.

Welcome to **Google Search Console**.

The very first thing which Google wants, is to verify your site that you are the real owner of a website.

Here, we have two methods to submit our domain or site for verification purpose. The first is **Domain** and the second is **URL prefix**. We will use the second one. Your website will be called **Property** here

Write the full name of Your site starting with `http://` yourdomainname (with .in/ .com/ .else)

I have put the full address of my website, i.e. dmmoc.in. **prefixed by http://**

It will not accept your site without prefix which may be **http or https**.

Continue

There are four methods to verify the ownership

The first one is, download the **HTML file** and upload it to your site.

The second one is **HTML Tag**

And other methods are

Google Analytics

Google Tag Manager

and **Domain Name Provider**.

But, out of all these five methods, **HTML Tag** is the easy one. You have to copy and paste this tag in the header section of your body.

It seems technical. Don't worry.

Just copy the code. Please Don't click on verify. We will come back to it shortly

Go to the WordPress dashboard of your site and install Plug-in **AMS Google Webmaster** tools by searching Google webmaster. I have already installed this plug-in.

To use it, go to installed plug-ins and click settings.

Here we have a blank space. Past the code here that you have just copied from Google Search Console

And save the changes.

Setting saved.

Go back to the Google Search Console and click verify. It will take a few moments.

Congratulations!!!

Your ownership has been verified with **HTML tag**

Click Done.

To visit your property, just select your property from the list and here are the details of your property or website. It will start rendering the data after a few days. We will discuss all these things in a due course.

Submitting Sitemap

The next important step in the site indexing is to submit the **sitemap** to Google Search Console

What is a Sitemap?

A sitemap in the context of SEO is often referred to XML Site Map. In simple terms, it is a list of web pages in your website to submit to the Google or other search engines to give an idea about how the content of a site is organized. Search Engine **Spiders or Crawlers** read this map or file to crawl your site for the collection of relevant information.

Therefore, every webmaster should prepare the site map and should submit to the Google through Google Search Console

How to create a Site Map?

There are many third-party online platforms available to create XML sitemap. However, I will use one WordPress Plug-in here.

Search for Google **XML Sitemap**

The very first Plug-in is Google XML Sitemap

Just Install and Activate it

Plug-in is installed. To generate the Sitemap, go to settings and XML site Map

There are a bunch of settings, Let them as it is.

Here is, what you want to include in the sitemap. If you want additional things just check them like, I also want to include categories in the site map. If anything, you want to exclude then use this option.

Here is, how frequently you want to update the site map like daily for home page, monthly for posts, weekly for static pages and so on.

You can select the options depending upon the nature of your website

Let the priorities be the default and update the options

Your site map is ready. Click this URL to visit the site map

Here are sub URLs and the main URL of the site map.

To submit it to Google Search Console

Open Google Search Console and click *site map*

Here, it is asking the add new site map by adding sitemap URL

Go back and copy the last portion of this URL and paste it here and submit.

XML site map is successfully submitted and the status is a **success**.

Now, it will start showing the information about indexed pages after sometime
But, as of now, no page has been discovered.

I visited the console after some time. It has discovered 20 pages of my site

In this video, I demonstrated how to submit your site to Google Search Console for indexing purpose. Similarly, we also discussed what a site map is and how to submit to the Google Search Console. Before we jump to the next video, submit your website and XML site map to the Google Search Console. Thank you

Transcription: Video-2

Hello, welcome to the next video on Search optimization techniques. The second technique of **On-Page SEO is Keyword Placement**

We have already discussed keywords at length and at this stage we are comfortable to make a list of good keywords for our website.

But one question is always asked, where to put these keywords in the website.

Obviously, you will say in the content of a website.

Yes!! You are right,

But content is not the only place where you will put your keywords. We have to learn about other places as well where we can place the keywords

Now let us see, what are the other places where keywords are placed. These are

- **Meta Tags**
- **Heading (H1toH6)**
- **Text**
- **Domain Name**
- **URL optimizer**
- **Alt Text**

Let us discuss them one by one

First is

Meta Tags

What are **Meta Tags**?

In non-technical language, **Meta Tags** are snippets of text that describe a page's content. Further, **Meta tags** are the words that are hidden in your code. People browsing your site will not be able to see them. It is a legal way of hiding words in your WebPages for search engines.

Meta tags help Crawlers to understand your page better and they collect very important information with the help of **Meta tags**. Therefore, it is must to include **Meta tags** in your WebPages and include relevant keywords in these tags.

Tags are written in HTML Language with a specific format.

Let us discuss various types of Meta tags important from SEO point of view.

1. **Title Tag**

These tags are used by the search engines to identify the subject of a Page. It means, we should carefully select the words for the title of our webpage and place relevant keywords in the title.

The HTML format of the Title head is

`<title> Best tools for digital Marketing</title>`

The title tags play another significant role. When it comes to the selection of your website by the user from various results, the title plays an important role as your title is displayed in the search results.

That means it is not just putting the keywords in the title, you should also look for very attractive title for your webpage. But don't stuff your title tag with so many keywords. It should look like a natural title

Let me show you what do I mean?

Just search for the phrase "How to be happy in a life" in Google.

We have few results in the SERP with some titles.

Like '*How to Be Happy: 23 Ways to Be Happier / Psychology Today*'

'*How to be happy with your life 15 steps*' and so on.

All titles are shown here because these websites have used **Title Tags** in HTML code.

Let me show you on this website. To check it, we have to go to 'view page source'. Right-click anywhere in the site and select view page source. This is the code of a website and under the Header section, you see the title tag is here. Exactly, the same that is appearing in Google search results.

Now the question is, how to insert the Title-Tag.

It is very simple.

You need not to do anything in the first instant, whatever will be the title of your page/post in the WordPress that will be automatically converted to Title Tag.

Let me show you

Go to WordPress dashboards

Add new Page

Here is the space for the title. Enter any title like, ***what is a Title-Tag***. Let me show you the title tag now.

Yes!!! it has been converted to the title tag here.

What should I do, if I want to customize the title tags? I will use one plug-in for this purpose.

Just wait for that.

2. **Description tag**

Next, we have a **Description Tag**

Meta description tag is a short paragraph about the webpage written in HTML language.

It usually appears next to the title in search results as a snippet. It plays a very significant role when it comes to the selection of your page by the users from search results because before clicking of results, we quickly read the description or snippet of that result. Therefore, it is important to include a description tag in a webpage and appropriate keywords should be used. As a rule, the description should be very crisp, highlighting main features or points discussed in a webpage.

Let me show you

I have just searched for “**Buy smart TV online**”. Various results appeared in the result page.

For this very result, this is a snippet and has been created with the help of the description title.

Let us check it in the Page source. Yes, it is there under description title.

This is the HTML version of the Description tag

`<meta name="description" content="The description of my page ">`

How to create Description Tags, I will discuss with the help of a Plug-in

3. **Keyword Meta Tag**

The third important tag is ‘Keyword Meta Tag’

The ‘**Keywords Tag**’ is usually used to include 8-9 important keywords describing your webpage.

The role of Keywords in SEO ranking is debatable; however, it is always good to have

Keywords Tag in your webpage.e

The HTML Version of Meta Keyword Tag is

`<meta name="keywords" content="My first Keyword, My Second Keyword, My third " />`

Therefore, from the SEO point of view, include important keywords in The **Meta Keyword Tag**

Let me show you how to identify **Keyword Tag** in any website or in the site of your competitors.

Open any website,

Go to the page Source and search for Keyword.

For this website, you can see this is the keyword tag and here are various keywords, like official website of Panjab university India, Chandigarh University, Panjab University and so on. Again we will use one plug-in to include keyword tag

We have discussed three important Meta tags, The Title tag, the Meta description and the Meta keywords. These three tags are important from the point of Keywords Placement.

However, there are many other Meta tags which are used for SEO Purpose. We will discuss them in a while.

You must be wondering that you don't know HTML Language then, how can you use these Meta tags.

Relax, nothing is impossible. I will explain in Module 13 how to add Meta Tags in a website, even if you don't know HTML with the help of one popular Plug-in.

Transcription: Video-3

The Second important place to place the Keywords is the

Heading.

There are six levels of Heading in HTML

In non-technical language, these level represent the size of the heading, **H1** being the Highest Level and **H6** is the lowest level.

Let me show you on this website

Here you can see, it is **H1**

Go down, you will find **H2**

And one more **H2** Heading

If you are not sure what is the level these headings,

Copy this URL

And open this website (<https://www.seoreviewtools.com/html-headings-checker/>)

And paste the URL.

Check this button and perform the check

Within seconds your report will be ready and it says that

There is One H1 Heading

And '51' H2 headings

Let us confirm it

Is this there in the website? Yes, it is there

The H2 heading, yes, it is there. Similarly, you can check other heading as well

From SEO point of view, you should include the relevant keywords in Headings intentionally but those keywords should be relevant to the context. It will help the search engines to understand the relevance of the content of a website.

How to add keywords in the heading?

It is very simple

First plan how many levels of headings, you want to use in the content. Then, accordingly, use various levels of headings from here in the WordPress editor.

In this post, I am explaining **On-page SEO Techniques**

My first Heading will be

10 best On-page SEO Techniques

Indexing

Placement of keywords

Meta Tags

Headings

Text

And so on.

So, strategically, insert your keywords in these headings.

Text

The next place to put your keywords is the actual text of the post or a page.

It may be a simple article about any topic or

It may be the product page explaining various features of the products or

It may be any page, in a given context of your website.

In this case, you have to blend the content in such a way that important keywords are included in the text

You need to mention the keyword once only. However, you may repeat it if it looks natural.

While writing the content of a webpage, keep in mind the keyword density.

What is keyword density?

Keyword density is the percentage of the number of times a **keyword** appears on a page divided by the total number of words in that page.

For examples, if there are 500 words in a page and it includes the word “Digital Marketing” 20 times”, and then the keyword density is 4 % which seems to be very high

Now the question is, what the ideal level of **Keywords density** and how to find it easily.

There are many tools and extensions available to check the keyword density of a given page.

Let me demonstrate this one

The name of this small but effective tool is **Keyword Density Checker** and is available on this URL (<https://www.seoreviewtools.com/keyword-density-checker/>)

There are two options to use it. Either you can enter the URL of a page for which you want to check the keyword density here or you can simply paste the text here.

I want to check the keyword density on this page. Just copy the URL and paste it here. This tool will show you the results of top keywords not for all the words. If you want to calculate the density for any specific reason, then add that words here otherwise leave it blank.

Let it be checked

And finally, click **Check Keyword density**.

Here are your results

It took around one minute. This is your URL, and there are 300 words on a page for which we are checking the density.

It has prepared the word cloud for you to show you keywords.

This is the actual report

In the first part, it shows you, Top keywords on that page like Business School, University Business School with frequency 8 for the first keyword. It also indicates whether that word is present in the title tag, description tag, and Heading of the page.

Very interesting!!!

Next is the **Keyword Density**.

It shows you the density for one word, two words, three words and four words.

In the case of one word, keyword density for the one word is 7.18 %.

Means this word has been used maximum times in the content.

But usually, one-word keyword density does not signify much. We should check the density for a couple of words or for the long-phrase

Like, for two words, Keyword density for **business school** is here

And this is for four words

In this case, you can see, we have very long, phrases and the ‘density’ is under 1.

The question is still there. What is the optimal level of Keyword Density? Actually, there is no official version from Google on the level of keyword density and debate is going on among the SEO masters, regarding the optimal level of keyword density.

However, Google has the policy to penalize the keyword stuffing and treating your content as spam.

Therefore, when you develop the content, be natural. Don’t unnecessary try to repeat the keywords in your content.

Transcription: Video-4

Now let us discuss a few more places, where we can embed the keywords such as Domain name, URL optimizer, Alt text etc.

Domain Name

In the continuation, the next place is **Domain Name**.

If it is possible, use keyword domains.

What are keyword domains?

A keyword domain refers to the domain that is having keywords about your business, products or services.

Let us look at one example

There is one website having domain “websitesetup.org”

Let us see, where this website will be ranked if some search for a keyword “How to set up a website”

Search for “How to set up a website”

See, this website having domain websitesetup.org has been ranked at the very top because its domain has few keywords of the search query.

Similarly, let us search for “How to become a writer today”

See here, becomewritertoday.com has been ranked first as it has your keywords. Even the second result is from the same website.

URL Optimizer

The next technique is URL Optimizer

URL stands for **Uniform Resource Locator** and is the address of your webpage. Like here

In WordPress, URL is automatically created for any post or page. However, we have to optimize the URL too by placing relevant keywords which explain the meaning of a page or post to the search engines.

Let us see, how to optimize, the URL in WordPress.

There are a few default ways in WordPress to customize the URL.

To check it,

Go to WordPress Dashboard

From Settings, go to, **Permalinks**

Here you can see different ways to customize the URL, like presently, it is month and name that means the URL to be created automatically, first -year, then date and then the title of your post or page. Similarly, we have other options but it is usually suggested to keep Month and name.

If you want to customize the structure of URL by adding few more options here, such as the name of the category, post id, day or name of the authors and you can use these options, save the changes

But the problem here is, you cannot add a few more words of your choice from your side like, I want to add a keyword '**social media marketing**' here.

How to do it?

Go to all posts

Select edit the post in which you want to add a few more keywords.

Go the Document setting of that page and them permalinks

In URL slug, you can add any word you want

Like '**social media marketing**' with a hyphen (-) in each word

And also notice, in the ULR preview, it has been added.

Now update it,

And refresh the page. See, it has been added to the URL.

So, in this way you can fully customize the URL by inserting any keyword which you think is the best for that page or post.

AltText

Next Point is **AltText**

AltText or Alternative text is primarily used to describe the images for those who can't see it. such as visually impaired.

However, it has great significance in Search Engine Optimization as it helps the search engines to properly understand the description and context of an image and helps them to index the site properly.

Let me show you, how to add **AltText** to images?

When you are inserting any Image in a post or page from the media library, then an option to add **AltText** appears on the right side of the window, like here. Add text to describe the image.

Your **AltText** is added. Here, try to include important keywords in the **AltText**. Further, include keywords in caption and description.

If you are adding the image directly from the desktop, then add the **AltText** from the image block by going to image settings.

With this, we have completed our first Module on SEO techniques. Try to apply these SEO techniques to your website. But don't be under this impression that your website will come to the top in a single day. SEO is a continuous process. It will take some time to get the desired results.

- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-3 (unit?unit=122&lesson=133)
 - Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-4 (unit?unit=122&lesson=134)
 - E-Content: Module 11: On Page SEO Techniques-Indexing and KeyWord Placement (unit?unit=122&lesson=135)
 - Quiz: Quiz-M11 (JAN 2024) (assessment?name=140)
- Additional Readings / Videos : Module 11:On Page SEO Techniques-Indexing and Key Word Placement (unit?unit=122&lesson=136)
- Summary of Week 4 (unit?unit=122&lesson=137)

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M11 (JAN 2024)

Assignment submitted on 2024-04-11, 20:32 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is re-branded as Google Search Console?

1 point

- Google Trends
- Google Webmaster

Google Keyword Planner

Google Analytics

2) How many methods are there to verify the domain ownership in Google Search Console **1 point**? ?

4

5

3

6

3) HTML tag is one of the methods to verify the domain ownership

1 point

True

False

4) Which of the following is true

1 point

Your web pages start appearing in search results once indexed

You will pay to Google to get your pages indexed

Crawlers visit homepage only

You cannot see how many pages of your website have been indexed

5) What are Meta Tags ?

1 point

Visible to visitors

Helps crawler to understand your website better

Written in HTML language

Both b and c (b and c is the order of the options)

6) AltText is used for

1 point

Images

Links

Text

None of these

7) 'Keyword Density' is measured: (Total words in the text/ Keyword appeared in the text) X **1 point**
100

True

False

8) If you include important keyword in the domain, it is called

1 point

- Hash domain
- Keyword domain
- Popular domain
- Key domain

9) This is a title tab <title> best tools for digital marketing </title>

1 point

- True
- False

10) In Google results, the brief snippet next to a result is called

1 point

- Title Tag
- Meta description
- Keyword description
- None of these

You were allowed to submit this assignment only once.