

What is SEO?



Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.



SEO

**Competitive
Analysis**



Google's 200 Ranking Factors:

THE COMPLETE LIST



Types of SEO

BLACK HAT TECHNIQUES



- Duplicate Content
- Keyword Stuffing
- Link Farming
- Cloaking Text &/or Links
- Re-Directing to Another Site or Page
- Blog Comment Spam

WHITE HAT TECHNIQUES



- Fresh, Relevant Content
- Linking to / Getting Links from Relevant Industry Sources
- Optimized Image Labels
- Relevant Page Titles & Tags
- Natural Keyword Density

Techniques of SEO

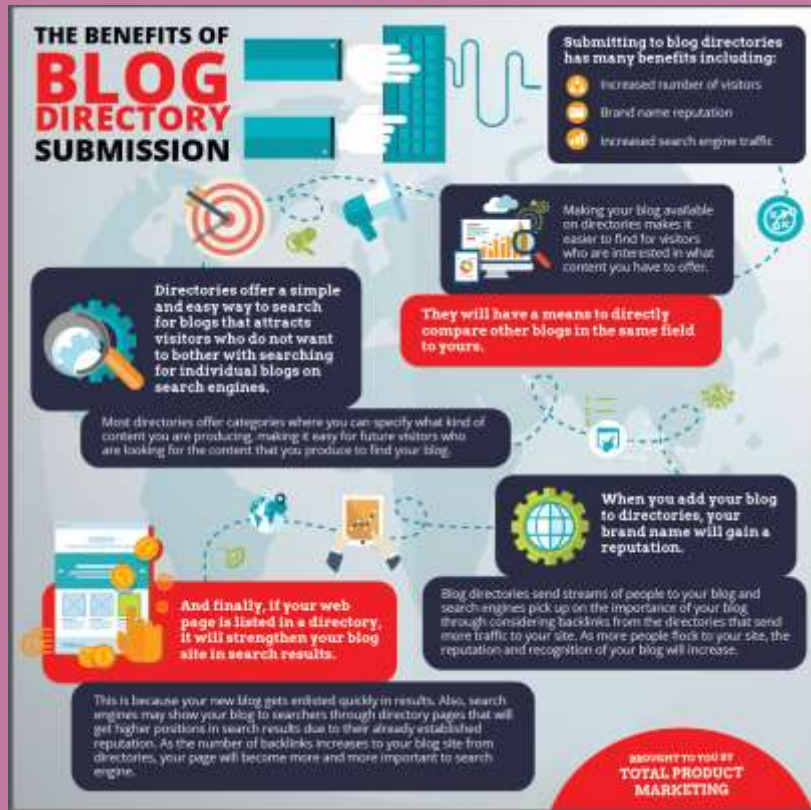


- **Blog Directories**
- **Forum Signatures**
- **Comment link**
- **Article Directories**
- **Link exchange schemes**

- **Business listing**
- **Q&A**
- **Guest Post**
- **Premium/Paid Guest Blogging**

- **PPT Submission**
- **PDF Submission**
- **Video Submission**
- **Profile Creation**

Blog Directories

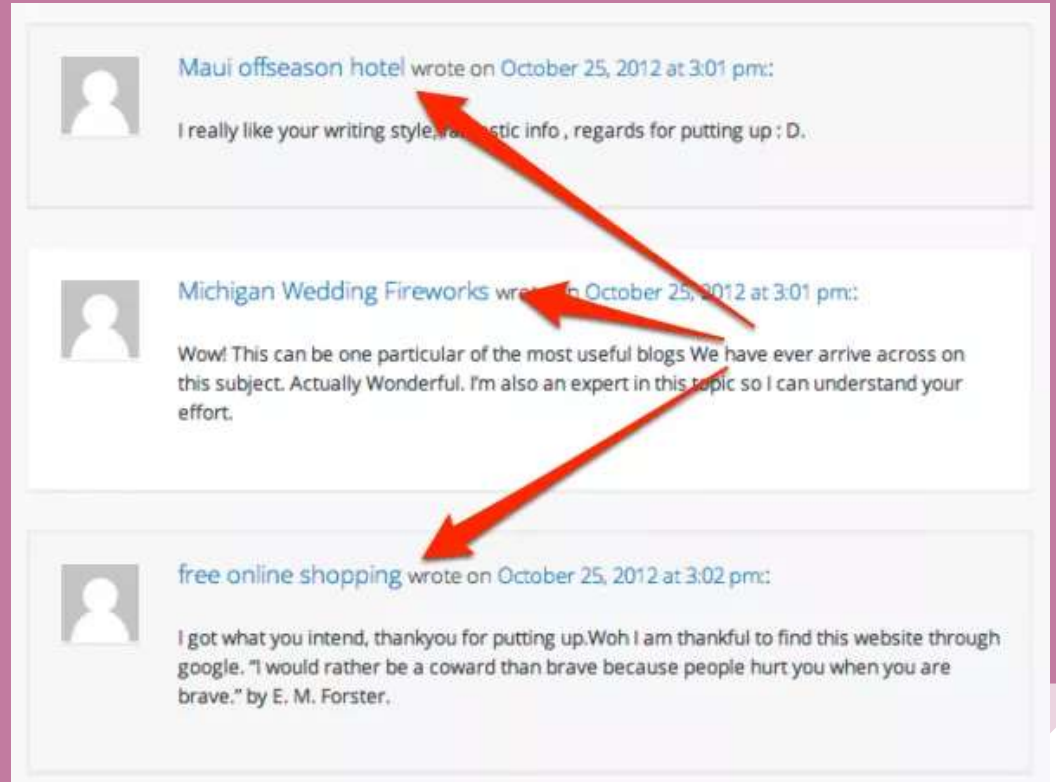


Forum Signatures

Forum Posting is an important part of any SEO effort to increase direct traffic to a website. Forum Posting in Laymen's terms means replying to threads or posting new threads to obtain quality inbound links to a website. Done Right! Forum posting can drive targeted traffic to a website.

Comment link

Blog commenting is defined as a relationship between blogs, bloggers and blog readers. It is a great way to exchange ideas, thoughts or opinions about what people feel for a particular topic or a blog post. Blog comments helps the blog to attract traffic and makes it social.



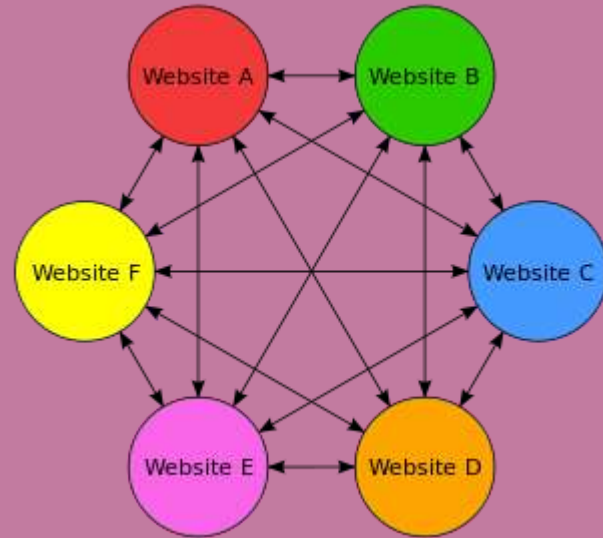
Article Directories

An article directory is a website with collections of articles written about different subjects. Sometimes article directories are referred to as content farms, which are websites created to produce mass content, where some are based on churnalism



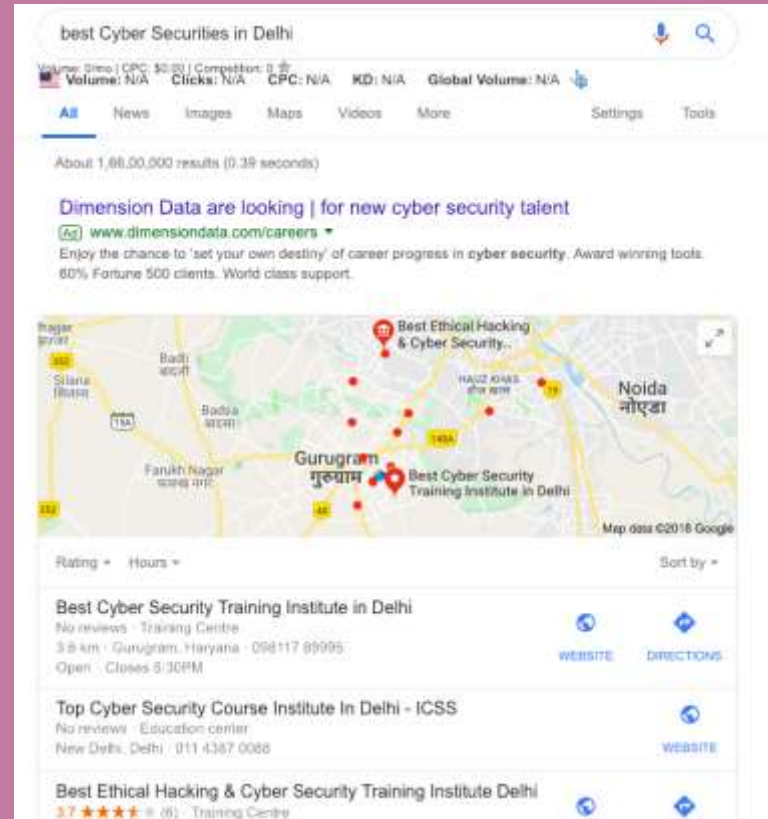
Link exchange schemes

A link exchange is a confederation of websites that operates similarly to a web ring. Webmasters register their web sites with a central organization, that runs the exchange, and in turn receive from the exchange HTML code which they insert into their web pages.



Business listing

A business listing is a public profile that contains a business' vital information such as name, address, number, website, hours of operation, and more. They act as a “virtual doorway” to local businesses, and can (and should) be found across hundreds of online listings and directory sites across the web.



Q&A



Viewers can ask the host questions before or during a Hangout On Air with Q&A. Q&A can only be turned on or off before your broadcast. To do this, go to your HOA event page and click the Q&A app.

Guest Post

Guest Post

Quality Content

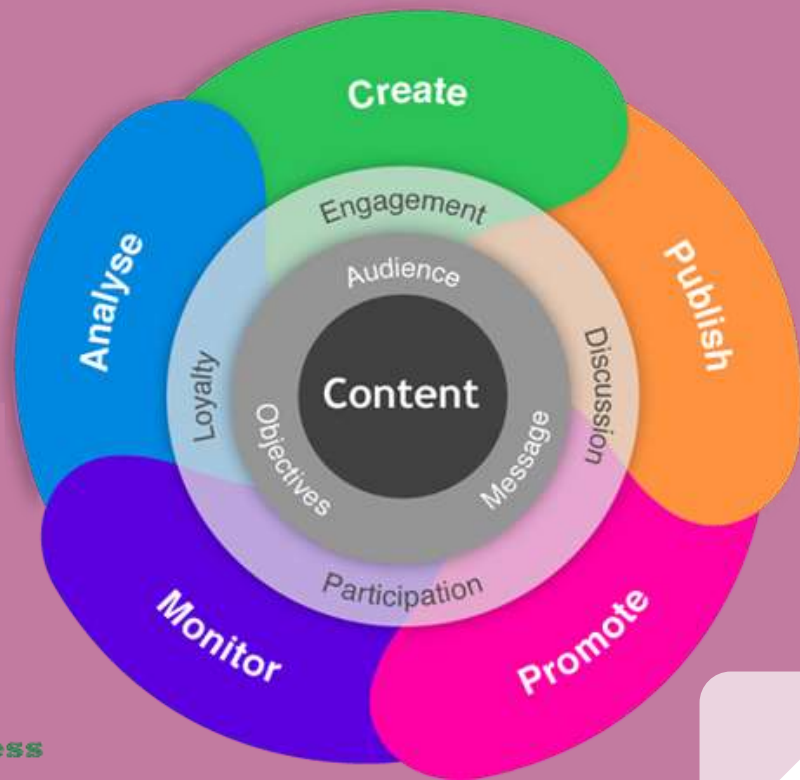
100% White Hat

Social Engagement

Generate target traffic

Niche relevant authority Site

Increase Exposure and build brand awareness

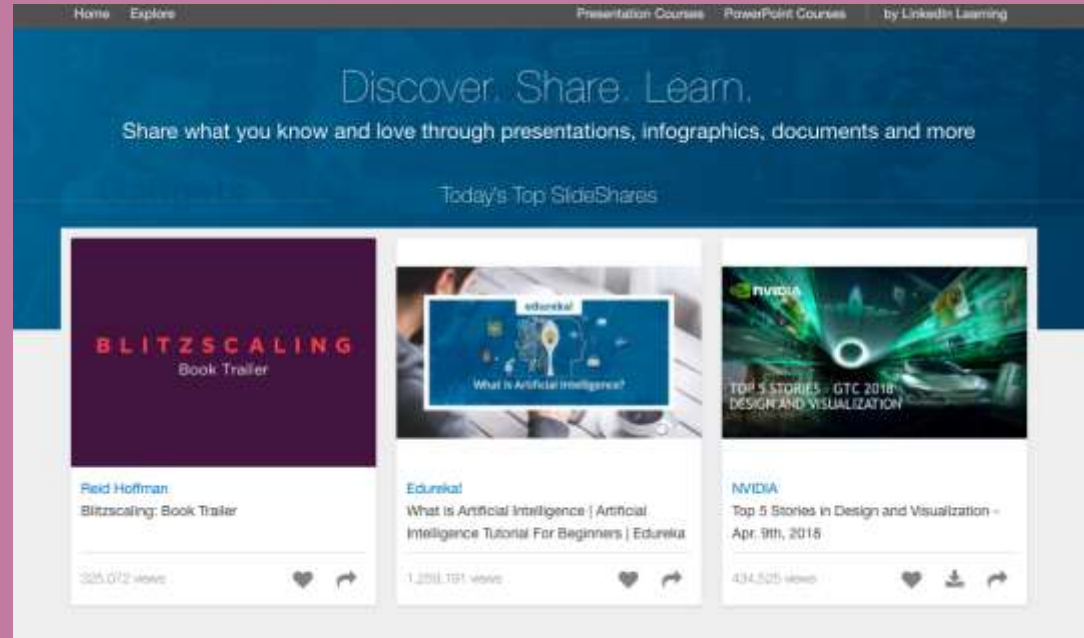


Sponsored Post



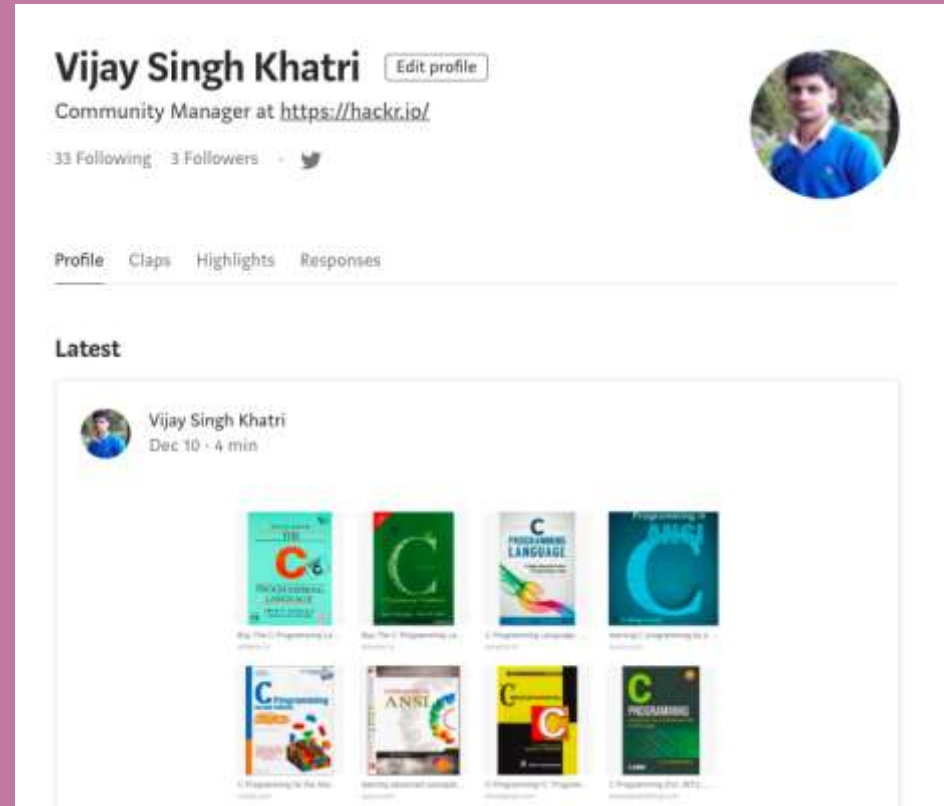
PPT Submission

PowerPoint submission is an effective online marketing tactic to attract targeted traffic, get quality inbound links and maximize your site's visibility in major search engines. ... PowerPoint blends visually attractive and well organized presentations to print or display on screen as slide shows.



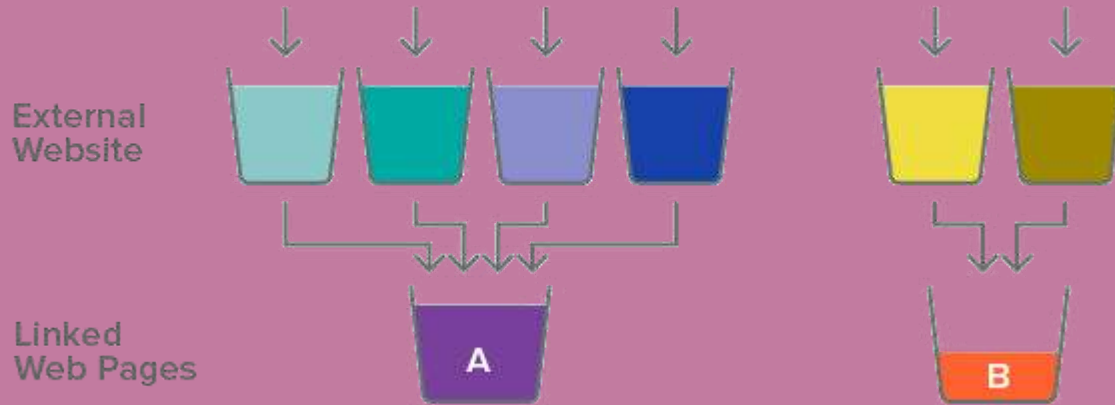
Profile Creation

Profile creation is a finest way for business endorsement on the web. Profile creation is one link building method in which we create profile in different platform's website such as forum sites, social networking, web 2.0 websites etc



Link Juice

HOW LINK JUICE IS TRANSFERRED



Trust Flow & Citation Flow

Citation Flow is a number of predicting how influential a URL might be based on how many sites link to it. Trust Flow is a number predicting how trustworthy a page is based on how trustworthy sites tend to link to trustworthy neighbors.



Trust Flow & Citation Flow

Competitive SEO Metrics

	moz.com	ahrefs.com	ahrefs.com	ahrefs.com	ahrefs.com
Domain Authority ↗	30	27	37	33	46
Domain MozRank ↗	4.43	3.94	4.83	4.55	5.25
Domain MozTrust ↗	4.54	3.72	4.85	3.85	4.94
Internal Equity-Passing Links ↗	13,417	18,395	3,833	651,796	6,732,135
External Equity-Passing Links ↗	878	3,114	2,237	18,793	242,383
Total Equity-Passing Links ↗	14,300	21,509	6,070	670,591	6,974,518
Total Internal Links ↗	13,462	18,625	3,769	658,844	7,232,059
Total External Links ↗	1,005	3,206	3,301	17,045	217,305
Total Links ↗	14,467	21,831	7,070	675,889	7,449,364
Followed Linking Root Domains ↗	221	88	211	141	2,279
Total Linking Root Domains ↗	134	93	230	185	2,422
Linking IP Blocks ↗	23	6	18	17	137
<div> <div></div> <div>Equity-Passing Links ↗ vs</div> </div> <div> <div></div> <div>Non-Equity-Passing Links ↗</div> </div>					
<div> <div></div> <div>Internal Links vs</div> </div> <div> <div></div> <div>External Links</div> </div>					





ON-PAGE SEO

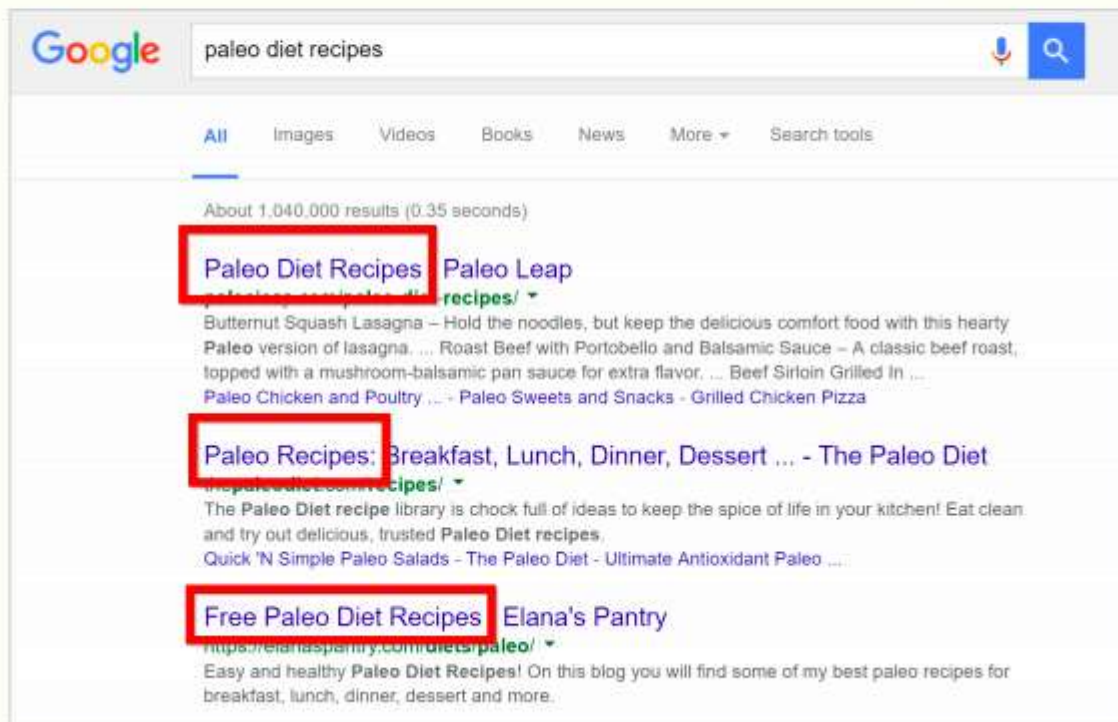
CHECKLIST

1

□ FRONT-LOAD YOUR TITLE TAG

Google puts more weight on words found **in the beginning** of your title tag.

You can see this in action by searching for competitive keywords in Google:



2

□ SEO-FRIENDLY URLS

I see a lot of people creating 50+ character URLs, like this:

http://www.heart.org/HEARTORG/Conditions/More/ConsumerHealthCare/A-Guide-to-Understanding-Clinical-Trials_UCM_426055_Article.jsp

(That's an actual URL)

Even if your URLs aren't as long as this one, it might be a good time to revisit your URL structure.

Why does your URL matter for SEO?

Just like your title tag and content, Google uses your URL as a clue to help them figure out the topic of your page.

And the easier you make that process for them, the more confident they'll be about ranking your page for your target keyword.

How can you make it easy for them?

Create short and sweet URLs that include your target keyword.

If you have a date or category in your URL structure (like: <http://example.com/category/2014/5/12/title-of-your-post>), consider cutting out the category and date from future posts.

After a lot of testing I've found that super-short, keyword-rich URLs make a small but significant difference in rankings.

ACTION STEP: Use short and sweet URLs that include your target keyword.

3

□ USE MULTIMEDIA IN BLOG POSTS

Adding multimedia – like images, screenshots, lists and videos – doesn't have a *direct* effect on your page's rankings.

But I included it here because it boosts user-interaction signals that Google is paying more and more attention to (more on that later).

Multimedia also increases the perceived value of your content.
Higher perceived value=more links=higher rankings.

ACTION STEP: Include at least 1 multimedia type (video, audio, images and lists) in every blog post that you publish.



USE OUTBOUND LINKS

Google wants to see you as an active member of the web.

If you rarely link out to other resources – or nofollow all of your outbound links—it looks like you're hoarding PageRank for yourself.

ACTION STEP: Include at least 2 outbound links to related authority sites (popular blogs, news sites and .edu and .gov resources) in every piece of content that you publish.

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☐ INCLUDE YOUR KEYWORD IN THE BEGINNING OF YOUR POST

Keyword prominence is the new keyword density.

In other words, Google pays close attention to WHERE a keyword appears on your page. The earlier it appears, Google's thinking goes, the more important it must be.

Think about it like this:

Let's say you were writing an article about office furniture.

Wouldn't it be weird if the first time the words "office furniture" appeared was in the last sentence of the article?

Well it's the same idea. It looks weird NOT to mention your keyword early in your article.

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❑ WRAP YOUR TARGET KEYWORD (OR A SYNONYM) IN AN H1 TAG

Your H1 tag is like your page's subheadline.

Most blog platforms (like Wordpress) automatically wrap your blog post title in an H1 tag.

However, certain themes override this setting and cause your page to have no H1 tag at all.

You can easily check this on your site by looking at your page's source code and searching for your article's title. If it's in an H1 like this, you're set:

```
<article id="post-1126" class="cf post-1126 post type-post status-publish format-standard has-post-thumbnail hentry category-quality-seo" role="article">
  <header class="article-header entry-header">
    <h1 class="entry-title single-title itemprop="headline" rel="bookmark">On-Page SEO: Anatomy of a Perfectly Optimized Page (2016 Update)</h1>
    <p class="byline entry-meta vcard">
      <span class="by">by</span> <span class="entry-author author" itemprop="author" itemscope itemtype="http://schema.org/Person">Brian Dean</span>
    </p>
  </header>
```

7

☐ NAIL LOADING SPEED

This is HUGE.

Page Speed is one of the few ranking signals that Google has publicly confirmed. It's that important.

You can easily evaluate and improve your site's loading speed using Google's own [PageSpeed Insights](#) tool.

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□ ADD MODIFIERS TO YOUR TITLE TAG

This is a great trick to wrangle in those super long tail searchers.

These 5-9 word searches may not show up in the Google Keyword Planner, but people DO search for them.

For example, here are some keywords people have used to find blog posts at Backlinko (this is data from Google Analytics before Google replaced this information with "Not Provided"):

While it doesn't make sense to optimize around these keywords (after all, they're unpredictable), you can rank for them by including modifiers in your title.

<input type="checkbox"/>	56.	does a backlink from an authority website from an unrelated industry help my page rank
<input type="checkbox"/>	91.	impossible to get youtube video on google first page
<input type="checkbox"/>	113.	sites which provides guest blogging for land for sale



USE PROMINENT SOCIAL SHARING BUTTONS

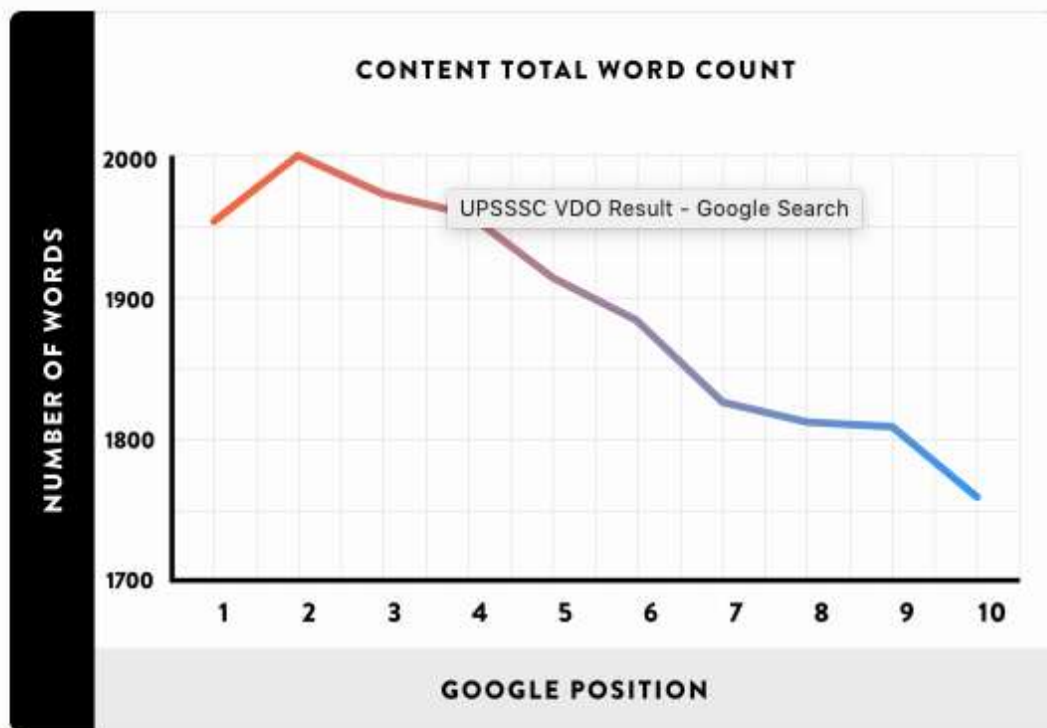
The easier you make it for people to share your article, the more likely they are to share it.

Make sure your social sharing buttons are prominently displayed on blog posts and articles. I actually make it so my share buttons follow you down the page.

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PUBLISH LONG CONTENT

Several industry studies (like [this one](#) by Backlinko) have shown that longer content ranks significantly higher in Google:



As you can see, the top 10 results have an average of approximately 1800 words.

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☐ SLASH BOUNCE RATE

Bounce rate is an SEO and conversion killer. That's why it's a metric that I pay VERY close attention to.

If Google sees people bouncing from your page in the search results, it's a clear sign that you're not a quality result for their users. And they'll quickly drop you from the first page.

Adding internal links to the beginning of your content is one of the fastest ways to decrease your bounce rate.

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□ USE LSI KEYWORDS

LSI (Latent Semantic Indexing) keywords are words that are commonly found alongside your target keyword.

For example, if you were writing about “weight loss tips”, then you’d probably mention words like “nutrition”, “dieting”, “fat loss” etc.

“Nutrition”, “dieting”, and “fat loss” are LSI keywords.

When Google sees those words around your target keyword, it gives them confidence that you’re writing quality stuff.

Fortunately, it’s easy to find LSI keywords for any keyword.

Just search for that keyword in Google and scroll to the bottom of the page where it says “searches related to...”

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DWELL TIME

Like with bounce rate, Google pays very close attention to “short clicks” vs. “long clicks”, also known as dwell time. Dwell time simply measures how long a searcher stays on your page before hitting the back button.

If they hit their back button immediately after landing on your page, it’s a sign of a low quality page.

You can increase your average dwell time by writing long, engaging content that keeps people reading.

That way — even if they bounce back to the search results — you at least have a “long click”. That long click shows Google that you gave them something of value while they were there.

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INTERNAL LINKING

Internal linking is SO money. If you want to see a great example of how to internal link on your site, check out [Wikipedia](#).

They add keyword-rich internal links to every entry:

GoldenEye 007 is a [first-person shooter video game](#) developed by [Rare](#) and based on the 1995 [James Bond](#) film *GoldenEye*. It was exclusively released for the [Nintendo 64 video game console](#) in August 1997. The game features a [single-player](#) campaign in which players assume the role of [British Secret Intelligence Service](#) agent [James Bond](#) as he fights to prevent a criminal syndicate from using a [satellite weapon](#) against London to cause a global financial meltdown. The game also includes a [split-screen multiplayer](#) mode in which two, three, or four players can compete in different types of [deathmatch](#) games.

GoldenEye 007 was originally conceived as an [on-rails shooter](#) inspired by [Sega's *Virtua Cop*](#) before

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H2 AND H3 TAGS

I don't think H2 and H3 tags are a big deal. But you should include your target keyword at least once in an H2 or H3 subheading. This also has the added bonus of making your content easier to read.

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IMAGE OPTIMIZATION

This isn't absolutely necessary, but optimizing [UPSSSC VDO Result - Google Search](#) words can land you traffic from Google Image Search.

Schema.org Markup

Schema.org (often called Schema) is a semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines read and represent your page in SERPs.

Code Sample

```
<div itemscope itemtype="https://schema.org/Book">  
  <span itemprop="name"> Inbound Marketing and SEO: Insights from the Moz Blog</span>  
  <span itemprop="author">Rand Fishkin</span>  
</div>
```

What is Schema.org Structured Data?

Schema.org is the result of collaboration between Google, Bing, Yandex, and Yahoo! to help you provide the information their search engines need to understand your content and provide the best search results possible at this time. Adding Schema markup to your HTML improves the way your page displays in SERPs by enhancing the rich snippets that are displayed beneath the page title.

Inbound Marketing - Google Books

[books.google.com](#) › ... › [Marketing](#) › [General](#) ▼ [Google Books](#) ▼

★★★★★ Rating: 4 - 36 reviews

Oct 2, 2009 - **Inbound Marketing** is a how-to guide to getting found via Google, the blogosphere, and social media sites. • Improve your rankings in Google to ...

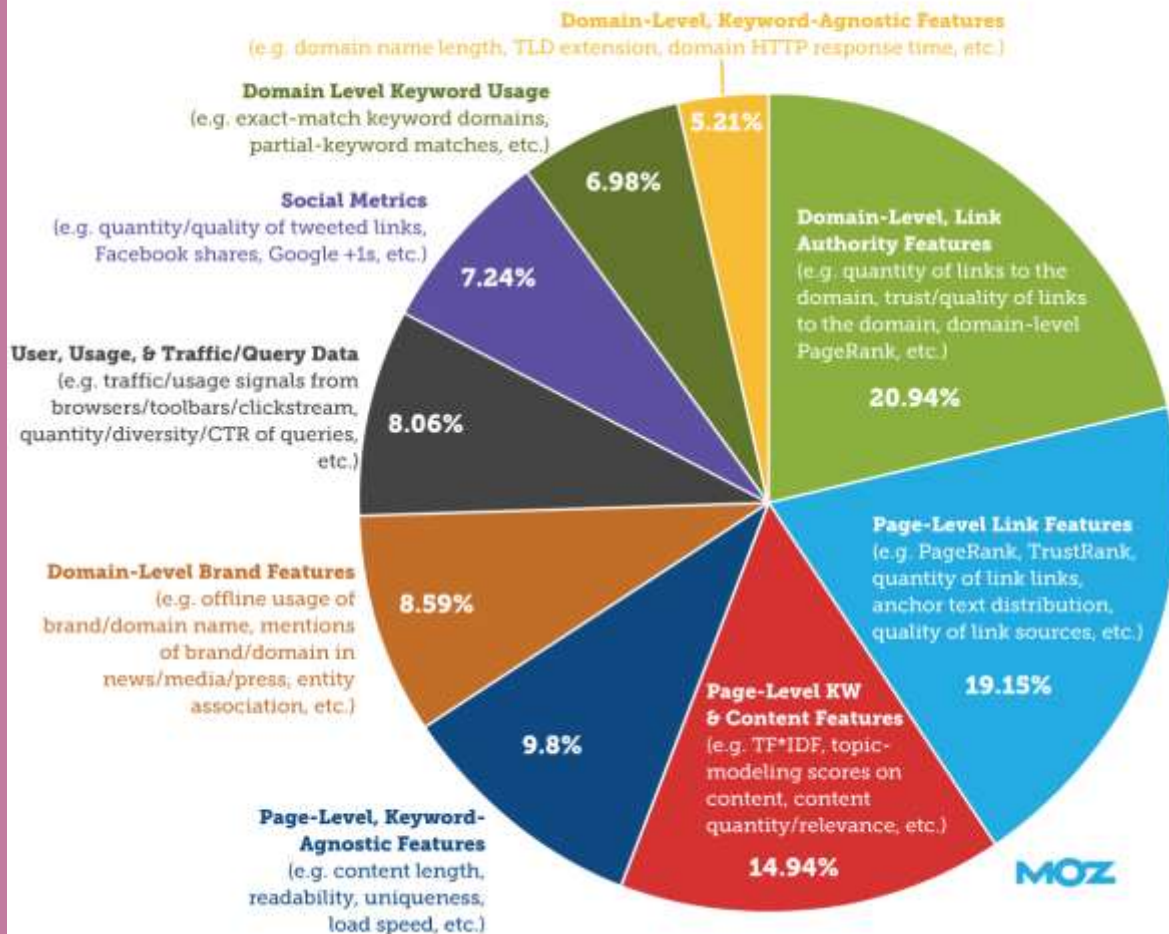
Inbound Marketing: Get Found Using Google, Social Media ...

[www.amazon.com](#) › ... › [Industries](#) › [Retailing](#) ▼ [Amazon.com](#) ▼

Inbound Marketing: Get Found Using Google, Social Media, and Blogs [Brian Halligan, Dharmesh Shah, ... Find all the books, read about the author, and more.

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



Any Questions

