



SEVEN BOATS[®]

Sail on it. Grow with it.

On Page SEO

What is Search Engine Optimisation?

SEO is the process of enhancing the visibility of the website by improving its ranking in Search Engine Result Page (SERP) for the most relevant keywords in organic/natural/unpaid way

It is more credible and cost effective way of reaching out to prospects

It is a pull medium as it captures self-interest (*users themselves seek information*) and enables discovery

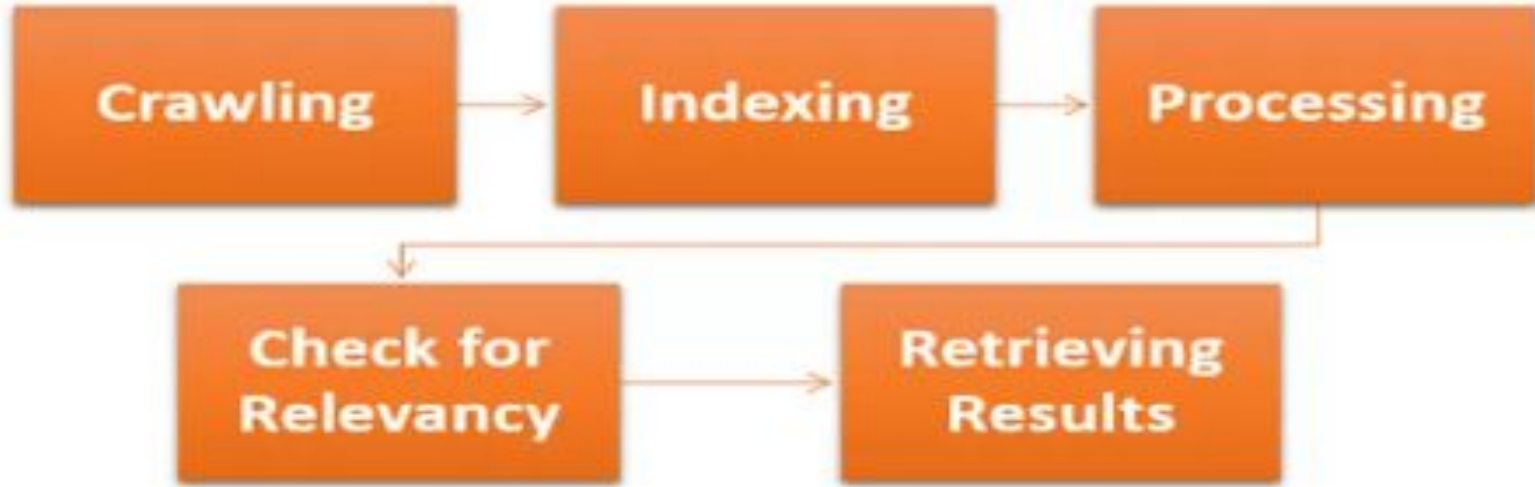
It is a long-term strategy as it takes time for efforts to fructify as opposed to short-term strategy of paid search advertising (SEM)

What is SEO? (contd...)

You have to understand the **user intention** behind a keyword/s and you have to develop content in that way.

Example - any one searching car loan has the intention to know the full process, providers names in his or her location, eligibility, car dealers in his or her locations offering finance etc.

How a Search Engine Works?



Search Engine Market Share

<https://netmarketshare.com/search-engine-market-share.aspx?options=%7B%22filter%22%3A%7B%22%24and%22%3A%5B%7B%22deviceType%22%3A%7B%22%24in%22%3A%5B%22Handheld%22%5D%7D%7D%5D%7D%2C%22dateLabel%22%3A%22Custom%22%2C%22attributes%22%3A%22share%22%2C%22group%22%3A%22searchEngine%22%2C%22sort%22%3A%7B%22share%22%3A-1%7D%2C%22id%22%3A%22searchEnginesDesktop%22%2C%22dateInterval%22%3A%22Monthly%22%2C%22dateStart%22%3A%222018-01%22%2C%22dateEnd%22%3A%222018-09%22%2C%22segments%22%3A%22-1000%22%7D>



WHY SEO?



CONVERSIONS

*Conversions may differ and do not need to be exclusively monetary! Some examples are: downloads, sign-ups, polls, social shares, etc.

User Experience

Drive Revenue

Call to Actions



INFORMATION

Freshness

Engage Audiences

Relevance



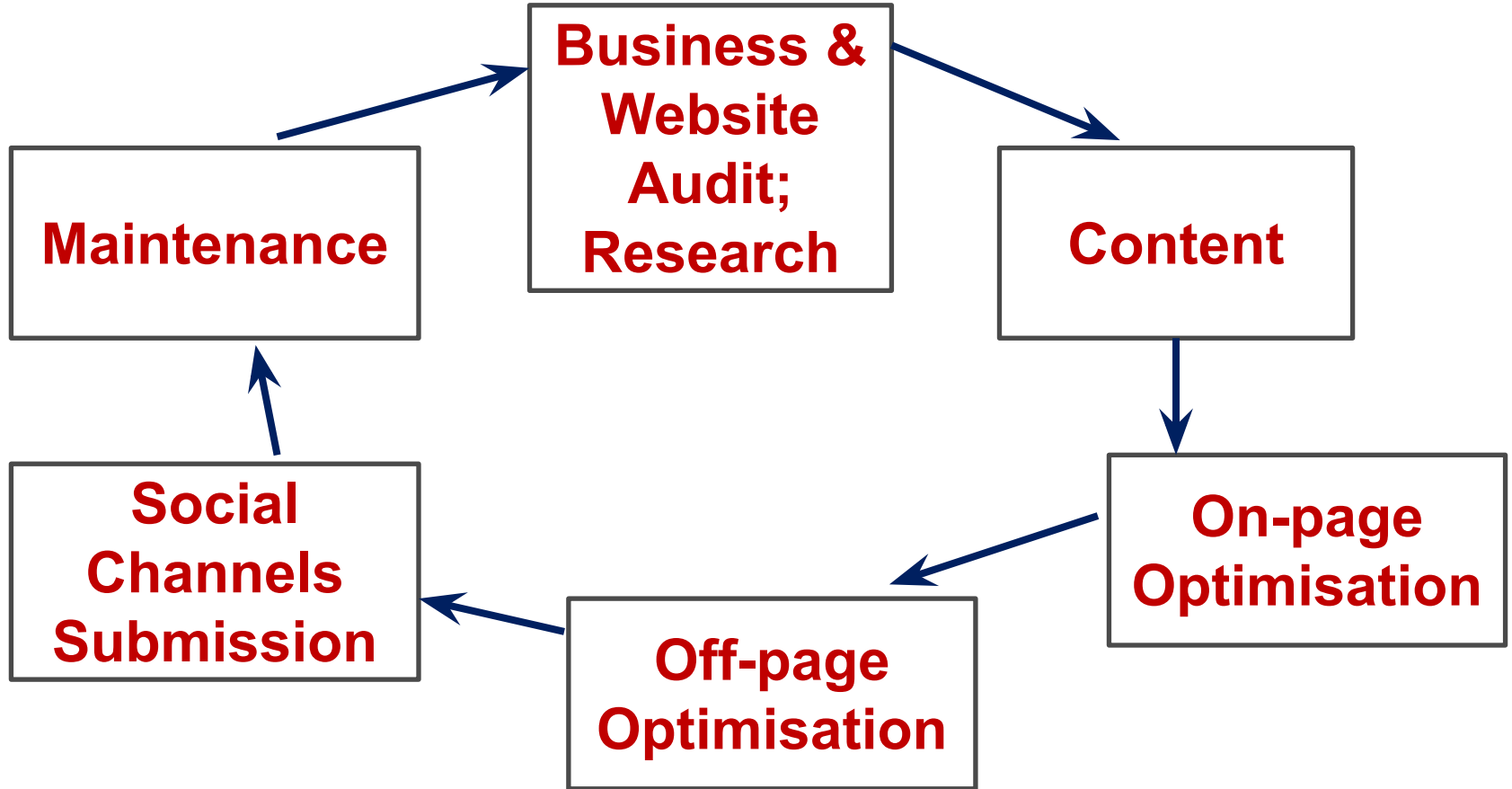
TECHNOLOGY

Accessibility

Easy to find

Indexation

SEO phases



Types of SEO

On page SEO

- The process of updating content and adding/editing technical things related to own website
- Title tag, Meta description, page content, image alt tags, keywords are few important tools

Off page SEO

- The process of submitting business info/website URL to other various digital entities to get backlinks and popularity.
- Quality, relevance, freshness and naturality are very important while doing link building by commenting, participating in forum, online PR, yellow pages or social media sites.

Before start, following tasks have to be performed.....

- Business audit & define target audience
- Do a website audit; some free resources are:
 - <https://seositecheckup.com/>
 - <https://seomator.com/free-seo-audit-tool>
 - <https://www.seoptimizer.com/>
 - <https://majesticseo.com>
 - <https://neilpatel.com/seo-analyzer/>
 - <https://zadroweb.com/seo-auditor/>
- Do competitive research (check features, content structure, popularity, no. of pages)
- Do keyword research (Focus on long tail keywords and keyword stemming)
- Define landing pages / cornerstone content and content hierarchy
- Benchmark current status

1st SEO phase: **Website Audit**

- **Keyword Position:** Position of important keywords of a website in SERP
 - <https://smallseotools.com/keyword-position/>
- **Keyword Cloud:** Which keywords appear more often, have greater density on the website, whether they are relevant?
 - <https://www.webconfs.com/seo-tools/keyword-density-checker/>
- **Sitemap:** Architecture of the site to search engines such as category and deeper pages thus facilitating crawling and indexing by search engines
 - <https://seositecheckup.com/tools/sitemap-test>
 - <https://smallseotools.com/keyword-position>
- **Browser, Operating Systems, Devices Compatibility:** Website must be compatible with different browsers, operating systems and screen sizes

Website audit (contd...)

- **Backlink checker:** Search engines check out no. of backlinks and authority of source domains of those backlinks as an indicator of the authority of the site.
- **Domain authority:** Determined based on backlinks which indicate the likelihood of a website coming high in SERP
 - <https://websiteseochecker.com/domain-authority-checker/>
- **Speed audit:** Website loading speed is important aspect of user experience.
 - <https://tools.pingdom.com/>
 - <https://developers.google.com/speed/pagespeed/insights/>

A score of 85 or above shows that the webpage is performing well.

2nd SEO phase: **Content**

- Content includes **Text, Hyperlinks, PDF, Audios, Animations, PPTs, Docs, Podcasts, Videos, Images** relevant to target users' search intent
- Content must be unique, fresh, original and must add value to target audience
- www.duplichecker.com provides a plagiarism checker and conducts quality check of web contents including proofreading and editing

3rd SEO phase: **On-page SEO**

There are several on-page factors that affect search engine rankings

- **Technical Elements**

- Site Performance –
Page Speed
- Domains
 - Domain Name
 - Memorability
 - Keyword-rich
 - Domains
 - Sub-domains
- 301/404/500 Errors

- **Schema.org**

- **RSS Feeds**

- **Microsites**

- **HTML tags**

- Meta Tags
 - Meta Title
 - Meta Keywords
 - Meta Description
- Heading Tags
 - H1
 - H2.....
- Anchor Tag
 - Anchor Text
 - Image/Video optimization
 - File name
 - ALT text

- **Keywords**

- Long-tail and short-tail Keyword
- Keyword Density, Proximity, Prominence
- Number of Keywords
- Keyword Funnel
- Page Segmentation
- Synonyms

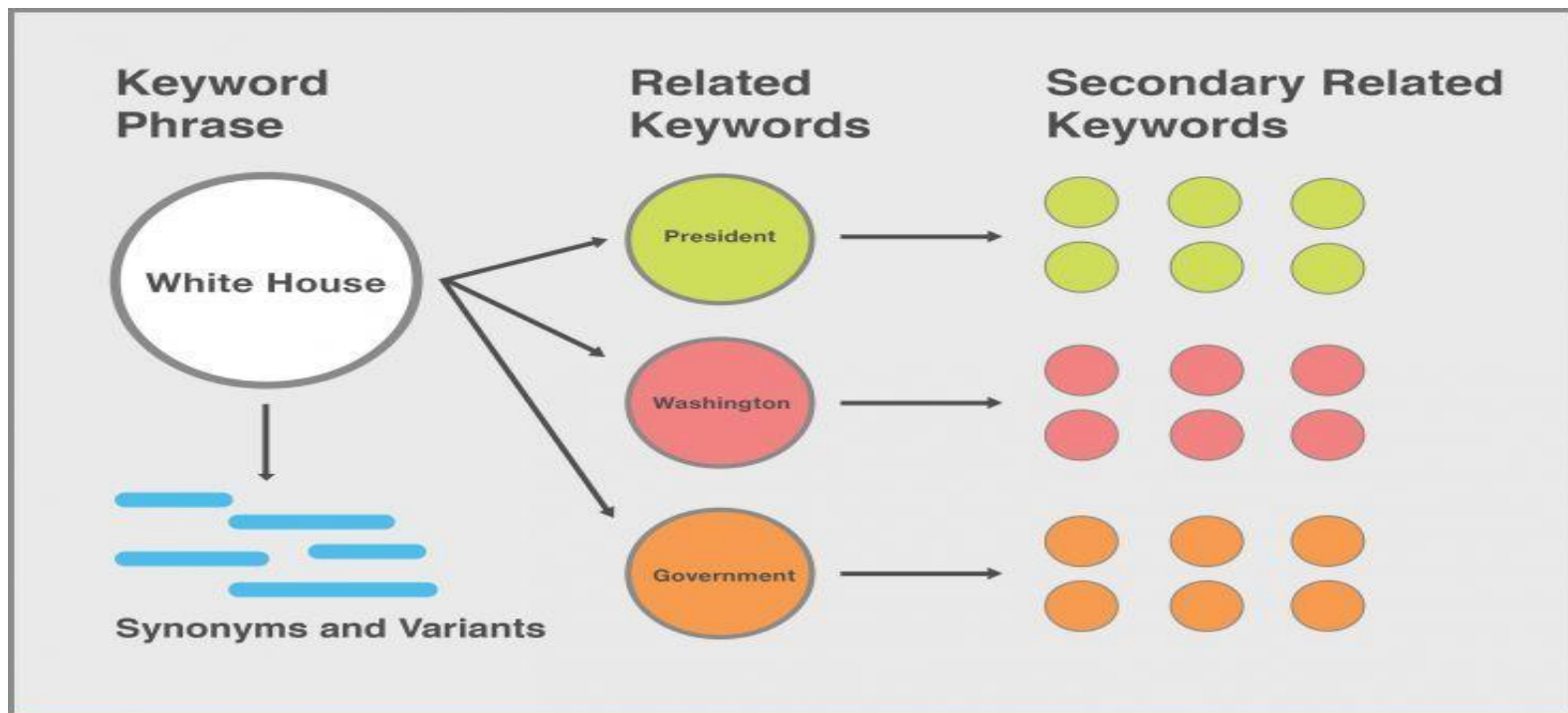
- **Site Structure**

- Breadcrumbs
- Optimize URLs
- Internal Linking

Additional Pointers for On-page SEO

- Robots.txt and Meta Robots
- Sitemap
- Static Permalink URL
- Bold/Italics/Underline
- Rich cards/rich snippets
- Mobile friendliness
- HTTPS / SSL
- Social Sharing and Social Media
- HTML, CSS and JavaScript
- Image Alt Tags
- Interlinking of Pages
- Call to Action
- Structure Data and Schema Markup
- Server Optimization
- Rel=Canonical Tag
- Geo Tagging
- 301 Redirect & Canonical
- Text to code ratio
- Open graph

Concept of long tail keywords



Keywords and Relationships

Topics are formed through relationships between concepts and groups of keywords. Closely related keyword phrases strengthen the topicality of a document.

Concept of keyword stemming

- Keyword stemming involves taking a basic but popular keyword pertaining to a particular website and adding a prefix, suffix, or pluralization to make the keyword into a new word.
- This particular process allows a website to expand upon the number of variable options, which can help a website get more traffic.
- Words that are a product of keyword stemming can expand in either direction, or even add words to the phrase, making the possibilities limitless.

Concept of keyword stemming (contd...)

- Keyword stemming initiates traffic draw for your website.
- A wider variety of keywords through keyword stemming also avoids keyword stuffing and repetitions that might blacklist a website from a search engine
- **Example: if you took the word “search” and made additional keywords out of words such as “searcher,” “searches,” “searching,” “searched,” and “searchable.” Using keyword stemming on the word “search” would bring in hits for each of the stemmed keywords when they are searched for in an engine.**

Off-Page SEO techniques

1. Social Networking Sites

- Getting involved with social media sites is the fundamental step with which you begin to advertise, market and build your online reputation within your niche.
- You need to sign up to the most popular social networking sites, such as; Facebook, LinkedIn, Twitter, Google+, etc., and create yourself a profile of your own.
- This allows you to extend your online network of contacts, to connect and interact with your friends, to share things with each other, and most importantly promote your website/blog and help build your online reputation.

2. Blogging

- By writing a blog for your website, you give a reason for visitors to keep returning to your site and keep up to date with your latest posts.
- It also helps search engines to crawl your site more frequently, as they have to update your latest blog post entries, which ultimately helps you rank higher in SERPs
- You need to produce and include lots of unique content for your blog in clear and concise way, such as; Infographics, Top Lists, How To...Tutorials, Viral Videos, etc.
- To help you promote your blog, submit it to niche blog directories and blog search engines.
- You could hire a guest blogger for your blog and ask him/her to write precise and unique content so that your blog can gain more credit from a search engine point of view.

3. Blog Marketing

- Post comments on other blogs within the same niche as yours, which allow you to add a link in the comments section. These links can then be crawled by search engines, helping to point them towards your site. These blogs are commonly referred to as “Do-Follow” Blogs
- Getting involved with social media sites is the fundamental step with which you begin to advertise, market and build your online reputation within your niche.

4. Forum Marketing

- Find forums online that are related to your sites niche and get involved within that community.
- Reply to threads, answer peoples questions, offer advice, etc.
- This all helps to build up your reputation as someone who is an expert within that niche.
- Try to use “Do-Follow” Forums so that you can include a link to your site within your signature, which helps search engines crawl your site.

5. Search Engine Submission

- Search engines will eventually find your site online, but that can take a while. To speed everything up, you should submit your website to the most popular search engines like Google, Yahoo, Bing, etc.

6. Directory Submission

- It increases the likelihood of people seeing your website. It is purely based on how effectively we are selecting those directories and how efficiently we are choosing the category for submission.
- You could submit to general directories, but for maximum effect, you are better off submitting to niche directories. Of course, I agree that it gives quite delayed results, but it is worth doing it.

7. Social Bookmarking

- Submit your latest blog posts and pages to the most popular bookmarking sites, like StumbleUpon, Digg, Delicious, Reddit, etc. Search engines really like these types of sites because the content on these sites is updated very frequently.
- You should be very careful while doing this and you must properly handle the tags which are very essential to broadcast your news on a wide area network. This may increase your website traffic based on how effectively you have participated.

8. Link Baiting

- If you produce a really popular unique post for your site, then other people may want to link to it.
- If you have copied/published another website's content on your site, don't forget to place their website link as a reference.
- Do it for others and, if your content is trustworthy, let others do it for you. This is another way to increase your link popularity.

9. Photo Sharing

- If you have used any of your own photos or images on your site, then you can share them on many of the major photo sharing websites like Instagram, Flickr, Picasa, Photo Bucket, etc. Other people will be able to see them and comment on them, hopefully following a link to your site.

10. Video Marketing

- Just like photo sharing, if you have any videos that you have used on your site, then you can submit them to sites like; YouTube, Vimeo, Dailymotion etc. allowing people to find your content in other ways.

11. Local Listings

- Depending on your site's niche, you might find that listing in local directories may be useful
- In case of a website promoting local business, listing the website locally instead of going global and facing huge competition is more prudent, so that search engines can easily view the website and fetch the content in much better way. This will help you to reach a targeted audience.
- Submit your website to sites like; Google Local, Maps, Yahoo Local, Yellow Pages, etc.

12. Business Reviews

- Write reviews about others businesses or ask your friends/clients to write a review of your business in major business review sites like RateitAll, Shvoong, Kaboodle, Stylefeeder, etc.

13. Article Submission

- If you write your articles yourself, then you can submit them to popular article directory sites like; Ezine, Go Articles, Now Public, etc.
- This can help drive traffic to your site, whilst you can also gain some links to your site from other people although it's usually a slower process.

14. Answer Questions

- You can actively participate in answering questions on sites like Yahoo Answers.
- By answering and asking relevant questions on your site niche, you help to build up your reputation as someone that is an expert in your chosen field.
- You can place a link to your website in the source section if necessary so that people can easily find your site.
- If you don't spam, this is another great way to increase your link popularity.

15. Social Shopping Network

- If you run an e-commerce website, then a good strategy for advertising and branding your products for free is to submit them to online shopping networks.
- By submitting your products to sites like; Google Product Search, Yahoo Online Shopping, MSN Online Shopping, and other major social shopping network sites like Kaboodle, Style Feeder, etc. then you increase the likelihood of people finding the products that you are selling.