Search Engine Optimization

Key Areas, Obstacles, Strategies

WOMEN SKILLS DEVELOPMENT

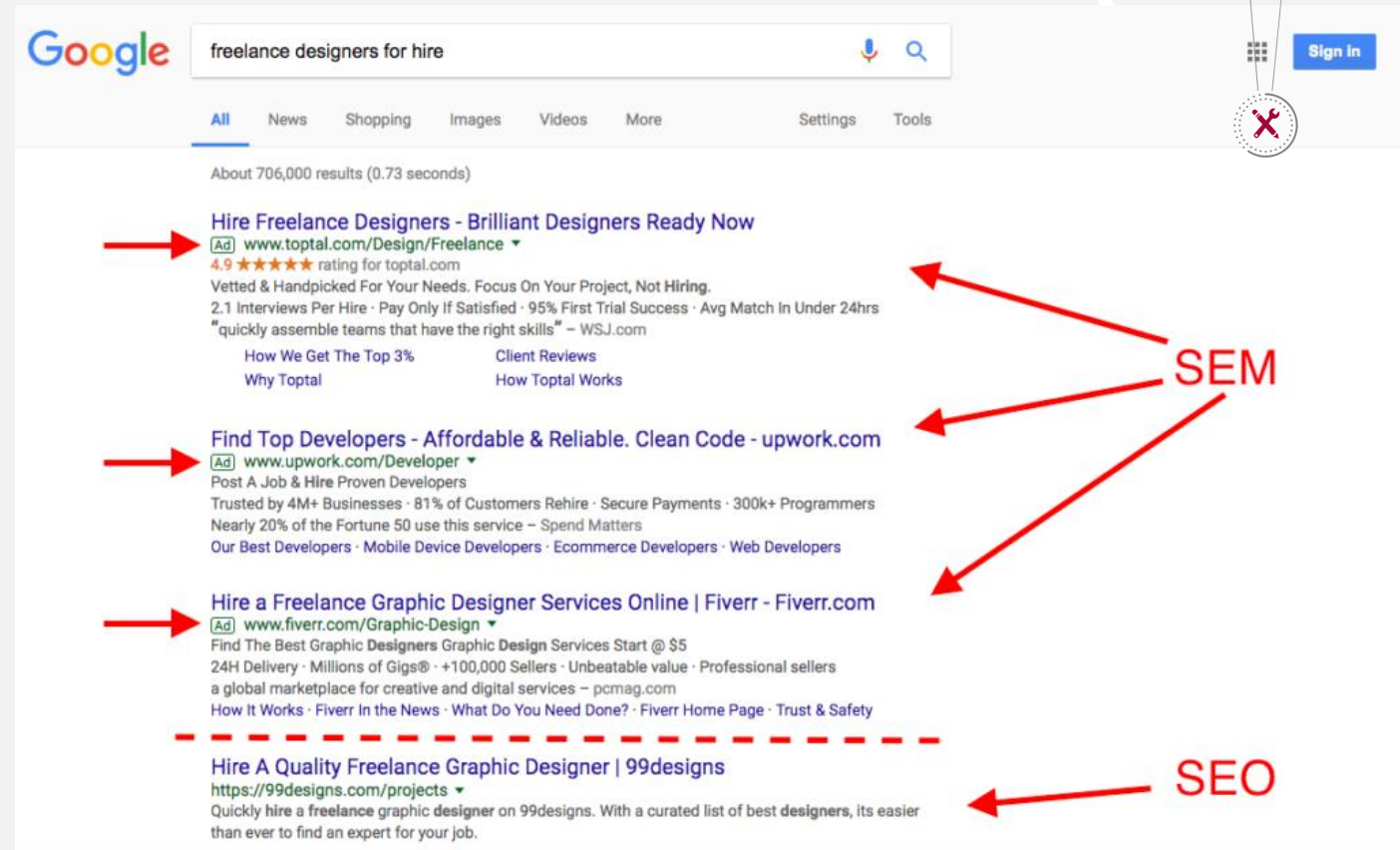Beacon INNOVATION

Let's first differentiate

Search Engine Marketing

- Uses PAID strategies to appear in the search

- Paid results are those that have been paid to be displayed by an advertiser

Search Engine Optimization

- Uses ORGANIC traffic to appear in the search

- Organic results are listing of webpages selected and ranked by the search engines algorithm.

Search Engine Results Page (SERP)

- ➤ Even with the same set of keywords, organic search results are **affected by many factors**.
- ➤ Major search engines like Google, also change the design of their searches frequently to offer their users a more intuitive and responsive experience.
- ➤ **You should regularly monitor how and where your webpage will appear on SERP and make adjustments accordingly**

Important Measure of Success: CTR

For internet based marketing

Click Through Rate:

- **For Pay-per-click advertising campaigns:**
  - CTR is the number of clicks advertisers receive on their ads per the total times this ad is shown. For example, if 10 people clicked on a search ad which is shown 100 times, the CTR is 10%

- **For unpaid search traffic:**
  - Organic CTR is the percentage of searchers who clicked on a search result.
  - Its interpretation is primarily based on the <u>ranking position of a webpage against a set of keywords.</u>
  - For example, if your webpage is ranked at number 7 for a keyword that 100 people use to search in a month and 7 people clicked on this result, then your organic CTR is 7%

- Theoretically, you may generate more traffic by being on the same rank. If you maintained the 7th rank, but improved the CTR from 7 percent to 14 % you just doubled your traffic.
- In practice, however, the search result rank directly and significantly impacts CTR.

Importance of Ranking High on Search Engine

- Research has shown that where information is displayed on a webpage can affect its chance of being seen.

- In web search, a highly ranked results listed at the top of the organic search results.

- High rank implies high quality and high relevance, and therefore is more trustworthy.

- Consumers are far more likely to click on these links for more information.

- Keep in mind that being ranked 10th out of hundreds of millions of search results is not a poor performance.

- But it will generate exponentially less traffic than a top ranked position, whether it is paid or organic.

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SEO Obstacles

- Search engine optimization encounters two main obstacles.

- First is technical.
  - You must remove the technical barriers that prevent the search engine crawlers from accessing, indexing, and displaying your web page on the SERP.

- Second obstacle, is the competitive market environment. You must recognize that millions of websites are competing for a few top spots on a SERP.
  - For this purpose, the key to is to find set of keywords and phrases relevant to your target consumers, search, interest and habits.

To Address Obstacles Let's Deep Dive into Key Areas of SEO

Technical SEO

- Refers to the more technical aspects of improving the website as a whole; how well the site is seen and understood by search engines

On-Page SEO

- Practice of optimizing elements of a page or a group of pages throughout a site to improve the SEO of the site as a whole.

Off-Page SEO

- Refers to what actions you can take outside of your website to improve optimization of your website

Technical SEO

- A technical SEO strategy, looks at and make recommendations to improve the code used within the site, the structure of the site, and more.

- Technical SEO is important because while you can make the best on-page improvements to your site, it won't help you rank if search engines cannot find or understand the improvements that you made.

- Follow best practices in web development and design to ensure that every line of code and every piece of content on a website are optimized for the search engine.

- For example, it is important to make sure that there are direct and working links to each page you want the search engines to index.

- The most important pages should be accessible directly from the homepage of your website.

- Google changes its search algorithm around 500-600 times each year. It occasionally rolls out a major update that affects search results in significant ways.

- For search marketers, it is crucial to keep track of these major updates and understand how they could affect your search rankings.

Indexation	HTML Content	Validation	Mobile-Friendly
Indexable Pages	Titles &	Link Validation	Mobile vs Desktop URLs
Non-Indexable Pages	Descriptions		
Site Indexation	Body Content	Other validation	Mobile friendly test
Non-200 Status	Images	(Max URL Length,	(homepage, category
Failed URLs	Social Tagging	cookies etc)	page, product page etc.)
Robots.txt	Pagination		
Uncrawled URLs	Structured Markup		

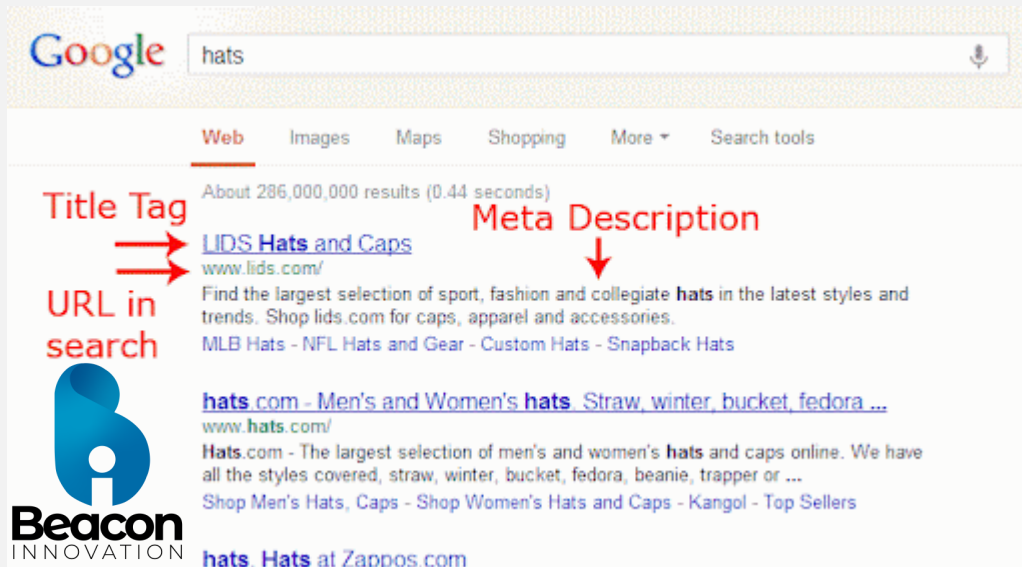| HTTPS Configuration	Sitemaps	Google Search Console	Website speed
Valid security certificate;	XML Sitemaps	Search Console - set up, verified	Home page, category page, product page etc. speed tests (Google
Internal links pointing to HTTPS;	HTML Sitemap	Bing webmaster - set up, verified	Page Speed insights, Pingdom)
HTTP to HTTPS redirects			

On-Page SEO

- Focus on various elements within a page or the code of a page.

- This refers to the content on the page, keyword choice for the page, and optimizing the pages metadata

- Ensure that the content on your website matches the keywords that people use to find you.

- It is also important to use those keywords in the headlines and titles on each of the pages.

- Don't forget to use your target keywords in the meta tags, meta descriptions, image tags, and actual URLs for those pages.
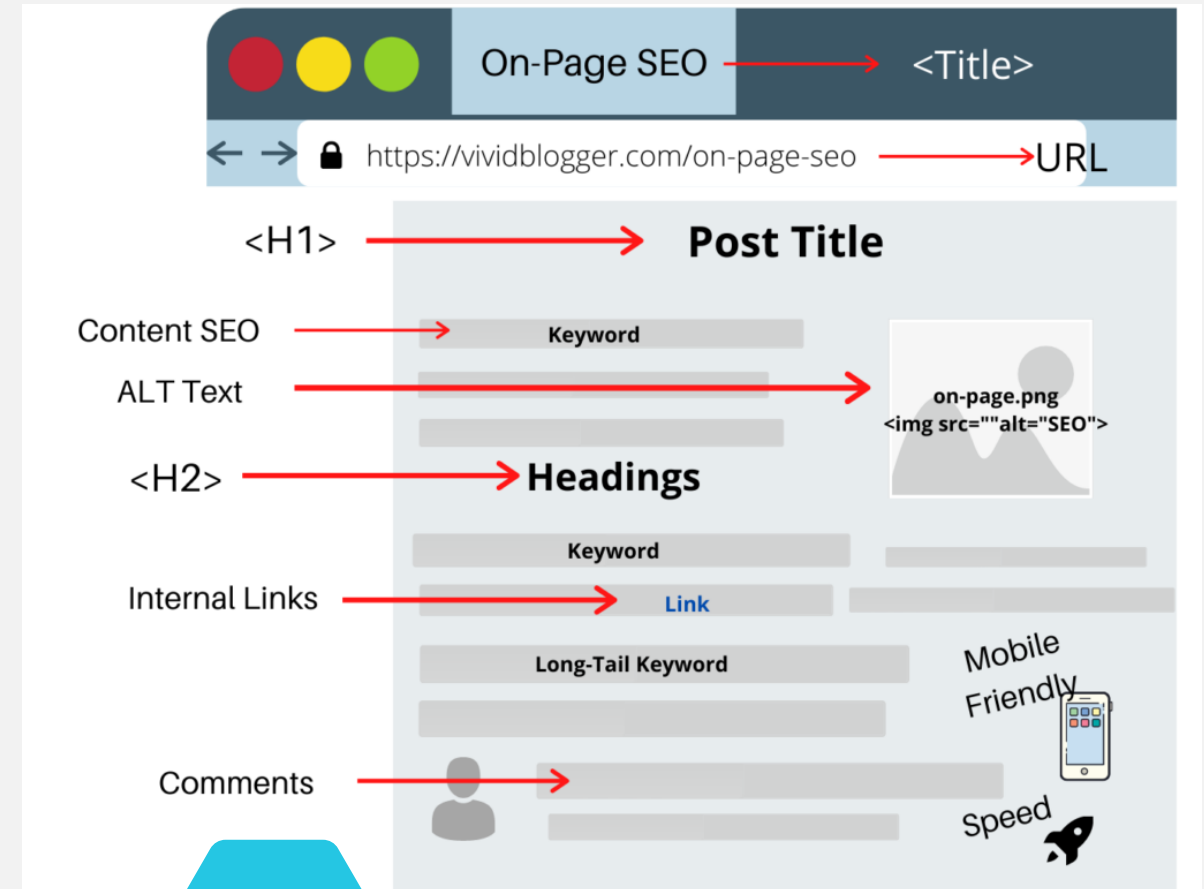
What is Meta-Description?
On-Page SEO

- Metadata is "data about data."

- Website metadata consists of a page title and meta description for every page.

- These provide search engines with important information about the content and purpose of each individual page on your website, and help them determine whether your website is relevant enough to display in search results.

Off-Page SEO

- Historically referred to acquiring links from other websites (backlinks)

- The quality and quantity of inbound links to a webpage is an important factor in determining the relative importance of a webpage.

- **Two Ways to Generate Quality Backlinks:**

- The first is to do regular press release; i.e. write about new events, products or services of the company and submit it to PR sites.

- Second is to do guest blogging. This requires you to reach out to online publications that your audience are already reading.

- However, always post truly relevant, compelling, and unique content.

Examples of Off-Page SEO
- Guest Blogging
- Directory Submission
- RSS Feed
- Social Media
- Social Bookmarking
- Press Releases
- Influencers
- Blog / Forum commenting
- Forum Posting

Conclusion

SEO is as much of a game of strategy as it is about technology. It requires:
- creative problem-solving,
- sustained effort, and
- an adaptive mindset.

You need to incorporate holistic view of:
- your business goals and
- marketing goals, and
- a deep understanding of consumer preferences and behavior.

You should develop different sets of keywords for different campaigns to drive different kinds of traffic to different parts of your website.

Summary

Key SEO Tasks

- First, create and maintain a search engine-friendly website structure.

- Next, develop a well-researched list of key terms and phrases.

- Then optimize the content and the codes of your web pages to target those key phrases. Good-quality content that is both distinctive and original will always increase the visibility of your website.

- Next, increase and maintain link popularity by improving the quantity and quality of inbound links.

- Finally, study and incorporate user insights into your website design. Good user experience will attract healthy traffic and will improve search visibility.

Thank You

- Safoora Wajahat
- safoora.wajahat@outlook.com
- www.beaconinnovation.org