

# SEO

*Training Kit*



## TRAINING GUIDE

Get Higher **Search Engine Rankings**  
and Maximize Your Organic Traffic with these  
Advanced & Proven **SEO** Techniques!



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# SEO

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## CHAPTER 1



## INTRODUCTION



Search Engine Optimization, all the more generally alluded to as SEO, is one of the most significant parts of online marketing. If you want to get the maximum amount of profit from a website, then you need to get as much traffic as you can. And the first thing you need to do in order to maximize your site's profits and traffic is getting on top of Google's search results.

All things considered, SEO is one of the fastest and simplest ways to do that. In case you're attempting to showcase your blog or your business, you have to comprehend what SEO implies and what the standards and methods for SEO achievement are. While a fruitful SEO methodology isn't a definite science, and its training has been tested on numerous fronts.

With this powerful guide, you are going to learn and master all aspects of SEO. We will discuss all the basics and even advanced SEO techniques that will help you to generate a robust SEO strategy for your business in order to maximize your organic traffic and profits.

By implementing the techniques discussed, you would eventually be able to get your website to the top of the SERP ('Search Engine Results Page') and thereby attract a huge amount of traffic. More importantly, that traffic would not just be from random visitors but would rather be from specific people who are looking for hats.

Better yet, those people will be looking for hats at the very point that they came to your website, which thereby means that they're ready to buy and it should only take a small push to get them to make that decision.

So let's get started...

# SEO

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## CHAPTER 2



## SEO - AN OVERVIEW



## 2.1. What are SEO and its Operations?

Search Engine Optimization is blended with coding and connecting arrangements that take into account certain sites to rank higher than others when explicit catchphrase phrases are questioned.

So as to do this, web search tools will output, or slither, various sites to more readily comprehend what the website is about. This causes them to convey progressively important outcomes to the individuals who are scanning for specific subjects or catchphrases.

Correspondingly, the web indexes will filter the website to decide that it is so natural to explore and peruse, compensating easily to understand destinations with higher rankings on the web crawler results page.

Website design enhancement is the procedure that associations experience to help ensure that their webpage positions high in the web search tools for significant

watchwords and expressions. For example, suppose that you have an article about how to manufacture a perch room.

So as to get your substance before the correct individuals, you need to attempt to improve your this blog entry with the goal that it will appear as a top outcome for any individual who looks for the expression "fabricate a dovecote."

There are numerous advantages of SEO for your business. By improving your SEO, you can work to extend your visibility on the web indexes. This causes you to reach and connect progressively potential clients. By making all the more captivating and successful SEO-centered substance, you can build your odds of getting more focused on natural traffic.

## **2.2. What Actually Works for Driving Traffic from Search Engines?**

First, note that Google is answerable for a large portion of the web index traffic on the planet. This may change from specialty to specialty, yet all things considered, Google is the prevailing player in the indexed lists that your business or site would need to appear in, and the prescribed procedures laid out in this guide will help position your site and its substance to rank in other web indexes, too.

Despite what web search tool you use, query items are continually evolving. Google especially has refreshed loads of things encompassing how they rank sites by method for heaps of various creature names as of late, and a great deal of the most straightforward and least expensive approaches to get your pages to rank in indexed lists have gotten amazingly dangerous as of late.

Google's calculation is very mind-boggling, and I'll share a few connections for anybody hoping to plunge further into how Google positions destinations toward the finish of this area, however at an incredibly significant level:

- Google is searching for pages that contain high-caliber, applicable data about the searcher's question.
- They decide pertinence by "slithering" (or perusing) your site's substance and assessing (algorithmically) regardless of whether that substance is pertinent to



what the searcher is searching for, for the most part, dependent on the catchphrases it contains.

- They decide "quality" by various methods, however conspicuous among those is as yet the number and nature of different sites that connect to your page and your site all in all. To put it amazingly basically: If the main locales that connect to your blue gadget website are online journals that nobody else on the Web has connected to, and my blue gadget webpage gets joins from confided in places that are connected to every now and again, as CNN.com, my website will be increasingly trusted than yours.

Progressively, extra components are being weighed by Google's calculation to figure out where your site will rank, for example

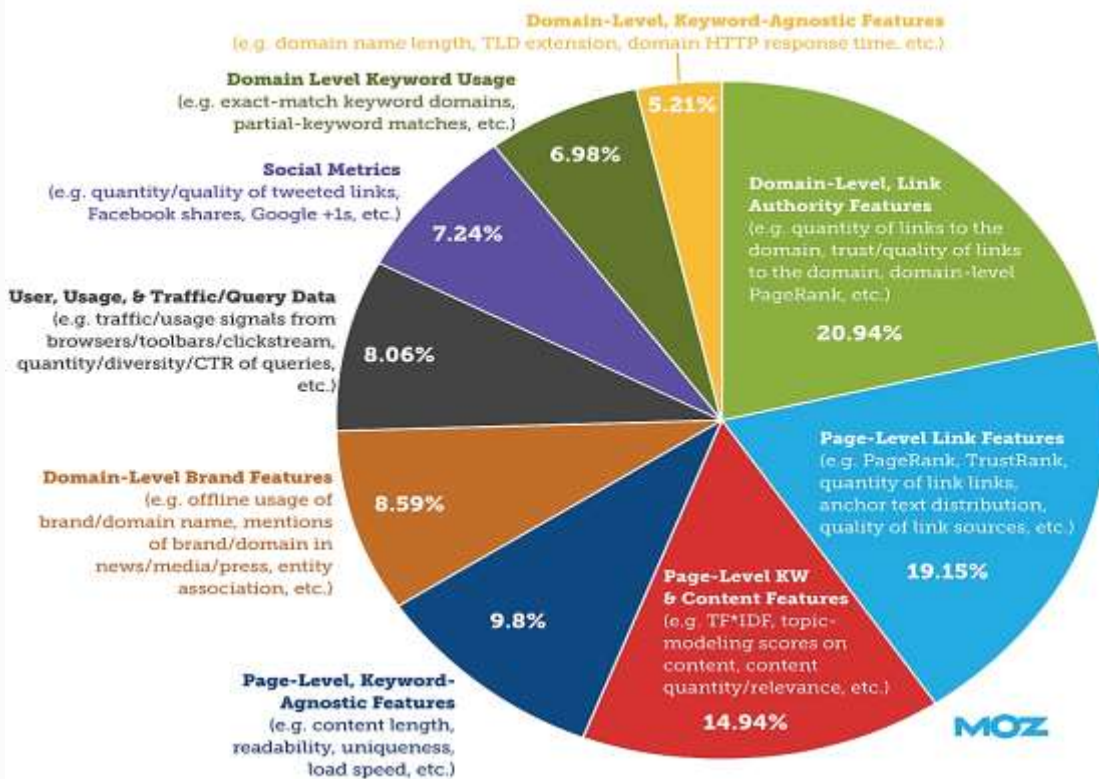
- How individuals draw in with your site
- Your site's stacking velocity and "versatile neighborliness"
- How much one of a kind substance you have

There are several positioning elements Google's calculation considers in light of searches, and they are continually refreshing and refining their procedure.

The uplifting news is, you don't need to be an internet searcher researcher to rank for significant terms in query items. We'll stroll through demonstrated, repeatable accepted procedures for upgrading sites for search that can assist you with driving focused on traffic through pursuit without turning around engineer the center competency of one of the world's most important organizations.

## Weighting of Thematic Clusters of Ranking Factors in Google

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



### 2.3. Step by step instructions to Track and Measure SEO Results

So once you start placing the entirety of this SEO action into movement, how would you really follow whether and how well it's functioning?

All over this inquiry has a genuinely direct answer, with some key measurements to concentrate on, however, with every measurement, there are some key elements to consider as you measure your site's SEO execution.

#### 2.3.1 Keyword Rankings

Taking a gander at where your site positions for a rundown of watchwords surely is certainly not the last goal – you can't pay your staff in rankings, things like personalization

in query items have made them variable crosswise over various areas, and subsequently difficult to follow, and obviously all they demonstrate is the place you appear in list items. Some would even venture to such an extreme as to announce them dead. In any case, getting a harsh thought of where your site positions for center terms can be a helpful driving pointer of your site's wellbeing. This doesn't mean you ought to get excessively fixated on rankings for any one term. Keep in mind: your definitive objective is to drive increasingly significant traffic that drives more business – on the off chance that you sell blue gadgets, is it progressively significant that you rank for "blue gadgets" or that you plot and execute a SEO methodology that encourages you sell increasingly blue gadgets in the most cost-effective way that could be available? Use rankings as a general wellbeing check, not a course-outlining KPI.

Various devices can assist you with checking your rankings. Most offer genuinely comparable usefulness, however, includes like nearby or portable rankings are some of the time one of a kind in a portion of the apparatuses. In case you're a private venture or simply beginning with SEO, I'd prescribe picking a free and simple to-utilize apparatus and simply watching out for a bunch of the center terms you need to track to assist you with measuring progress.

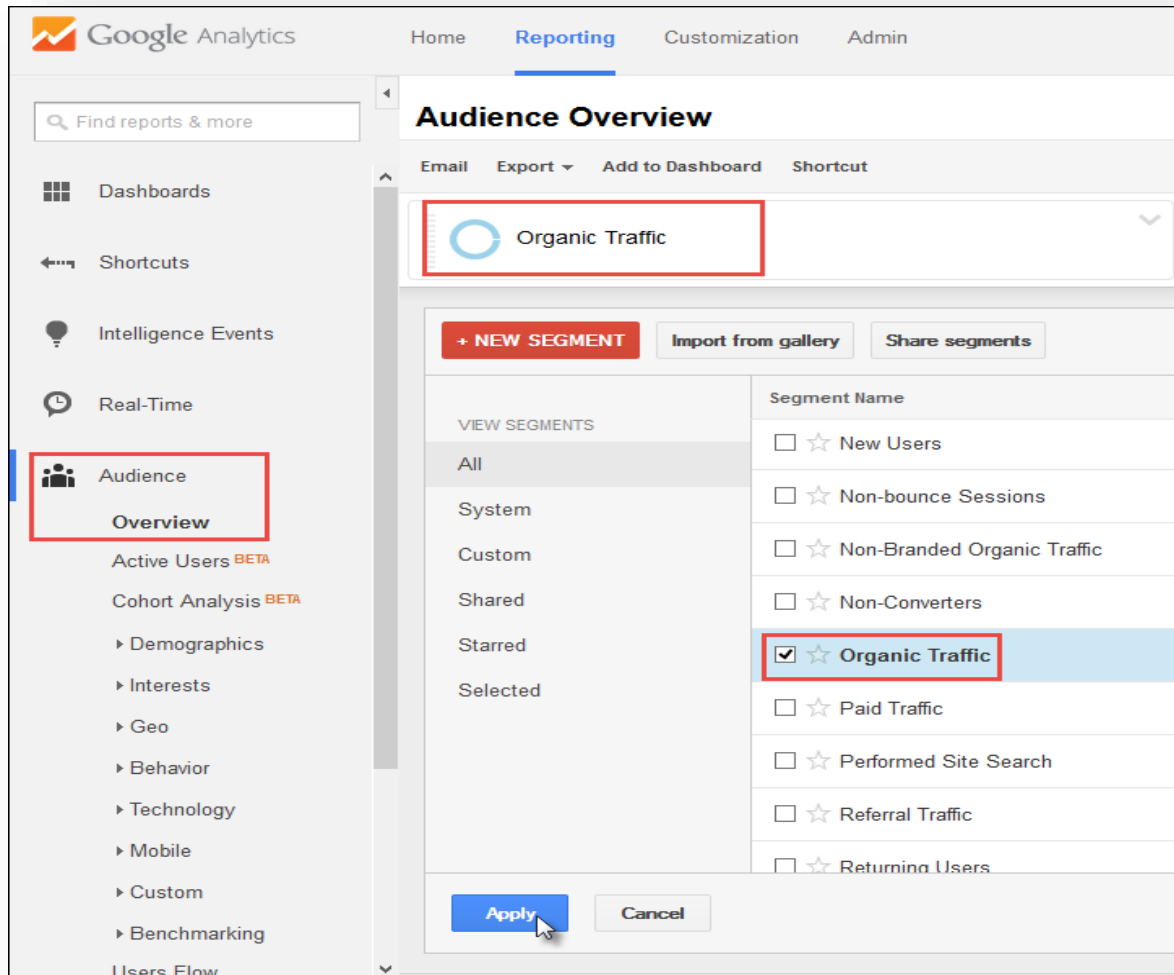
### **2.3.2 Organic Traffic**

Organic traffic is a greatly improved driving marker of the strength of your SEO endeavors. By taking a gander at the Organic traffic to your site, you can get a check for the real volume of guests going to your site, and where they're going.

You can quantify your Organic traffic effectively with most examination instruments – since it's free and the most-utilized; we'll see how to get this data in Google Analytics.

For a brisk check, you can basically take a gander at your site's principle detailing page and snap on "All Sessions" to channel for natural.

You can likewise bore down to take a gander at the particular pages driving traffic and objectives by making a custom report and assigning clients and objective consummations as your measurements, and greeting pages as your measurement.

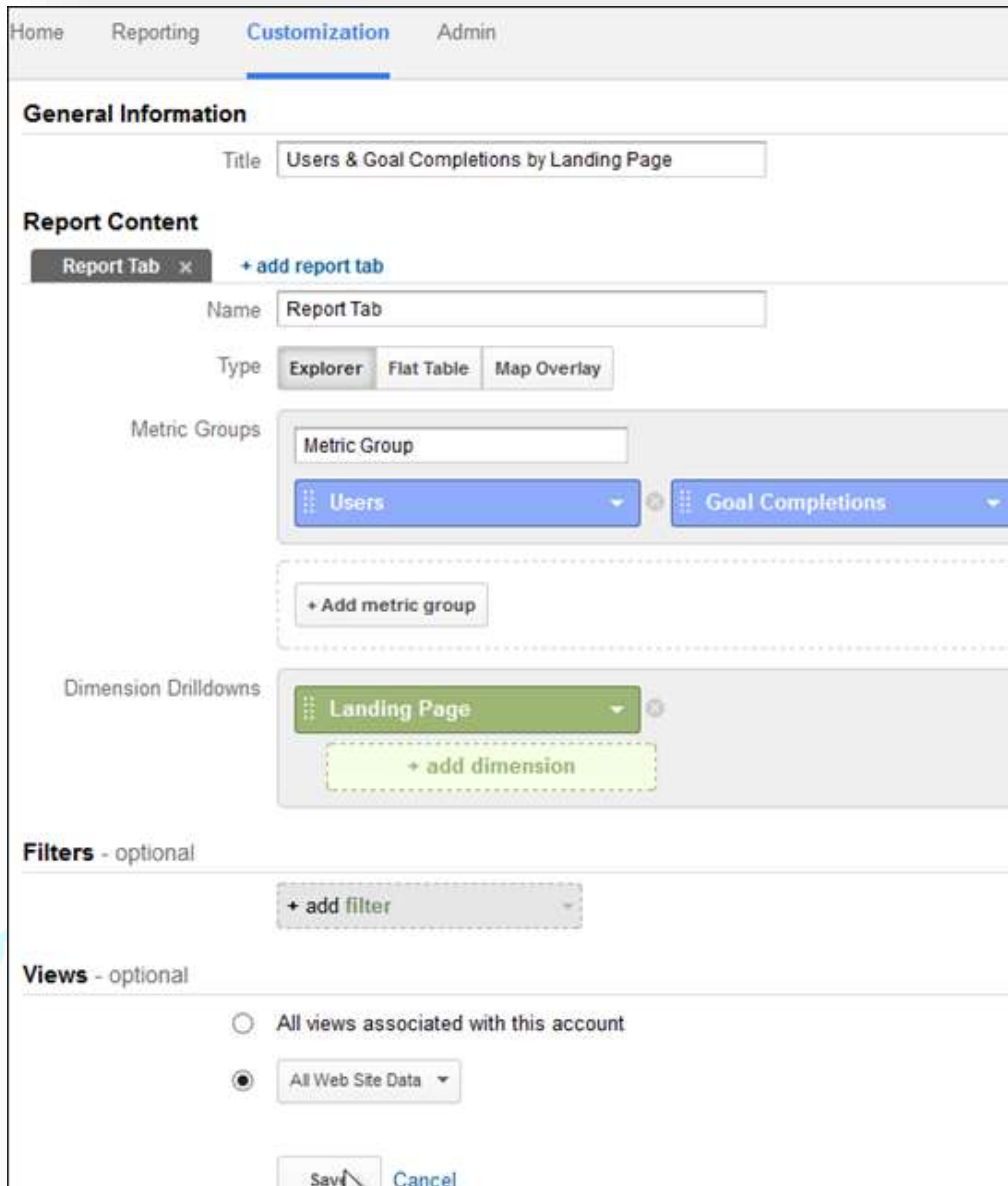


Note: Make sure once you see this report you're choosing the Organic traffic section once more, or you'll be taking a gander at all of your traffic by page as opposed to simply unpaid traffic driven via web crawlers.

This can serve as a ground-breaking for locales simply beginning with SEO, in light of the fact that much of the time the majority of your site's traffic will be driven by marked questions or the made searches can contain your organization's image name. You obviously need to have individuals looking for your image, and obviously you need them to discover you, however except if your site got punished by Google, then you will more likely than not rank for your image and have that marked traffic go to your site's landing



page. What the greater part of your continuous SEO endeavors ought to be based on is driving gradual traffic to the site.



The screenshot shows the 'Customization' tab in Google Analytics. The report title is 'Users & Goal Completions by Landing Page'. Under 'Report Content', the report tab is named 'Report Tab' and is set to 'Explorer' type. The 'Metric Groups' section includes 'Users' and 'Goal Completions'. The 'Dimension Drilldowns' section includes 'Landing Page'. There are options to 'Add metric group' and 'Add dimension'. The 'Filters - optional' section has a '+ add filter' button. The 'Views - optional' section has two radio buttons: 'All views associated with this account' (unselected) and 'All Web Site Data' (selected). At the bottom, there are 'Save' and 'Cancel' buttons.

As I referenced in the catchphrase segment of the guide, sadly Google has made it hard to get information around the real watchwords individuals are scanning for, yet by seeing page-level traffic you can begin to gather understanding into your general SEO progress.

Taking a gander at rank information and utilizing the strategies referenced in the watchword area of this guide will likewise assist you with getting more knowledge into the genuine terms that are driving traffic.

### **2.3.3 Organic Leads and Sales**

Clearly, the essential method to gauge your site improvement results ought to be genuine leads, deals, income and benefits. Like with any business activity you have to reply: how does the action help to move your primary concern?

The least difficult way here is to define up objectives or web-based business following in an apparatus like Google Analytics. You can utilize the above report to see natural traffic and objectives via a greeting page, which implies that you are explicitly seeing who changes over among the individuals who are arriving on your website from a natural hunt.

This appears to be really clear, and by and large, for most organizations is a decent starting approach to gauge the accomplishment of your SEO endeavors, however again there are a couple of admonitions and things to remember with this information:

- Web-based analytics is always imperfect.
- Your system might create gaps in tracking.
- Attribution and life-time value metrics can be tricky.

### **2.4. SEO Precautions**

While SEOs can furnish customers with important administrations, some deceptive SEOs have given the business a bruised eye by utilizing excessively forceful advertising endeavors and endeavoring to control web index brings about out of line ways. Practices that damage our rules may bring about a negative change of your site's quality in Google, or even the expulsion of your site from our record.

At the point when your SEO thinks of a lot of proposals for your webpage, request that her substantiate these suggestions with a confided in the source, for example, a Search Console help page, Webmasters blog section, or Google-authorized reaction in the website admins' discussion.

Here are a few points to ponder over:

- One normal trick is the production of "shadow" areas that channel clients to a site by utilizing tricky sidetracks. These shadow spaces regularly will be possessed by the SEO who professes to be chipping away at a customer's benefit. Be that as it may, if the relationship sours, the SEO may direct the area toward an alternate site, or even to a contender's space. On the off chance that that occurs, the customer has paid to build up a contending site possessed totally by the SEO.
- Another unlawful practice is to put "entryway" pages stacked with catchphrases on the customer's site someplace. The SEO guarantees this will make the page increasingly applicable for more questions. This is innately bogus since singular pages are once in a while pertinent for a wide scope of watchwords. Progressively tricky, be that as it may, is that these entryway pages regularly contain shrouded connections to the SEO's different customers also. Such entryway pages channel away the connection ubiquity of a site and course it to the SEO and its different customers, which may incorporate locales with unpalatable or illicit substance.
- At last, abstain from engaging in connect plans, for example, purchasing joins from different destinations to expand your positioning. This is against Google's quality rules and can bring about a manual activity against a few or the entirety of your site, which will contrarily influence your site positioning.

## 2.5. Conclusion

So in the event that you've gotten this far, you should know a great deal of data about how web crawlers rank sites and about how you can situate your own website and business to

produce more pursuit traffic from web search tools like Google. What would it be a good idea for you to do straightaway?

No site makes an ideal showing of executing against each and every part of the website streamlining. Consider the things you progress admirably, have spending plan and assets for, and that will give your business the best return for your speculation – this will be at any rate somewhat extraordinary for each business and site.

In case you're incredible at making and advancing substance, figure out which catchphrases to follow and center your endeavors there.

In the event that you have an enormous and complex site, center on getting the specialized SEO right.

In case you're an independent venture that would profit by positioning for quite certain geo-centered terms yet very little else, shore up your neighborhood SEO endeavors.

Continuously recall that a definitive target with any site design improvement endeavors is to get more presentation and traffic for your business or your site's substance. Search for ways that internet searcher traffic can support your business and website: don't simply pursue the most recent SEO trendy expressions or hop each time Google makes a suggestion that may improve your pursuit rankings while harming your general business.



# SEO

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## CHAPTER 3



AN INTRODUCTION TO  
'BLACK HAT SEO'

A wide definition is that site design improvement is the craftsmanship and study of making website pages appealing to web indexes. All the more barely, SEO tries to change specific elements known to influence internet searcher remaining to make certain pages more alluring to web indexes than other site pages that are competing for similar keywords or keywords phrases.

### 3.1 Getting Started

In the event that you maintain a little neighborhood business, you can most likely do a significant part of the work yourself. Here are some great assets:

- Look at our 30-minute video arrangement on building an online nearness for your business.
- Google Webmaster Guidelines
- Google 101: How Google creeps, files and serves the web.



- The SEO starter direct portrays a lot of what your SEO will accomplish for you. In spite of the fact that you don't have to realize this guide well yourself in case

you're employing an expert to take every necessary step for you, it is valuable to be comfortable with these procedures, so you can know whether an SEO needs to utilize a strategy that isn't suggested or, more regrettable, firmly debilitated.

Recollect that it will require some investment for you to get results: regularly from four months to a year from the time you start making changes until you begin to see the advantages.

In the event that you believe that despite everything you need additional assistance from an expert, keep finding out about how to pick an SEO.

### **3.2 Picking an SEO**

In case you're contemplating enlisting an SEO, the prior the better. An incredible time to employ is the point at which you're thinking about a site overhaul, or wanting to dispatch another site. That way, you and your SEO can guarantee that your site is intended to be web crawler inviting from the base up. In any case, a great SEO can likewise help improve a current site.

1. Be focused on actualizing the suggested changes. Rolling out the improvements prescribed by an SEO requires some investment and exertion; on the off chance that you won't set aside the effort to roll out these improvements, it's not beneficial contracting an expert.

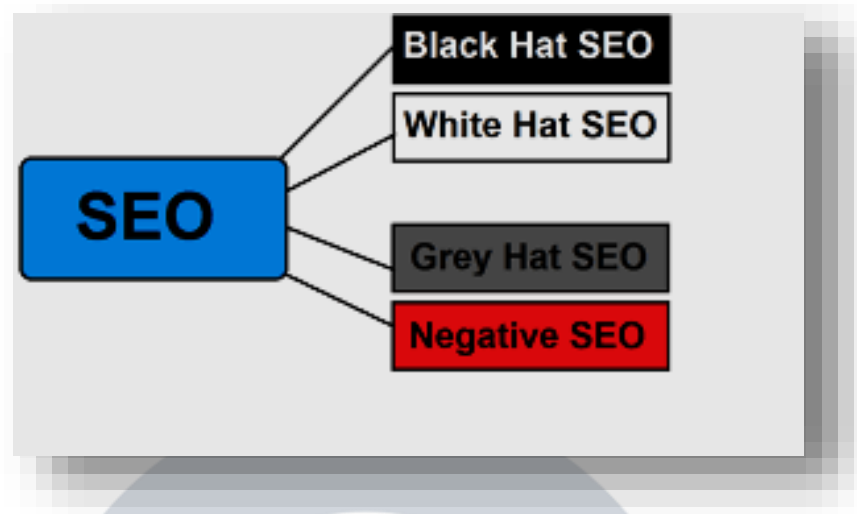
2. Meeting your potential SEO. Some helpful inquiries to pose to an SEO include:

- Would you be able to give me instances of your past work and offer some examples of overcoming adversity?
- Do you pursue the Google Webmaster Guidelines?
- Do you offer any web-based showcasing administrations or guidance to supplement your natural inquiry business?
- What sort of results do you hope to see, and in what time span? How would you measure your prosperity?
- What's your involvement with my industry?
- What's your involvement with my nation/city?

- What's your experience creating worldwide destinations?
- What are your most significant SEO procedures?
- To what extent have you been doing business?
- How might I hope to speak with you? Will you share with me every one of the progressions you make to my site, and serve detailed information about your suggestions and the thinking behind them?
- Check whether the SEO is keen on you and your business. On the off chance that they're not intrigued, discover somebody who is. Your SEO ought to pose inquiries, for example,
  - ✓ What makes your business or administration extraordinary and important to clients?
  - ✓ Who are your clients?
  - ✓ How does your business profit, and by what method can indexed lists help?
  - ✓ What other publicizing channels would you say you are utilizing?
  - ✓ Who are your rivals?
- Check your SEO's business references. Inquire as to whether they felt that this SEO gave valuable help, was anything but difficult to work with, and delivered positive outcomes.
- Request a specialized and quest review for your site to realize what they believe should be done, why, and what the normal result ought to be. You'll likely need to pay for this. You will most likely need to give them read-only access to your site on Search Console. (At this stage, don't give them compose get to.) Your planned SEO ought to have the option to give you sensible assessments of progress, and a gauge of the work in question. In the event that they promise you that their progressions will give you ahead of everyone else in indexed lists, discover another person.
- Choose on the off chance that you need to contract.

### 3.3 Types of SEO





There are four primary kinds of SEO or search engine optimization, all planned for helping you acquire more prominent discernibility in indexed lists:

- Black Hat SEO
- White Hat SEO
- Grey Hat SEO
- Negative SEO

### 3.4 What does Black Hat (SEO) mean?

Black Hat SEO alludes to the utilization of forceful SEO systems, procedures and strategies that attention just on web indexes and not a human crowd, and for the most part doesn't obey web indexes rules.



A few instances of Black Hat SEO strategies incorporate watchword stuffing, undetectable content, and entryway pages, adding disconnected catchphrases to the page substance or page swapping.

Black Hat SEO is training against web crawler rules, used to get a webpage positioning higher in indexed lists. These dishonest strategies don't illuminate for the searcher and frequently end in punishment from web indexes. Black Hat methods incorporate catchphrase stuffing, shrouding, and utilizing private connection systems.

Showing up in indexed lists is fundamental for business development, yet there's a good and bad method for doing website streamlining. The dull specialty of Black Hat SEO is the incorrect way. Black Hat SEO tries to game web crawler calculations, as opposed to fathom for the client. Rather than winning the privilege to rank exceptionally on web crawler results pages, Black Hat SEO utilizes obscure strategies to get you there. Supported utilization of Black Hat SEO strategies is probably going to harm your quality in web search tools as opposed to improve it.

### **3.5 Black Hat Techniques in SEO**

#### **3.5.1. Keyword Stuffing**

A graphic with a light gray background and a dark gray border. It features the words 'KEYWORD STUFFING' in a large, bold, black serif font. Below this, the phrase 'is just like turkey. Too dry without gravy.' is written in a smaller, black serif font.

# KEYWORD STUFFING

is just like turkey. Too dry without gravy.

Keyword Stuffing alludes to the act of filling your substance with unessential watchwords trying to control where the page positions on indexed lists pages. Including numerous varieties of Keywords where they include no worth makes an awful encounter for clients. It might likewise make your page rank for unessential inquiries.

Google clarifies Keyword stuffing as:

- Arrangements of telephone numbers without considerable included worth.
- Squares of content posting urban communities and states a website page is attempting to rank for
- Rehashing similar words or expressions so regularly that it sounds unnatural.

Here's a case of Keywords stuffing for a site selling outbound promoting programming:

"We are in the matter of selling outbound advertising programming. Outbound showcasing programming is the thing that we sell. On the off chance that you are considering getting outbound showcasing programming connect with one of our outbound promoting programming specialists."

I think you'll concur, that sounds extremely repetitive. It's truly simple to spot and Google will have the option to tell that the substance sounds unnatural.

You may have heard the joke "an SEO marketing specialist strolls into a bar, flame broil, bar, open house, Irish, barkeep, drinks, brew, wine, alcohol... ". This joke is about Keywords stuffing and it is another ideal case of the training. The words are on the whole like one another; however they are of no incentive as they don't in any event, string up a sentence.

You can do Keywords research to discover what individuals are looking for however abusing these Keywords in your substance is certifiably not a smart thought. Instead of filling your substance with unimportant Keywords, focus on making a valuable substance that spotlights on points over Keywords.

### 3.5.2. Sneaky Redirects

Sneaky Redirects comprise of distorted site page depictions. At the point when clients look through a keyword, they depend on data gave via internet searchers to figure out what page to visit. Presently if a site proprietor gives misinformed data to pick up snaps and watchers, a guest becomes tricked into speculation they found a valid website page. This thus makes a miserable connection between the web index and its clients, so you can envision how a lot of punishments one would look on their site.

These diverse SEO systems recorded above are unsatisfactory on many internet searcher stages, and most people who use it are those searching for exceptional yields in their plan of action. Since they all outcome in punishments, for example, being prohibited or losing deals, validity, and trustworthiness.

Eventually, there is no long haul effective Black Hat SEO procedure that keeps a site page in the top positioning of a web index for quite a while. The main advantage here is to use it in the feeling of showcasing or a promotion, in light of the fact that once a site arrives at the top it will be in all likelihood looked into or broke down snappier for any punishments. So except if a site proprietor is attempting to advance something rapidly, it isn't prescribed to attempt any of these methods recorded.

### 3.5.3. Cloaking

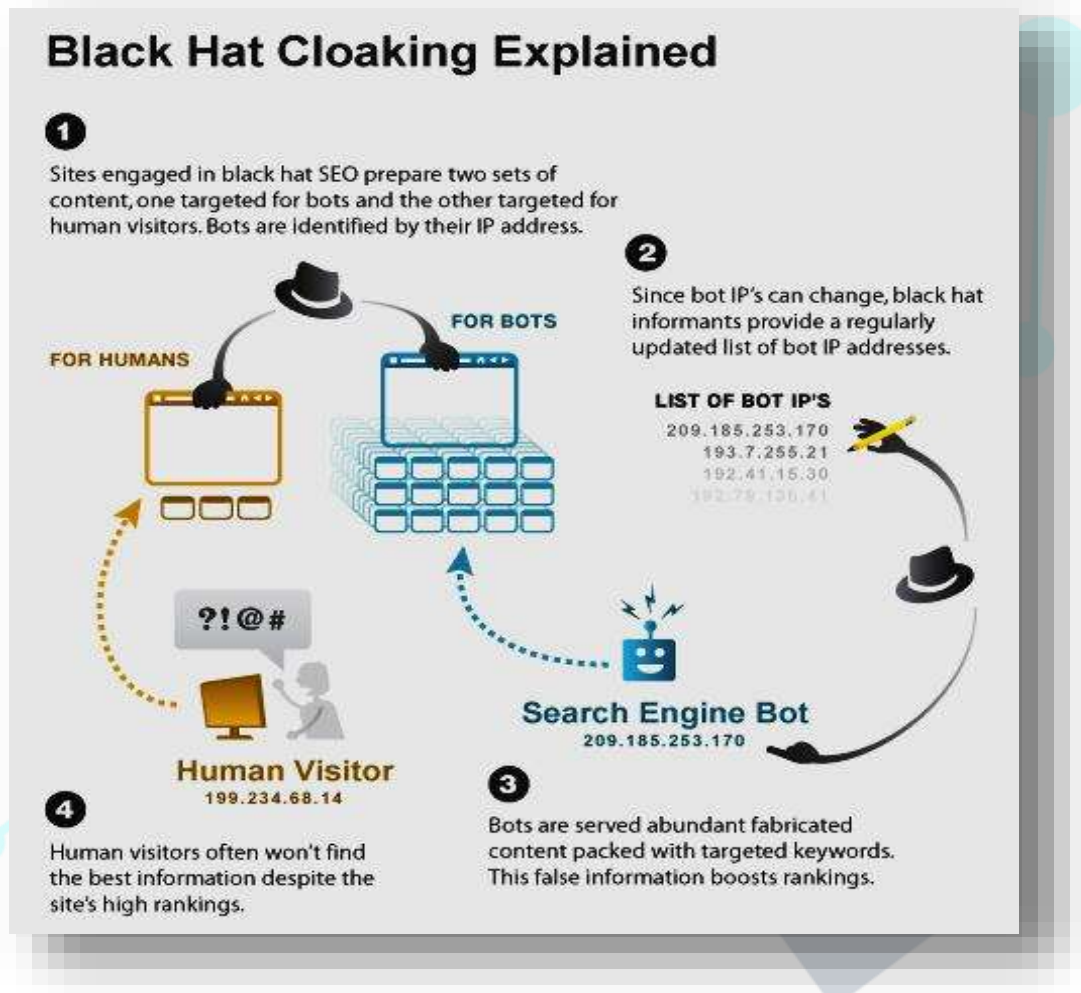
Cloaking includes giving one bit of substance to clients and an alternate bit of substance to web indexes. Sites rehearsing dark cap SEO will do this so as to make content position for an assortment of terms immaterial to their substance. Spam sites will frequently do this to attempt to evade an internet searcher bot discovering the spam content they serve to clients.

Fitting your substance to various gatherings of clients is adequate. For instance, you may shrivel the size of your site when somebody visits from a cell phone. You may likewise change the language of a page dependent on the nation somebody is visiting from. A distributor like Forbes or Inc. may change the advertisements that show up on a page so as to subsidize their substance. These models are totally worthy. While there is no firm guideline to figure out what's satisfactory and so forth, my best counsel is to ask



yourself, does what you expect to do tackle for the client? In the event that it does, at that point it's adequate. You should treat web index bots that slither your webpage equivalent to some other client.

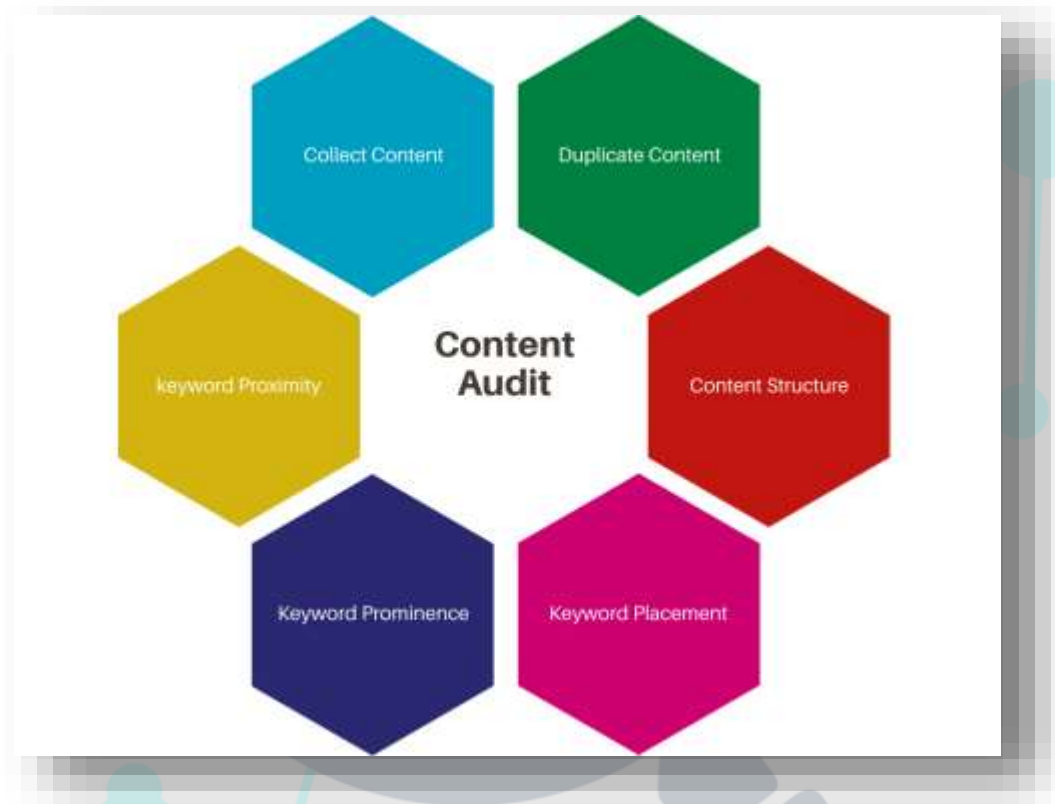
On the off chance that you are interested to discover how Google sees your site, you can utilize to bring as Google instrument and contrast this with what clients see.



### 3.5.4. Poor Quality Content

Poor Quality Content that is of no incentive to the searcher is likewise a typical practice in dark cap SEO. This incorporates content scratched from another site either by a bot or an individual. At a certain point, web crawlers like Google weren't acceptable at perceiving content that had been duplicated from different sites. The Google Panda

update in 2011 settled this issue. Numerous destinations with copy content endured a moment shot in search rankings. From that point forward, Google has shown signs of improvement at perceiving copy and low-quality substance.



Adding undetectable catchphrases to your substance is additionally a precluded practice. A few sites that participate in dark cap SEO do this by making the content similar shading as the page foundation. This implies the page may show up in list items for those undetectable catchphrases, despite the fact that there's no unmistakable substance about them on the page. At the point when a client taps on the outcome believing it will be about the theme they scanned for, they don't discover any of the substance they were searching for as the watchwords are imperceptible. In case you're unraveling for the client, there ought to be no compelling reason to conceal content on your site.

The "hustle" is another dark cap method for deceiving web crawlers. This includes making content encompassing a theme you need to rank for. When the page is positioning in results for this point, the substance is swapped out for something different. This makes a negative encounter for searchers as the substance they navigate to see never again exists. These practices stunt clients and web indexes and they are not a decent method to do SEO.

Composing unique, the quality substance is a significant piece of white cap SEO. In addition to the fact that it is required to dodge a punishment from web crawlers, it will likewise separate your site. Making excellent substance fabricates trust with your intended interest group and transforms guests into clients.

### **3.5.5. Paid Links**

The best point that makes this wrong is money isn't the main conceivable manipulative trade of significant worth. There are many, numerous other manipulative connections for-esteem trades that happen on the web, and they don't have anything straightforwardly to do with greenbacks.

Envision a business get in touch with you have which runs an important site that falls in the vertical specialty of a customer you work for. He has profited by knowing you before – maybe by presenting a significant worker he contracted or meeting a VC. Presently, when you request a close sitewide interface for a few pages on your customer's site, he acknowledges. For whatever length of time that your site is over a moderate degree of worthiness, he will post the connections on his site.

This is a comparable, manipulative worth trade that additionally happens when purchasing a paid connection. The main distinction is that this installment is postponed, or else, you quite a while in the past paid it by interfacing him with esteem before. In a paid connection trade, if your site is underneath a low degree of adequacy, it is conceivable the website admin won't acknowledge the connection. The higher the money trade, the almost certain the blog will post the connection at any rate. This is esteem trade is IDENTICAL to the deferred, or "already" paid connection.



These sorts of connections happen wherever on the web, and, it is my solid speculation, that they are much more predominant than paid connections themselves. The level of client experience hindrance with which they are happening, are generally lower than paid connections, yet despite everything they incorporate control where worth is traded for things as opposed to money, and not exclusively founded on the estimation of the site itself.

### 3.5.6. Blog Comment Spam

It happens when you attempt to create connections by commenting on various web journals and destinations to interface back to your blog/website, regardless of the way that the locales are applicable or not to your specialty or movement profile.

Generally, this sort of strategy utilizes joins that go to the landing page. Commenting just to get an enormous number of backlinks effectively is viewed as a dark cap procedure.



In the event that you are a blogger that got this sort of malicious comment, you can plan something for stop them. You can erase them when you got them, yet the satisfactory



approach is to stamp the approaching comment as pending and sitting tight for endorsement just to abstain from dirtying your site with joins that could get you punished in the event that they originate from terrible, poisonous locales.

### **3.5.7. Abusing Structured Data**

Rich Snippets enables you to change how your substance is shown on internet searcher results pages. It makes your substance stand apart from contenders and furthermore gives you all the more land on results pages. You can add organized information to a page showing a web recording, formula, book among different items and administrations. Surveys outline markup is presumably one of the most well-known sorts of organized information.

Dark cap SEO includes giving incorrect data in organized information to trick web indexes and clients. For instance, somebody rehearsing Black Hat SEO may grant themselves five stars from a phony survey site and include organized information so they stand apart on indexed lists pages. This is an extremely dangerous practice as web crawlers like Google urge clients to report sites abusing organized information.

This ought not to put you off increasing honest, exact data on your pages. Indeed, I strongly prescribe including organized information the white cap way. We added survey markup to HubSpot item pages and saw a 10% expansion in snaps to those pages.

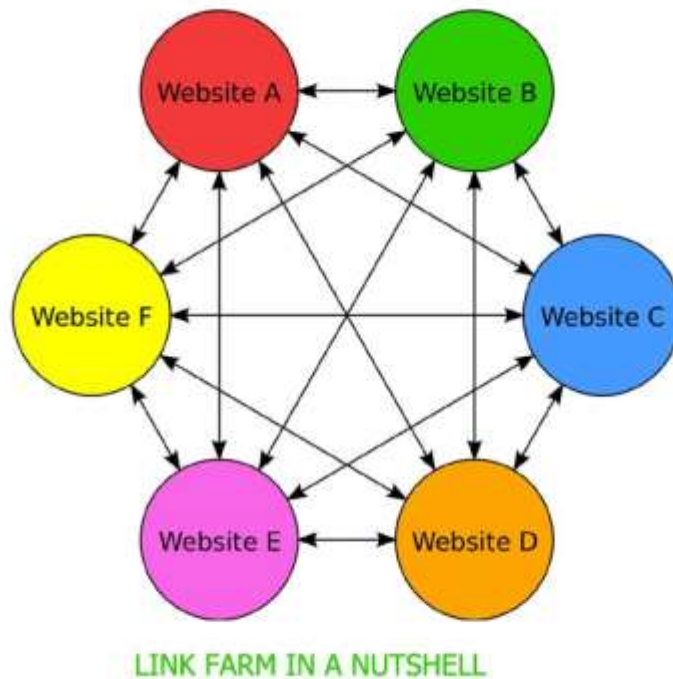
You don't have anything to stress over, on the off chance that you give honest data that is useful to clients. Google has recorded the guidelines around adding organized information to your site and furthermore has an accommodating device for testing your organized information.

### **3.5.8. Link Farms**

A connection ranch is a site or an assortment of sites that grew exclusively with the end goal of third party referencing. Every site connects out to the site or destinations they



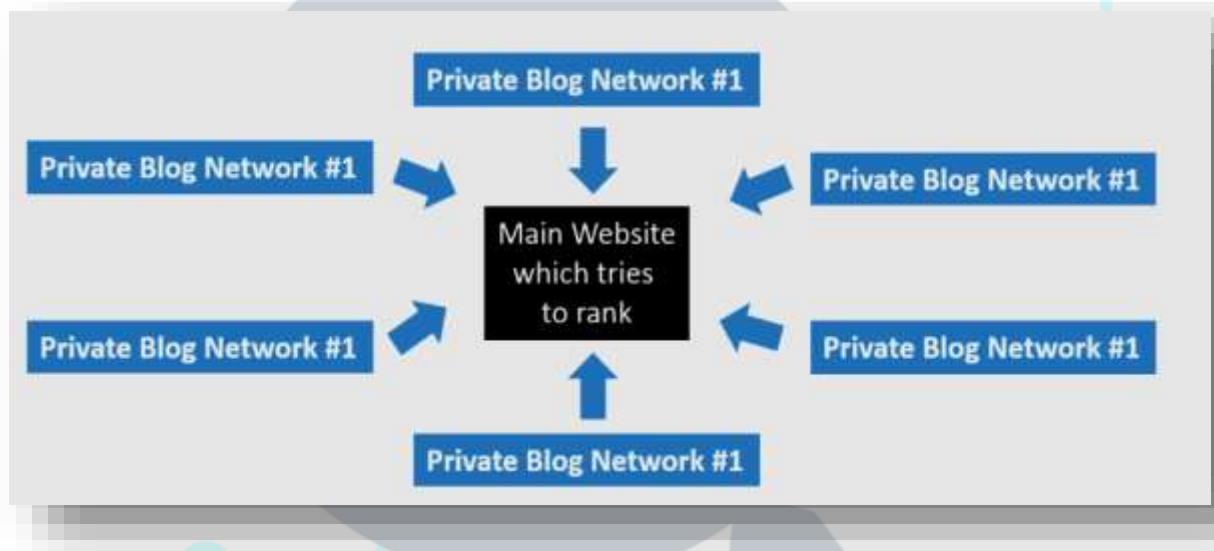
need to rank higher on web indexes. Web search tools rank sites by taking a gander at the number of connections that point to the site, among different components. Dark cap SEO misuses this by utilizing join homesteads to expand the number of backlinks a specific site has.



As the melody says, a connection ranch is an assortment of sites associated with one another, controlling your connection profile by expanding the number of inbound connections. It has a negative effect since Google sees interface cultivating as a nasty method for getting joins. The substance of a webpage that takes an interest in a connection ranch looks simply like each other website on the web with a special case: it has content secured with immaterial hyperlinks connecting to irregular locales. The utilization of connection ranches was famous in the days when Google Page Rank made a difference, yet as time changed, Google additionally changed, and now this training will get you punished on the grounds that the created connections are viewed as unnatural. People don't make the traded connections for people, but instead for web crawlers.

Connection cultivates regularly have low-quality substance and heaps of connections. The connections typically contain the catchphrase they need the site to rank for in the grapple content. Web crawlers like Google can without much of a stretch distinguish connect homesteads and utilizing them ought to stay away from. Rather, you should utilize white cap SEO strategies like making stunning substance, diagrams, information, interviews or some other substance that enables you to gain backlinks normally after some time.

### 3.5.9. Private Blog Networks



Private Blog Networks (PBN) is an assortment of web journals made by an individual to produce connects to a website and to assist it with positioning in Google. It is an amazing method for making a monstrous number of connections from various areas to a site. The proprietor of the system has the ability to change the substance anyway he needs, to include what number of connections he needs and to control the substance to his very own desires to help the position for a site. This is the manner by which a PBN resembles:

For the most part, PBNs are made utilizing terminated spaces. This is on the grounds that they as of now have interface juice and that can prove to be useful when you are

attempting to pass power to another site that doesn't have to such an extent. However, this isn't obligatory.

Web search tools have gotten astute at spotting PBNs and your website could be hit with an extreme punishment in the event that you are utilizing PBNs to improve your hunt nearness. Holding your substance under one rooftop implies your site will be profoundly legitimate as everybody will connect to the one area.

### 3.6 Instructions to Avoid Black Hat SEO



There's no uncertainty dark cap SEO is a dangerous business that does not merit taking part in. Here are the best practices to maintain a strategic distance from dark cap SEO:

- Treat the searcher and web indexes in a similar way. Abstain from "shrouding" or deceiving internet searcher crawlers by diverting them to another page. You ought to consistently concentrate your endeavors on understanding for the searcher and make an extraordinary client experience from a web crawler to the webpage.

- Compose just great quality unique substance that maintains a strategic distance from watchword stuffing. Never scratch, copy or rephrase content that has a place with others. Google's substance rules and our substance creation unit might be useful.
- Comply with the guidelines when adding organized information to your site. Guarantee any diagram markup you include is exact and not misdirecting to clients.
- Never purchase or sell interfaces and recollect, it's not simply cash that is viewed as a dark cap trade. Giving free items in return to joins is likewise disallowed. On the off chance that you are uncertain if a trade may be untrustworthy incline toward the FTC underwriting rules and counsel this point by point blog entry about paid connections from Google.
- Abstain from setting up a private blog arrange to get joins. Separate your site and substance so individuals connect to you normally instead of phony it till you make it. That never closes well.
- Keep awake to date on website admin rules so you can maintain a strategic distance from dark cap strategies restricted via web indexes. Here are the website admin rules for Google, Yahoo, and Yandex.

### 3.7 Conclusion

Try not to make your next inquiry "how would I dispose of a Google punishment?" If you have to address in the case of something is Black Hat or not, it most likely is. A white Hat SEO methodology is a greatly improved way to deal with site design improvement. Over the long haul, it will deliver profits and you can rest around evening time realizing you'll never observe a plunge in your rankings because of a terrible punishment. So for the best experience of search engines, never use Black Hat SEO. All things considered, they are the ones that keeping us SEOs in the business.

# SEO

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## CHAPTER 4



AN INTRODUCTION TO  
'WHITE HAT SEO'





Search engine optimization or SEO is not at all a new term these days. It's a web-based showcasing system that developed over numerous years as web indexes like Google turned out to be all the more dominant and reliable. Today, it is viewed as a huge field and an amazing technique to drive focused on traffic to a site. Each huge brand and each private venture with an online nearness needs a bit of the natural pursuit traffic. Presently, before SEO got so specialized, it used to be straightforward. It was tied in with making the best and the most applicable substance for the web crawlers to rank around pertinent keywords.

The intriguing thing is the thing that made a difference in the first place despite everything matters today: Quality Content. The main thing that has changed or shown signs of improvement is the way the web crawlers judge the nature of the substance. Incredible, applicable substance happens to be the center concentration and the principal thought behind "White Hat SEO" — the moral form of site improvement.

As substance turns out to be increasingly more urgent as time passes, the significance of white cap SEO develops. In the event that you want to get top internet searcher rankings without putting resources into great substance, particularly after the significant Google

calculation refreshes (Panda, Penguin and Hummingbird and so forth.), reconsider. In addition, by concentrating on quality substance, you'll additionally have the option to dive further into pertinent themes.

#### **4.1 What is a White-Hat SEO?**



White-hat SEO alludes to the use of Google-affirmed site streamlining procedures, methods, and strategies. The emphasis here is on furnishing clients with the best internet searcher results. I.e., you organize the client over whatever else.

Without convoluting things, white hat SEO can be clarified as an assortment of methods to improve the positioning of a site in the SERPs morally. It is managed without executing any "eyebrow-raising" rehearses that by and large include bamboozling the web indexes.

Quality is the key fixing in a white cap SEO methodology. Directly from the kind of substance you're distributing to the general client experience your site has should be of high caliber.

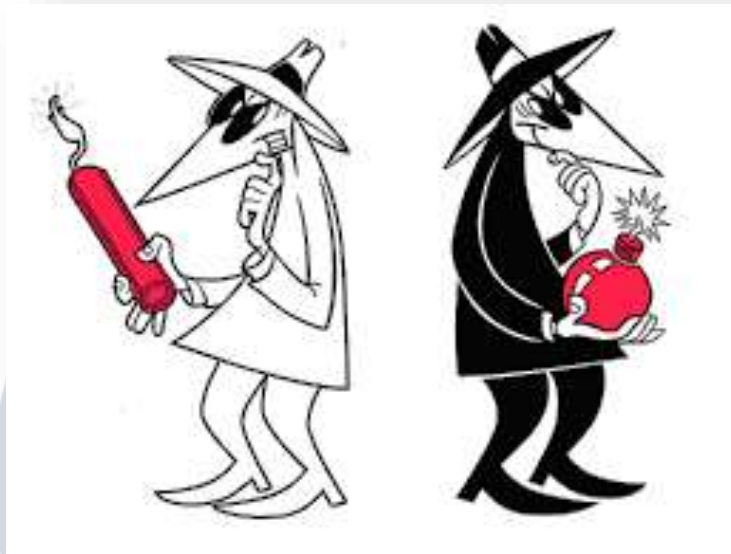
#### **As a white-hat, you will for the most part:**

- Play by Google's standards
- Enhance for people not web indexes;
- Make quality substance that individuals effectively need to peruse and share;

- Make a site that stands apart from others in your specialty

On the flip side, there is Blackhat SEO. This is viewed as the 'inverse' of white-hat SEO

#### 4.2 White-Hat vs. Black-Hat SEO



The distinction between Black Hat SEO and White Hat SEO has to do with the methods utilized when attempting to improve a site's web index positioning.

Black Hat SEO alludes to procedures and systems used to get higher inquiry rankings, and disrupting internet searcher norms. Black Hat SEO centers around just web search tools and less a human crowd. Black Hat SEO is normally utilized by the individuals who are searching for a speedy profit for their site, instead of long haul speculation on their site. A few methods utilized in Black Hat SEO include: keyword stuffing, interface cultivating, concealed messages and connections, and blog content spamming. Outcomes of Black Hat SEO can bring about your site being prohibited from a web crawler and de-recorded as a punishment for utilizing unscrupulous systems.

White Hat SEO alludes to the utilization of procedures and techniques that focus on a human crowd restricted to a web index. Methods that are normally utilized in white cap SEO incorporate utilizing keywords, and keywords investigation, doing research,

modifying Meta labels with the end goal for them to be progressively important, backlinking, third party referencing just as composing content for human pursuers. The individuals who utilize white Hat SEO hope to make long haul speculation on their site, as the outcomes keep going quite a while.

### **4.3 White Hat SEO Techniques**



#### **4.3.1. Emphasize on Quality Content**

The content was top dog, presently it's whatever outranks a ruler—Emperor, maybe? Regardless, the substance on your site is one of the hugest positioning elements, and many see it drifting toward getting much increasingly significant later on. It's not as basic as simply expressing "great" significant substance however. Google's web search tool assesses your substance dependent on a scope of various signs that incorporate...

- Length
- Subject
- Keyword circulation
- Connections (and their grapples)
- Age

The correct method to compose content is to ensure that it is suitably long, pertinent, and well-sourced. You ought to prepare at whatever point you make a bit of substance to ensure that you have enough data to fill 2000-4000 words with significant data. Furthermore, that remains constant for both highly contrasting hats SEO. You need it to be fascinating and legitimate enough to draw joins from others. This will be a significant piece of a strategy we're examining somewhat later on.

A quality bit of substance can be a motor for the advancement of a page, numerous pages, or a whole site. Be that as it may, content needs quite a while, some of the time even the best substance needs between 3-5 months to develop. It ought to abandon saying that your substance requires to fulfill your client's purpose. As the following thing will uncover, that is something you have to concentrate on regardless of what procedure you're utilizing.

#### **4.3.2. Fulfill the User Intent**

Google has for some time been fixated on conveying results that all the more precisely coordinated the inspirations of searchers, a strategy has been designated "client intent". This is as essentially assumed control over white cap SEO. Each update has been tied in with working up the number and precision of the elements that go into speculating client purposes. Presently, there are a huge number of such signals and they needn't bother with a lot of contributions to appoint your website a spot in the online world.

All that you do, from your substance to your webpage design and pictures ought to be based around coordinating the expectation of the clients who are exploring to your website by means of an online inquiry. There are a few methods used to achieve this. To begin with, think about where your site has a place in the purchasing procedure.

The appropriate response should lead you in how to build up your site. In the event that the appropriate response is data, at that point, the majority of your data should concentrate on that. On the off chance that they need to purchase, the item ought to be upfront in their vision when they land. It's presently effectively conceivable to break down the client's desires. You can utilize TF\*IDF instruments to decide—with an



extremely high level of precision—what themes clients hope to be canvassed in every specialty, and what sort of noticeable quality each subject ought to have.

Obviously, not the entirety of the best SEO tips is subject to ageless criteria like substance and client aim. Some inquiry positioning components have changed a great deal in the previous hardly any years, including the significance of portable.

#### **4.3.3. Make User Experience (UX) a Priority**

Satisfying needs for better UX is one of the manners in which white cap strategies have pulled so a long way in front of dark cap strategies as of late. Google presently has a huge scope of signs that permit them to distinguish (and rebuff) awful encounters.

The primary concern, even before, signals like ricochet rates helped them distinguish when a site was conveying a terrible encounter. Indeed, even without examination, you shouldn't be an SEO master to concur that a client's necessities aren't being met in the event that they quickly leave a site.

Working for UX was more earnestly in the past on the grounds that it incorporates all aspects of the site. Nonetheless, some portion of Google's developing development toward straightforwardness included distributing an enormous UX direct that spreads many various models. Making UX a need is as simple as actualizing these rules as you keep on working out your site.

The significance of extraordinary UX hasn't changed much since the soonest long stretches of web crawlers; however, the following methodology is one that has had a lot of rockier history. Keywords have been the primary battleground between dark caps and web search tools.

#### **4.3.4. Site Performance**

Site and page execution is another factor considered via web indexes to evaluate the destinations. The inaccessible destinations or the inaccessible pages can't be listed by crawlers of web crawlers; a week or even a day of non-performing websites or pages can unfavorably influence the webpage traffic. In this way, ensure your site stacks quick and is available constantly.

#### 4.3.5. Quality inbound connections

The site must have quality inbound connections as web crawlers consistently evaluate backlinks for their pertinence. In the event that a webpage is found to have unimportant backlinks, it will be limited or punished by the web index, e.g., a site about cultivating in India containing various connections from Europeans sites about innovation will be corrupted by the web crawlers.

#### 4.3.6. Mobile Friendliness

A portable kind disposition has become a significant SEO factor as Google began underscoring versatile outcomes since 2016. The explanation behind this is there is a huge increment in the versatile clients perusing content on their cell phones. In this way, ensure you have a versatile benevolent site.

### 4.4 Advantages from White Hat SEO Techniques



Having a site for your business is definitely not a game you could play that when it doesn't go the correct way, you can shrug your shoulders and start once more. Building a business and positioning it on SERPs is more serious than that, also the costs that it involves. So you need to ensure that each of the progression you take must be correct and "White Hat."

Albeit, the "White Hat" system can take a ton of time and difficult work, you can likewise be ensured that you are sheltered against Google's Spam group. Here are different favorable circumstances of utilizing White Hat SEO systems in building backlinks.

#### **4.4.1. Liberated from Penalty**

Black Hat SEO clients resemble criminals; they are acceptable until they get captured. Since you are holding fast to Google calculation just as the administration's legitimate guidelines in building and running a site, at that point you don't need to stress over getting punished. This has a major effect between the dark cap and white Hat SEO. With White Hat SEO, you are liberated from the stresses of getting captured and punished in light of the fact that you realize that you're techniques are by Google's calculations.

#### **4.4.2. More affordable**

White Hat SEO needs no costly robotized instruments to assist you with your positioning and no heavy fines from Google — these two areas of now a decent cut on your costs. Since white Hat SEO is increasingly centered around the long haul objectives so normally, it would set aside an effort to see the outcome. You don't have to spend a lot, yet you have to need to work more enthusiastically and have more persistence. Nonetheless, when your site is beginning to get saw, you can be ensured to appreciate natural deceivability and better ROI.

#### **4.4.3. Manufactures Stronger Relationships**

Utilizing white Hat implies distributing substances that are top-notch, unique and are significant to your site guests. The instructive and engaging substance will leave an engraving on your site guests that they'll hold returning for additional. En route, you are building an association with them. You are transforming your site guests into clients; along these lines, expanded ROI.

Perceive how our SEO Agency constructs great associations with our clients.

#### **4.4.4. Sound Website Ranking**

Why is the White Hat method sound? Just on the grounds that it is less hazardous and the outcome is steady. You will see that the outcome might be more slowly contrasted with Black Hat SEO; however, you are likewise mindful that it will develop consistently after some time. Whitehat isn't an enthusiast of "rollercoaster ride" encounters. In any case, you live by the most loved witticism: Slowly yet Surely.

#### **4.4.5. Won't Tarnish Your Reputation**

Another noteworthy preferred position of the utilization of White Hat SEO is that reality that it won't harm your image and friends' notoriety. Both Black Hat and White Hat SEO will get you saw by Google. Be that as it may, with a White Hat, you will be seen emphatically. Google will tell how industrious you are regarding and following internet searcher rules; in this way, you will consider your site reliable enough.

#### **4.5 Conclusion**

Taking everything into account, assembling a business resembles a boomerang. Anything that you do with it will consistently return to you. On the off chance that you resort to doing exploitative things, at that point it will return harming you. Nonetheless, in the event that you select to try sincerely and follow the rules, at that point all your difficult work will pay off too.



# SEO

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## CHAPTER 5



## GREY HAT AND NEGATIVE SEO - COMPLETE OVERVIEW



In the world of Internet marketing, SEO, or search engine optimization, is widely used because customers are more likely to trust and click on the first link that pops up from a search. Search engines such as Google, Yahoo! and Bing, use programs to crawl the Web to determine which pages are the most popular. You can use legal tactics called "grey hat marketing," also called "gray hat marketing," to improve your site's popularity. However, according to Beanstalk Search Engine Optimization, Inc., these tactics "fall in the grey area between legitimate tactics and search engine spam."

### 5.1 What is Grey Hat SEO?



To use Search Engine Optimization, you need to know what is 'black hat' SEO, what is 'white hat' SEO and what techniques fall between the two, so-called 'grey hat SEO'. If you're unfamiliar with where the terms black hat and white hat come from, it's actually a reference to old cowboy films where the baddies would wear black hats and the goodies wear white hats (a bit of early Hollywood racism there).

Grey Hat SEO is the practice of using technically legal methods to improve your site rankings, but which are ethically dubious, and could one day become a black hat. Think of it like legal highs. They might be legal today and get you high, but in a couple of years'

time, you could get punished for using them when the law changes to catch up with the new compounds on the street.

There are a lot of misconceptions about what constitutes Grey hat, for example, some people list cloaking, paid links and duplicate content as a grey hat, when in fact they are specifically outlawed in Google's webmaster guidelines, and hence are black hat.

In fact, it's very easy to use Black Hat SEO- they are all listed in the search engines 'what not to do' documents. It's a bit harder to get away with black hat SEO, but it's difficult sometimes for Google to know whether you have broken the rules, for example on using paid-for links.

Grey hat SEO involves much more creativity than the Black hat SEO. The reason Grey hat SEO is less known about is that as soon as the search engines become aware that people are using these techniques, they take steps to prevent them, which turns a grey hat technique into a black hat technique.

## 5.2 Grey Hat SEO Techniques



### 5.2.1. SEO Squatting

Buy up expired domains that are relevant to your keywords and then add some pages of content with a few well-placed backlinks to your site. Make sure that the new content is good quality and not too different from what the website hosted before. Put some ad words on the new content and then do some satellite SEO on it to keep up its trust rank.

#### **5.2.2. Create Social media accounts for your pets.**

Really this works. Get some cute stories and pictures, then one day your pet suddenly develops an interest in power tools, or mobility aids, or whatever website you are trying to promote. This will then create social search links back to your website. Not against Google's rules to do this, but could contravene the social media that it is hosted on. Then again, who's going to sue a dog?

#### **5.2.3. Redesign your website at regular intervals**

Even if the content is more or less the same, because the code and text changes, Google thinks that this is fresh content.

#### **5.2.4. Add a comments box to your site pages and invite anyone to comment.**

Sure it could get you 9 million spammers to put their links on there, but if you only approve the fewer spam ones and then replace their links with a no-follow tag, this means that you get no backlinks bleeding your page rank, but what you do get is lots of fresh content with hopefully relevant text for no effort on your part.

#### **5.2.5. Link yourself higher.**

Whenever you put a comment on any blog, always make an excuse to link back to yourself. While you're at it, get into the habit of being very helpful. Join forums where you can post solutions to other people's problems. Moneysavingexpert.com is a great one as it gets lots of traffic and has a plethora of relevant topics.

#### **5.2.6. Use those sharing buttons unashamedly**

- add Google +Facebook like and tweet this buttons everywhere you can. Then click on them yourself a few times. Get your dog to click on them too (see tip 2 above).

### **5.2.7. Set up a targeted paid directory specializing in one field**

This is a really sneaky one- e.g. if you are trying to promote power tools, call it a 'power tools review website'. Then add all your competitors to the directory. Add some content over the next few weeks, then after a few weeks, change the website to say that all links on the site require a \$199 inclusion fee, and then report all the competitor sites on the directory as paying for links. – This is an example of negative SEO which is difficult to ban you for

### **5.2.8. Use the free ad words vouchers that you get in computer magazines.**

Every month I get PC Pro magazine and every month it has a £50 ad words voucher in it. Generally, I set up new temporary ad words accounts, whack in the 50 quid code and set them going. Bosh.

### **5.2.9. Fabricate news**

News websites are desperate for content, and quite a few of them have very lax authentication procedures. If you can fabricate some news and maybe get yourself a few backlinks or Twitter shares on the back of it, then you can potentially get a lot of traffic.

### **5.2.10. Charity links.**

Select a few relevant small charities, make a small donation and write an article about the good work that they do with a link to their donation page and then ask them to link back to you as thanks: paid links but without the Google penalty.

### **5.2.11. Use Negative SEO**

This is a collection of techniques that you can find out more about in the Negative SEO. Essentially this is forcing other websites above you down in the rankings to help your own ranking. There are 11 techniques on this page:

- Promote nonoffending content - "Insulation"
- Google Bowling
- Site Infection



- Tattling
- Guilty by Association
- False duplicated content
- Denial of Service Attacks (DOS)
- Click Fraud
- AdSense Banning
- Black social bookmarking

See the relevant article on Negative SEO for more details on these tactics.

#### **5.2.12. Use Keyword Association Manipulation**

This is when you associate two unrelated keywords together to try to fool bots into thinking that they are related or synonymous. This is quite an advanced technique and takes a lot of work to achieve on highly competitive keywords.

#### **5.2.13. Use a subscription-based service to hide non-relevant content**

A bit like cloaking, you are showing different content to spiders, but if you have a subscription-based service - even if it's just a 'click here to prove you are over 12 years old' button, you can get away with having one set of content for spiders (and people who claim to be under 12 - in which case they would get a less interesting set of pages about the joys of power tools) and another set for most other people.

#### **5.2.14. Pay another site to put the Google authentication HTML file on their website.**

Then add the site to Google webmaster tools and use the 'change of address' tool to redirect link juice back to your website. This is not paying for links because there are no direct links that go back to your site which is paid for, so you are just paying for the link juice. The webmaster that you are paying will be aware that this is what you are doing and if they agree to it, it's not against the webmaster guidelines (yet).



### **5.2.15. Spun Content**

This is copying content from another site but changing some words around so search engines cannot automatically spot the plagiarism. Another method is to take content from more than one page- like they say, "copying from one source is plagiarism, copying from more than one source is research" A good way to do this is to use lists like X SEO techniques then steal some items from other peoples list and compile your own. If you add a few extra ideas in, it becomes your own. See how I recopied this paragraph from the black hat SEO article on this site?

### **5.2.16. Write negative reviews**

When people are researching products or services they are much more likely to read negative reviews than positive ones so they know what to look out for.

### **5.2.17. Link chaining**

In the old days of the world wide web, before search engines became ubiquitous, there were a lot of 'web rings' - these are sites that join a group or 'web ring' and each site puts a bit of JavaScript code on their page. The web ring hub site would then write links into this code so that each website in the ring had links to the next one. In this way, you could cycle between all the sites in the ring. Link chaining is a similar method whereby you create rings of sites and each link to the next one in the ring. None of the sites themselves have more than one chained link and they all have different IP addresses, so cannot be associated as a 'bad neighborhood'

### **5.2.18. Pay for reviews**

There are plenty of people out there who write reviews on websites in exchange for money. The blowholes will write about any old subject as long as they are getting paid, and this is perfectly legal.

### **5.2.19. Free Stuff!**

Everyone likes getting something for free, so why not put voucher codes for relevant products on your site. You can get plenty of codes from online voucher code websites

(Just Google 'voucher codes') and pop a 'voucher of the day' feature on your website. Technically this is not plagiarism or duplicated content, but if you push this feature on Twitter, Facebook etc. You'll attract lots of traffic.

### 5.2.20. Content repositioning

You won't find this tactic on the web, because I invented it. The premise is thus: most people only read the first few sentences on a page before they lose interest. Therefore, having a call to action at the top of the page is very handy. On the downside, the more keyword themed content which is better for search engines is less likely to grab someone's attention. Therefore, you should move your content on the page itself so the SEO friendly stuff but lower conversion text is at the top of the code, but the bottom of the page. This can be achieved by various means such as using CSS floats, CSS absolute positioning, jQuery append () methods or many other ways. You can also create jquery animations to change content position, or possibly Ajax to insert content. All of which is technically allowed (for now)

## 5.3 What is Negative SEO?



A negative SEO definition can be difficult to come by, as the topic is scarcely discussed, and it's also somewhat broad. However, we'll attempt to make it as clear as

possible. Negative SEO is any malicious attempt taken against your site in an attempt to harm your rankings.

Negative search engine optimization isn't necessarily the result of your competitors trying to outrank you. Although most people assume that negative SEO happens when a competitor attacks you, it can also be the result of an individual with a vendetta and significant SEO resources at their disposal.

#### **5.4 When Does Negative SEO Happen?**

Negative SEO usually happens when another individual or company has a very strong desire to push you out of the rankings for a specific keyword. It can happen at any time—after you have been around for several years, or while you are new companies.

#### **5.5 How common is Negative SEO?**

Google tries to make negative SEO very difficult to accomplish. Additionally, it takes a significant amount of time, resources, and ability to launch a negative SEO attack against another website.

Moz's Dr. Pete has a thorough review of negative SEO, and the likelihood of it happening to you, in this post. Although some of his remarks are meant to be humorous, he does have a good point: attacks against your site are not all that common, and what many people think is an attack is really just typical behavior.

Many common events are usually mistaken for negative SEO. As Dr. Pete says, if your link profile—that is, the overall landscape of links pointing to your site, ranging from positive to negative—is mostly bad, some random links that occur without reason could push it past the breaking point and cause you to acquire a penalty. You may perceive this as an attack, but it could really be partially your own doing.

Google also tries to make negative SEO difficult to accomplish by disregarding “junk” links that build up over time. Since anyone can link to anything with or without reason, Google isn't going to penalize you for getting links from sites you've never contacted that have nothing to do with you. Essentially, the bigger you get, the more random links you'll obtain, and the less weight Google will put in them.

## 5.6 Identifying a True Case of Negative SEO

Identifying a real, valid case of negative search engine optimization can be tricky. However, if the three scenarios above have been completely ruled out, the website in question has received a penalty or is ranking extremely poorly, and no other cause can be found for an influx of bad links, you may be looking at a true case of negative SEO.

Rather than spend time wondering “why?” or “how?” at this stage, you should prepare to invest all of your time and resources in recovering from the attack on your site. This is the only way you can recover your Google rankings and get your traffic back.



# SEO

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## CHAPTER 6



WHAT IS ON-SITE SEO  
AND HOW TO DO IT?



Every SEO strategy is focused on ranking as high as possible in the search engines. To do this, we all try to design and develop a website that Google's secret algorithm will love. That's basically what SEO is about. The factors in Google's algorithm can be divided into two categories which will determine the ranking of your website: on-page factors and off-page factors. Here, I'll discuss the differences between the two, explain the importance of on-page SEO and go over the most essential on-page SEO factors.

## 6.1 What Is On-Page SEO?



On-page SEO (also known as on-site SEO) refers to the practice of optimizing web pages to improve a website's search engine rankings and earn organic traffic.

In addition to publishing relevant, high-quality content, on-page SEO includes optimizing your headlines, HTML tags (title, Meta, and header), and images. It also means making sure your website has a high level of expertise, authoritativeness, and trustworthiness.

It takes into account various aspects of the webpage that, when added together, will improve your website's visibility in the search results.

## 6.2 Why On-Page SEO Is Important



On-page SEO is important because it helps search engines understand your website and its content, as well as identify whether it is relevant to a searcher's query.

As search engines become more sophisticated, there is a greater focus toward relevance and semantics in search engine results pages (SERPs).

Google, with its plethora of complex algorithms, is now much better at:

- Understanding what users are actually searching for when they type a query.
- Delivering search results that meet user intent (informational, shopping, navigational).

Adapting to this development is essential, and you can do it by ensuring that your website and its content – both what is visible to users on your webpages (i.e., text, images, video, or audio) and elements that are only visible to search engines (i.e., HTML tags, structured data) – are well-optimized according to the latest best practices.

Additionally, you can't simply ignore on-page SEO because you have more control when optimizing for on-site elements – as opposed to off-page SEO that consists of external signals (i.e., backlinks).

If you put effort into on-page strategies, you'll see a boost in traffic and a rise in your search presence.

This guide will walk you through the most important elements of on-page SEO.

Paying close attention to these 10 areas will help improve your content and authority – and increase your rankings, traffic, and conversions.

#### **6.2.1. E-A-T**

E-A-T, which stands for Expertise, Authoritativeness, and Trustworthiness, is the framework that Google raters use to assess content creators, webpages, and websites as a whole.

Google has always put a premium on high-quality content. It wants to make sure that sites producing high-quality content are rewarded with better rankings and sites that create low-quality content get less visibility.

There is a clear relationship between what Google considers high-quality content and what appears in the search results.

Call it correlation or causation – whatever it is; E-A-T is somehow playing a role in Google's organic search results. This means E-A-T must be a consideration in your SEO strategy.

#### **6.2.2. Title Tag**

The title tag, an HTML tag that exists in the head section of each webpage, provides an initial cue or context as to what the topical subject matter is of the respective page it is on.

It is featured prominently in the search engine results pages (typically used as the clickable link) as well as in the browser window.

The title tag by itself has little impact on organic rankings, this why it's sometimes overlooked.

That said, missing, duplicate, and poorly written title tags can all negatively impact your SEO results, so make sure you're optimizing for this element.

### **6.2.3. Meta Description**

Since the early days of SEO, Meta descriptions have been an important optimization point.

Meta descriptions, Meta tags that provide a description of what the page is about, are often displayed in the SERPs underneath the title of the page.

While Google maintains that Meta descriptions don't help with rankings, there is anecdotal evidence that indirect attributes of better descriptions do help.

Optimizing Meta description correctly can help improve:

- Click-through rate (CTR).
- Perception of the quality of the result.
- Perception of what your website offers all change.

### **6.2.4. Headlines**

Want your website content to perform well on search? Then start writing compelling headlines.



Coming up with a title for a blog post might seem too basic, but a great headline can mean the difference between a click and an impression – that’s why it’s important to create them strategically.

Your headlines need to spark interest for it to stand out on the SERPs – enticing users to click through and continue reading the rest of the content.

### **6.2.5. Header Tags**

Header tags are HTML elements (H1-H6) used to identify headings and subheadings within your content from other types of text (e.g., paragraph text).

Header tags aren’t as critically important for your site rankings as they used to be, but these tags still serve an important function – for your users and your SEO.

They can indirectly impact your rankings by:

- Making your content easier and more enjoyable for visitors to read.
- Providing keyword-rich context about your content for the search engines.

### **6.2.6. SEO Writing**

SEO writing means writing content with both search engines and users in mind.

There is a strategy behind writing solid SEO content – and it is more than just keyword research and fill in the blanks.

Simply producing content for the sake of it won’t do. Remember that you’re writing content for people – therefore that content must be high-quality, substantial, and relevant.

### **6.2.7. Keyword Cannibalization**

Targeting a specific term across multiple pages can cause “keyword cannibalization” which has some potentially disastrous consequences for your SEO.

When you have multiple pages ranking for the same keyword, you’re actually competing with yourself.



It's important to identify whether keyword cannibalization exists on your website and resolve it right away.

### **6.2.8. Content Audit**

Most content creators are focused on creating new content that they forget to audit their existing content. And this is a mistake.

Auditing your existing content is crucial because it helps you:

- Evaluate whether your existing content is achieving its goals and gaining ROI.
- Identify whether the information in your content is still accurate or has become stale (or even outdated).
- Determine what types of content are working for you.

Content audits can greatly help your SEO strategy and they should be done on a regular basis.

### **6.2.9. Image Optimization**

Adding images is a good way to make your webpages more appealing. But not all images are created equal – some can even slow down your website.

Optimizing images properly will help you make the most of a valuable SEO asset.

Image optimization has many advantages, such as:

- Additional ranking opportunities (show up on Google Image Search).
- Better user experience.
- Faster page load times.

Images shouldn't be an afterthought. Make sure to incorporate images that support your content and use descriptive titles and alt text.

### 6.2.10. User Engagement

Enhancing your website's on-page SEO elements is only half the battle.

The other half lies in making sure those users will not bounce – but instead, they'll continue viewing your content, interacting with it, and keep coming back for more.

Retaining engaged users is a great challenge in itself, but it's certainly doable. To increase user engagement, focus on aspects such as site speed, user experience, and content optimization, among others.

## 6.3 On-Page SEO Techniques for Higher Rankings



Now that the theory about SEO and the importance of on-page SEO is justified, let's move on to the practical part.

Some people can argue that there are more on-page SEO techniques and not only 11, but these are the most important you can apply to your website today and quickly boost your SEO.

### 6.3.1. Publish High-Quality Content

When dealing with SEO, you always need to have in mind the following:

A website with brilliant content can do great with or without SEO. A website with bad content will not survive with or without SEO. A website with good content can become even better with SEO!

So, what is considered good content?

- Original content
- Content exclusive for your website – Even if it's your own content, if you have already published it on another website then it's not good for your site (unless you specify the canonical tag correctly).
- Content that includes text elements – Write text to accompany your non-text content. For example, if you post videos on your website try to add a text description as well. If you add images try to describe in words what the image is all about.
- Content that is useful – Don't publish content for the sake of publishing. Before hitting the publish button make sure that what goes live adds value to your website and readers.
- Content that is well researched – Users don't want to read quickly prepared posts and neither does search engines.
- Long articles are proven to rank better than short articles.
- Unbiased content – If you are writing about a certain topic or answering a question make sure that what you write is justified and covers both sides of a story.

### **6.3.2. Optimize Page Titles and Meta Descriptions**

This is SEO 101 but very important for on-page SEO. When search engines 'read' your pages, among other things, they check the page title and the description of a page.

They do so because they need to understand what the page is all about and then based on other factors (off-page SEO, domain authority, competition, etc.), they will rank your

every page must have a unique title that will help both search engines and users understand what the page is about.

### 6.3.3. Optimize Page Content

Content SEO is part of on-page SEO and has to do with optimizing the actual content for your target keywords.

Before publishing a piece of content (whether this is text, images, audio or video), the first step is to do your keyword research.

This is necessary to find out what search terms users are typing in the search box and create content that can satisfy their intent.

Once you decide on your target keywords, you should create a list of related keywords (also called LSI keywords), long-tail keywords and use them in your titles, descriptions, headings and page content.

This means that in order to make your content more relevant to broad topics, you need to enrich your content with LSI keywords.

There are various ways to find out which keywords are considered by Google to be relevant to your target keywords.

The easiest and fastest way is to take advantage of three features provided by Google: Google suggests People also ask for and Related Searches.

- Google suggest

When you start typing a query in Google search, you are presented with a list of possible *phrases* to use in your search. These are great keyword candidates to mention in your content.

- People Also Ask

When you click search, Google shows you the results and among them, a section called “People also ask”. These are good candidates to use in your sub-headings.

- Related Searches

At the bottom of the search results, Google shows you a list of related searches.

#### **6.3.4. External Links**

After the release of Panda and Penguin, a lot of webmasters are afraid to link to other websites. They believe that this will trigger a Google penalty but this is wrong.

By linking to other high-quality related websites, you increase the trustworthiness of your content and this is good for SEO.

Also, Google can use external links as a way to understand more about the topics you are covering in your content.

#### **6.3.5. Mobile Friendliness**

Almost 60% of the searches in Google are now coming from mobile devices. This means that if your website is not mobile-friendly, you are already losing half of the potential traffic.

What should you do?

As a first step, make sure that your website is mobile-friendly. Check your website with the Google mobile-friendly tool and fix any potential problems.

Then go one step further and test your website on mobile, like a real user would do, and make sure that everything is displayed correctly including your CTA buttons.

In general websites with a responsive design, have nothing to worry about mobile-friendliness.



# SEO

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## CHAPTER 7



WHAT IS OFF-PAGE SEO  
AND HOW TO DO IT?



If you want to raise true brand awareness and drive massive organic traffic to your website, then you're in need of some really effective off-page SEO practices. There's little clear-cut and effective content across the Internet on what exactly digital marketers need to focus most of their resources, knowledge, and time on to drive organic traffic to their site from an off-site SEO point of view. That's where the idea of writing a complete off-page SEO techniques checklist came from. I hope it'll lend you a helping hand in your digital marketing endeavors.

Most user searches are made because of two reasons: to find information (informational query), or to find information and buy (commercial query). You need both types of users – the ones who seek information, and the ones who want to buy – because either case is a win-win situation: you'll either convert them into customers, or you'll win yourself some long-term subscribers.

## 7.1 What is Off-Page SEO?



Off-page SEO refers to optimization activities you can do outside the boundaries of your website. Anything taking place outside of your website and contributing to your ranking is considered off-site SEO: social media marketing, influencer marketing, mentions (direct or indirect), guest blogging (sometimes black-hat), so on, so forth.

Also called off-site SEO, this type of search engine optimization gives search engines a glimpse as to how people and digital entities across the Globe and Internet read your website's overall features. Off-page SEO rhymes with words like link building or promotion activities, yet the whole thing isn't just about links, but about a whole lot more. We'll expand on it a bit later on.

By deploying better off-page SEO techniques means you are trying to prove to your readers and search engines that your site is trustworthy, authentic, relevant, and could very well be popular in your industry. The benefits triggered by good off-page SEO tactics are multiple, but let's name a few: increase in rankings, increase in PageRank, more visits, more social media mentions, and more visibility.

## 7.2 Why does off-page SEO matter?

While search algorithms and ranking factors are constantly changing, the general consensus within the SEO community is that the relevance, trustworthiness, and authority that effective off-page SEO affords a website still play a major role in a page's ability to rank.

While we don't know the full algorithm Google uses to rank content, data from our Search Engine Ranking Factors study show that off-site SEO-related factors likely carry more than 50% of the ranking factor weight.

## 7.3 Off-page SEO Techniques



Search engines might change the way their algorithms work, or ranking factors might shift to new ones or follow a new order, but off-site SEO will still matter because businesses need thumbs up from readers, as well as linking fellows. The user perception of your own site worthiness and quality is of paramount importance to you. The key to winning them is to build the best product out there, not just another one on the market, and consequently, the off-page SEO would naturally do the work – people would talk



about you because they are already converted or drawn to you. Without further ado, let's get to the ultimate off-page SEO techniques checklist and learn some lessons for future marketing strategies:

### 7.3.1. Link Building is King

Build and chase quality links. That's the first and most important thing to remember about links. According to our SEO terms glossary, "No Follow is an attribute webmaster can use when linking to a website that tells search engines to essentially ignore the link. Social networks are notorious for using No Follow links when linking to external websites. Links without the No Follow attribute are referred to as Do Follow". If you're wondering actually what impact do No Follow links have on your website, here are some actionable data and tips, all backed up by case studies and Google's position in this matter.

Link building is the most popular marketing technique deployed by professionals all over the world. It's the most desired outcome of all – ok, to some extent. It is so important that, even though Google suggests that content is the #1 ranking factor, it's often preferred by the masses over the principle of crafting and providing quality fresh content. Yet content is still contributing a lot to your linking strategy.

Links are translated as votes or applause to your website, an overall appreciation of your brand. The same link building effort contributed to the rise of what's known today as black hat SEO. Sometimes, people are so desperate to gather links that they start playing with fire and perform the following: forum signatures, enroll your website in content directories, link exchange schemes, link networks, blog directories, comment links, article directories, and so on.

Three main types of links populate the web:

- **natural links:** a user/customer/reader knows the content on your page and has a positive view over your services, and links to your business as a sign of trust, appreciation, and endorsement;



- **manually build links:** gained through direct link building efforts; willfully asking customers to link to your product, or influencers to share your content;
- **self-created links:** when posting your website link in comments a.k.a. comment signature, or in web directories, forums, press releases, etc. (most of them enter in the black hat category)

The wisest move would be to practice natural link building. The best way to do this is to make your content worthy of links, and links will come naturally. Guest blogging is also a good idea but be careful not to over link your website and make your contribution more spam than useful. Also, build your links at a normal, traditional pace, if you will, which is gradually, or else Google will think you're doing some black-hat magic.

Link building should be about quality, not quantity. Many digital marketers or businesses tend to forget that. Go for the high-quality links. But don't let this stop you from linking to and getting links from smaller or younger brands and professionals, as long as the domains are good and are related to your niche. They have to meet the further requirements: quality, proper text and keywords, inbound numbers, and others I've already mentioned before. In the end, you should have the best of both worlds. And you should target it, even when you think your business is in a boring niche and there's not much you can do.

The best links are those who pass the most link juice. That's what your brand needs, and it doesn't even have to be thirsty. Also, page authority (and general domain trust) is a very clear indicator of a site's status and overall SEO tactics. And that is because Google is not necessarily and solely interested in links, but in their impact on the online environment and on your website as well.

### 7.3.2. Harness that Social Media Power

Social signals might matter to Google when ranking a page. You need to win your audience in order to make Google (or any other search engine) like you and rank you high. Especially when mentions of your brand can count as links, as we previously mentioned.

Facebook, Twitter, Google+, and Instagram are the buzzwords of the day. They've never been so successful and strong in their entire existence. They surely know how to engage people, provide them with the means to be inspired and cheered up, serve them the friends they need (although, most of the time, available only in the virtual world), serve them the share and like they so much crave for. However, brands and online marketers seized the moment and saw in these social platforms the best playground for brand advocacy and promo.

Shares and likes are the social media magic tricks. They make your business grow and spread like wildfire. Whenever sharing relevant, fresh, and engaging content with your community of users, you win new subscribers, fans, or leads.

There are three things we'd recommend you consider when activating on social media:

- Be responsive – people are bound to talk about you either when they're satisfied with your services, when someone asks for a recommendation or feedback from friends, or when they're unhappy with your product. Either way, be sensitive or engage with your following. Customer support can be performed across all channels, be they online or offline, on your support page or on social media channels.
- Befriend the Big Brothers – there's a multitude of thought leaders, influencers, renowned professionals, or just skillful group admins that could lend you a very helpful hand in spreading the word about your brand. Build connections with social media gurus and let them shape you by taking what's good from them, and learning what's better to avoid. Birds of a feather flock together, they say. Stick with the good guys and results will follow.
- Monitor your online reputation – brand mentions are a precious asset to your business, so treat them accordingly. As already emphasized before, brand mentions do count as links in Google's search algorithms. Fetch a trustworthy brand monitoring tool and see who mentioned you across social media channels (and not only), what exactly they say about

you, and use that chance to get in touch and win them as your customers or further clients.

### **7.3.3. Add an RSS Feed Subscription Box**

It's better to have fewer subscribers that visit your site on a regular basis, than a multitude of one-time visitors. This is why all more or less reputable blogs and brands provide an RSS subscription box on their walls. RSS is short for Rich Site Summary. And I think that says it all. RSS boxes/stream RSS/channel RSS, or better known as subscription boxes, make page information available in XML format. People are drawn to the trigger-word "subscribe" and leave their email address to receive information without having to proactively search it on the web.

By using this type of contact form, you not only enrich your contact and subscriber agenda but also have an intrigued recipient whom you can send and communicate your company updates, news, blog post, etc. You can opt for this Google Feed burner.

Many times, users are happy to benefit from continuous rich info, data, and news without having to manually look them up, and rather satisfied when receiving them by email in the comfort of their home or work offices. And since you might be also looking for some high-quality marketing newsletters to subscribe to, we crafted one already, so you won't have to mind it.

### **7.3.4. Don't Shy from Blog Commenting**

There are minds who argue that it's a bit delicate to recommend as it can easily turn into a black hat practice. Blog commenting is an excellent off-site SEO activity that drives organic traffic to your website and SERP ranking.

There are loads of articles on the web on how to correctly do blog commenting and everything you need to know is one click away. But the general tone is that you should definitely do it "white hat", and leave any miscellaneous tactics aside.

Give your insight on topics, and attract attention to you, but don't exercise comment signature. Just mention your brand inside the body of relevant and useful tips, and make its appearance relevant there.

### **7.3.5. Guest Posting is Still Hot**

Similar to blog commenting, you should define your reasons for contributing in such away from the very beginning. Most guest blogs come to advertise their business or product and can sometimes turn into some spam and annoying reading. Be fair, and make giving actionable, fresh, and relevant info your first concern. Not the links to your website.

By writing guest posts from time to time, not only help you build quality backlinks (duh!) and trigger more organic traffic to your website, but also something else. Yes, you display professional conduct by writing not only on your personal blog but contributing to others too. There are brands who like to flirt with knowledge coming from other professionals in the field, although that happens quite seldom. And that's one of those times when you have to choose your men wisely.

### **7.3.6. Forums Posting Is a Thing**

Forums are a great place to promote your website and that's obviously part of off-page SEO techniques. Quora, Reddit, Yahoo Answers, eHow are the most important hubs from where one can gain a lot of actionable info and authentic answers to their questions. Forums are a great playground to get to meet your peers and have a chat with them on topics of interest to you.

Similar to blog commenting or guest blogging, it's good to mention your brand, but avoid doing it bluntly. First provide some actionable info on the specific topic and then, if relevant, fit your brand between the lines. These Q&A platforms are true gold mines but they have to be won first, by using the right words, tone, and style when posting a contribution. Make it relevant and transparent.

### **7.3.7. Build Trust**

It's natural that off-site SEO includes trust as well. After all, that's how you get your social media or customer votes. Transparency is one of the must-haves in helping trust be built. Post useful content and don't try to deceive your readers with catchy titles and zero quality content. That's definitely not how you build organic traffic!

Page Authority (PA) and Domain Authority (DA) are two important indicators of how search engines see your website. It's like having your whole life in front of your eyes. You should check your PA and DA, and also your inbound links' ones with a site explorer tool.

SSL (Secure Sockets Layer) is that setup that makes your website's relationship with the user be safe. This type of link is making sure that the data passed between the web server and the browsers stay private and unharmed. Users trust a site more when they see that their data is secured by this encrypted link when entering private data such as credit card numbers, usernames, and passwords, or any other sensitive information.

One way to build and check your users' trust is to make sure you get business reviews. You can start by asking your present customers to check your rating section and leave a contribution there. It's important to let them know how and why it's important that you need their opinion on your services, all expressed and posted publicly. The more customers you'll have, the more reviews you should get. Especially if you're having a Facebook page where people can stay up-to-da about and connected to your business, and leave reviews.

Yet reviews ask for quick answers from you, however positive or negative they'd be. Commit to visit your review section often and leave comments. Your users need to see you're a live person, one that doesn't shy from treating their customers with respect and appreciation.

### **7.3.8. Craft a Sparkling Brand Image**

Nobody wants more of the same thing. Think about what people need most and don't get, seize the opportunity, and deliver. This is how you'll leave customers' memory of you, of your uniqueness and utility, and someday, of your greatness.



Just look at Buzz feed (I'm a huge fan, please pardon my enthusiasm). They get ten times more attention when posting something than a random marketing brand does. Because they knew how to shine their way in a world full of tips, recipes, and did-you-knows, and stand out, even though the market was already saturated. Plus, they knew how to address various and different customer segments.

### **7.3.9. Document Sharing Is Good for You**

By sharing content about your brand on other platforms you'll be able to rank for keywords your site wouldn't otherwise be able to compete for, for various reasons like the competition is too strong. If you think your piece of content would serve others' interests as well, upload documents to doc sharing sites like Scribd, Academia, and Slide Share.

Treat the documents like a traditional piece of content – do keyword research and fully optimize them: titles, file names, transcripts. Place effective call-to-action and links back to your website whenever relevant and possible.

The benefit of having documents posted on such platforms is that PDFs and PowerPoint files can't be crawled by search engines but these sites make them readable. In addition, you borrow some link juice for your website, which is again, awesome.

Similar to written docs, craft podcasts and videos on your to brand topic and then upload them to Sound Cloud, YouTube, etc. with a transcript. The transcript is where you can help search engine crawlers to bump into your content way easier. That's SEO!

### **7.3.10. Build Relationships with Webmasters/Influencers**

Although already mentioned this before, you should make friends among those you admire and whose steps you wish to follow in your career. Although with quite a busy schedule, they're usually willing to guide, inspire, and help.

Start connecting with them, impress them enough to make them share your content and you've won yourself some quality relationships. But beware, you have to make sure you don't overlook them in time, but always make sure to keep in touch with them, ask for their advice and feature them in your pieces of content. This way, your content is more

bound to being shared across the one own personal social channels, than random content on your blog.



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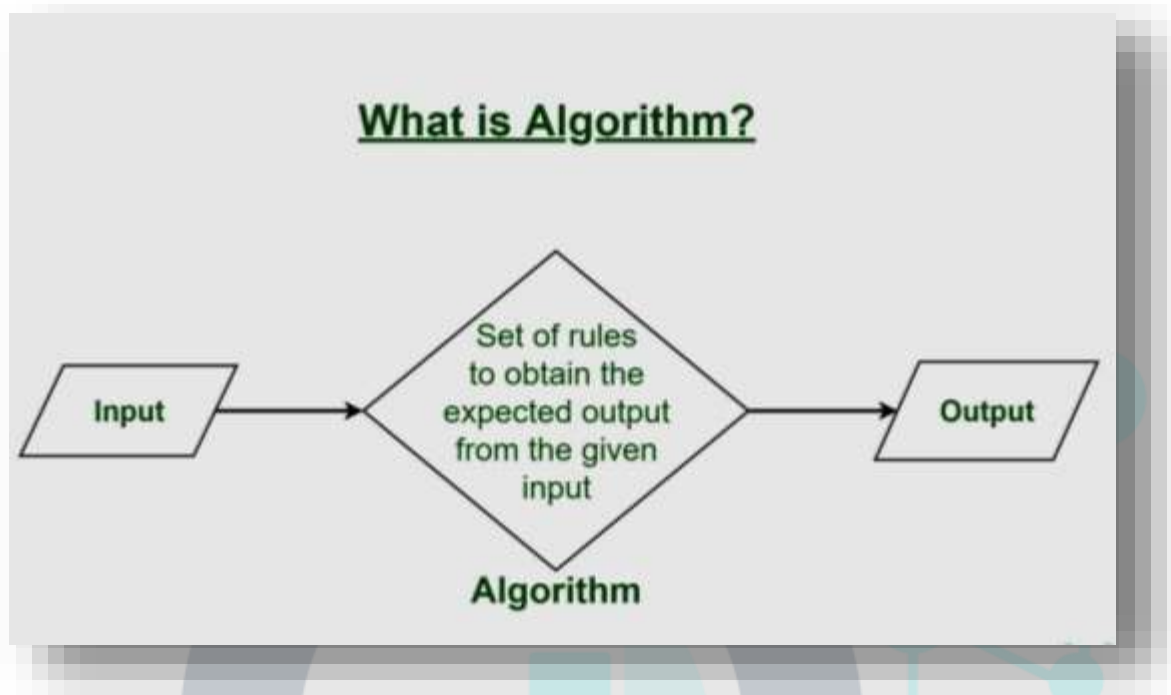
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## CHAPTER 8



GOOGLE ALGORITHMS -  
UPDATES AND CHANGES



### 8.1 What Is a Google Algorithm?

Google algorithms follow the same basic definition and rule of an algorithm that we described. Think about the last time you searched for something on Google. Whether you typed “cute cat videos” or “shoe stores in Pennsylvania,” the search engine returned millions of results for you to choose from.

Google has a very complex algorithm for serving search results, and it changes relatively frequently. And although the company does not make the exact algorithm public, here are a few elements that we know for a fact have an impact on a page’s ability to appear in the results for certain keywords:

- The keyword’s appearance in the page’s title, header tags, and meta description
- The amount of naturally-occurring, organic links to the page
- The way the website performs on mobile devices, such as smartphones and tablets







### 8.3 What is a Google algorithm for search?

The basic Google algorithm is used for each search conducted on the site, but it's personalized by the searcher. For instance, an individual who inputs "buy running shoes" wants very different results from someone who types "cat videos."

The algorithm is adjusted for each search and can be altered by even the slightest changes to spelling and word order. The results are then given to the user, who can decide which site to visit.

Again, this happens rapidly. Additionally, it shows that the Google algorithm has been designed to offer a wide array of personalization. In recent years, Google's search has become responsive enough to offer suggestions when one term is typed by the user. This is an indication of a different type of algorithm being used to create an individualized drop-down menu of search suggestions based on browser history, as well as other factors.

### 8.4 What is a Google algorithm for SEO?



As mentioned previously, the Google algorithm partially uses keywords to determine page rankings. The best way to rank for specific keywords is by doing SEO. SEO essentially is a way to tell Google that a website or web page is about a particular topic.

Years ago, it was commonplace for many sites to “keyword stuff” their content. In essence, they assumed that the Google algorithm would think that the more keywords that were written, the more important the page should be.

Once Google realized this, they altered their algorithm to penalize sites that stuff their pages with keywords, as well as many other “black hat” SEO practices. Because of this, you should avoid any tactic that is done with the aim of outsmarting search engines. Although they may not notice right away, Google will eventually pick up on what you are trying to do, and your rankings will suffer.

### **8.5 What does the future hold for the Google algorithm?**

Google rarely gives any indication of the changes in its algorithms unless they are major. Smaller changes are made internally and are usually not felt except as smaller ripples. It's vital to stay abreast of Google's algorithm announcements, but it's just as important not to overthink the algorithms or tries to “game” them.

Instead, it's imperative to simply acknowledge the power the Google algorithm has, and try to produce the best website possible. Consequently, visitors will be pleased with what they see, which is always a positive ranking signal.

### **8.6 Why is the Google algorithm so important?**

Finding useful information on the World Wide Web is something many of us take for granted. According to the Internet research firm Net craft, there are nearly 150,000,000 active Web sites on the Internet today [source: Net craft]. The task of sifting through all those sites to find helpful information is monumental. That's why search engines use complex algorithms -- mathematical instructions that tell computers how to complete assigned tasks.

Google's algorithm does the work for you by searching out Web pages that contain the keywords you used to search, then assigning a rank to each page based on several

factors, including how many times the keywords appear on the page. Higher ranked pages appear further up in Google's search engine results page (SERP), meaning that the best links relating to your search query are theoretically the first ones Google lists.

The search engine lists the pages that contain the same keywords that were in the user's search terms. Google's spiders may also have some more advanced functions, such as being able to determine the difference between Web pages with actual content and redirect sites -- pages that exist only to redirect traffic to a different Web page.

Keyword placement plays a part in how Google finds sites. Google looks for keywords throughout each Web page, but some sections are more important than others. Including the keyword in the Web page's title is a good idea, for example. Google also searches for keywords in headings. Headings come in a range of sizes, and keywords in larger headings are more valuable than if they are in smaller headings. Keyword dispersal is also important. Webmasters should avoid overusing keywords, but many people recommend using them regularly throughout a page.

## 8.7 MAJOR GOOGLE ALGORITHMS



The better you understand the history of the Google algorithm, the more likely you are to run a site that ranks well. The major algorithms of Google are:

### 8.7.1. Panda

Hazards: Duplicate, plagiarized or thin content, user-generated keyword stuffing

It was the first time Google shocked the online world with its major algorithm update in the ranking. Yes, it was Panda! Panda was once a filter considered to be the part of Google's ranking algorithm, but in June 2016, it was officially incorporated into the core algorithm. Panda uses a search algorithm named after the Google Engineer, Biswanath Panda

Panda revolutionized SEO by combatting low-quality content that ranks high on its search engine result pages (SERPs). This is where content quality and user experience became the core of Google's algorithm. Prior to that poor quality content, websites with a high volume of backlinks could often do rank well in SERP.

Quality Filter targeted the poor quality content and thin sites that have been ranked top in Google's search result. As a result of these changes in the algorithm, many sites were penalized with lower rankings while other sites experienced a surge in organic traffic and improved rankings. Panda changed the content strategy, keyword research and how links are built. The high-quality relevant links pointing to a site will add value to the SEO.

Panda rewards the site that organizes and presents useful, unique and relevant information to the user and at the same time, it downgrades websites that are publishing thin & poor quality content just to earn money. Panda made a revolution in Google's algorithm history to improve the quality of search results in spite of the war of spammy links and hacking sites.

How to adjust: Focus on providing the best possible experience for users. Provide unique content and useful information. Run regular site checks for content duplication, thin content & keyword stuffing.

To check for instances of external content duplication, use a plagiarism checker like Copyscape



Note: The Panda algorithm runs continuously as a part of Google's primary indexing and scoring system.

### 8.7.2. Penguin

Hazards: Spammy or irrelevant links; links with over-optimized anchor text

Penguin penalizes websites that use spammy link building tactics to boost their search engine rankings. It created a mission of the search engine to focus on quality over quantity. Penguin works in real-time. Over-optimized sites and sites that have other forms of unnatural link building are usually trapped in Penguin. It will also downrank the sites whose links it considers manipulative.

In this algorithm, Google introduced "Google disavowal tool." This helps you to notice whether spammers are trying to attack your site with low-quality links.

How to adjust: Building high-quality links mainly from niche which will make your site rank high in Google's search results. Monitor your link profile's growth and run regular audits with a backlink checker.

### 8.7.3. Hummingbird

Hazards: Keyword stuffing, low-quality content

The main purpose of Hummingbird is for Google to better understand the user. At the time of Hummingbird, both Penguin and Panda algorithms continued to work and this added a new part to the search engine. Hummingbird gives Google a "Precise and Fast" platform where search users can easily find what they're looking for when they type a given keyword in the search engine. Hummingbird uses long-tail keyphrases where the sites that use long-tail keywords have experienced a lot of success.

How it works: Helps Google better interpret search queries and provide results that match searcher intent. It brought natural language processing that relies on LSI, Google related searches and Google autocomplete.

### 8.7.4. Pigeon



Pigeon is the great evolution of Google to better serve its users in terms of local search. It meets the need for searchers looking for products or services on-the-go. It gave weight to local search sites and directories.

Pigeon rewarded a local business who integrates geo-specific keywords into their content. It helped users to quickly find nearby locations or businesses on-the-go. In this algorithm, Google meshed the results of its search engine with Google maps to produce the same results. Google took into consideration how synonyms play into local queries.

### **8.7.5. Fred**

Hazards: Thin, affiliate-heavy or ad-centered content

How it works: The Fred Update is seen to be the latest update by Google to clear up the bad and spammy practices done by the websites in order to increase their domain authority and website traffic.

Google Fred was created to provide a better experience for internet users to find more relevant content that is exactly related to their search queries. Websites with the low value of content which aims to generate revenue from ads are the most affected by this algorithm. Affiliate based sites that provide a poor experience (ads and clicks) are caught in the Fred net.

How to adjust: If your site is full of ads that means it's going to be affected. Figure out to create a balance between informative content, and ads that are on the site. Design clear-cut ad spaces all around the site like in the middle of content or in a particular corner of the site. Avoid putting any ads on pages like the home page or contact page.

## **8.8 BENEFITS OF GOOGLE ALGORITHM CHANGES**

## Benefits of Google algorithm updates



Google will reward the sites who deliver “what users want!” This is the reason why they won the search engine wars against competitors such as Yahoo, Lycos, and Bing.

- Help each search user find the correct information they’re looking for as quickly as possible.
- When you have created a page that the search engine deems worthy it can continue to attract traffic to your site for months after you publish it.
- Google provides the need to meet the searches on-the-go. For example, searchers no longer need to explicitly state keywords if they’re looking for something locally. “Near me” is good enough for Google granted you’ve provided your location.
- Improved rankings for in-depth content.
- High-quality links will improve your brand and relevance online it will boost your organic traffic and gains high SEO power.
- When you publish fresh content on your site, Google gives your webpage a score.

### 8.9 HOW TO ADJUST?

Google is transparent with its ranking algorithm and giving a clear picture of what it expects in terms of quality and user experience. It never punishes reputable websites

with original content and which follows Google quality guidelines. You can follow the following things to avoid penalize from Google/drop-in SERP.

- Quality content that provides genuine and useful information should be an important part of SEO strategy. Rewrite all the inappropriate and badly written content and keep your site content updated. Do regular site checks for content duplication & spam links.
- Create great content that naturally attracts backlinks.
- Fill your Website with useful content: Google requires large volumes of data to be able to make better decisions to provide results to the users. The more relevant results people get when they search for a specific keyword, the more accurate the data Google can extract and return for other searchers.
- Avoid overstuffing of Keywords in your site.
- Analyze your content pages and blogs for any inaccuracies or grammatical errors.
- Length is Strength. Include more of the long-form contents and rewrite the old content if you want to add more value to it. If your contents are thin, badly organized, or full of errors, you'll get penalized!
- Invest time in On-Page & Off-Page SEO. Focus on quality backlinks rather than quantity, because the small number of quality backlinks has a larger SEO impact.
- A fast loading site creates a better user experience.
- Have a user-friendly website design. The site should have an appropriate category structure and clean navigation. Also, focus on speed and usability. You can also do a mobile compatible check for various aspects using Google's mobile-friendly test.
- All you need to do is to build links in a scalable, organic way and focus on providing the best quality content.

- Every Page Counts. Pay attention to your entire website. If only one or two pages on your site are of high quality and the rest are low, then your entire site will be considered low quality.
- Ensure that you are following Google Search Quality Guidelines and all the links found on your site are high-quality and offer relevant information.
- Trustworthiness: HTTPs secure encryption, privacy policy, terms and conditions and protecting contact information

The SEO game is constantly changing. It is important that you need to be working to improve your site and update your SEO strategy according to Google Search Quality Guidelines. Google's motive is to help searchers find what they are looking for while battling against irrelevant information and poor-quality content. Hence avoid any outdated process and follow the things which can help your site to get rank well.



# SEO

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## CHAPTER 9



LOCAL SEO STRATEGIES  
TO RANK BETTER

Most small businesses offer their products and services to a specific geographic market. Being found quickly when someone is in need of your local services is critical to your success. Incorporating local SEO strategies into your marketing activities that complement your other online marketing is important to your business.

Traditionally local small businesses use a mix of local advertising, direct marketing, coupons and word of mouth marketing. Depending on your type of business, you may also use door hangers, flyers, truck lettering and site signs. These are all still valid marketing tactics that will help you become known in your geographic area.

But today's consumer is using the Internet more often to search for and evaluate local businesses. And since 46% of Google searches are for local information, why not implement the following local SEO strategies and stack the deck in your favor?

### **9.1 What is Local SEO?**



Local SEO extends organic SEO with a combination of online strategies to make your business more visible to those searching locally for products and services. These local SEO strategies include:

- Localized content on your website
- Google My Business listing
- Bing Places for Business
- Citations in business directories
- Online reviews

In a world where we are always on the go, we rely on our smartphones to find the information we need. Millions of us use local search every day to find the best local businesses in our area. You can help increase your chances of getting found by implementing local search strategies.

## **9.2 Local search tips to outrank your competitors**

On-page SEO never loses importance. It just becomes more localized.

Starting with your website, make sure you optimize for local search results. Be consistent with your name, address and phone number on your website so that it matches the local citations that you will need to claim and manage.

Add towns and cities you service where appropriate. Always remember to write for the human first. By doing so, you will be providing a good user experience and content the search engines will love.

Pay attention to on-page SEO techniques, localizing them where it makes sense:

- Include service pages that are unique for each area.
- Optimize images using locations in the file names. If you paint houses and have images of your work in specific towns, create the file names using the towns (e.g. residential-painting-boston.jpg). Also include the locations in the alt tags.
- Include your location in your title tags, meta descriptions, URL structure for the pages

Now let me re-emphasize the “where it makes sense” part which leads me into the things you should not do when optimizing your website for local search results:

- Service area links at the bottom of every page of your website that link to duplicate pages with only the town and zip code changed.
- Blog posts that put the name of a town at the end of the post title (e.g. 10 Plumbing Tips for Homeowners Boston, MA)
- Stuffing city and town names into the content everywhere
- Using different phone numbers for different locations for tracking purposes

Optimizing your website for local search results can prove to be a big winner if done correctly. Keep it human and let the search engines naturally index the content for your best results.

### **9.2.1 Claim and optimize your Google My Business page**



If you want to be found in a local search, claim and verify your Google My Business. According to Google itself, you can improve your local ranking by using Google My Business and creating a robust profile because whenever someone searches for a local



business, Google displays results using the information it has in its database of local businesses.

Things to consider:

- Write a unique description for your business
- Choose the right categories
- Ensure your information is correct and up-to-date
- Add photos for your business
- Manage and respond to reviews
- Claim your profile short name
- Use Google My Business Posts to post updates about your business in a similar way you post to your Facebook business page

Keep in mind that there is a lot of misinformation floating around as well. Don't listen to those who tell you to use a PO Box or stuff keywords in place of your business name. Create your account using real information. If your business has only one physical location and a service area, make sure that is how you create your listing.

If you're a local business, it is more important than ever to have a robust Google My Business page to increase your chances of appearing in the local search results. Claim and edit your business listing to help you rank for local searches.

### **9.2.2 Claim and optimize your Bing Places for Business**

Similar to Google My Business, Microsoft offers its local business directory that can help you rank higher on Bing's local search engine results. Make sure you claim and optimize your Bing Places for Business listing.

I'm sure you are wondering why you should spend time on Bing? Surprisingly, Bing powers over 35% of searches in the U.S.

In order to provide relevant search engine results for its users, Bing wants to do everything it can to validate the existence and quality of a local business. A key component for a local search on Bing is your local listing on the search engine. So add all the same consistent information you added to Google My Business.

And it's possible that your competitors aren't paying any attention to Bing and spending all their time optimizing their results on Google.

In addition, Google looks beyond its own listings when determining to rank. It considers how many listings are available on other directories. And Bing ranks 4th as one of the top local citation sites behind Facebook, Apple Maps and Google My Business. By adding your listing to Bing, you better your chances of being found over your competition.

### **9.2.3 Claim and manage local listings and citations**

A local citation is any reference to your business that can be found online. In addition to Google My Business and Bing, citation sites include Facebook, Yelp, Yellow pages, Better Business Bureau (BBB) or other authoritative websites that may provide an online directory to businesses in your industry.

One of the major factors in determining how you rank locally is the quantity and quality of citations and the consistency of your name, address and phone number (NAP). Inconsistent listings with out of date information or different spellings of your business name can lower your visibility.

So before you begin updating your citations, create a document that specifies exactly:

- How your business name should be spelled
- How your address should be written
- Which main phone number should be used

Your online citations should match the registered name with the state, the information at the post office, the information on your website and one main phone number.

Claiming and actively managing your free profiles on citation sites are a great way to get reputable backlinks to your website. And, since many of these citation sites have credibility with Google, your listing on these sites can often show in top search results.

#### **9.2.4 Obtain online reviews from your customers**

Do whatever it takes to get online reviews from your best customers. In 2017, 97% of consumers read online reviews for local businesses with 85% saying they trust online reviews as much as personal recommendations. In addition, Yelp & Facebook are local consumers' most trusted review sites, followed by Google & BBB.org.

If you aren't implementing a way for people to easily review your business on Google, Facebook, Yelp, Better Business Bureau or other review sites, you need to figure out a way to do so. Not only do they influence the consumer, but they also affect your rankings in local search engines.

According to MOZ's Local Search Ranking Factors Survey, online reviews influence how visible your business is for both the local pack and organic ranking. The local pack is particularly influenced by the quantity and quality of reviews on its Google My Business page.

#### **9.2.5 Create a fast, mobile-friendly website**

Not necessarily a local SEO strategy, having a mobile-optimized website is critical to ensuring your business shows up in the search engine results.

Most people search for a local business or local service while they're on the go using a mobile device. Hopefully, your website is already mobile-friendly or "responsive," so your potential customers can get information about your business quickly and easily.

Two points to remember:

- Google has stated that many websites are now using Mobile-First Indexing where the majority of Google's crawl requests to your site will be made using a mobile crawler.

- Google has also indicated page load speed times as a very important ranking factor. If your site loads slowly, your ranking will drop. This is essential for improving readability and user experience, both of which have a major influence on Google's algorithm.

Mobile optimization plays a huge role in local SEO and a well-designed responsive website provides a better user experience. Make yours clean and simple with easy to find local information.

### **9.2.6 Make local SEO part of your marketing strategy**

Now that you know the basics of local SEO, get a handy local SEO guide and infographic from Shane Barker to help you remember what you need to do. You may also find this step-by-step guide by Valen Digital helpful as well.

Incorporating local SEO strategies into your marketing activities enables potential customers to easily find your business and access information that is important for them to make a buying decision.

### **9.2.7 Optimize Site Security**

When it comes to optimizing your website, site security is one of the first things that you need to improve on. This is one thing that your local competition might tend to forget, which leads to their sites being prone to malicious content, viruses, and unreliable links.

If your website is running on Word Press, you have access to some of the best website security tools available that allow firewall protection, and even helps you create a backup site in case your website gets compromised.

### **9.2.8 Take Advantage of Google My Business**

Google My Business is one of the best local SEO tools available, and it's free to use. This tool helps you create your business profile, which can help more people look for your business. Your profile would contain every important detail of your business, such as your contact details, address, business hours, and even images.



## **BUSINESS MUST TAKE ADVANTAGE OF**

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) in the center of the slide.

## **MY BUSINESS POSTS**

Most of your business's local competition might also have Google My Business profiles, but there are a lot of them that do not use it properly and lack some important information that users are looking for. Having an optimized Google My Business profile would generate a good amount of local traffic, and gives you a one-up on the rest of your competition. Bonus tip: make use of the Virtual Tour option, which is one big factor that helps attract more people to your business by giving them an inside look, which makes for good first impressions.

### **9.2.9 Proper Reputation Management**

Reviews are some of the most important factors users take into account when doing local searches, as user reception and input is something that they look into. Good reviews build better trust and increase your authority on the internet. Users can leave reviews on your Google My Business page, and in your social media accounts. It is best to get a monitoring tool that tracks all of your business reviews and see what everyone is thinking about your business.

### **9.2.10 Expand your Link building**

Link building has become an important pillar of good SEO, and your business would surely grow through the use of high-quality links from reputable websites. There are many local businesses that do not take advantage of good link building, which definitely hurts their visibility in search engines. Some of their links tend to be spammy, with the potential to contain malicious content.

It is best to avoid this practice, and focus on building links with reputable sites and blogs, which would help more users to find you, generating a higher number of leads. Guest blogging and backlinks would do wonders for your local SEO, as you are giving your business the promotion it needs.

### **9.2.11 Focus on Local Content**

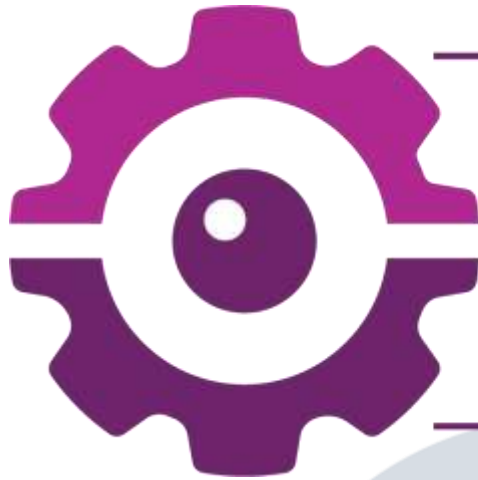
One strategy that you can take advantage of that a lot of businesses are not doing right now is creating quality content that provides quality information that benefits the users and helps generate possible leads. Adding a blog to your business website would help generate more traffic, as users would be searching for a certain keyword that would lead them to your business.

Good visuals are also a major factor for your website and in social media, as it would attract more users, and gives the impression of being a well-managed business. Users prefer a business website with an attractive layout, so investing in good graphics is a definite plus.

### **9.3 Key Takeaway**

Local SEO strategies have become more dynamic than ever, with emphasis on improving your local search listing, to using social media and link building to build your client base. Using these simple but effective SEO strategies would definitely give you that massive advantage in promotion and visibility in the end, and would leave your competitors out in the water.

### **9.4 Local SEO Tools**



# BEST LOCAL SEO TOOLS

Now that we've covered how to optimize your business for local SEO, let's explore some useful tools you can leverage to improve your ranking in the areas where it matters most.

1. **White spark Local Citation Finder:** A local citation is any online mention of the name, address, and phone number for a local business. Citations matter because they help surface local businesses in online search, and when local businesses actively manage their citations to ensure data accuracy, it promotes trust of these online listings. White spark knows this realm well -- really well. With a free starter version and a popular \$24/month option, white spark offers local listing management, recommends where to list your business, examines your competition, and robustly builds and monitors your citation growth for better local search rankings.
2. **Screaming Frog:** This desktop program crawls websites' links, images, CSS, script, and apps from an SEO perspective. Curious if you have any 404's? Wondering about missing Meta descriptions or H1's? Screaming Frog will analyze up to 500 URLs for free and offers an unlimited paid version for \$200/year.
2. **Moz Local:** Less expensive than most of its counterparts (starting at \$99/year with a professional level of the service at \$179/year), Moz Local will ensure your business listing has been verified on Google and Facebook, and distribute your listing across the search ecosystem. Additionally, Moz Local will collaborate with data aggregators to help push listings, ensuring your business gains visibility.

4. Ahrefs: Ahrefs helps with backlink checking, which is important as these links (which are directed toward your website) serve as an indicator of website authority. Ahrefs also offers competitor analysis, keyword research, and insight into the anchor text other websites use when backlinking to your site. This tool has a starter version at \$99/month and a standard option at \$179/month for more extensive tracking.

5. Buzz stream: Starting at \$24/month with professional functionality at \$299/month, Buzz Stream facilitates earning local backlinks, which helps you identify and build relationships with local influencers by researching influencers, tracking conversations, and providing reporting insights into your outreach campaigns, team performance, and link placements.

6. Bright Local is a comprehensive SEO tool suite specifically built for local business marketing needs. The tool can help you generate and monitor reviews on local sites, understand your local search performance, and analyze nearby competitors. Bright Local also offers client access and white-labeled reporting -- making it a solid fit for agencies and brands alike.

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## CHAPTER 10



## HOW TO DO REPORTS ANALYSIS?





### **10.1 SEO Analysis**

If you want more search traffic, all you have to do is follow the website analysis report. It will point out all of the SEO errors you need to fix in order to increase your rankings.

### **10.2 SEO Checker**

Get a complete list of errors that are hindering your site from achieving the top spot on Google. This SEO audit prioritizes each fix based on potential traffic impact and ease of implementation. Once you make changes, you can re-run the report and check to see if you did it correctly.

### **10.3 Site Speed**

Site speed no longer just impacts your conversion rate, but it also affects how high your site can rank in search engines. If you want to rank well you have to perform a thorough website analysis and not just look at common SEO factors.

### **10.4 SEO Audit Report**

Our SEO Analysis doesn't just point out errors, but we give you step by step instructions on how you can fix each of them. Each SEO report contains video tutorials to step by step instructions.

### **10.5 Backlink Checker**

A website analysis is never complete without analyzing your backlinks. Audit who links to you, track your domain score, and your overall traffic metrics. This way you'll see what's working and what needs to be improved upon.

And if you put in a competitor's URL you can see who links to them and the anchor text of each link.

### **10.6 How to Read an SEO Report**



Monitoring your website can seem like a full-time job, that is why many SEO specialists, webmasters, and business owners use automated tools and report generators. Seositecheckup.com offers several helpful SEO tools, including a general analysis report.

The report is simple to run, just enter the website URL into the box, select the factors to be checked and hit “GO”.

Now, once the report has been generated, it is full of information and for many business owners, this information can be tough to understand. Luckily, the report offers helpful tips throughout that give summaries of what each section means and helpful tips on how to fix any issues.

Below is a summary of the report with all factors included along with a quick overview of each item.

### **10.7 Scoring**

At the top of the page, there is a scoring system displayed. This scoring system gives a quick glance at the overall performance of the site. The SEO score is displayed first, letting you know how well your site is optimized. The next items include how many factors were tested that passed how many have warnings associated with them and how many failed. If any tests were performed with unresolved results, they will be displayed in the last box.

### **10.8 Common SEO Issues**

The first portion of the report includes the most common SEO issues, such as Meta tags, H1 and H2 tags, keyword usage, sitemap, code to text ratio and Google analytics. This is where most problems are most commonly found, so pay attention to the report closely and note any instructions given on how to rectify issues.

### **10.9 Website Title and Description**

If your website title or description is too short or too long, it will be displayed here. Most search engines will truncate titles up to 70 characters and descriptions up to 160 characters in length.

### **10.10 Common Keywords and Keywords Usage**

This section shows you the most common keywords found on your site and the number of times they are used.

The keywords usage section lets you know if you have forgotten to include keywords in your meta-tags. The search engines use the meta-tags to properly identify the topic of your page.

### **10.11 H1 and H2 Headings**

Using H1 and H2 tags throughout your site not only helps it look nicer for visitors, but it also helps optimize it for SEO. The section displays not only if the headings are used, but where they can be found on your page.

### **10.12 Robots.txt Test**

Search engines use programs called spiders to search your site and bring back information for indexing purposes. If there are parts of your page that you do not want to search, a robot.txt file placed in the root folder of your website manages that for better optimization.

### **10.13 Sitemap Test**

Every website needs a sitemap.xml file in order to rank well with the search engines. The .xml file allows the search engine to crawl through the site's pages and locate important data for each page. The search engines use this file to check how often a site is updated and how important it is compared to other URLs on the site.

### **10.14 Favicon Test and Validator**

This section displays whether or not the site is properly using a favicon. Favicons are small icons that appear in the browsers URL navigation bar. They are used for branding a site, making it easy for users to locate you in a large pool of bookmarked sites.

### **10.15 Page Objects**

The total number of page objects is listed here, such as HTML pages, CSS files, images, scripts and videos. The number of page objects can cause the page to load slowly, so

refer to the tips in this section for increasing your overall load speed.

### **10.16 Code to Text Ratio**

If your page is loaded with code but offers little text, you will fail this test. Search engines do not use code to text ratio as a ranking factor but it does impact user experience and load speed.

### **10.17 URL SEO Friendly Test**

This checks the website URL to ensure all links form inside are SEO friendly.

### **10.18 Google Analytics**

Website monitoring is important, so your site should be using a Google Analytics tracking code.

### **10.19 Underscore in Links Test**

If there are any links that use underscores instead of the recommended hyphens they will be displayed in this section.

### **10.20 Image ALT Test**

This section analyzes the image tags on your site and ensures they have the required 'alt' attribute.

### **10.21 Inline CSS Test**

If your page is using Inline CSS properties it can increase the text to code ratio if they are not moved to an external folder.

### **10.22 Media Print Test**

This section will offer information and tips on how to set up a media print CSS rule for custom printability.

### **10.23 Google Preview**

This section displays how your website looks in the search engine results page. This gives you a quick glance to determine if your website title or description is too long.

### **10.24 Keywords Cloud**



This offers a quick view of the keywords used on your site and how frequently they appear. The words are in alphabetical order and the keywords that appear more often are in larger fonts.

### **10.25 Deprecated HTML Tags**

This section displays if the site is using old, outdated HTML tags that have lost browser support.

### **10.26 Speed Optimizations**

How fast your page loads is important to the search engines, but even more so to the users who visit your site. If your page is too slow when loading visitors are more likely to back out of the page, creating a high bounce rate that can reflect poorly on your search engine ranking.

### **10.27 HTML Page Size Test**

This shows how large the HTML code is on your page, not including images, external CSS files or java scripts. The lower this number the faster the page loads.

### **10.28 HTML Compression/GZIP Test**

The HTML compression helps to decrease the page size and increase load speed.

### **10.29 Other Speed Tests**

In addition to the above tests, the overall speed and performance of your website are tested in the following areas:

- Page Cache
- Flash
- Nestled Tables
- Image Expire Tags
- Doctype

- Frameset
- Site Loading Speed
- JS Minification
- CSS Minification

### **10.30 Server and Security**

There are several items tested for the server and security of the website. It checks the stability of the server, the security of the server and even tests for malware.

- URL Canonicalization
- Directory Browsing
- Libwww-perl Access
- Server Signature
- Plaintext Emails
- IP Canonicalization
- Safe Browsing

### **10.31 Mobility Usability**

Mobile-friendly websites are no longer just a recommendation for good SEO, they are a requirement. This section offers a media query responsive test to check the functionality of your site on mobile devices and gives a snapshot of what your mobile site looks like to the consumer.

If you have not set up your website to function in mobile environments the issues will be displayed in this section.

# SEO

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## CHAPTER 11



HOW TO DO KEYWORD RESEARCH  
& RECOGNIZE COMPETITION?

If you've spent any time at all looking into SEO, you've likely heard the term keyword research.

But... what is keyword research?

And why is it so important?

If you've found yourself asking these questions, you're certainly not alone.

Understanding how to do keyword research can be a challenge.

There's no getting around it, though.

Keywords are a critical part of any SEO strategy — so if you miss the mark, your results will suffer.

Fortunately, selecting keywords isn't a guessing game and you need the correct keyword research tools.

On this page, we'll explain the keyword research process, how to do keyword research in 2018, and a few keywords research tips so that you can make data-backed decisions for your site's SEO strategy.

### **11.1 What is Keyword Research?**

Keyword research is the process of identifying the words and phrases you want to target in your site on-page SEO strategy.

After all, SEO isn't just about showing up in search results — it's about showing up in search results for the keywords that your target audience is searching.



So before you optimize your site, you need to know which words and phrases potential customers and clients use when they're looking for information about your industry, products, services, or business.

And keyword research is how you uncover those keywords — making it an essential first step in any SEO strategy.

### **11.2 Why Your Website Needs to Use the Best Keywords?**

As with any research process, keyword research can take a significant amount of time and effort.

So, why is this worth your time?

Why can't you just decide which keywords you want to rank for based on your own understanding of your business and customers?

These are both valid questions.

After all, if you're familiar with your industry and audience, spending hours studying words and phrases might sound like a waste of your time.

But no matter how well you know your customers, keyword research is an essential step.



When you select your keywords based on data, you'll be more effective in accomplishing a few key goals.

### **11.2.1. Attract qualified traffic**

Your keywords determine not only the amount of traffic your site can attract but also the quality of that traffic.

Visitors who aren't part of your target audience and are unlikely to become customers or clients are considered low-quality traffic.

That's because they won't have an impact on your business's most important goals, like sales and revenue.

High-quality traffic, then, is made up of visitors who *are* part of your target audience and have a high chance of converting.

And the keywords you choose have a major impact on which type of traffic your site attracts.

When you spend time learning about your audience's search habits, you can tailor your strategy to cater to the words and phrases they use.

This way, you won't just be optimizing your site for keywords that will generate the highest traffic numbers possible — you'll be doing it in a way that's designed to reach users who are likely to make a purchase or become a lead.

### **11.2.2. Reach searchers at every stage of the buying process**

When you think of the ways that users search for your products, you might focus primarily on transaction-based words, like "buy" or "sign up."

And while these can attract qualified traffic, most users often don't use them until later in the buying process.

Keyword research can help you uncover the words and phrases that will help you reach them at all stages of the buying process.

Most consumers go through the same basic three stages.

First, they look for informational content that helps them learn about an industry and what kinds of solutions there are to their needs.

Then, they evaluate the companies that provide those solutions and determine which are best suited to what they're looking for.

Finally, they contact those companies for more information or make a purchase.

If you only create content and optimize your site for the actions that take place in the last stage, you miss out on being a part of the first two stages at all.

This means that you could be losing customers to your competitors, simply because you aren't part of the research process.

But with keyword research, you can learn more about the phrases your audience uses at every stage so that you can create content around all of them — and make it clear that your company is a great choice right from the start.

### **11.2.3. Address your audience's questions and needs**

Many of the keywords you discover during the research process will be information-based.

These keywords will help you learn more about what your target audience wants to know about your industry, and what information they need before making a buying decision.

The most immediate benefit of this is that these keywords will help you create content for the top and middle of your sales funnel.

But beyond that, these keywords will help you more effectively address your audience's needs.

For example, let's say you want to attract more customers to your auto repair shop.

The obvious keyword choices would be something along the lines of “auto shop in [your city]” or “auto repair [your city].”

But to fill out the top and middle of your funnel, you’d need to identify some more informational keywords.

So, let’s say you find that the phrase “how often do I need an oil change” is often searched.

In this case, the intent behind the search is clear. Users that are searching this phrase are thinking about getting an oil change for their car, but aren’t sure when they need to do so.

To address this question, you could write an article or blog post about the necessary frequency of oil changes, and then publish it on your site.

Then, when a user searches that keyword and lands on your site, they’ll find a clear answer to their need.

This is beneficial for both your business and your audience.

Searchers get helpful information for free, and your business gets to connect with a potential customer as they’re actively searching for information.

Then, if that searcher realizes after reading your article that it’s time for an oil change, and you happen to be located nearby, they can easily contact you for an appointment.

And even if they aren’t ready to take action immediately, you’ve still established your brand as a helpful source of information — so when they *do* need an oil change or any other auto repair services, your business will stand out as a trustworthy option.

### **11.3 Keyword Research Tools**



Finding and evaluating keywords for a website can be a challenging task.

Fortunately, there are plenty of tools you can use to find the best keywords for your business. Here, I'll go over six of them.

#### **11.3.1. Google Keyword Planner**

Keyword Planner is Google's keyword research tool intended for Ad Words users.

It used to be freely available to everyone but is now only available to advertisers running ad campaigns on the platform.

But if you're already using Ad Words (or are willing to run a campaign for the sake of gaining access to Keyword Planner), it can be an extremely helpful tool in the keyword research process.

You can use the tool's "Find New Keyword" function to uncover potential keywords based on a list of topics and ideas.

Then, you can access search volume and competition data for each of the keywords on your list.

#### **11.3.2. Ubersuggest**

Ubersuggest is a free keyword research tool you can use to identify relevant keywords and phrases to target in your SEO strategy.

Enter a basic keyword or phrase, and you'll see a list of ideas based on Google's suggested search data.

Then, you can add any relevant keywords to your list and repeat the process for other topics related to your business.

### **11.3.3. Keywordtool.io**

Keyword Tool is another popular option for finding long-tail keyword suggestions based on Google Autocomplete data.

Enter a keyword, and you'll see a list of potential long-tail keywords based on user search data.

Search volume and competition level data is only available in this tool for users with paid plans, but you can easily copy and paste your list into other tools for more details on each keyword.

### **11.3.4. SEMrush**

SEMrush is one of the best tools available for competitor research.

Enter a competitor's URL, and you'll be able to see each of the keywords they're ranking for, as well as where they rank on the results page.

### **11.3.5. Ahrefs**

Ahrefs is best known as a backlink analysis tool, but you can also use it for competitor research.

Search a competitor's domain, then click "Organic keywords," and you'll see a list of each keyword the site ranks for.

Repeat this process for each of your main competitors, and you're almost guaranteed to uncover a wealth of opportunities for your site.

### **11.3.6. Moz**



Moz's Keyword Explorer offers a wealth of data that can help you with the keyword research process.

Start by searching for one of your target keywords, and you'll see an overview of that keyword's volume, difficulty, opportunity, and potential, as well as a SERP analysis and a list of related keyword suggestions.

If you're looking for in-depth analysis of the keywords you're considering, this is one of the best ways to find it.

#### **11.4 What Is Keyword Competition?**

Most people rely solely on a keyword tool to tell them how competitive a keyword is.

That is a mistake.

Keyword competition is the level of difficulty involved in ranking for a certain keyword. In essence, it gives you a sense of how many web pages you need to beat to claim a top spot in search engine rankings.

What influences the competitiveness of a keyword?

1. Its overall popularity
2. The level of competitiveness within the industry

What this means is that the days of using a basic keyword tool are over. You now have to take into account your entire competitive landscape to know just how difficult it would be to rank for a particular keyword.

#### **11.5 Understanding Keyword Competition Analysis**

Keyword competition analysis is the process of evaluating how the top rankings fare when it comes to the most important SEO factors, including their use of specific keywords.

The goal is to get a panoramic view of what you're up against and where your opportunities are.

### **11.6 Focus on Keyword Search Frequency**

I start at keyword demand in terms of how often it's searched. Once I collect "X" number of keywords and keyword search frequency, I segment the keywords based on those search frequencies. Once I have a set of those keywords, I use Aaron Wall's SEO for Firefox extension to view the domain age for each of the competing results. As a general rule, I find that search results owned by older domains (on average) are the most competitive due to Google's trust algorithms. That said, whenever I find a young domain in a large set of older domains, I want to study that site to see what they're doing to get a leg up on the rest of the competition.

### **11.7 Search Engine Optimization for Highly Competitive Keywords**

Determining keyword competitiveness requires a study of a variety of factors, including a understanding of the query space and using one's intuition. Insights are gained by looking at term popularity, analysis of the search results and competing sites, and related trends and conversations.

The tips below show how to determine keyword phrase popularity and a competition utilizing free tools. This is part of a 101 framework for those who are beginner to intermediate in their SEO efforts. The following screenshots display select columns from an Excel worksheet one can create for evaluating two key insights, phrase demand and competition. Ideally, you want to find a balance between competitiveness and popularity of keywords and phrases.

Research keywords popularity across various databases.

KW Research		Phrase Demand					
		Google AdWords		Word-tracker	Word-Stream	Avg Count	Est CPC
		Exact Match Local	Daily Estimate (Volume / by 30)	Daily Estimate	Daily Estimate	Average Daily Est.	Adwords Estimated Cost / Click for Positions 1-3
			0			0	

1. Use Google Ad Words Keyword Tool, and display results by "Match Type: Exact" & "columns to display: Show All." Evaluate:
  - o Exact Match Local search volume count. (Use a formula to divide by 30 for an estimated Daily Estimate.)
  - o Estimated Average CPC cost for positions 1-3 for PPC.
2. Use Wordtracker Free Keyword Suggestion Tool. Evaluate the number of searches for the exact phrase.
3. Use WordStream Free Keyword Tool to acquire a CSV. Evaluate the number of searches.
4. Evaluate the average count for Google, Wordtracker and WordStream daily estimates.
5. Evaluate current CPC costs. Higher cost indicates highly competitive terms.

Evaluate competition by looking at search engine results (SERPs) to determine how many sites are competing for the exact keyword phrase and if these sites are well optimized and have link authority.

SERP Competition						
Indexed Pages	Competing Pages	Monthly Searches	SERP / Search Ratio	Backlinks	Top 5 Competitors	Universal
# of pages indexed in Google for exact search: "kw phrase"	# of competing pages in Google w/ phrase in title - allintitle:	Approx. searches per month - Google Exact Match	KWs w/lower ratios are easiest to compete.	Avg # of Site Explorer backlinks for pages in top 5 SERPs	NOTES about top 5 competitor sites.	SERP One Box listings (News, Shopping, Music, Real Time, Image). NOTES:
		0	#DIV/0!			

1. In Google, search for the keyword phrase in quotes to find the number of indexed pages for the exact phrase.
2. Use the allintitle: Google search operator to evaluate the number of competing pages with the phrase in the title. (allintitle:"keyword phrase")
3. Divide the Competing Pages allintitle: results by the Google AdWords Exact Match Local searches per month to return a competing SERP to Search Ratio.
4. Keyword phrases that have the highest SERP to Search Ratios and largest number of backlinks indicate most competitive keywords.
5. Proceed by evaluating keyword optimization efforts for the top 5 results.
6. Evaluate page 1 of the search results and note Google One Box listings that display in universal search.

A keyword phrase is highly competitive if the term is popular, with a high SERP/Search Ratio and if the competition has link authority is optimizing for that term. If the SERPs display more than the standard 10 blue links and are filled with universal listings and numerous PPC ads, then you have a ringer and a lot of work to compete in that query space.

## 11.8 Conclusion

Keyword research is an essential step in the search engine optimization process.

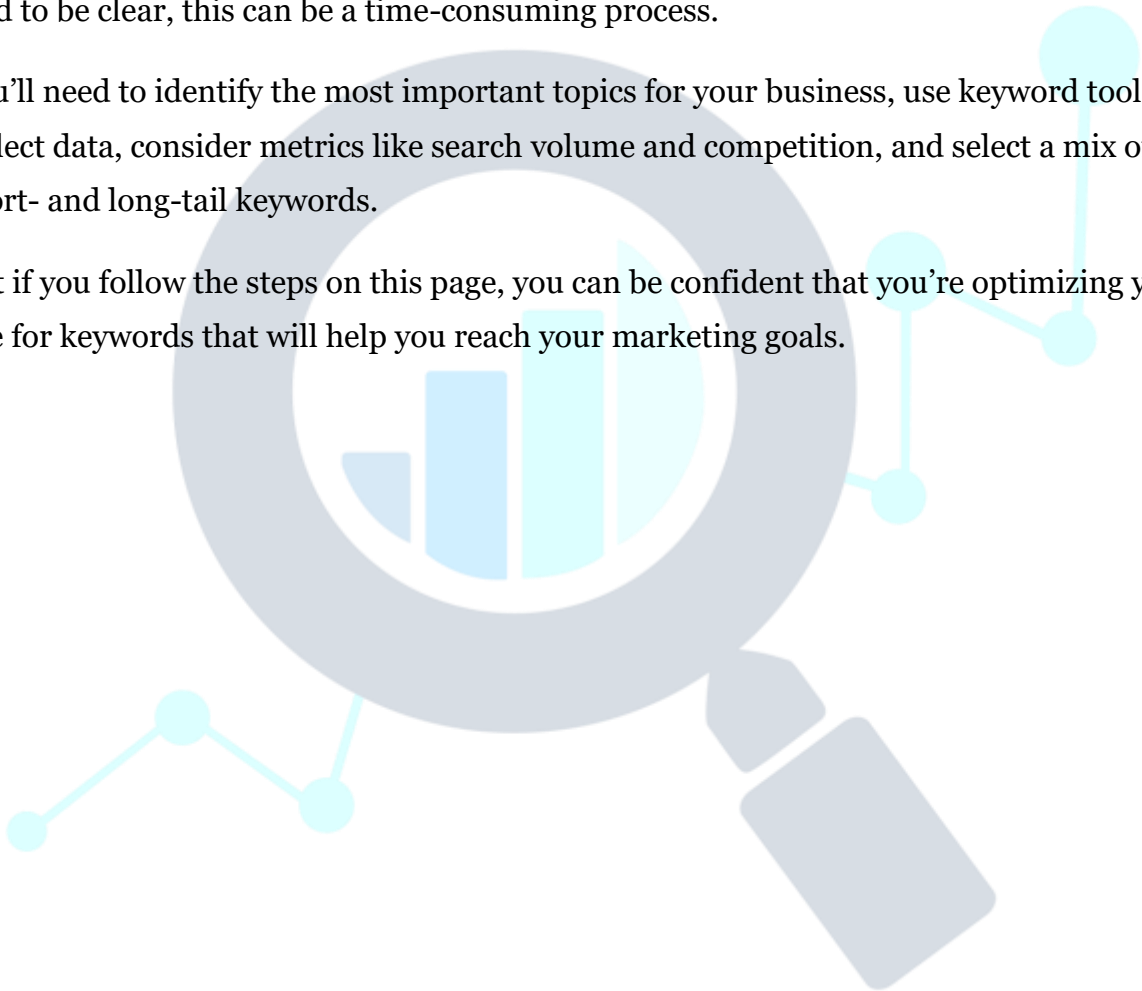
It's the best way to ensure that your strategy attracts qualified traffic, since the keywords you select will have a major impact on the visitors your site earns.

A comprehensive keyword research strategy will also help you reach searchers at every stage of the buying process and address your audience's needs and questions.

And to be clear, this can be a time-consuming process.

You'll need to identify the most important topics for your business, use keyword tools to collect data, consider metrics like search volume and competition, and select a mix of short- and long-tail keywords.

But if you follow the steps on this page, you can be confident that you're optimizing your site for keywords that will help you reach your marketing goals.





# SEO

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## CHAPTER 12



HOW TO OPTIMIZE IMAGES  
FOR SEARCH ENGINE?

Whether you're a blogger or you write articles for an online magazine or newspaper, chances are you'll find yourself asking whether your article needs an image or not. The answer is always "Yes". Images bring an article to life and can also contribute to your website's SEO. This post explains how to fully optimize an image for SEO and provides some pointers on using images for the best user experience.



### **12.1 Always use images**

Images, when used with care, will help readers better understand your article. The old saying "A picture is worth a thousand words" probably doesn't apply to Google, but it's certainly true when you need to spice up 1,000 dull words, illustrate what you mean in a chart or data flow diagram, or just make your social media posts more enticing.

It's a simple recommendation: you should add images to every article you write online to make them more appealing. What's more, since visual search is getting increasingly important — as seen in Google's vision for the future of search — it could turn out to provide you with a nice bit of traffic. If you have visual content it might make sense to put image SEO a bit higher on your to-do list.

Google Images was recently revamped with a brand-new interface. You'll also find new filters, Meta data, and even attribution. The cool new filters show that Google increasingly knows what's in an image and how that image fits into the larger context.

Google's new interface for Image Search was released at the end of September 2018

## **12.2 Finding the right image**

It's always better to use original images – those you have taken yourself – than stock photos. Your team page needs pictures of your actual team, not this dude on the right or one of his stock photo friends. Off-topic: never mind that dude needs a haircut.

Your article needs an image relevant to its subject. If you're choosing a random photo just to get a green bullet in our SEO plugin's content analysis, then you're doing it wrong. The image should reflect the topic of the post or have illustrative purposes within the article of course. Try to place the image near the relevant text. If you have the main image or an image that you're trying to rank, try to keep that near the top of the page if it makes sense.

There is a simple image SEO reason for all of this: an image with related text ranks better for the keyword it is optimized for. There's more about image SEO later.

## **12.3 Alternatives**

If you don't have any images of your own that you can use, there are other ways to find unique images and still avoid stock photos. Flickr.com is a nice image source for instance, as you can use Creative Commons images. Don't forget to attribute the original photographer. I also like the images provided by sites like Unsplash. Our blogger Caroline wrote an awesome overview of where to get great images. Steer clear of the obvious stock photos, picking the ones that look (ok, just a bit) more genuine. But whatever you use, it seems like images with people in them always look like stock photos, unless you took them yourself. In the end, that's always the best idea.

Obvious alternatives for photos could be illustrations, which is what we use, or graphs. An honorable mention should go to animated GIFs, as they are incredibly popular these days.

But even though animated GIFs are popular, don't go overboard. It'll make your post harder to read, as the movement of the image distracts your readers' attention. They can also slow down your page.

### 12.4 Preparing images for use in your article



Once you have found the right image – whether an illustration, chart or photo – the next step is to optimize it for use on your website. There are a number of things you need to think about:

- **Choose the right filename**

Image SEO starts with the file name. You want Google to know what the image is about without even looking at it, so use your focus keyword in the image file name. It's simple: if your image shows a sunrise in Paris over Notre Dame Cathedral, the file name shouldn't be DSC4536.jpg, but Notre-dame-Paris-sunrise.jpg. The main keyword would be Notre Dame, as that is the main subject of the photo, which is why it's at the beginning of the file name.

- **Choose the right format**



For images, *the* right format doesn't exist; it depends on the kind of image and how you want to use it. In short, we recommend:

- choose JPEG for larger photos or illustrations: it will give you good results in terms of colors and clarity with a relatively small file size;
- use PNG if you want to preserve background transparency;
- Or, use WebP instead of JPEG and PNG. It will produce high-quality results with smaller file sizes. You can use tools like Squoosh to convert your image into WebP.
- Use SVG for logos and icons. With the help of CSS or JavaScript, you can manage images in SVG format, for instance, resize them without loss of quality.

If you know a large part of your audience uses specific browsers or devices, you can check whether your preferred format is supported by those browsers on [CanIuse.com](https://caniuse.com).

When you've got the right name and format, it's time to resize and optimize your image!

- **Scale for image SEO**

Loading times are important for UX and SEO. The faster the site, the easier it is to visit and index a page. Images can have a big impact on loading times, especially when you upload a huge image then display it really small – for example, a 2500×1500 pixels image displayed at 250×150 pixels size – as the entire image still has to be loaded. To resize the image to how you want it displayed. Word Press helps by automatically providing the image in multiple sizes after upload. Unfortunately, that doesn't mean the file size is optimized as well, that's just the image display size.

- **Use responsive images**

This one is essential for SEO as well, and if you're using Word Press it's done for you since it was added by default from version 4.4. Images should have the srcset attribute, which makes it possible to serve a different image per screen width — especially useful for mobile devices.



- **Reduce file size**

The next step in image SEO should be to make sure that the scaled image is compressed so it is served in the smallest file size possible.

Of course, you could just export the image and experiment with quality percentages, but I prefer to use 100% quality images, especially given the popularity of retina and similar screens.

Tools like JPEGmini can drastically reduce image file sizes without artifacts

You can still reduce the file size of these images by removing the EXIF data, for example. We recommend using tools like ImageOptim or websites like JPEGmini, jpeg.io or Kraken.io.

When you've optimized your images, test your site with tools like Google Page Speed Insights, Lighthouse, WebPageTest.org or Pingdom.

## **12.5 Adding the image to your article**

While Google is getting better at recognizing what's in an image, you shouldn't rely on their abilities just yet. It all comes down to you providing the context for that image — so fill in as much as you can!

Now your image is ready to use, but don't just throw it into your article anywhere. As mentioned earlier, adding it close to related textual content helps a lot. It makes sure the text is as relevant to the image as the image is to the text.

- **Captions**

The image caption is the text that accompanies the image on the page — if you look at the images in this article, it's the text in the gray box below each one. Why are captions important for image SEO? Because people use them when scanning an article. People tend to scan headings, images, and captions as they scan a web page. Back in 1997, Nielsen wrote:

“Elements that enhance scanning include headings, large type, bold text, highlighted text, bulleted lists, graphics, captions, topic sentences, and tables of contents.”

In 2012, Kiss Metrics went even further, stating that:

“Captions under images are read on average 300% more than the body copy itself, so not using them, or not using them correctly, means missing out on an opportunity to engage a huge number of potential readers.”

Do you need to add captions to every image? No, because sometimes images serve other purposes. Decide whether you want to use yours for SEO as well or not. Bearing in mind the need to avoid over-optimization, I’d say you should only add captions where it would make sense to the visitor for one to be there. Think about the visitor first, and don’t add a caption just for image SEO.

- **Alt text and title text**

The alt text (or alt tag) is added to an image so there will be descriptive text in place if the image can’t be displayed to the visitor for any reason. I can’t put it any better than Wikipedia:

“In situations where the image is not available to the reader, perhaps because they have turned off images in their web browser or are using a screen-reader due to a visual impairment, the alternative text ensures that no information or functionality is lost.”

Be sure to add alt text to every image you use, and make sure the alt text includes the SEO keyword for that page (if appropriate). Most importantly, describe what an engine is in the image so both search and people can make sense of it. The more relevant information surrounding an image has, the more search engines deem this image important.

When hovering over an image, some browsers show the title text as a ‘tooltip’. Chrome shows the title text as was intended. Title text for images is similar and a lot of people who use titles simply copy the alt text, but more and more people leave them out altogether. Why is that? Here’s Mozilla’s take:

“title has a number of accessibility problems, mainly based around the fact that screen reader support is very unpredictable and most browsers won’t show it unless you are hovering with a mouse (so e.g. no access to keyboard users).”

It is better to include such supporting information in the main article text, rather than attached to the image.

- **Add image structured data**

Adding structured data to your pages can help search engines display your images as rich results. While Google says structured data doesn’t help you rank better, it does help to achieve a more fleshed out listing in Image Search. There’s more, though. For instance, if you have recipes on your site and you add structured data to your images Google can also add a badge to your images showing that this image belongs to a recipe. Google Images supports structured data for the following types:

- Product
- Video
- Recipe

Google has a number of guidelines you need to follow if you want your images to appear rich in image search. The main takeaway is that the image attribute is mandatory and that your images should be crawlable and indexable. You can find them all of Google’s Structured Data General Guidelines. Try out Structured data training if you want to learn how to add structured data to your pages!

- **Open Graph and Twitter Cards**

Earlier on, I mentioned using images for social sharing. If you add the following image tag to the <head> section in your page HTML like this:

```
<meta property="og:image" content="http://example.com/link-to-image.jpg" />
```

That will make sure the image is included in your share on Facebook (and Open Graph is also used for Pinterest, for instance).

Our Yoast SEO plugin has a Social section where you can set and even – in the Premium version – preview your Facebook and Twitter posts. Make sure you use a high-quality image, like the original image you used in the post, as the social platforms use higher quality/larger images more often than not. If you have set this up correctly, and it doesn't work, try to flush Facebook's cache in the URL Debugger. Twitter Cards do the same for Twitter and are also generated by our plugin.

- **Alignment**

This is one of my pet peeves: Images should never break the left reading line. I'm sure there are studies backing this up, but for me it's personal. I just really don't like it when the text starts to the right of an image, only to jump to the left the next image down:

Maintain the left reading line; don't align images to the left

If you use an image at the same width as your text column, that's fine and it will even help emphasize the image more.

I'll be honest: this has absolutely nothing to do with image SEO, but I saw the chance to express my opinion and used it! I think it's bad for user experience. So, just to please me: don't do this. Thanks, I appreciate it.

## **12.6 XML image sitemaps**



If you are a web developer, you might wonder about XML image sitemaps. I'd prefer to describe this as images in XML sitemaps. Google is clear about this:

Additionally, you can use Google image extensions for sitemaps to give Google more information about the images available on your pages. Image sitemap information helps Google discover images that we might not otherwise find (such as images your site reaches with JavaScript code) and allows you to indicate images on your site that you want Google to crawl and index.

Every now and then, people ask us about XML image sitemaps. We don't generate these in our plugin, but follow Google's advice and include them in the page or post sitemaps. Just scroll down in our post sitemap and you'll see we have added images to all our latest posts (there is a column just for that). Adding images to your XML sitemaps helps Google index your images, so be sure to do so for better image SEO.

### **12.7 Image SEO: summary**

Image SEO is the sum of a number of elements. With Google getting better at recognizing elements in images every day, it makes sense to make sure the image and all its elements contribute to good user experience as well as SEO. It would be foolish to try to kid Google.

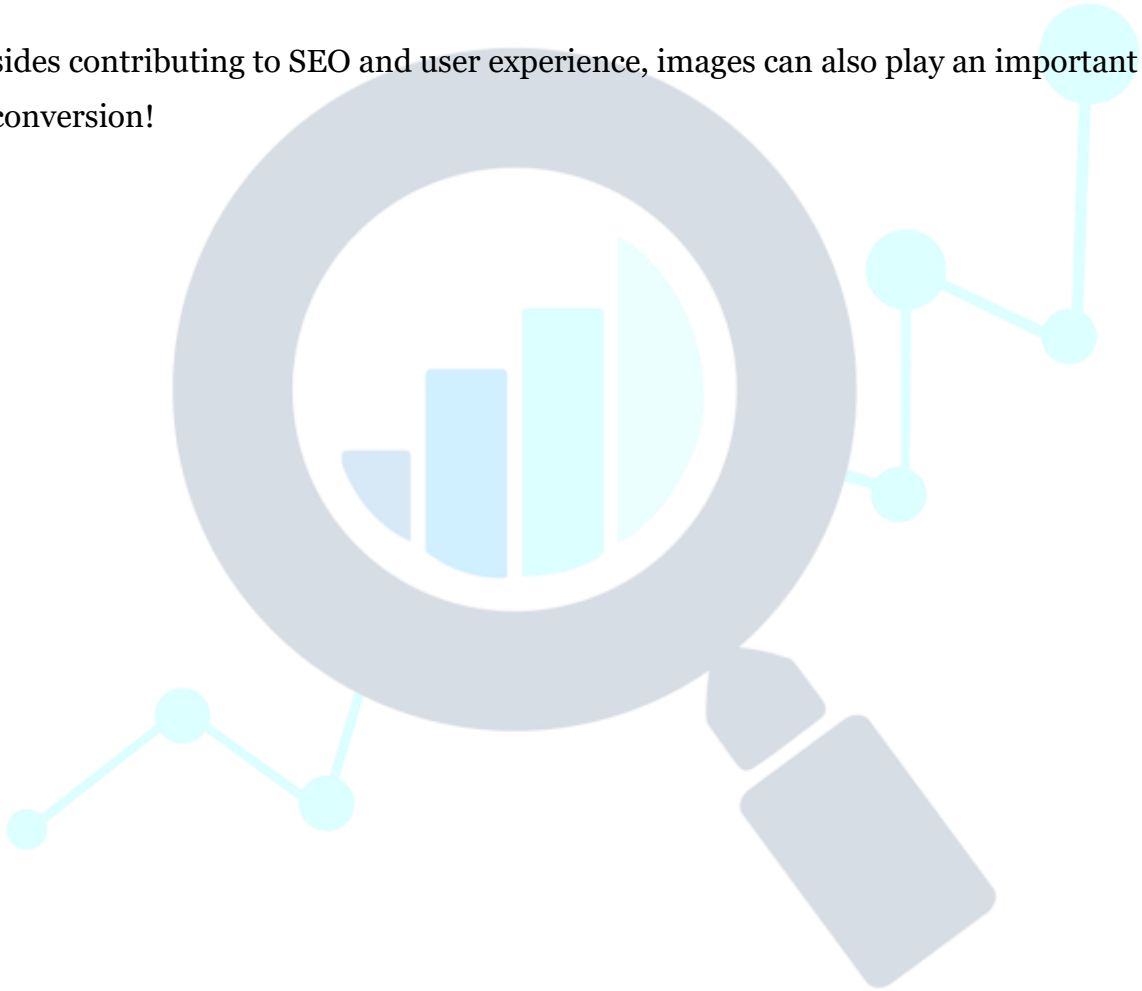
Keep these things in mind when adding an image to an article:

- Use a relevant image that matches your text
- Pick a good file name for your image
- Make sure image dimensions match the image size as displayed
- Use secret if possible
- Reduce file size for faster loading
- Add a caption, if appropriate, for easier scanning of the page
- Use image alt text. No need for a title text



- Add structured data to your images
- Add Open Graph and Twitter Card tags for the image
- Don't break the left reading line with an image – align images right or center
- Use images in your XML sitemaps
- Provide the entire context you can!

Besides contributing to SEO and user experience, images can also play an important role in conversion!



# SEO

*Training Kit*

## CHAPTER 13



CONCLUSION

The importance of search engine optimization is primarily the fact that it improves the visibility of your website. In modern business, visibility is everything if you want to go ahead. People have to be able to find you and this is not an easy task, having in mind the number of competitors, i.e. those who want to be positioned for the same keywords.

When you understand the importance of visibility, you will be able to understand how this reflects to your business. Starting from the number of visits to your website, which is the first to improve once you increase visibility, you will see how other aspects of the business are affected, such as sales, reputations, etc.

If the opportunities SEO offers are missed out on you will be missing on significantly in terms of the three factors – publicity, exposure, and revenue.

What you need to have in mind is that search engine optimization is a long-term work, which might need months to show any signs of improvement.

Over 3 billion people use the internet, which makes it a significant portion of people worldwide, and if you want to reach them, one of the best ways to do so is to optimize your website in order to maximize the chances of people finding you.

Just use the information given in this training guide, make consistent efforts for optimizing your site for search engines and you'll soon receive the results you so desperately desired.

*Good luck!*



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