

Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Understanding SEO Fundamentals



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Introduction to SEO

- SEO, or Search Engine Optimization, is the practice of increasing the quantity and quality of traffic to a website through organic search engine results.
- It involves optimising web content and website architecture to make the site more attractive to search engines, such as Google, Bing, and Yahoo.
- The goal of SEO is to improve the visibility of a website in search engine results pages (SERPs) for targeted keywords or phrases relevant to the site's content and services.



Introduction to SEO

SEO encompasses a variety of strategies, techniques, and best practices, including:

- On-page SEO: Optimizing the content on the website itself, such as titles, headings, text, and images, to make it more relevant to specific keywords.
- Off-page SEO: Building backlinks from other websites to increase the site's credibility and ranking.
- Technical SEO: Enhancing the technical aspects of a website to improve its indexing and crawling by search engines, including site speed, mobile-friendliness, and website structure.



Introduction to SEO

- **Content Creation:** Producing high-quality, relevant content that addresses the needs and interests of the target audience.
- **Keyword Research:** Identifying the keywords and phrases that potential customers use in search engines to find products or services offered by the website.
- **User Experience (UX):** Improving the overall user experience, including site navigation, layout, and content accessibility, which can indirectly affect the site's ranking.



Introduction to SEO



CLASS ACTIVITY: 30 MIN

- Identify a high-ranking website on Google
- Find out why it has such high ranking
- Explain the measures applied for optimisation



WIFI

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Importance of SEO in Digital Marketing and Online Visibility

- **Increased Traffic and Visibility:** By optimising for search engines, websites can achieve higher rankings in the search engine results pages (SERPs) for relevant keywords. This increased visibility leads to more organic (non-paid) traffic, as users are more likely to click on the top results when they perform a search.



Importance of SEO in Digital Marketing and Online Visibility

- **Quality of Traffic:** SEO helps attract visitors who are actively searching for information, products, or services related to your business. By targeting specific keywords and phrases, SEO efforts ensure that the traffic driven to your website is more likely to be interested in what you offer, increasing the chances of conversion.



Importance of SEO in Digital Marketing and Online Visibility

- **Cost-Effectiveness:** Compared to paid advertising, SEO is cost-effective in the long run. While it requires upfront investment in terms of time and resources, once your website ranks well for targeted keywords, it can continue to attract traffic without the ongoing costs associated with pay-per-click (PPC) advertising.



Importance of SEO in Digital Marketing and Online Visibility

- **User Experience:** SEO involves optimising the structure, content, and usability of a website, which contributes to a better user experience. Websites that are easy to navigate, fast-loading, and mobile-friendly not only rank better but also provide a more enjoyable experience for visitors, which can lead to higher engagement and conversion rates.



Importance of SEO in Digital Marketing and Online Visibility

- **Brand Credibility and Trust:** Websites that appear on the first page of search engine results are often perceived as more trustworthy and credible by users. Investing in SEO helps build your brand's reputation online, making potential customers more likely to engage with your business.



Importance of SEO in Digital Marketing and Online Visibility

- **Competitive Advantage:** In the competitive digital landscape, SEO allows businesses to stand out. By ranking higher than your competitors for relevant keywords, you can capture more market share and establish your brand as a leader in your industry.



Importance of SEO in Digital Marketing and Online Visibility

- Insights into Customer Behavior: SEO tools and analytics provide valuable insights into customer behaviour, preferences, and search trends. This data can inform broader digital marketing strategies, helping businesses better understand their audience and tailor their offerings accordingly.



Importance of SEO in Digital Marketing and Online Visibility

- **Adaptability to Market Changes:** SEO strategies can be quickly adapted to respond to changing market conditions, search engine algorithms, and customer trends. This flexibility ensures that businesses can stay ahead in the dynamic online environment.



Importance of SEO in Digital Marketing and Online Visibility

- Long-term Strategy: While SEO results may take time to manifest, they offer long-term benefits. A well-optimized website can maintain its rankings and continue to attract traffic over time, providing a sustained source of leads and sales.



How Search Engines Work

Search engine algorithms are complex systems used by search engines like Google, Bing, and Yahoo to retrieve data from their databases and instantly deliver the best possible results for a query. These algorithms consider various ranking factors to evaluate and rank webpages in their search engine results pages (SERPs). Understanding these algorithms is crucial for effective SEO.



How Search Engines Work

How Search Engine Algorithms Work

- **Crawling and Indexing:** Search engines use bots (spiders) to crawl web pages, understand their content, and index them accordingly.
- **Ranking Factors:** Algorithms evaluate websites based on numerous ranking factors, including keywords, site structure, user experience (UX), mobile-friendliness, page speed, links, and social signals.
- **Relevance and Authority:** The aim is to rank websites not only based on relevance to the search query but also on their authority and trustworthiness.



How Search Engines Work



**How do
Search Engine
Algorithms
Work?**

Start ranking your videos at the top of YouTube's search results!

How Search Engines Work

A video thumbnail for a course. The background is a dark, slightly blurred image of a man with glasses and a beard, wearing a suit and tie, looking thoughtful with his hands near his chin. The text is overlaid on this image.

MODULE 1
SEARCH ENGINE BASICS

CRAWLING, INDEXING, AND RANKING

LESSON 2

 **SEMRUSH ACADEMY**



How Search Engines Work

Google's Algorithm Updates

- Panda (2011): Targeted thin content, duplicate content, and keyword stuffing. Websites with high-quality, original content saw their rankings improve.
- Penguin (2012): Aimed at decreasing rankings for sites engaging in manipulative link schemes and keyword stuffing.



How Search Engines Work

Keyword stuffing refers to the practice of overloading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in Google search results. Often, these keywords are inserted into the content or the meta tags of the page in an unnatural and excessive manner, not only making the content difficult to read for users but also negatively impacting the site's SEO performance. Search engines, like Google, have sophisticated algorithms designed to detect keyword stuffing and can penalise websites employing this tactic by lowering their rankings or even removing them from search results altogether.



How Search Engines Work

Google's Algorithm Updates

- Hummingbird (2013): Focused on understanding the context and intent behind a search query rather than just matching keywords.
- Mobilegeddon (2015): Prioritized mobile-friendly websites in mobile search results.
- RankBrain (2015): Introduced AI into the algorithm, focusing on understanding queries and the relevance of content.
- BERT (2019): Enhanced understanding of the natural language in search queries, improving the match between queries and results.



Strategies for Effective Keyword Research

- **Understand Your Audience:** Begin by understanding the language and search habits of your target audience. This will guide your keyword research process.
- **Analyse Search Intent:** Identify the intent behind the search queries (informational, navigational, transactional, or commercial) to ensure your content aligns with what searchers are looking for.



Strategies for Effective Keyword Research

- Use Long-Tail Keywords: Focus on long-tail keywords, which are longer and more specific phrases. They often have lower search volume but can attract more qualified traffic and have less competition.



Strategies for Effective Keyword Research

- Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point of purchase or when they're using voice search. Typically consisting of three or more words, long-tail keywords are highly targeted and less competitive than shorter, more generic keywords, making them invaluable for SEO strategies. They allow for better targeting of niche demographics and are known for their efficiency in converting search traffic due to their specificity. Because users searching with long-tail keywords often have a clear intent, websites that optimise for these phrases are likely to enjoy higher conversion rates than those targeting more general, highly competitive search terms.



Strategies for Effective Keyword Research

- **Study Your Competitors:** Analyse the keywords your competitors are targeting and ranking for. This can provide insights into gaps in your own keyword strategy or opportunities to capitalise on neglected areas.
- **Look for Keyword Variations and Synonyms:** Expand your keyword list by including variations and synonyms of your main keywords. This helps cover a broader range of search queries.



Strategies for Effective Keyword Research

- **Leverage Seasonal Trends:** Use tools like Google Trends to identify seasonal fluctuations in search volume for specific keywords. This can help you time your content to match peak interest periods.
- **Refine and Prioritize:** Not all keywords are worth pursuing. Prioritise your keywords based on a combination of factors, including search volume, competition, relevance, and search intent.
- **Continuous Monitoring and Analysis:** Keyword trends and search behaviours change over time. Regularly review and adjust your keyword strategy based on performance data and new insights.



Tools for Keyword Research

Google Keyword Planner: A free tool offered by Google Ads that provides keyword ideas and traffic estimates to help you build a search network campaign. It's especially useful for finding commercial keywords and understanding search volume.



Tools for Keyword Research



Tools for Keyword Research

SEMrush: A comprehensive SEO tool that offers detailed keyword research features, including keyword difficulty, search volume, and variations of your primary keywords. It also provides insights into your competitors' keyword strategies.



Tools for Keyword Research



Tools for Keyword Research

Ahrefs: Known for its backlink analysis capabilities, Ahrefs also offers powerful keyword research tools. It provides data on keyword difficulty, search volume, and the estimated number of clicks for various keywords.



Tools for Keyword Research

The Ahrefs logo is displayed on a dark green background. The letter 'a' is orange, and the letters 'hrefs' are white.The Semrush logo is displayed on a yellow background. It features a red flame-like icon on the left and the word 'SEMRUSH' in bold black capital letters on the right.

Tools for Keyword Research

Moz Keyword Explorer: Offers keyword suggestions, search engine result page (SERP) analysis, and search volume data. Moz's Keyword Explorer also gives an insight into how difficult it would be to rank for a specific term.

Ubersuggest: A free tool by Neil Patel that provides keyword suggestions, competition data, and trend analysis. It's user-friendly and suitable for beginners.



Tools for Keyword Research



Tools for Keyword Research

- AnswerThePublic: Great for finding question-based keywords and long-tail keywords by providing visualisations of search questions and phrases related to your primary keyword.
- Keywords Everywhere: A browser add-on for Chrome and Firefox that shows search volume, CPC (cost per click), and competition data for keywords on multiple websites.



Tools for Keyword Research



User Intent and Search Context

- **Informational Intent:** The user is looking for information or knowledge about a topic, such as "how to bake a cake" or "what is SEO." These searches are primarily for learning or satisfying curiosity.
- **Navigational Intent:** The user aims to reach a specific website or page, often entering the name of a brand or product directly into the search bar, like "Facebook login" or "Amazon."



User Intent and Search Context

- **Transactional Intent:** The searcher intends to complete a transaction, such as making a purchase, signing up for a service, or downloading software. Keywords might include specific product names or actions, like "buy iPhone 12" or "Netflix subscription price."
- **Commercial Investigation:** Users in this category are considering a purchase or selection soon and are looking for information to compare options or make a decision, such as "best SEO tools 2023" or "iPhone vs. Android comparison."



- Role of content quality and relevance.
- Importance of title tags, meta descriptions, and header tags.
- URL structure and its impact on SEO.
- Internal linking and its benefits for SEO.





ON-PAGE SEO: KEYWORD PLACEMENT

H1 --- How to Run Google Ads: The 10-Step Recipe to Success

FOCUS KEYWORD:
how to run google ads

H2 --- Why run Google Ads?

First 100 words

Image alt text

Image file name



H2 --- How to run Google Ads

1. Set up your account
2. Pick your campaign

Naturally in body

URL

Title tag

https://wordstream.com > how-to-run-google-ads
How to Run Google Ads in 10 Steps
 Create a revenue-generating campaign with our easy tutorial on how to run Google Ads—with screenshots and pro tips!

Meta description

Anchor text

(on other pages)
 Learn more in our tutorial on [how to run Google Ads](#).



GROUP ACTIVITY: 60 MIN

Optimise A FOOD Web Page:

Your specific target keyword is: "Best Pizza Recipes"

- Write a keyword-optimised title tag.
- Create a meta description (160 characters max).
- Add keyword-rich headings (H1, H2, H3).
- Optimise image alt text for the given keyword.
- Suggest one internal link and explain why it's relevant.



- Website structure and navigation.
- Importance of mobile-friendliness and responsive design.
- Page speed optimisation and its impact on rankings.
- Secure websites with HTTPS and SSL certificates.



In simple terms, HTTPS and SSL certificates are technologies that make the internet safer to use, especially when you're sharing sensitive information like credit card numbers or personal details.

HTTPS stands for Hypertext Transfer Protocol Secure. It's the secure version of HTTP, which is the basic protocol used to send data between your web browser and the websites you visit. HTTPS is often indicated by a padlock icon in the web browser's address bar. It means all communications between your browser and the website are encrypted, making it hard for anyone else to intercept and read that data.



SSL Certificates are what enable websites to move from HTTP to HTTPS. SSL stands for Secure Sockets Layer. It's a digital certificate that authenticates a website's identity and enables an encrypted connection. Essentially, it's a way to prove that the website you're interacting with is the website it claims to be, not a fake site set up by a hacker. When a website has an SSL certificate, it means there's a secure, private link established between the web server where the website is hosted and your web browser.

Together, HTTPS and SSL certificates create a trusted environment where visitors can feel confident that their information is secure. This is particularly important for e-commerce sites, banking applications, and any other website that requests personal or financial information from users.



Off-Page SEO

- Understanding backlinks and their importance.
- Strategies for link building and earning high-quality links.
- The role of social signals in SEO.



Off-Page SEO



SEO Analytics

- Most popular SEO tool: Google Analytics
- Tracking and analysing SEO performance.
- Understanding and acting on key metrics



SEO Analytics

<https://www.youtube.com/watch?v=rm4SNmhDXA&t=13s>



SEO Best Practices

Google's Webmaster Guidelines

Google's Webmaster Guidelines are a set of recommendations provided by Google to help website owners create content that is easily discoverable and indexable by Google's search engine. These guidelines aim to ensure that websites provide high-quality content that offers a good user experience, which in turn helps them achieve better rankings in Google's search results. The guidelines are divided into three main categories: design and content guidelines, technical guidelines, and quality guidelines.



SEO Best Practices

Google's Webmaster Guidelines

Design and Content Guidelines

These guidelines focus on how to structure and present content so that it is engaging and accessible to users as well as search engines. Key recommendations include:

- Creating clear and logical site navigation.
- Offering unique, valuable, and high-quality content.
- Ensuring that your site is mobile-friendly.
- Using appropriate and descriptive titles and alt attributes for images.



SEO Best Practices

Google's Webmaster Guidelines

Technical Guidelines

Technical guidelines provide advice on making a website easily crawlable and indexable by search engines. This includes:

- Allowing search engine bots to crawl your site without session IDs or arguments that track their path through the site.
- Using the robots.txt file appropriately to manage crawl traffic and ensure it's not blocking important pages.
- Ensuring the website loads quickly and performs well.
- Implementing secure protocols like HTTPS for security.



SEO Best Practices

Google's Webmaster Guidelines

Quality Guidelines

Quality guidelines are focused on avoiding practices that are intended to manipulate search rankings and deceive users or search engines. This includes:

- Avoid cloaking or sneaky redirects that show different content to search engines than to users.
- Not participating in link schemes or buying links for the purpose of passing PageRank.
- Avoiding automatically generated content that's intended for search engines rather than humans.
- Not creating pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware.



SEO Best Practices

Avoiding black hat SEO techniques

Black hat SEO techniques are unethical practices used to increase a site's rankings in search engine results pages (SERPs) through means that violate the search engine's terms of service.

These tactics are designed to trick search engines into ranking content higher than it deserves to be. While they might offer short-term gains in visibility, they can lead to long-term penalties from search engines, including reduced rankings or complete removal from search results.



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THANK YOU FOR TODAY



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