SEARCH ENGINE OPTIMISATION

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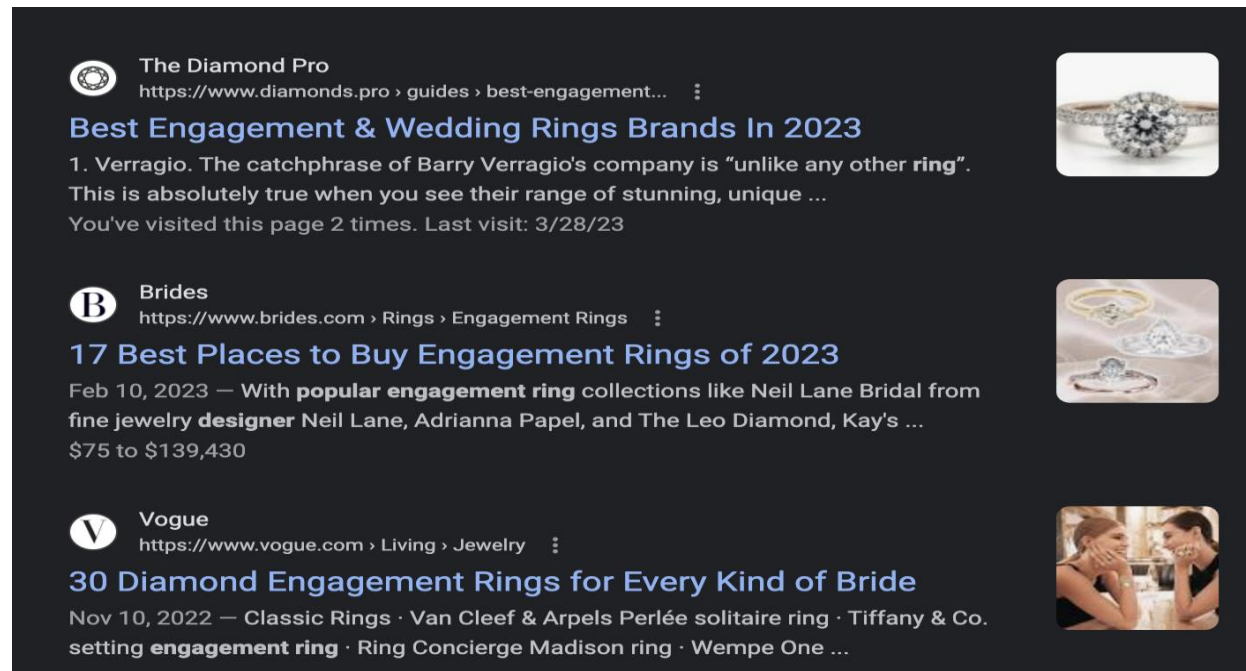
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SEO FUNDAMENTALS

What is SEO?

• Paid and Organic Search

• Key SEO Components

• Common Search Query Types

• Knowledge check

• SERP (Search Engine Results Pages) Components

• Keyword Research & Benefits

• Short and Long Tail Keywords

• Conduct Keyword Research

• Convert Keywords into SEO

WHAT IS SEARCH ENGINE OPTIMIZATION?

SEO is an abbreviation for Search Engine Optimization. It is the technique of optimizing websites and content to increase its exposure and rankings on search engine results pages (SERPs). SEO's purpose is to generate organic (non-paid) traffic from search engines..
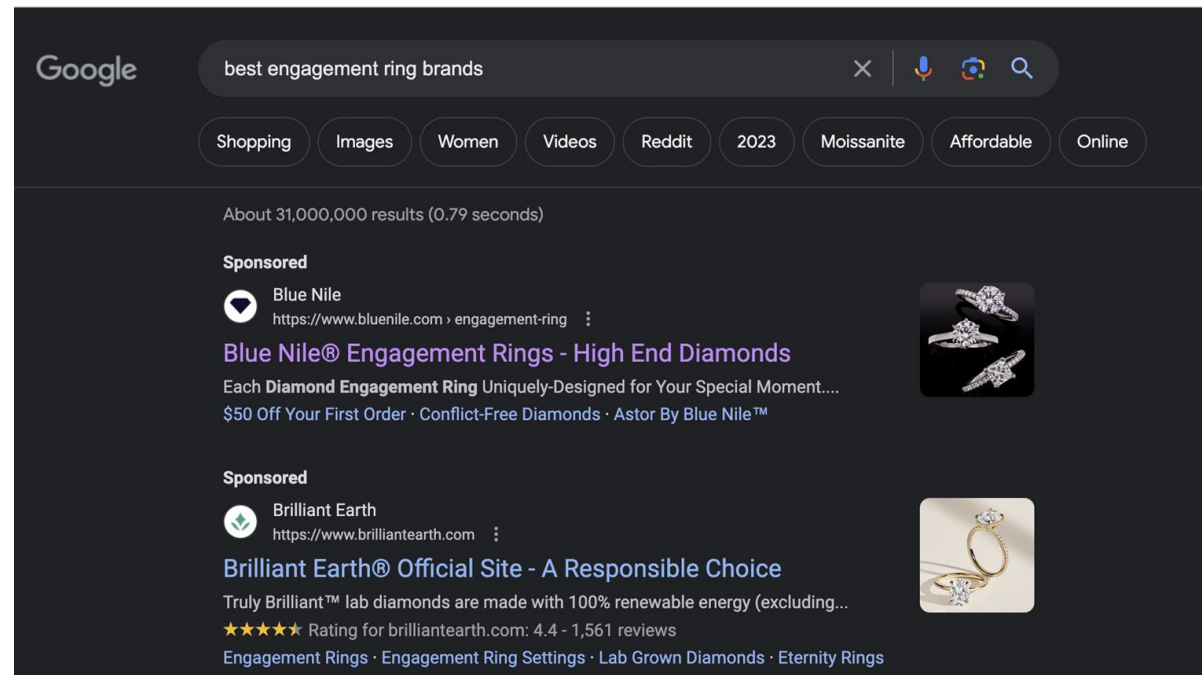
Paid Search

Paid search (search ad) refers to adverts that appear on search engine results pages (SERPs) that are paid for by advertisers. This is the opposite of SEO (organic search).

KEY SEO COMPONENTS

- On-page optimization (keywords, content)

- Off-page optimization (backlinks, social signals)

- Technical optimization (site speed, mobile-friendliness)

- User experience (site navigation, engagement metrics).

Common Search Query Types (customers)

- Informational queries (seeking information or answers)
- Navigational queries (searching for specific websites or brands)
- Transactional queries (intent to make a purchase or engage in a specific action)

KNOWLEDGE CHECK

Which of the following isn't a key component of seo:

A. On-page optimization
B. Technical optimization
C. Search ad (Ans)

SERP (Search Engine Results Pages) Components

SERP components include:

- Organic search results - Paid search ads - Featured snippets
- Knowledge graphs and related search suggestions

Keyword Research & Benefits

Keyword research is the process of identifying and analyzing the search terms or phrases that people use to find information on search engines. It helps marketers understand user intent, discover relevant topics, and optimize content to target specific keywords.

➜ Understanding User Intent
➜ Targeting Relevant Topics
➜ Enhancing Content Relevance
➜ Supporting Content Planning and Strategy
➜ Short and Long Tail Keywords

SHORT-TAIL KEYWORDS

Short-tail keywords are brief and general search terms with high search volume but often high competition.

Case study: Payment Industry

- Payment methods
- Online payments
- Credit card processing
- Payment solutions
- Mobile payments

LONG-TAIL KEYWORDS

Long-tail keywords are more specific phrases with lower search volume but higher intent and conversion potential.

- "Best payment gateway for small businesses"
- "Secure online payment solutions for e-commerce"
- "Contactless payment options for retail stores"
- "Credit card processing fees comparison"
- "Payment integration for WordPress websites"

KNOWLEDGE CHECK

Long-tail keywords are general, while short tail keywords are more specific:

A. True
B. False (Ans)

KEYWORD RESEARCH

Conduct keyword research by using tools like Google Keyword Planner, SEMrush, or Moz Keyword Explorer.

Use case: Google keyword planner

Convert Keywords into SEO Content

To convert keywords into SEO content, incorporate them naturally into your website pages, blog posts, or other content formats.

Optimize meta tags, headings, and content body. Focus on creating high-quality, informative, and valuable content that matches user intent and addresses the keyword topic.

MANAGING SEO AND OBJECTIVES

SEO Objectives

• Traffic Sources

• SEO Metric Types

• Success Measurement

SEO OBJECTIVES

SEO objectives are the goals and outcomes that businesses aim to achieve through search engine optimization.

Common SEO objectives include increasing organic website traffic, improving search engine rankings, enhancing brand visibility and awareness, generating leads or conversions, and optimizing user experience on the website.

SEO TRAFFIC SOURCES

SEO traffic sources refer to the channels or mediums through which organic traffic is generated to a website. **The primary SEO traffic source** is search engines, such as Google, Bing, or Yahoo. When users perform searches and click on organic search results, they become SEO-generated traffic for the website.

SEO METRIC AND SUCCESS MEASUREMENT

- Organic Traffic Metrics: Measure the volume and quality of organic search traffic to the website.

- Keyword Metrics: Assess the performance of targeted keywords, including rankings, search volume, and click-through rates.

- Backlink Metrics: Evaluate the quantity and quality of backlinks pointing to the website.

- Engagement Metrics: Measure user engagement on the website, such as bounce rate, time on page, and pages per session.

- Conversion Metrics: Track conversions or goal completions on the website, such as form submissions, purchases, or sign-ups.

KNOWLEDGE CHECK

Is Instagram a primary source of SEO traffic:

A. True
B. False (Ans)

SEO AUDIT

- Review website structure and navigation

- Assess on-page optimization factors

- Analyze website backlinks

- Perform keyword analysis

- Assess user experience (UX)

- Monitor website analytics

- Generate an audit report

Tool: SEOptimer

Technical Components for Visibility

- Website Accessibility
- Site Speed
- Mobile-Friendliness

THANK YOU