Search Engine Optimisation – On Page

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Hello!

I am **Sudipti Dhawan**

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Introduction

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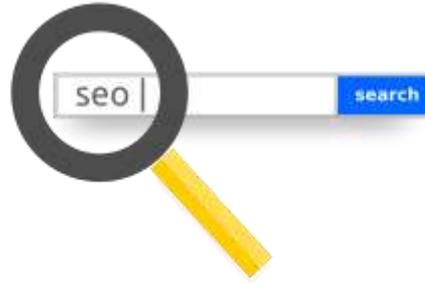
SEO is all about optimizing a website for search engines

SEO is a technique for

- Improve website **ranking** in search engine results.
- improving the volume and quality of **traffic** to a website from search engines.
- **marketing** by understanding how search algorithms work, and what human visitors might search

How Search Engine Works?

Crawling

Indexing

Processing

Calculating Relevancy
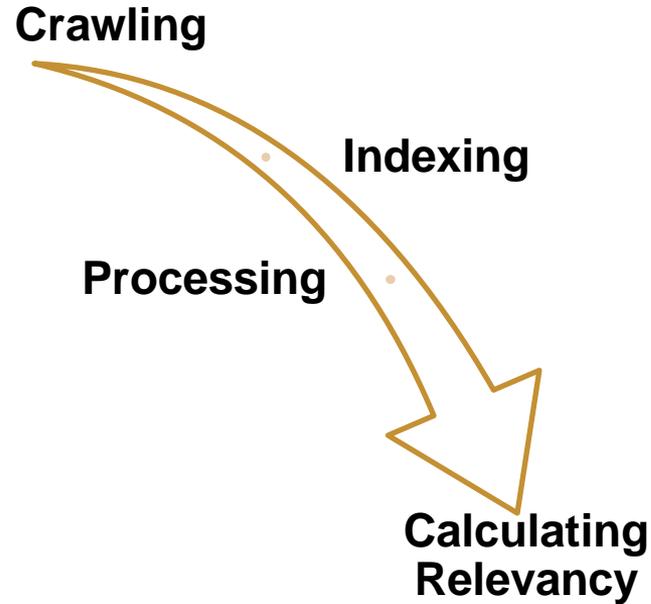
How search engines work (nutshell version).

SEARCH ENGINE

The search engine sends its SPIDERS out to crawl the web.

YOUR WEBSITE

home | about | services | contact

The SPIDERS consolidate their findings to determine where to serve you up on the web.

The SPIDERS take notes on your titles, keywords, description tags, navigation, (basically everything) to learn what your site is about and where to put you.
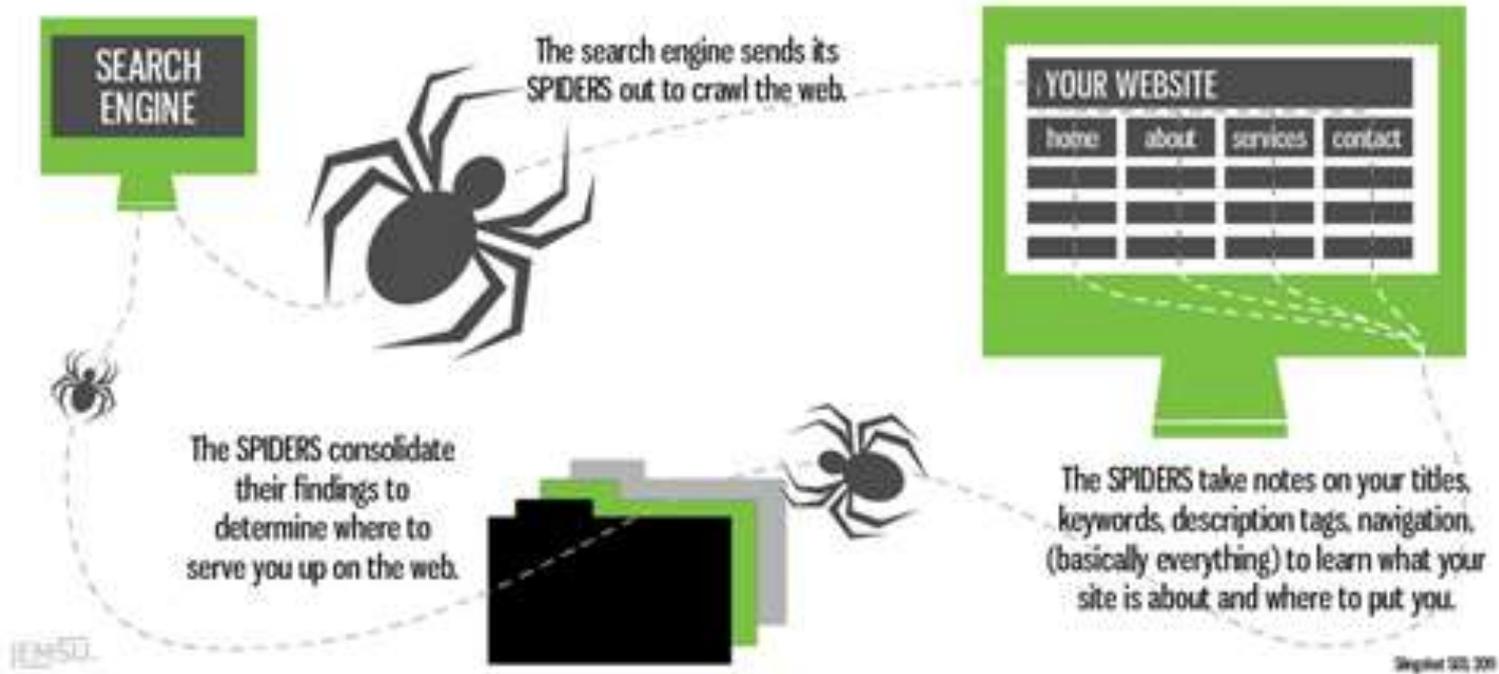
How Search Engine Works

What is what?

Crawling - Process of fetching all the web pages linked to a website. This task is performed by a software, called a **crawler** or a **spider** (or Googlebot, in case of Google).

Indexing - is identifying the words and expressions that best describe the page and assigning the page to particular keywords.

Processing - When a search request comes, the search engine processes it, i.e. it compares the search string in the search request with the indexed pages in the database.

What is what? Cont.

Calculating Relevancy - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

Retrieving Results - The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than **simply displaying them in the browser.**

SEO Copywriting?

- Writing genuine content

- Using keywords in between text

- Don't use others text

- Where? - These include the Title, Description, Keywords tags, headings, and alternative text.

SEO Copywriting Content

- Directed for the specified target audience
- Keyword density - search engine guidelines
- Do not use confusing, ambiguous, & complex language
- Use small statements to make content more understandable
- Keep web pages short
- Organize & distribute the content on the webpages.
- Divide web page content also into short paragraphs

Search Engine Rank

◉ the **position** of web pages displayed in the search engine results

On-Page and Off-page SEO

- **On-Page SEO - It** includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.

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SEO techniques

- ◉ **White Hat SEO -** Techniques that search engines recommend as part of a good design.

- ◉ **Black Hat SEO -** Techniques that search engines do not approve and attempt to minimize the effect of. These techniques are also known as spamdexing.

White Hat SEO

- Follows search engine's guidelines
- No deception
- content a search engine indexes, and subsequently ranks, is the same content a user will see
- good quality of the web pages
- useful content on web pages

Black Hat SEO

- **Cloaking** - Serving one version of a page to search engine spiders / bots & another version to human visitors.
- Using hidden or invisible text
- **Meta tag stuffing** - Repeating keywords in the meta tags, and using keywords that are unrelated to the website content.
- **Keyword stuffing** - Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page
- **Doorway or Gateway Pages** – Creating low-quality web pages that contain very little content but are instead stuffed with very similar keywords and phrases.

Website Domain

- Who would be your target audience?

- What you intend to sell to them. Is it a tangible item or just text content?

- What will make your business idea unique or different from everything else that is already available in the market?

Domain Name – How to keep it

Keywords	Avoid Confusing Domain Names	Two To Three Words
Able Say It Over The Telephone Once	Memorable, & Free Of Hyphens	No digits

File Naming

- **short & descriptive.**
- use **same keywords** in a filename & page title
- Do not use generic filenames e.g. *service.html / job.html*
- Use **actual service** name in your file name such as

  computer-repairing.html

- Do not use more than **3-4 words** in file names
- Separate the keywords with **hyphens** rather than underscores
- use **2 keywords** if possible

File Name Example

- Android-app-development.html
- Wordpress-website-development.html

Design & Layout

- Page Content
  - 10 % Keyword Density
  - 200 Weight
  - No frames
  - more text content than HTML elements

A **keyword** is a term that is used to match with the query a person enters into a search engine to find specific information

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Keyword definitions

- **Proximity** - placement of keywords on a web page in relation to other words with a similar meaning as the queried keyword

- **Frequency** - how often does a keyword appear in a website title or description

- **Weight** - number of keywords appearing on your web page compared to the total number of words appearing on that same page

- **Prominence** - measure of how early or high up on a page, the keywords are found.

Word Stemming ?

- Google uses a feature called **word stemming**

- all forms of the word - singular, plural, verb form as well as similar words to be returned for a given search query

- "house plans" → "house plan", "house planning", "house planner"

Where to Place

- Keywords in the <title> tag(s).
- Keywords in the <meta name="description">.
- Keywords in the <meta name="keyword">.
- Keywords in <h1> or other headline tags.
- Keywords in the keywords link tags.
- Keywords in alt tags.
- Keywords in <!-- insert comments here> comments tags.
- Keywords in the URL or website address.

Keyword Meta Tag

<meta name="keywords"
content="KEYWORD1 KEYWORD2 KEYPHRASE1 etc. about 30 to 40 unique words">

Use synonyms.

Use unique keywords.

No need to repeat any given phrase.

You can repeat a word any number of time

Robots Meta Tag

`<meta name="robots" content="noindex,nofollow">`

tell a spider or a robot that

you do not want some of your pages indexed,

or that you do not want your links followed

Description Meta Tag

```
<meta name="description"
        content="An accurate, keyword-rich description
        about 150 characters">
```

Use keywords in your meta description tag.

Do not repeat the words overly often, but try to use multiple syntaxes of your key words.

150 characters in a description meta tag of a single web page.

Use a different meta description tag for each page

Title Tag

<title> Android App Development in Delhi NCR | Mobile Application Development | Dynamisers Solutions</title>

The title shouldn't consist of more than about 9 words or 60 characters.

Use keywords at the very beginning of the title.

Do not include your company name in the title unless your company name is very well known.

Title Tag

- Each page - unique title
- Begin with Primary Keyword, followed best Secondary Keyword
- specific variations to Primary Keyword Phrase on specific product/ service/content pages
- include company name at the end
- Do not overdo it - 2 to 3 times in the title
- Make sure the <title> tag is the first element in the <head> section of page - easier for Google to find the page

Optimized Anchor

Anchor Text has been replaced by an image. So, while using an image in place of an anchor text, it should be checked that you have put alt tag properly. An image alt tag should have appropriate keywords.

Anchor Tag

- **Title:** is seen by most of the search engines. The anchor title should have appropriate keywords. Anchor title helps the site visitors using a balloon, and displaying written text.

- **Text:** is another important part, which should be selected very carefully because this text is used not only for search engines but also for navigation purpose. You should try to use the best keywords in your anchor text.

- The otherpage.htm is the link to another webpage. This link could be to an external site. Here, you need to ensure that the linked page does exist; otherwise it is called a broken link, which gives a bad impression to search engines as well as to site visitors.

Verification

- HTML/XHTML Verification – Tags might be deprecated

- W3C Compliance - guidelines by which, websites and webpages should be structured and created

- Google Web masters – Analyze the traffic

- Bing / Safari Web masters - Analyze the traffic

Mobile Responsive

`<meta name="viewport" content="width=device-width, initial-scale=1.0">`

Best Practices

- ⦿ Slow Mobile Page
- ⦿ Don't Block CSS & JavaScript
- ⦿ Heavy Images
- ⦿ Avoid plug-ins & pop-ups

Useful Tools

- **Google Webmaster Tools** − techniques to understand what should be used / avoided while designing desktop / mobile websites

- **Mobile Emulator** − It lets you see how your site appears on a wide variety of mobile devices

- **Moz Local** − Use this tool to ensure that your local SEO is in order

- **Screaming Frog** − This is a useful tool that allows you to analyze your site and double-check all the redirects

- **User Agent Switcher** − This is a Firefox add-on that you can use to find out how your site looks like when accessed from a different user agent

- SEO Audit
  https://seositecheckup.com/
- **Tells mistakes and suggestions**

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To - Do

What next ?

Do this!

- Create logs of pages and each page should however contain a minimum of about 200 visible words of text to maximize relevance with Google.

- Create a Sitemap, Help, FAQ, About Us, Link to Us, Copyright, Disclaimer, Privacy Policy pages on mandatory basis.

- Create a homepage link to each and every webpage and provide easy navigation through all the pages.

- Pay attention to your dynamic page URLs. Google can crawl and index dynamic pages as long as you don't have more than 2 parameters in the URL.

- Check your complete site for broken links. Broken links will reduce your other pages rank as well.

Thanks!

Any **questions** ?

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