Certificate II
COURSE 1, SEO

CERTIFICATE II
SEO

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MODULE 1

WHAT IS A SEARCH ENGINE?
STUDY GUIDE

CONTENTS

COURSE: SEO

1 What is a Search Engine?

2 What is SEO?

3 Key Terms

4 SEO Ranking Factors

5 Best Practice Part 1

6 Best Practice Part 2 and a little bit more

This is the SEO Course.

There are two Certificates, which cover 8 different topics that you need to know to achieve MFA Digital Foundations Certification.

This is the first topic for Certificate II, i.e., SEO.

There are similarities across the topics. Where the similarities occur, we will show examples specific to SEO.

The SEO course, has 6 modules. Each bite sized module runs for 5-10 minutes, with a quiz at the end of each module.

In this SEO training workshop, we'll be covering:

Module 1 – What is a Search Engine and how does it work?
Module 2 – What is SEO?
Module 3 – Key terms
Module 4 – Factors that can Impact your SEO (Technical, Quality, Authority, Experience)
Module 5 – Best Practice Part 1
Module 6 – Best Practice Part 2 and a bit more detail

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Search Engine

"A search engine is a software system designed to search for information on the Web.

The information may be a mix of web pages, images, and other types of files."

SOURCE: What Is A Search Engine? Source - https://en.wikipedia.org/wiki/Web_search_engine

So, let's start with defining exactly what a search engine is.

A search engine is technology that searches the web and returns relevant, quality information based on a user's search query.

It is a software system designed to search for information on the Web.

The information that it returns may be a mix of web pages, images, text-based or videos.

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HOW SEARCH WORKS
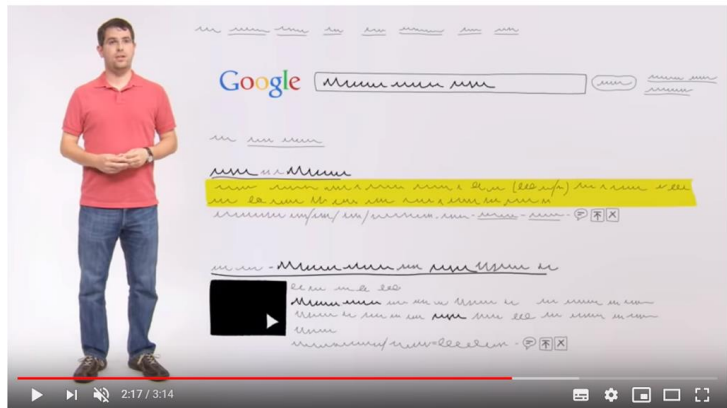
THE PROCESS OF RECEIVING INFORMATION FROM YOUR ONLINE SEARCH IS EXPLAINED SIMPLY IN THIS VIDEO.

Watch this brief 3-minute video which explains the process of SEO and how the information is returned to you from your online search.
https://www.youtube.com/watch?v=BNHR6IQJGZs

Whilst this video is a couple of years old and one or two things aren't right anymore, it does a great job of explaining the fundamentals of the process.

Jot down your notes from the Video:

Let's recap some key points from the Video
- When doing a search your searching on the index of a Search Engine, how they saw the internet at the time that they archived it all. You're not searching on the internet as it exists today.
- Search engines sends out Spiders or Bots, to crawl the web from top to bottom.
  - Contextualising and really understanding what that webpage is about.
  - Then following all the links on that page, until it has crawled your entire website.

IN THIS SECTION WE HAVE COVERED…

What is a Search Engine

SUMMARY

Module 1: What is a Search Engine

In this module we have covered:

- What is a Search Engine

DIGITAL FOUNDATIONS

MODULE 2

WHAT IS SEO?
STUDY GUIDE

TWO TYPES OF SEARCH

Module 2 – What is SEO (Search Engine Optimisation).

We're going to start with what exactly a Search Engine Results Page (SERP) is.

It is the page that users see after they've entered their query into a search engine.
It lists several web pages related to the searcher's query, all sorted by relevance to the search query.

Search engines are increasingly returning blended search results, which include images, sponsored shopping ads, videos, and results from specialty databases on their SERPs.

Broadly speaking, there are two types of results you can see in the SERP:
1. Paid Search (SEM) and
2. Natural or Organic (SEO – Search Engine Optimisation).

This topic will be focusing on the Natural or Organic search results.

SEARCH ENGINE MARKETING (SEM)
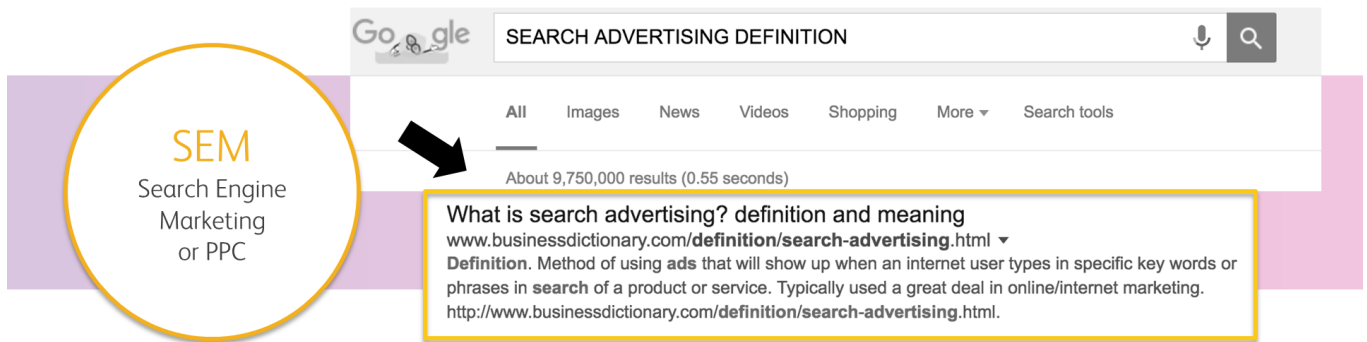
SEM has been covered in Certificate I so this should come as no surprise to you.

But as a reminder……

- **Search Engine Marketing (SEM) -** refers to <u>Paid</u> Search (also called PPC or Pay-Per-Click).

- An advertiser bids for the chance to have that top spot. I.e., their ad displayed when a user searches for a given keyword.

- These are usually text ads, which are displayed above or below the algorithmic (organic) search results.

- The most common search transaction mechanic is the PPC model, where the advertiser pays only when the user clicks on the ad or text link.

SEARCH ENGINE MARKETING (SEM)

SEO
Search Engine Optimisation

Google | SEO DEFINITION

All   Images   Videos   **News**   Maps   More ▼   Search tools

About 16,700,000 results (0.78 seconds)

What is search engine optimization? definition and meaning
www.businessdictionary.com/**definition**/search-engine-optimization.html ▼
Definition of **search engine optimization**: Refers to the process of improving traffic to a
given website by increasing the site's visibility in search engine results.

The process of making a site more relevant and content discoverable.

SEO stands for Search Engine Optimization.

- SEO is the process of making a site more relevant and content discoverable – to both search engines and the searchers.

- This helps the site rank higher in the search results, improving site traffic.

SEARCH ENGINE OPTIMISATION (SEO)

SEO
Search Engine
Optimisation

- Technical, content, and off-page
- Payment
- No quick fixes

There are 3 main areas about SEO. Technical, Content and Off-Page.

Technical refers to the nuts and bolts of a website code and other owned assets.
- Search engines have a limited amount of resource; the easier you make it for them to crawl and understand a site, the more, and the faster, they'll index it.

Content refers to everything the user sees when they look at your website.
- Everything from the design layout, text on the page, images, videos, and other engagement objects.

Off-page refers to links and other external signals from other websites to your own.

Search engines will lower your position in the SERP if there are violations of certain standards.
- A common one being keyword stuffing, where lots of lengthy, unnecessary content is used.

Payment to the search engine is not involved, as it is with Paid Search Ads.

There are **no quick fixes** to immediately change or boost ranking. SEO strategies, need to be regularly updated:
- It's hard work and you need to stay ahead of the algorithms to know what's going on.
- To keep on top of the constant changes in how consumers search and consume.
- As well as, the algorithmic changes within search engines that impact the results.

WHY IS SEO IMPORTANT?
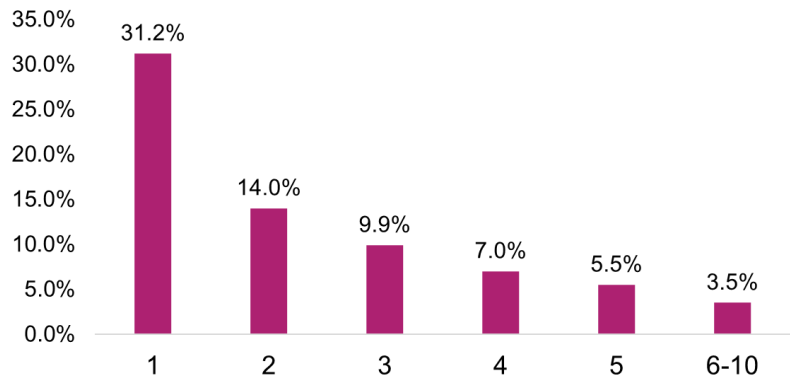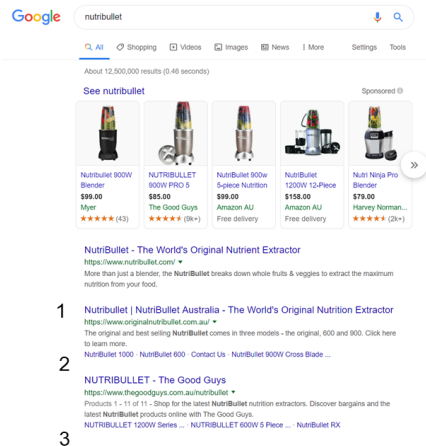
FOR SEARCH ENGINES, BRANDS & SEARCHES

- Why is SEO important? Why is it important to companies? Why do they need to invest in SEO?

- SEO is vital for brands to have their content, products and services discovered by potential customers.

- The higher the rank or position on a search engine result page, the more traffic the website will get.

For example:

- Here is a search for a Nutribullet. There are three positional searchers.

- On the chart:
    1. Position 1, has 31.2% of all the people that are searching for Nutribullet
    2. Position 2, has 14%.

- The number continues to decrease the further down the SERP you get.

SEO IS MORE THAN JUST GOOGLE
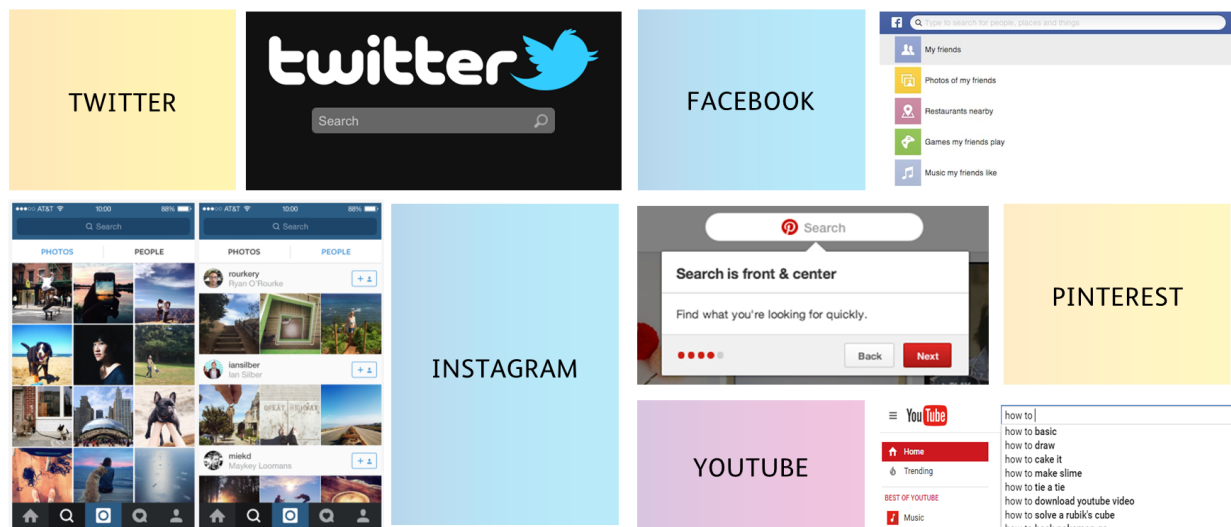
WHILE GOOGLE IS THE DOMINANT SEARCH ENGINE, THERE ARE A HOST OF OTHER APPLICATIONS FOR AIDING CONTENT DISCOVERY.

SEO is much more than just optimising for Google.

The following are all search or discovery engines in their own right:

- Twitter
- Facebook
- Instagram
- Pinterest
- YouTube

We have also seen SEO best practices starting to be applied on other platforms, e.g., Amazon and other market places.

HOW WE OPTIMISE FOR SEARCH ENGINES

TECHNICAL	QUALITY	AUTHORITY	EXPERIENCE
A solid technical foundation that provides an optimal search engine and user experience	High quality content designed to showcase your offering and optimised to drive conversions	Signals that the people are engaging, referencing and recommending	Boost user experience metrics and conversion rate by uncovering obstacles to conversion

SEO is the process of optimising for Search Engines.

How we optimize for search engines:

- Search engines are designed to give a searcher the most relevant, highest quality search results they can find.
- Therefore, to be successful in SEO your content has to deserve to outrank your competitors.
- To do this, Google has developed a complicated ranking algorithm which scores websites and webpages by over 200 ranking factors.
- Google continues to update the weighting of these ranking factors to test which serve users the best results.
- It is for this reason that SEOs must optimize for both search engines and for the user.

As SEOs we strive to ensure that our websites deserve to be in that top spot, rather than SEM where money is changing hands.

We will delve into 4 main areas:
1. Technical or accessible – a solid technical foundation that provides an optimal search engine and user experience.
2. Quality Content – high quality content designed to showcase your offering and optimized to drive conversions.
3. Authority – signals that the people are engaging, referencing and recommending.
4. Experience – boost user experience metrics and conversion rate by uncovering obstacles to conversion.

These are the foundations of technical SEO, and we will cover more detail in Module 4.

IN THIS SECTION WE HAVE COVERED…

1	What is SEO
2	Why SEO is important
3	Technical, Content and Off page
4	More than just Google
5	How we optimise for Search Engines

SUMMARY

Module 2: What is SEO

In this module we have covered:

- What is SEO
- Why SEO is important
- Technical, Content and Off page
- More than just Google
- How we optimise for Search Engines

CERTIFICATE II
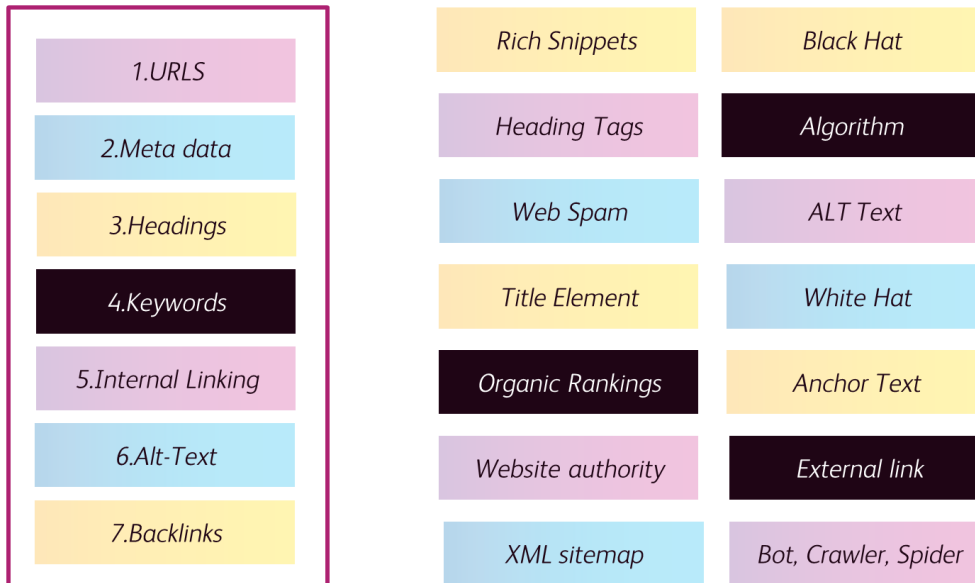# SEO

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MODULE 3
KEY TERMS
STUDY GUIDE

KEY TERMS FOR SEO

1.URLS	Rich Snippets	Black Hat
2.Meta data	Heading Tags	Algorithm
3.Headings	Web Spam	ALT Text
4.Keywords	Title Element	White Hat
5.Internal Linking	Organic Rankings	Anchor Text
6.Alt-Text	Website authority	External link
7.Backlinks	XML sitemap	Bot, Crawler, Spider

This module covers seven key terms. There are many terms that apply across SEM etc., so there will be repetition. You will find all the terms and definitions in the MFA glossary,

1. **URLS**
   - Definition – Stands for Uniform Resource Locater. It is an address of a webpage.
   - An example of this is the Media Federations website, www.mediafederation.org.au

2. **Meta-Data**
   - Definition - A snippet of text in a web page's code that describes the content of the page, and is used as the website's description in a search engine results page.
   - Meta titles and meta descriptions come up on the SERPS when you create a query.
   - The title tags are the clickable blue links in search results and the black text is often the meta description of the page.

3. **Heading Tags/Elements**
   - Definitions – (H1, H2, H3, H4, H5, H6) - The heading element in HTML defines a structure for headings in a document.
     Starting with H1 as the most important heading, descending to H6, heading tags are a standard part of HTML.
     The H1 tag is the most important heading element on a web resource.

Meta data is what appears on a search engine and heading is what the user sees when one clicks through to the page.

4. **Keywords**
   - Definition - A short list of words that describe the content of a webpage.
     These aren't used by search engines.
   - This is typically what we optimise towards.
     It's important to know that there is also a meta keywords tag that you will come across from time to time, but it is not followed by search engines anymore it's a legacy item.
   - An example of this is Nutribullet. Keywords could be seen as Nutribullet, food processor or blender.

5. **Internal Linking**
   - Definition - is a link that points to a resource found on the same website that the link is found on. A link from one URL on your page to another
   - An example of this is a link from http://www.domain.com/about/ to http://www.domain.com/contact-us/.

6. **Alt-text**
   - Definition – A word or phrase that describes the content of an image. Used for search engines to contextualize exactly what the image is and used in image search. This is displayed if an image is not loaded, and it also helps search engines to index a page.
   - Keep in mind that the Alt-text is there for screen readers and those that are visually impaired to understand what the image is about.
   - For example – a picture of a dog, the Alt-text could read "a man walks with his dog".
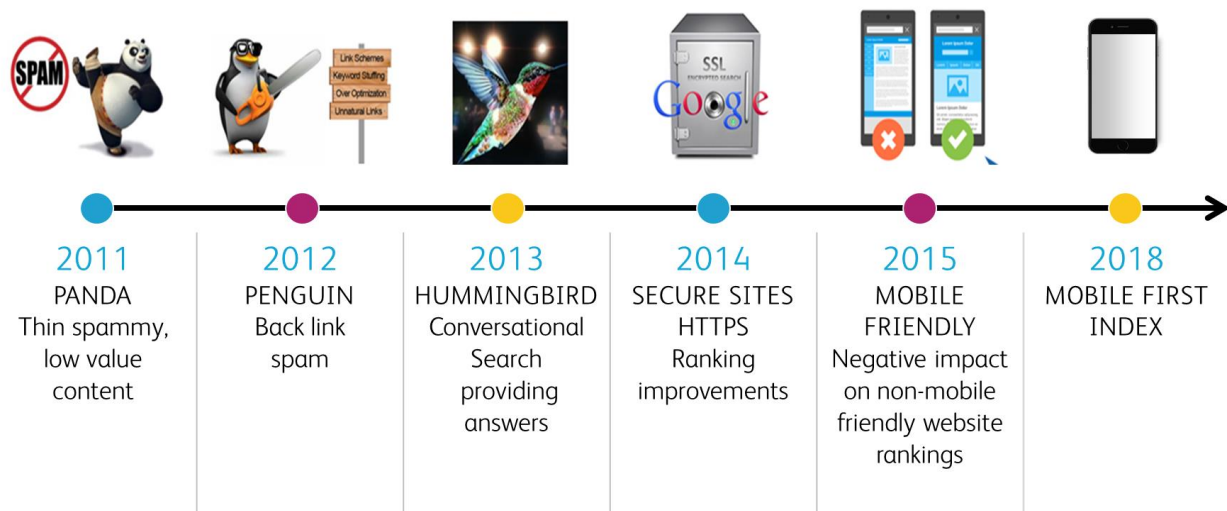
7. **Backlinks**
   - Definition – Backlinks are links from one site to another completely different site. These are used to provide more value to the user and send them to somewhere that has more information.
   - An example – a professional using a TedX link on their personal site.

More definitions …
- **Algorithm** – A set of rules used by computers to solve problems. Search engines use algorithms to determine the rankings on a search page.

- **Anchor Text** – The clickable text that forms part of a hyperlink. For example, if clicking 'photo gallery' on a webpage takes you to 'www.mywebsite.com/images', then 'photo gallery' is the anchor text.

- **Branded link** - In terms of anchor text, a branded link is a link which contains to company brand or similar derivative in the anchor text. Example branded link for Search Candy would be "Search Candy", "SearchCandy" and "SearchCandy.uk".

- **Bot, Crawler or Spider** – A program that browses and indexes content on the internet. This data is then used to help search engines deliver relevant search results.

- **CRO** – Conversion Rate Optimisation - a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage.

- **CX** – Customer Experience

- **Destination Page** – The page being linked to from another page.

- **External link** - A link that points to a different website than the link is found on. For example a link from http://www.domaina.com/ to http://www.domainb.com/.

- **Google Search Console** - A platform created by Google for people to better manage how their websites are seen in the search engine results.

- **Heading Tags / Elements (H1, H2, H3, H4, H5, H6)** - The heading element in HTML defines a structure for headings in a document. Starting with H1 as the most important heading, descending to H6, heading tags are a standard part of HTML. The H1 tag is the most important heading element on a web resource. Generally there should only be one H1 on a page, but it is not a major problem to use more than one if it helps to describe the content of a page ie, if there is more than one section on a page.

- **Impression Share** – The number of impressions delivered divided by the number of total eligible impressions. Some brands

- **Keyword volume** - Google's estimated monthly searches for a particular keyword in a particular country. Helps to prioritise keywords to target.

- **Link** - is a hyper-link that when clicked will take a user from one resource or area of a page to another.

- **Metadata description** – A snippet of text in a web page's code that describes the content of the page, and is used as the website's description in a search engine results page. E.g. the title tags are the clickable blue links in search results and the black text is often the meta description of the page.

- **Organic Rankings** - The position of a website listing on a page of organic search results for a search query. E.g. #1 is the highest organic position

- **Title Element** – The title of a web page as indicated in the HTML. Also often used as the title of your page in a search engine results page.

- **UX** – User Experience

- **Web Spam or Spam** – Techniques that are used by some websites to try and cheat their way to the top of search sites to link to yours. This is considered bad practice because truly relevant websites get buried in the results.

- **XML sitemap** – A list of all the web pages that make up your site. This helps search engines to understand your website.

- **Black Hat** – Manipulative or deceptive SEO tactics that optimize website for search engines, not for people.

- **White Hat** – Tactics that optimize web pages for people, not for search engines. This is done by following best practices for creating good content and increasing search visibility.

- **Rich Snippets** – Snippets of information that google shows in organize search results to offer more information on a search query.

- **Website (Domain) Authority** – How strong a website is. This can determine its ranking and it is based on many factors including links pointing to the website and the popularity of the website in visits/ engagements.

KEEP ABREAST OF SEARCH UPDATES

2011	2012	2013	2014	2015	2018
PANDA	PENGUIN	HUMMINGBIRD	SECURE SITES	MOBILE	MOBILE FIRST
Thin spammy, low value content	Back link spam	Conversational Search providing answers	HTTPS Ranking improvements	FRIENDLY Negative impact on non-mobile friendly website rankings	INDEX

Keep abreast of Search updates

ALGORITHMS INFLUENCE SEO RESULTS, AS THESE ALGORITHMS CHANGE SO OFTEN IT IS IMPORTANT TO KEEP UP TO DATE ON ANY CHANGE.

With around 40,000 searches undertaken every second, there is a fierce battle for brands to optimise their search results. In order to ensure we are receiving the most quality result for our searches, search engines overlay their data bases with algorithms.

In order for the searcher to find the most genuine and relevant results, Google constantly changes its search algorithm, up to 500–600 times a year!

While most of these changes are minor, Google occasionally rolls out a "major" algorithmic update (such as Google Panda and Google Penguin) that affects search results in significant ways.

For SEO specialists, keeping abreast of Search algorithms updates is critical, both to help explain changes in rankings and organic website traffic and to ultimately improve search engine optimization.

We have talked a bit about Google Panda in the context of evaluating the quality of site content but there have been quite a few different Google programs introduced over the last 10 years that evaluate and impact on SEO results.

This chart shows some of them and highlights some of the changes they applied to their systems.

We are going to take your through 3 key algorithm updates.

Panda:
- Content Spam - a search filter introduced in 2011 meant to stop sites with poor quality content from working their way into Google's top search results. **Panda** is updated from time-to-time. When this happens, sites previously hit may escape, if they've made the right changes.
- Aimed to lower the rank of "low-quality sites" and return higher-quality sites near the top of the search results.

Penguin:
- Released in 2012 and was designed to stop SEOs from sending manipulative link building tactics that made them rank artificially higher than more quality sites.

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Mobile first index
- Released in 2018 to rank pages on their mobile version of the site rather than the desktop version.
  For SEOs, this means that we need look at the experience that is given to mobile users when it comes to the web.

Penalties
- While we're discussing algorithms, let's talk about the penalties that are associated with them.
  If a search engine finds you doing something particularly manipulative.
  For example – you have lower quality content showing through a user's search and taking away from the users experience.
- The algorithm will penalize you for your behaviour and as a result, your website will suffer and plummet through the rankings.
  The traffic that you once had will be no longer.

Additional algorithms:

Hummingbird:
- Sorts through all the information it has when you search and responds with answers.
- Pays more attention to each word in a query, ensuring that the whole query - the whole sentence or conversation or meaning - is taken into account.

Secure sites (Https):
- An update with a vocal statement from Google to say they would reward sites ranking positions in Google if they had a https secure website.

Mobile friendly update – Mobilegeddon:
- Google stating those websites in a non-mobile friendly format would have their Search rankings reduce due to poorer usability.

IN THIS SECTION WE HAVE COVERED…

1
- URLS
- Meta data
- Headings
- Keywords
- Internal linking
- Alt-text
- Backlinks

2 Keep abreast of search updates

SUMMARY

Module 3: Key Terms

In this module we have covered:

- Key terms:
    - URLS
    - Meta data
    - Headings
    - Keywords
    - Internal linking
    - Alt-text
    - Backlinks
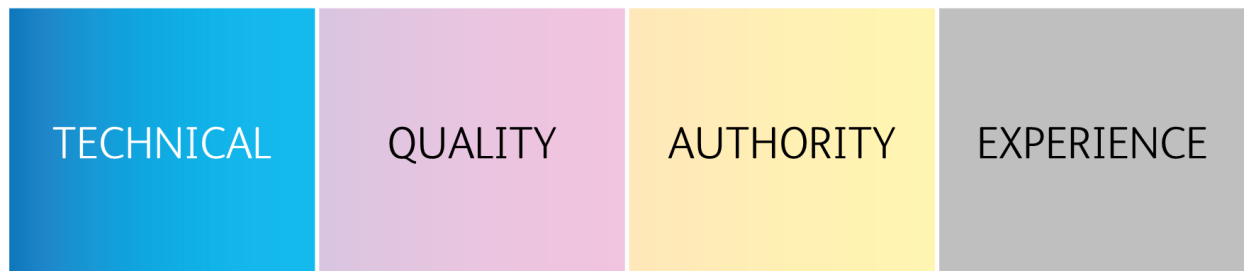- And the importance of keeping abreast of search updates

CERTIFICATE II
SEO

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MODULE 4
SEO RANKING FACTORS
STUDY GUIDE

SEO RANKING FACTORS

TECHNICAL	QUALITY	AUTHORITY	EXPERIENCE

Module 4 will cover key ranking factors.
Technical, Quality, Authority and Experience.

Technical

The first SEO ranking factor we will look at is technical.

Two questions you should always ask when looking for a website for the first time.

- Is your website accessible?

- Is the content you want indexed?

This determines if your website is accessible to search engines and if the users can actually find the items they are searching for.

THE FUNDAMENTALS OF SEO - TECHNICAL

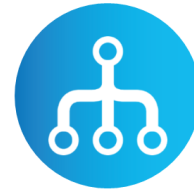*Some SEO guidelines for top performance*

No duplicate content

Accessible Sitemap

Optimised Navigation

On Page

Technical
A solid technical foundation that provides an optimal search engine and user experience

TECHNICAL SEO RANKING FACTORS THAT ENSURE WEBSITES ARE ACCESSIBLE AND ABLE

There are a number of factors that make websites more accessible for search engines.

No duplicate content
To help search engines find the pages we want them to serve to users, we want to ensure we don't have any duplicate content.

The easier we make it, the faster they will index your website.

Removing duplicate content, ensures they focus on content that matters to the user.

Accessible Sitemap
So that the Search Engine can find all the URLs that it needs to index or archive your content.

Optimised Navigation
Navigation must be easy to follow and makes sense, this takes time and resources.

The more time Google spends crawling your website, the more money it costs them.

On Page
We have a well optimised global navigation and internal linking structure… **to be indexed by search engines.**

For example-headings, titles, descriptions and making sure things are easy to understand.

Overall, a solid technical foundation that provides an optimal search engine and user experience.

SEO RANKING FACTORS

TECHNICAL	QUALITY	AUTHORITY	EXPERIENCE

Quality

Once we have our strong technical foundations in place, the next factor to review is the quality of our content.

THE KEY RANKING FACTORS OF ON-PAGE CONTENT

| Understand your audience content needs | Lower page bounce rate & increase engagement | Industry Topic Leader | Shareability on other channels (i.e. Social Media) | Fresh & up to date |

CONTENT RANKING FACTORS TO ENSURE THAT YOUR CONTENT IS QUALITY AND DESERVES TO OUTRANK YOUR COMPETITORS

Having quality content on your site is essential to rank well.

E.g. News, tips, advice, guides, calculators and other engaging pieces of content that people enjoy consuming.

Some of the key ranking factors of on-page content:

- Understand your audience content needs.
- Lower page bounce rate and increase engagement.
- Industry Leader for your topic.
- Shareability on other channels (i.e., Social Media).
- Fresh and up to date.

SEO RANKING FACTORS

TECHNICAL	QUALITY	AUTHORITY	EXPERIENCE

Authority

The next SEO ranking factor we will look at is Authority.

There are 3 key ranking factors that are needed to be taken into account.

KEY AUTHORITY RANKING FACTORS FOR QUALITY

BACKLINKS	**DOMAINS**	**ENGAGEMENT**
Links count as votes toward a site and its perceived authority	Links from relevant, high-authority domains benefit a site	Does a real audience socialise on a site and do they click through to engage with content?

Key authority ranking factors are:
- Backlinks - quality and volume from one site to yours.
- Domains - number of referring domains.
- Engagement – of content.

For example, an Oscar website:

- You have a website all about the Oscars, and all of its technical issues have been fixed.
  Now, we are looking at building authority around the term **Oscars.**

Backlink and Domains
- We're lucky enough to get a **backlink** from news.com.au.
  There is an article that points to our website.

- Google will deem the website as highly relevant and authoritative due to the positive reviews and traffic that it is getting.

  Over time, the positive results will increase the link equity. This will make the website rise up the search engine results page, as people search for Oscar related terms.

Engagement
- Kate Hudson then see's this article, follows the link to your site and shares the post to her millions of followers.

- Your authority and awareness grows, and suddenly you're visible in natural search for a whole range of Oscar related searches.

- What if this was picked up Joe Biden's site instead of Kate Hudson?

- He's still an authority with a huge following, but if he linked to you, this wouldn't pass as much authority because we don't have the relevancy.

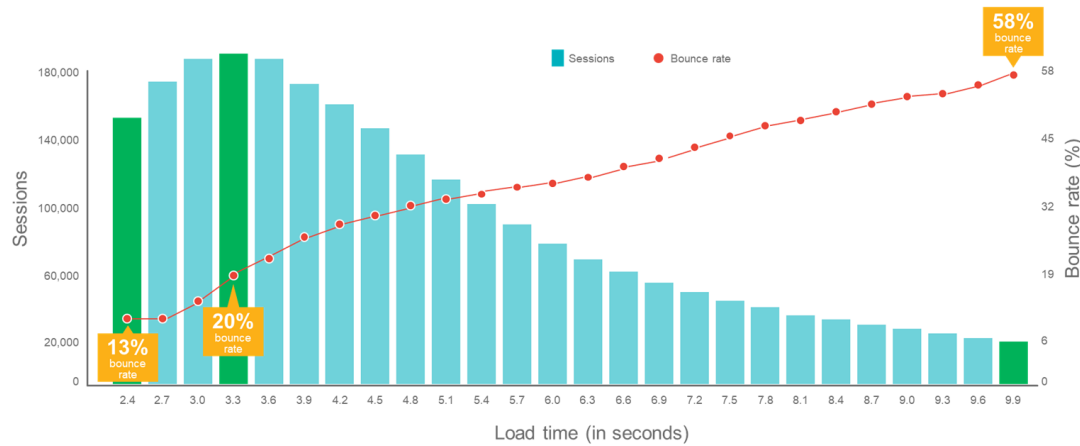- No wider awareness is achieved, and we're not going to move up the rankings for Oscar related terms.

SEO RANKING FACTORS

TECHNICAL	QUALITY	AUTHORITY	EXPERIENCE

Experience

The final SEO ranking factor we will look at is Experience.

SITE SPEED IS KEY FOR BOTH USER EXPERIENCE AND MOBILE SEARCH RANKINGS

USER EXPERIENCE (UX)

A key part of enhancing the User Experience (UX) on the web pages. Is looking at page load time or site speed.

Site speed is a measure of how quickly a page loads.

It impacts both user experience and ranking potential.

The slower the load speed, the higher the bounce rate or the less people engaged with your content.

OPTIMISE SITE SPEED

SBS	ABC	The Guardian	News.com.au
0.0	0.0	0.0	0.0

Optimise site speed.

For example. Here are four news sites, loading as they would on a 3G connection.

As you watch this, think about how long you would wait before you leave that site or can't stand to wait for it to load any longer. As a result, which news site are you more likely to engage with moving forward.

Site speed is an important factor.

You can optimise site speed by (note you need to deal with site developers and infrastructure at the client):

- Reducing page file size as a whole.
- Compressing files sent to browsers.
- Allowing browsers to cache files, which means to store the information locally. Next time you visit that site you don't need to download files again to view.

CONVERSION RATE OPTIMISATION (CRO)

To enhance user experience, we use CRO (Conversion Rate Optimisation).

CRO is a process that increases the percentage of website visitors who take a desired action. It involves understanding the user journey through a site, what actions they take and what's stopping them from completing your goals.

For example, Obamas 2008 election campaign tested 12 pieces of media and 12 calls to action on his donation site. What they found with the top combination, was a 40.3% uplift in conversion rate or $60 million more.

IN THIS SECTION WE HAVE COVERED…

Factors that can impact your SEO results:

1	Technical
2	Quality
3	Authority
4	Experience

SUMMARY

Module 4: SEO Ranking Factors

In this module we have covered:

Factors that can impact your SEO results
- Technical
- Quality
- Authority
- Experience

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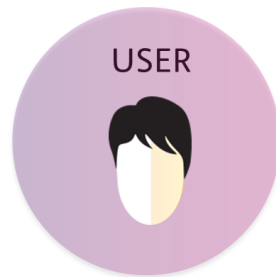
MODULE 5

BEST PRACTICE – PART 1

STUDY GUIDE

SEO – BEST PRACTICE

USER

PROFILING

Tasks:
Keyword research,
Market research

Keyword research

Search console analytics

Market research

In previous modules, we talked a lot about optimising for Search Engines.

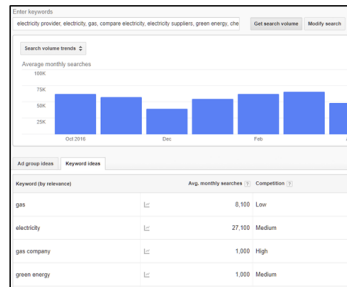In this module, we are going to look at SEO best practice.

Keyword research, search console and market research to get a clear picture of exactly the type of consumer you are targeting

CUSTOMER FIRST

- Articulating a clear picture of the searcher is important as it enables a brand to determine if the words, images, technology and software employed by the website resonates with the target audience (or not).

- You need to paint a picture of the user and tailor the website layout and content (copy and images) to that user and their goal.

- TASKS to profile your user: keyword research, market research.

The main tasks for understanding the user are keyword research, Search Console Analytics and Market Research.

# SEO – THE PROCESS FOR KEYWORD RESEARCH

Use Google's Keyword Planner Tool	Category research	Categorise keywords	Choose relevant keywords	What keywords can be targeted

THERE IS A STRAIGHTFORWARD PROCESS SUPPORTED BY TOOLS TO CONDUCT KEYWORD RESEARCH.

When researching using Google keywords:

1. Google's keyword planner tool is primarily a SEM tool (pay per click). It provides a good insight into what people are searching for.

2. Category research
    Then from Google's suggestions choose keywords that are relevant to the brand and user audience.
    Provides a list of suggestions.

3. Categorise keywords

4. Choose relevant keywords
    That are relevant to the business.
    Then determine which keywords should be targeted on the website, on the pages and in the content.

5. What keywords can be targeted and what we are optimising for.

USER: PROFILING TASKS

Keyword research

Market research

Search console analytics
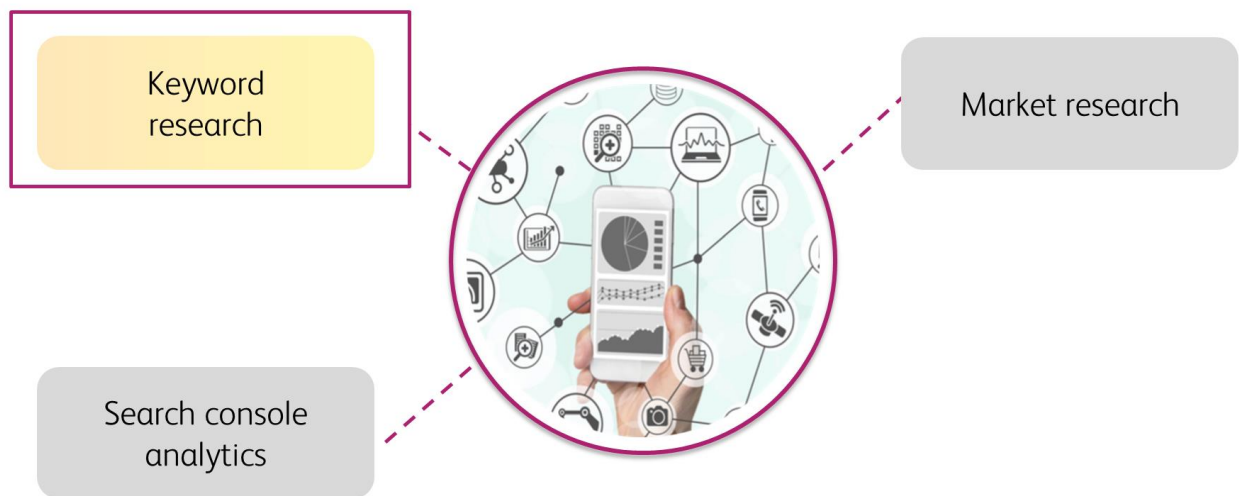
Keyword research is a vital part of understanding the customers intent.

Having a good keyword list will allow you to understand what it is the customer is looking for.

This then allows for the matching of the relevancy to the intent, behind the customer search.

These are the keywords they use to drive targeted traffic to the site.

Start by brainstorming potential keywords, and see how the competition looks by using Google Ads Keyword Planner Tool.

If you notice that some keywords are too competitive in your niche, go with long-tail keywords (between two to five) which will be easier for you to rank.

The longer the keyword, the less competition you will have for that phrase in the engines.

USER: PROFILING TASKS

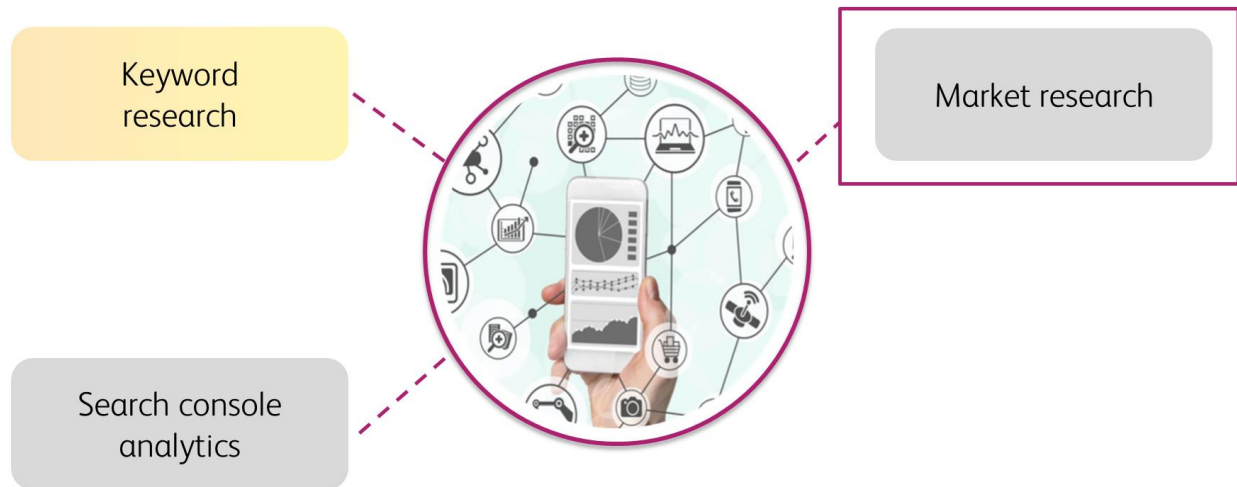| Keyword research		Market research
Search console analytics		
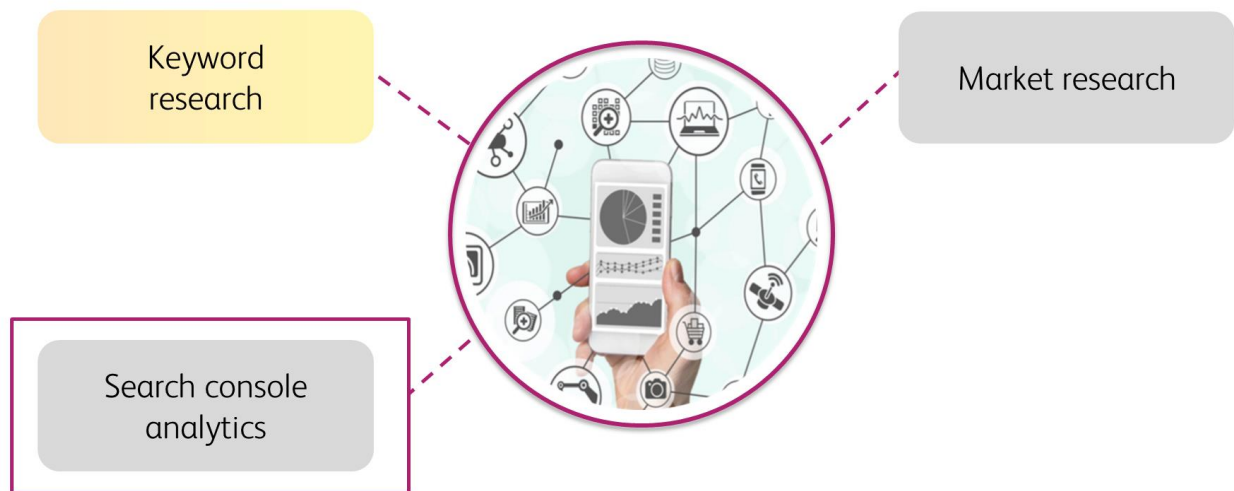
Search Console Analytics (Google Search Console/Webmaster Tools) helps understand how people interact with your organic search presence.

Including impressions, click through rates, ranking positions and for what search query.

Use the above for the market research and also any intel that the internal media teams might already have on the target audience. This allows you to gain a real understanding of how that user interacts across the web and what we need to do to optimize.

USER: PROFILING TASKS

Keyword research

Market research

Search console analytics

Market research to get a clearer understanding of who our customers actually are, this includes:

- Client Research/data gives you a more complete picture of customer, such as their passions and pastimes.
- Social profiling. Client data can be matched with social profile data.
- Numerous other sources or general searching will give us generational type insights that will round off a clear picture of the consumer.

IN THIS SECTION WE HAVE COVERED…

Factors that can impact your SEO results:

1	Getting to know your user
2	The process for keyword research
3	Profiling tasks

SUMMARY

Module 5: Best Practice Part 1

In this module we have covered:

Factors that can impact your SEO results

- Getting to know your user
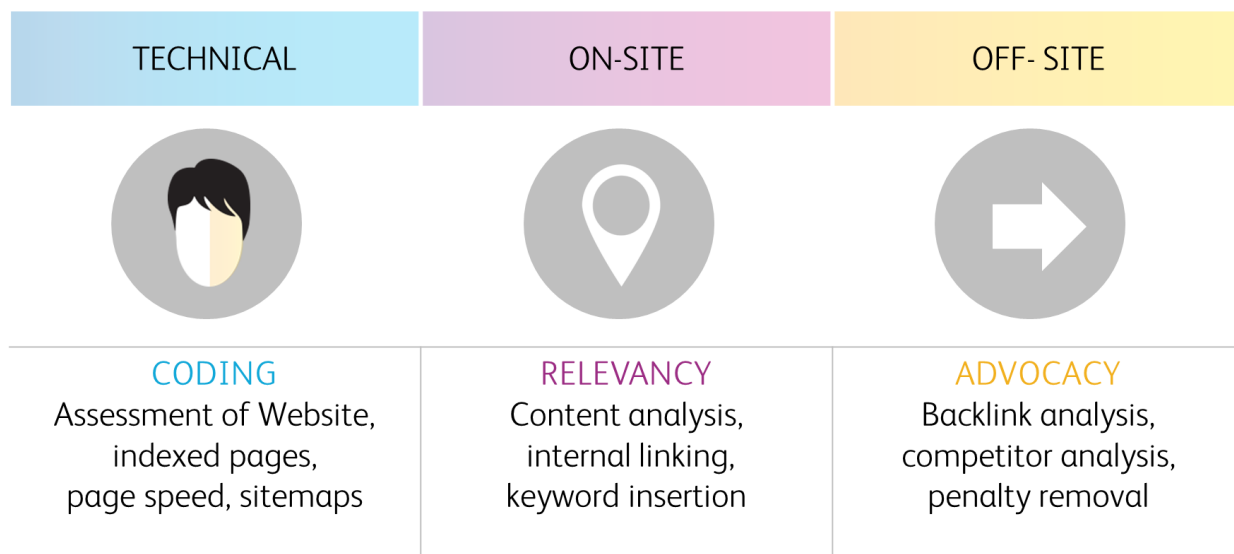- The process for keyword research
- Profiling tasks

DIGITAL FOUNDATIONS

MODULE 6

BEST PRACTICE – PART 2

STUDY GUIDE

SEO – 3 PILLARS TO BEST PRACTICE

TECHNICAL	ON-SITE	OFF- SITE
CODING	RELEVANCY	ADVOCACY
Assessment of Website, indexed pages, page speed, sitemaps	Content analysis, internal linking, keyword insertion	Backlink analysis, competitor analysis, penalty removal

Module 6, Best Practice Part 2.

Let's recap.

TECHNICAL
- Optimise the code of the website to build strong technical SEO foundations.
- This makes sure search engines can access your website and understand what your content is all about.
- You need to ensure that the code used on the website is effective for both human and web robots (i.e. bot) users, and the information (content) can be effectively understood.

  Without clean code, the website won't have keywords or phrases linked to the site.

- TASKS to check coding: Assessment of Website, Indexation, Internal Linking, Implementation and maintenance of analytics and reporting.

ON-SITE
- Optimising for users, ensuring all of your content on your website is relevant to what your users are searching for.
- You need to assess whether or not the information (text, image, video) on the web pages is relevant to the audience.
- TASKS to assess on-site relevance: content analysis, internal linking, keyword insertion.

OFF-SITE
- Need to ensure off-site signals are really strong and people are advocates for your content, brand, website and really talking, engaging, referencing and linking back to your content, giving Google signs that you're an authority.

TECHNICAL: CODING TASKS

CRAWLING

Software called web crawlers to discover publically available webpages.

Crawlers look at webpages and follow links on those pages to new pages.

More pages are discovered when a website submits a list of pages (sitemap) for Google to crawl.

We talk a lot about links from one site to another, i.e., backlinks or offsite.

In this instance, if you can create the content that you want for your users and surface it to them when it matches their intent, they'll do that work for you.

In terms of technical, the short video reviewed at the start of this course noted that Google has 2 steps when crawling a website.

Step 1: Crawling

Crawlers are software that discover publicly available webpages. They look at webpages and follow links on those webpages to new pages.

More pages are discovered when a website submits a list of pages (sitemap) for Google to crawl.

TECHNICAL: CODING TASKS

INDEXING

Analyses the content of the page and catalogs embedded images and video files to understand the page.

Search Engines can only see text, links and codes – so getting the architecture of the site is critical.

SITEMAPS

A website should also have both HTML and XML sitemaps on the site to show search engines and users what pages exist on the site.
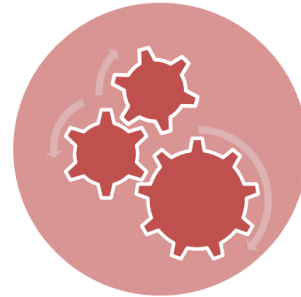
SEARCH ENGINES CAN ONLY SEE TEXT, LINKS AND CODES – SO GETTING THE ARCHITECTURE OF THE SITE RIGHT IS CRITICAL.

Your SEO strategy should include creating a website that is responsive and loads quickly on all devices i.e., desktop/laptop/tablet/mobile.

Step 2: Indexing
The second process renders the site, seeing what the site looks like to a user. In this way you can find dishonest activity such as white text on white backgrounds.

As mentioned earlier, most of the technical elements and coding for a site are done by the web developer.

But it is important to be aware of some of the technical requirements - you need to have enough technical knowledge to be able to identify the problems and opportunities.

This process is essential in optimizing page load times and mobile friendliness. Such as:

- Search engines can only see text, links and code that is used to construct a page – not the look and feel of a page.

- Identify barriers and coding that may impact website pages being crawled or anything that impacts page speed.

- Websites information architecture – this refers to how to structure the website so different types of users can navigate the website.

- A website should also have sitemaps (both HTML & XML) on the site to show search engines and users what pages exist on the site-list of URLs that the search engine can follow to find the content that it needs to.

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TECHNICAL: CODING TASKS
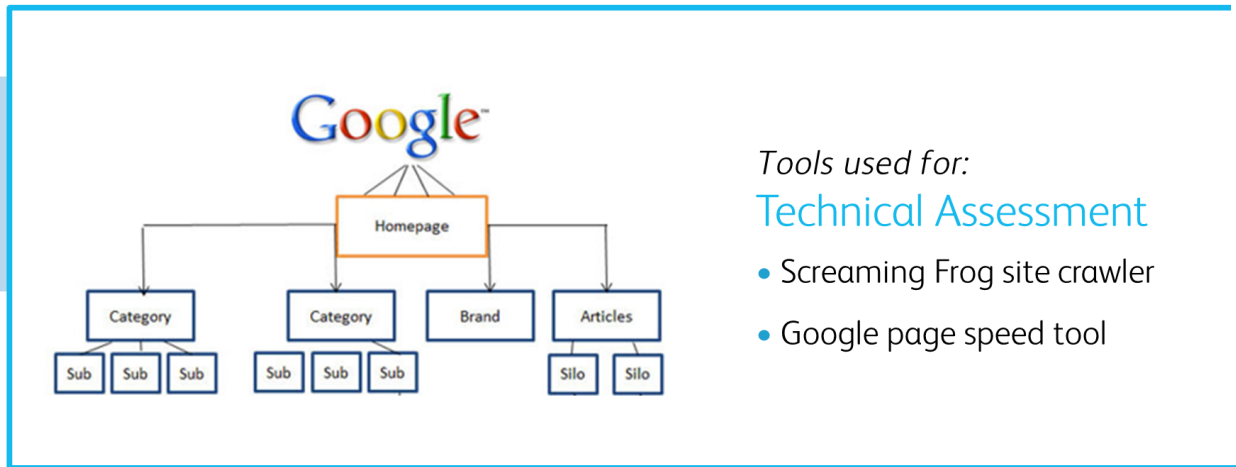
USE THE TOOLS AVAILABLE TO HELP ASSESS THE WEBSITE ARCHITECTURE.

The Screaming Frog website crawler tool and Google's own index are a good way of checking how the site is seen by search engines to highlight any barriers that search engines may have on visiting a site.

Google's page speed tool can offer page speed scores and insights on how to improve page speed. It allows us to see how fast the page loads and how well it is optimised for mobile use.

ON-SITE: THE PERFECT LANDING PAGE

URLs	Include relevant keywords and use hyphens between words.
Meta-Data	Appears in search results so include relevant keywords & keep to right lengths
Headings	One H1 heading per page should include target keyword(s).
Keywords	Keywords should be included within content but not stuffed unnaturally or over used.
Internal Linking	Link to other pages using relevant anchor texts with keywords, avoid using "Find out more".
Alt-tags	Crawlers can't see images. Ensure that alt-tags are descriptions of the image - include keywords.

**ENSURE YOUR CONTENT IS RELEVANT TO YOUR AUDIENCE.**

Search engines have stated that creating quality content is the best way to not only rank highly for keywords, but also create positive user experiences.

Following the analysis of user behaviour and site effectiveness, optimisation is important to ensure that the content is relevant to the user.

The below are the key elements that require optimisation to the page's primary theme/purpose.

- **URLs**: You need to include relevant keywords and use hyphens between words. Don't use an underscore, use a hyphen.

- **Metadata**: Appears in search results so it is important to include relevant keywords and keep to the right lengths.

  This is the largest factor that we can influence on a given page to rank well for a query.

- **Headings**: Heading tags are used to distinguish headings and subheadings within the content of a page, H1 being the most important down to H6 being the least important.

  The H1 tag in particular should include target keyword(s).

- **Keywords**: Keywords should be included within content but not stuffed unnaturally or over used.

- **Internal Linking**: Link to other pages using relevant anchor texts with keywords, avoid using "Find out more".

- **Alt-Tags**: Crawlers can't see images so Alt tags (meaning alternative text) are used where the image can't be displayed. They are descriptions of the image – you should include keywords.

OFF-SITE: CREATING BRAND ADVOCATES
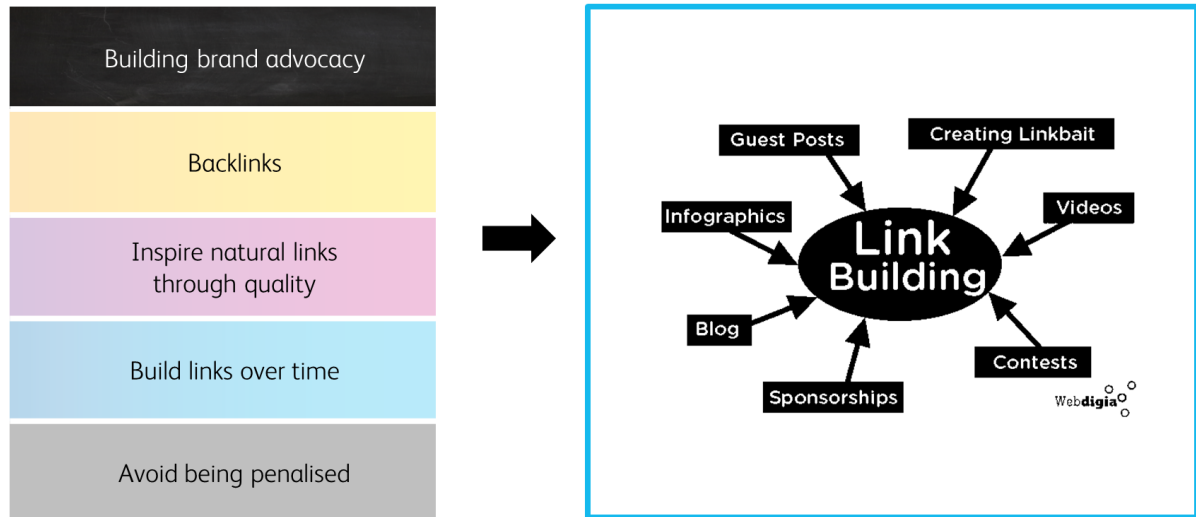
CREATING LINKS WITH AUTHORITATIVE THIRD PARTIES TO CREATE BRAND ADVOCATES IS ONE OF THE MOST IMPORTANT FACTORS FOR SUCCESS.

Backlinks.
Backlinks are links to a website from another website.

These are one of THE most important factors for SEO success.

Through content marketing we can make content that we know our audience will be interested in. Through this we can create rich, quality media that journalists and bloggers would like to reference. Ideally, they will create a link to your site through a back link.

Ideally these quality links from different websites gain momentum over time.
So, it is critical to have a brand, website or content that others want to naturally link to.

It is not about which site has the most links, but who has the best quality links pointing back to their website.
Try creating graphics or newsworthy content that will influence bloggers and news websites to link that content.

Great content will get links naturally so create the best you can.

OFF-SITE: CREATING BRAND ADVOCATES
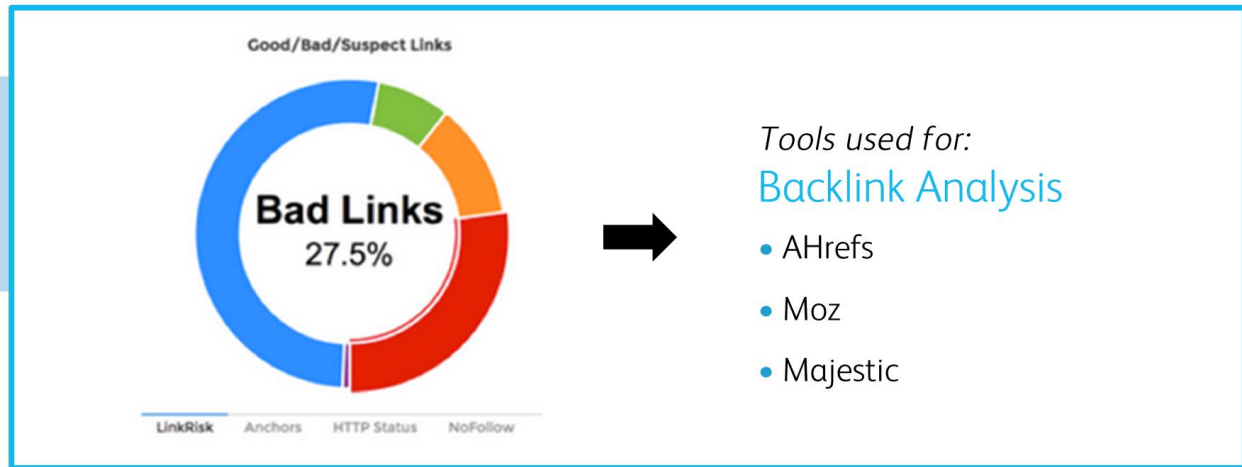
Low quality, unethical links, paid links or spammy links can get a website penalised and removed from search results.

TASKS:
Bad link analysis can be done using tools such as Ahrefs, Moz and Majestis.

Competitor analysis can also be conducted using the same tools to assess if a website has too many low-quality links or to give an idea of which are the strong links.

To remove a bad link, a disallow file request is sent to Google.

Bad links can harm your SEO performance.

DIGITAL CONTENT MARKETING

MFA DIGITAL FOUNDATIONS
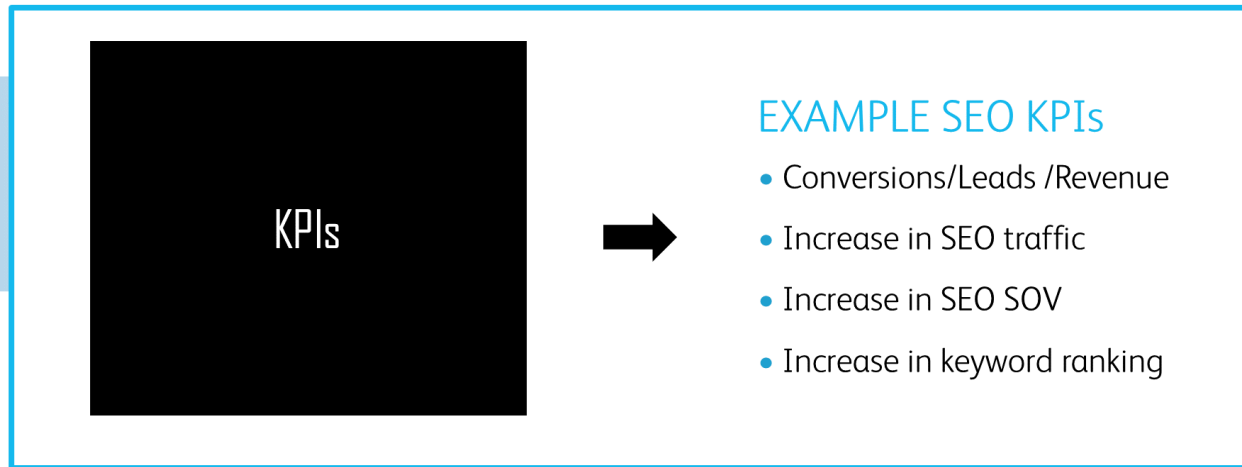
The next module is all about content marketing.

We spoke about how content marketing is a fantastic way of getting high quality links to high quality content.

It's important not to underestimate the importance of successful content marketing in driving SEO results.

SEO is one channel of marketing, but should be integrated into every other channel and vice versa.

SEO KPI EXAMPLES

It is important to measure SEO performance.

EXAMPLE SEO KPIs
- Conversions/Leads /Revenue
- Increase in SEO traffic
- Increase in SEO SOV
- Increase in keyword ranking

SEO IS ONE CHANNEL – IT should contribute to the overall Digital Objectives of a business; NOT NECESSARILY WORK IN ISOLATION.

The performance of SEO needs to take into account the overall digital objectives of the client's business and expectations from the SEO focus.

SEO is part of the bigger picture brands objectives from there the goals are set and converted into KPI's.
These KPIs then become the key target to help shape and influence other brand activities.

Some example are:

- Revenue from Organic Search Channel – metrics such as conversions, leads (most important)
- Increased traffic from SEO
- Increase the SEO Share of Voice (i.e., visibility) against ranking competitors
- Increase the position of your keyword rankings

LINKS TO ADDITIONAL INFORMATION

https://moz.com/beginners-guide-to-seo

https://moz.com/blog/how-to-rank

http://www.seobook.com/glossary/

https://moz.com/seo-expert-quiz

media federation of australia