

## Lesson no. 1: SEO Introduction

### WHAT IS SEO?



SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

Search Engine Optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as “natural”, “organic”, or “earned” results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers. SEO may target different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines.

## INTRODUCTION TO SERP



Search engine results pages are web pages served to users when they search for something online using a search engine, such as Google. The user enters their search query (often using specific terms and phrases known as *keywords*), upon which the search engine presents them with a SERP.

Every SERP is unique, even for search queries performed on the same search engine using the same keywords or search queries. This is because virtually all search engines customize the experience for their users by presenting results based on a wide range of factors beyond their search terms, such as the user's physical location, browsing history, and social settings. Two SERPs may appear identical, and contain many of the same results, but will often feature subtle differences.

## WHAT ARE SEARCH ENGINES?



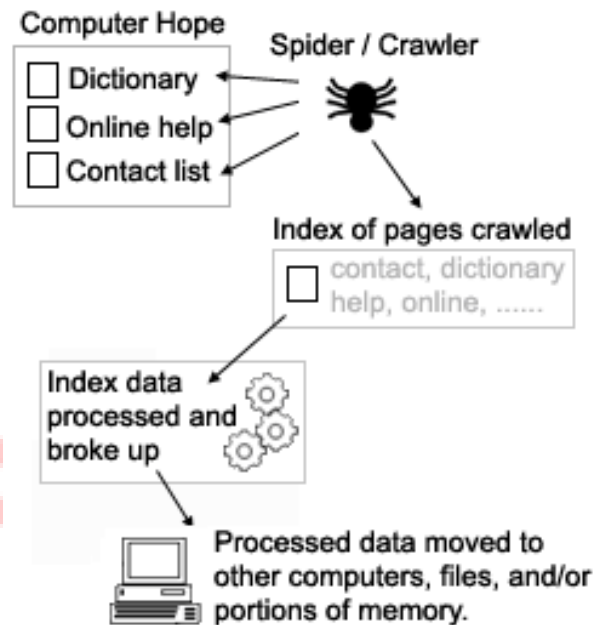
A search engine is a web site that collects and organizes content from all over the internet. Those wishing to locate something would enter a query about what they'd like to find and the engine provides links to content that matches what they want.

A search engine is a software program or script available through the Internet that searches documents and files for keywords and returns the results of any files containing those keywords. Today, there are thousands of different search engines available on the Internet, each with their own abilities and features. The first search engine ever developed is considered Archie, which was used to search for FTP files and the first text-based search engine is considered Veronica. Today, the most popular and well-known search engine is Google. Other popular search engines include AOL, Ask.com, Baidu, Bing and Yahoo.

## Lesson no. 2: WORKING OF SEARCH ENGINE

### HOW SEARCH ENGINE WORKS

Because large search engines contain millions and sometimes billions of pages, many search engines not only just search the pages but also display the results depending upon their importance. This importance is commonly determined by using various algorithms.



ComputerHope.com

As illustrated in the image on the right, the source of all search engine data is a spider or crawler, which automatically visits pages and indexes their contents.

Once a page has been crawled, the data contained within the page is processed and indexed. Often, this can involve the steps below.

- Strip out stop words.
- Record the remaining words in the page and the frequency they occur.
- Record links to other pages.
- Record information about images or other embedded media.

The data collected above is used to rank the page and is the primary method a search engine uses to determine if a page should be shown and in what order.

Finally, once the data is processed it is broken up into one or more files, moved to different computers, or loaded into memory where it can be accessed when a search is performed.

## MAJOR FUNCTIONS OF A SEARCH ENGINE

### **a) Crawling**

The crawler, or web spider, is a vital software component of the search engine. It essentially sorts through the Internet to find website addresses and the contents of a website for storage in the search engine database. Crawling can scan brand new information on the Internet or it can locate older data. Crawlers have the ability to search a wide range of websites at the same time and collect large amounts of information simultaneously. This allows the search engine to find current content on an hourly basis. The web spider crawls until it cannot find any more information within a site, such as further hyperlinks to internal or external pages.

### **b) Indexing**

Once the search engine has crawled the contents of the Internet, it indexes that content based on the occurrence of keyword phrases in each individual website. This allows a particular search query and subject to be found easily. Keyword phrases are the particular group of words used by an individual to search a particular topic.

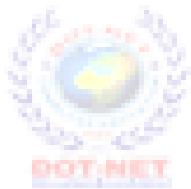
The indexing function of a search engine first excludes any unnecessary and common articles such as "the," "a" and "an." After eliminating common text, it stores the content in an organized way for quick and easy access.

### **c) Storage**

Storing web content within the database of the search engine is essential for fast and easy searching. The amount of content available to the user is dependent on the amount of storage space available. Larger search engines like Google and Yahoo are able to store amounts of data ranging in the terabytes, offering a larger source of information available for the user.

## ***d) Results***

Results are the hyperlinks to websites that show up in the search engine page when a certain keyword or phrase is queried. When you type in a search term, the crawler runs through the index and matches what you typed with other keywords. Algorithms created by the search engine designers are used to provide the most relevant data first. Each search engine has its own set of algorithms and therefore returns different results.



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## Lesson no. 3: HOW TO SUBMIT WEBSITE ON GOOGLE

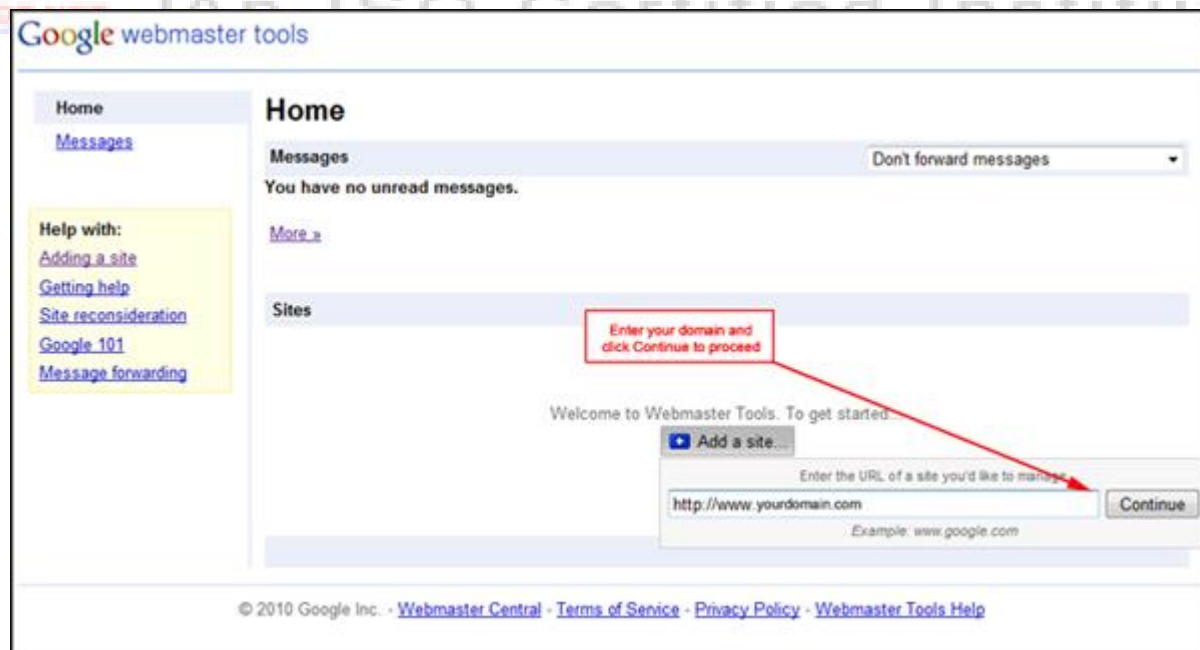
### Using Google Web Master Tool & Website Verification

One of the most powerful tools a website owner has at their disposal is Google Webmaster Tools. This is a free service that Google offers to help domain owners optimize their sites for search engine rankings as well as detecting issues and unknown errors that may be present on the site.

When you add your domain to Google Webmaster Tools, Google first needs to verify you as the domain owner. This is to ensure they are giving you analytical information properly for your proper domain.

### Google Webmaster Tools

- Sign into Google Webmaster Tools, (or create an account if you do not have one already.)
- Click "Add Site" and enter your domain or 3dcartstores address in the box
- Click Continue



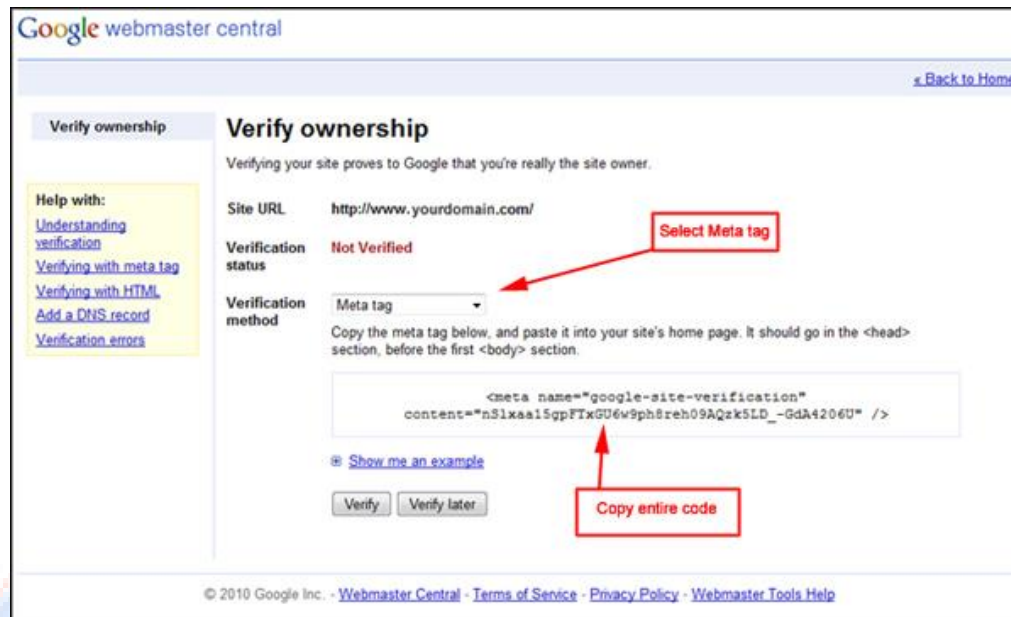
You will now be taken to the "Verify Your Site" page. This is where you will be able to select the verification method to use. Google gives you three options, but the most common is Meta tag - which we will be concentrating on here. With the Meta tag method, Google will



provide you with a code that will need to be placed on your site's main header. When you verify the site with Google, they will look at the site and reference this specific coding to complete the process.

d) Choose your verification method by selecting Add a meta tag from the drop down box.

e) Copy the code provided. Make sure that you select and copy everything in the box:



Adding the code to your 3dcart site

Now open up a new browser window and perform the following:

- Log into your 3dcart Online Store Manager
- Go to **Marketing =>SEO Tools**
- On the right hand side of the page, look for and click on the "Google Analytics" link
- Scroll down to the "Google Webmaster Tools Verification Meta Tag" section
- Add your code there and Save the page.
- Go back to Google and verify your site.

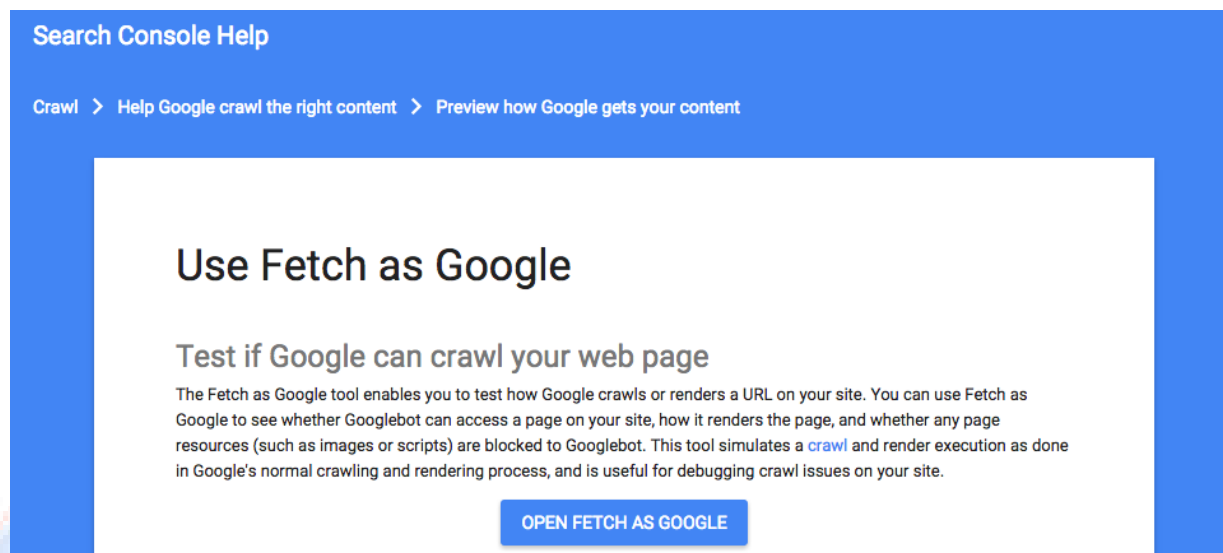


## i. Google's Webmaster Tools

Cost: Free

Purpose: Site Analysis

Perhaps the best way to understand the way Google sees your site is to ask Google. Google's Webmaster Tools are novice-friendly resources that explain the fundamentals of Google search.



## ii. SEMrush

Cost: Free

Purpose: Keyword Research

SEMrush is a super elaborate dashboard that reports on the performance of domains as a whole and their specific pages. The website offers numerous toolkits, one of which is an SEO toolkit.

ORGANIC SEARCH POSITIONS 1 - 6 (6) ⓘ

Add to Export Manager  464 Filter by keyword  Advanced filters ▼

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕
<input type="checkbox"/>	<a href="#">best resume</a>	30	6,600
<input type="checkbox"/>	<a href="#">resume template with photo free download</a>	31	20
<input type="checkbox"/>	<a href="#">professional resume</a>	46	14,800
<input type="checkbox"/>	<a href="#">freelance graphic designer linkedin</a>	52	20
<input type="checkbox"/>	<a href="#">resume spice reviews</a>	69	20
<input type="checkbox"/>	<a href="#">best technical support resume</a>	88	20

### iii. HubSpot's Website Grader

*Cost: Free*

*Purpose: Site Analysis*

Back in 2007, HubSpot released a tool called Website Grader that helped businesses uncover search engine optimization opportunities. Because a lot has changed since then, the company has released a new and improved version of the tool.



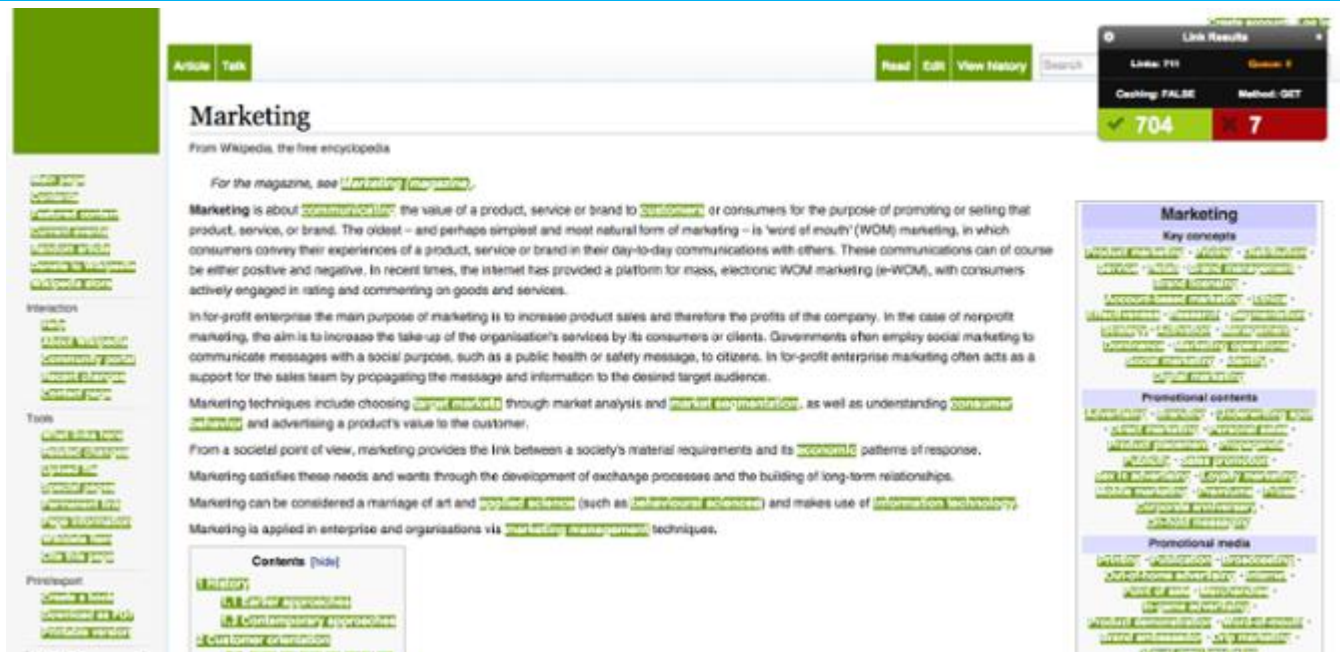
### iv. Check My Links

*Cost: Free*

*Purpose: Link Optimization*

To ensure that your links on a webpage -- whether external or internal -- actually work, consider Check My Links.

This broken-link checker makes it easy for a publisher or editor to make corrections before a page is live. Think about a site like Wikipedia, for example. The Wikipedia page for the term "marketing" contains a whopping 711 links. Not only was Check My Links able to detect this number in a matter of seconds, but it also found (and highlighted) seven broken links.



The tool highlights all the good links in green, and those that are broken in red, making it easy to spot the ones that don't work or are no longer active.











## v. BuzzStream

Cost: Free 14-day trial, then paid plans from \$24/mo

Purpose: Link Building

BuzzStream might be the most inexpensive way to manage your outreach to the people who can provide inbound links to your website.

Although backlinks to your website are critical to ranking well on Google, the outreach you do while link building can feel a lot like cold calling. BuzzStream makes it easy to research the appropriate people, come up with effective email messages, and track who's accepted each link request. Your link building queue looks like this:

<input type="checkbox"/>	Name	Domain	Relationship Stage	Domain Authority
<input type="checkbox"/>	 giantbomb.com	giantbomb.com	Inactive	74
<input type="checkbox"/>	 Joystiq	joystiq.com	Link Accepted	81
<input type="checkbox"/>	 PC Gamer	pcgamer.com	Link Accepted	78
<input type="checkbox"/>	 likecool.com	likecool.com	Link Accepted	59
<input type="checkbox"/>	 Geekologie	geekologie.com	Attempting To Reach	68
<input type="checkbox"/>	 Gamespot	gamespot.com	Attempting To Reach	89
<input type="checkbox"/>	 Game Producer	gameproducer.net	Attempting To Reach	34
<input type="checkbox"/>	 Indie Game Mag	indiegamemag.com	Attempting To Reach	48

## vi. Moz's Pro Tools

Cost: Free 30-day trial, then paid plans from \$99/mo

Purpose: Site Analysis

The Moz Pro subscription serves as an all-in-one tool for increasing your business' search ranking. Moz's collection of research tools provides subscribers with the resources they need to identify SEO opportunities, track growth, build reports, and optimize their overall efforts.

### Crawl Test Tool - SEO Web Crawler

Ready to crawl? Our Crawl Test tool crawls a given website and its linked-to pages to help you discover duplicate content, summarize redirect locations, learn rel=canonical values, and more. Enter any subdomain below, and we'll crawl up to 3,000 pages of links from it. In the next few days, we'll deliver an email containing a CSV report with the results. Your report will be available for 90 days after the crawl is generated.




As a Moz Pro subscriber, you can schedule crawls for two subdomains every 24 hours, crawling 3,000 pages per subdomain. When we've finished crawling, your reports will be sent to your Moz Pro email address, which is currently [emmettbrown@moz.com](mailto:emmettbrown@moz.com). You can change your email address on your [profile](#) page.

Please note: We recommend waiting 48 hours before running another crawl test on the same site. Otherwise, we may crawl the cached version of the site, and you won't see any changes.

Enter a Subdomain:

2 Crawl credits left today

#### Your Most Recent Requests

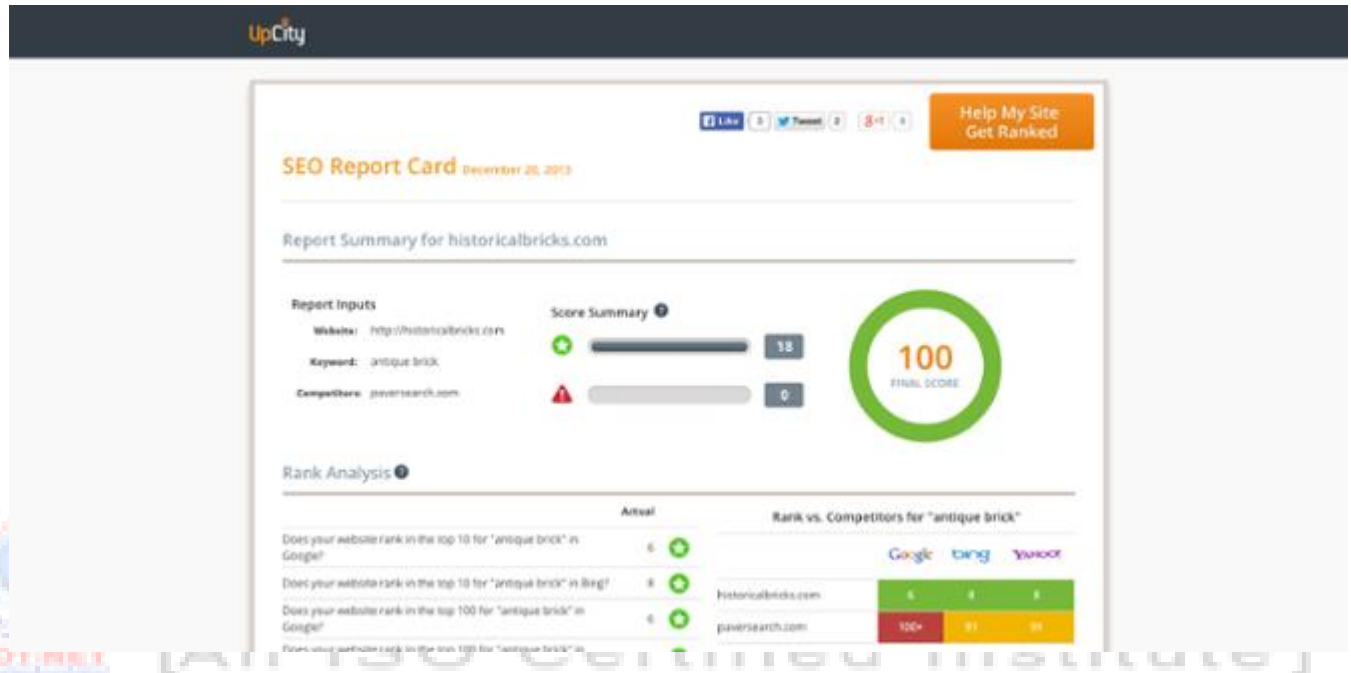
 Crawl Completed! Subdomain moz.com Download Report Submitted 5:16pm UTC Oct 6th 2014	 Crawl Completed! Subdomain moz.com Download Report Submitted 10:10am UTC Sep 7th 2014	 Crawl Completed! Subdomain moz.com Download Report Submitted 5:58pm UTC Sep 7th 2014
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## vii. UpCity's SEO Report Card

*Cost: Free*

*Purpose: Share of Voice*

SEO Report Card by UpCity lets you analyze your website to determine how it stacks up against your competitors.

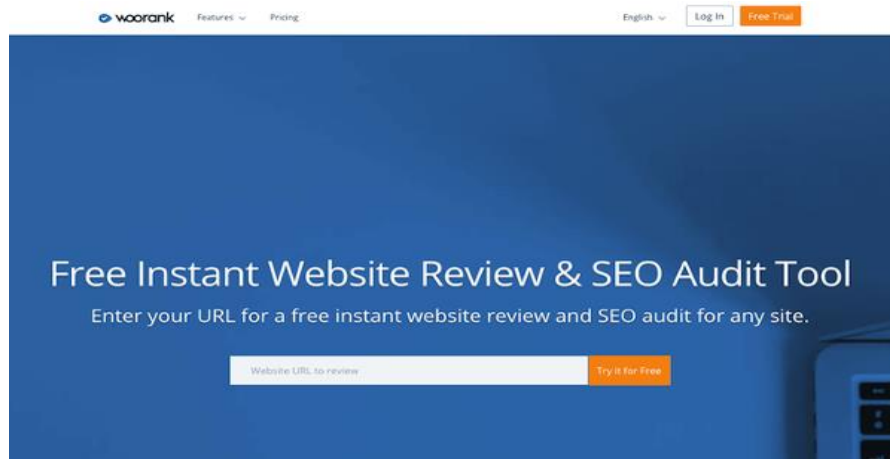


## viii. Woorank

*Cost: Free 14-day trial, then \$49/mo for a Pro Plan or \$149/mo for a Premium Plan*

*Purpose: Site Analysis*

Woorank's in-depth site analysis helps marketers reveal opportunities for optimization and improvement. This analysis takes into account the performance of existing SEO initiatives, social media, usability, and more.



## ix. Screaming Frog's SEO Spider

*Cost: The LITE version is free (with limitations\*), and the paid plan is \$160/year*

*Purpose: Site Analysis*

The Screaming Frog SEO Spider is a search marketer's best friend.

Designed specifically for the SEO-minded, this program crawls the websites you specify, examining the URLs for common SEO issues. This program simplifies and expedites an otherwise time-consuming process -- especially for larger websites. It could take hours or days to manually evaluate the same URLs.

## x. Found's SEO Audit Tool

*Cost: Free*

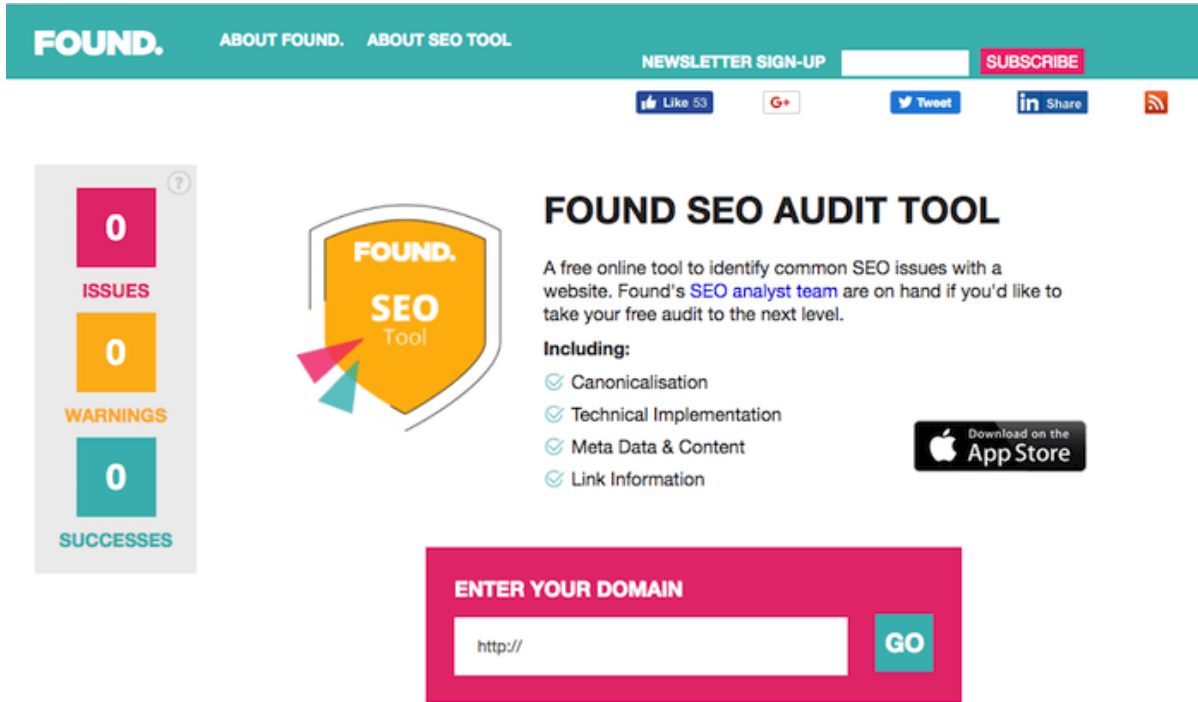
*Purpose: Site Analysis*

Want to rise above your competitors on search engine results pages?

(Who doesn't?)

The SEO Audit Tool by Found is an easy-to-use tool for marketers looking to identify (and solve) common SEO errors on a website.





## xi. Remove'em

Cost: \$249 per domain or a subscription option starting at \$99/mo

Purpose: Link Building

Have you ever purchased links? Spammed the comments section on a string of blogs using the same message and link? If so, we'll forgive your bad judgment just this once ... but Google won't.

Artificial or unnatural links have the potential to seriously hurt your search ranking. To clean them up, check out Remove'em

## xii. Varvy's SEO Overview Tool

Cost: Free

Purpose: Site Analysis

This SEO auditing tool provides users with information regarding their domain strength, links, image SEO, social counts and mentions, page/technical SEO, page speed, and more.

The comprehensive report is prepared in less than a minute, and dives deep into different aspects of your website's performance. You'll notice that the tool employs green checks, red Xs, and yellow exclamation points to denote the severity of the issue.



One of our favorite features is the detailed image overview:



Alt text: HubSpot Sprocket Logo

✓ Amount of words: 3

ⓘ Alt text seems good

> [open image in new tab](#)



## Sitemap creation & submission in website & webmasters

4 Easy steps for creating a XML Sitemap:

- a) Go to [xml-sitemaps](#)
- b) Enter your full website URL. Choose your other options:  
  
Enter the frequency your website is usually updated from the drop-down list.  
– Choose an option under ‘Last modification’. This is the time the URL was last modified.  
– Leave the Priority at Automatic.
- c) Click ‘Start’. Wait while your sitemap is being generated.
- d) Click the link to download the .xml file.

Now you can upload the sitemap.xml file to the root directory of your website and you can submit your sitemap URL to [Google Webmaster Tools](#).

## Lesson no. 4 KEYWORDS

### WHAT ARE KEYWORDS



Any time you type a word or phrase into a search box—on Google, for example—you are using keywords to try to find relevant images, videos, or information. Keywords are basically terms that we send to a search engine when we're on the prowl for answers, knowledge, products, or services.

When it comes to SEO, keywords have a specific and important purpose. They tell a search engine, like Google, exactly what you are looking for. The search engine then queries its database to try to deliver the most useful and relevant web pages.

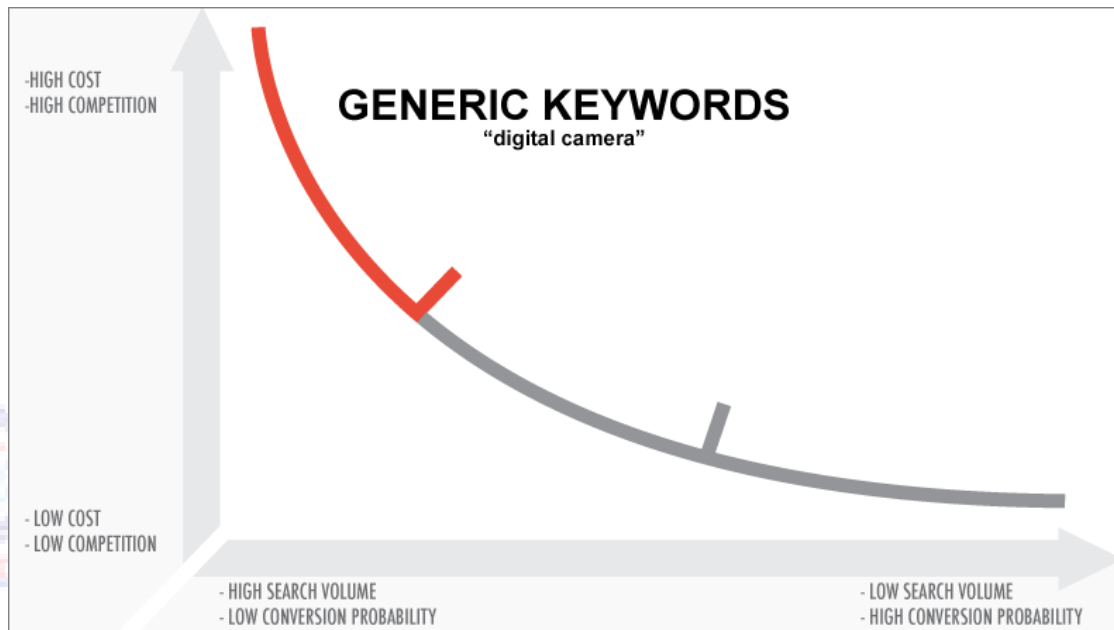
Since organic search plays such a central role in attracting customers to your business, you want to rank high for the terms that your audience is searching for. To do that, you need to send signals to the search engines that you have the high-quality content your potential customers need.

By placing keywords in your content—on your website pages and in your blog posts—you make it easier for search engines to know what your pages are all about. It isn't about

stuffing your content with keywords or trying to hide terms where they don't belong. Instead, write for your audience and optimize your pages for search engines.

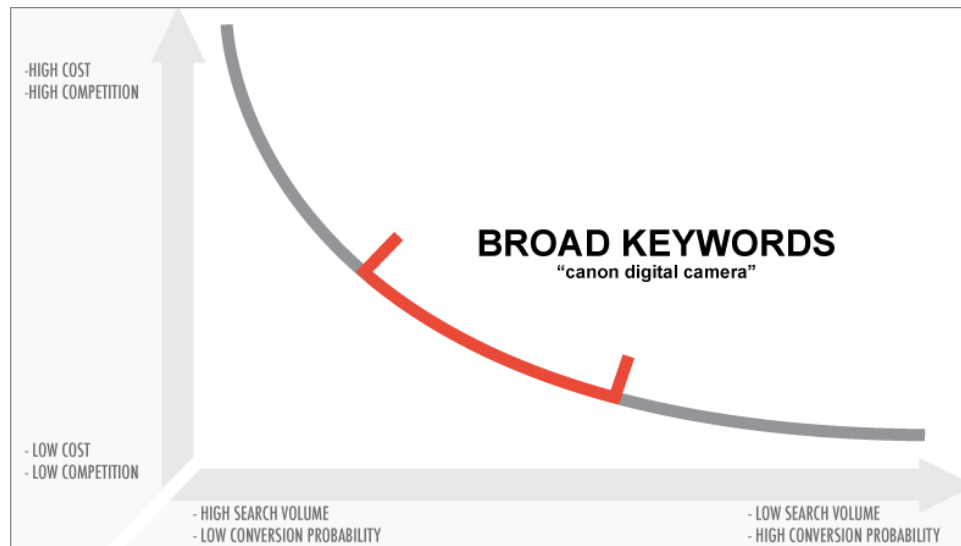
## DIFFERENT TYPES OF KEYWORDS

### a) *Generic Keywords*



Just as the title suggests these are very generic, unspecific terms that get searched for. Something like "Tennis Shoes" or "Digital Cameras" would be considered a generic term. When developing an organic search strategy we typically stray away from these terms as they are highly competitive and not specific enough to the sites actual content. However, if you are able to rank for a generic keyword your site should receive a decent amount of traffic from that term. Conversions for that term might be a little low as a user is hitting your site for a very generic overarching topic and nothing too specific.

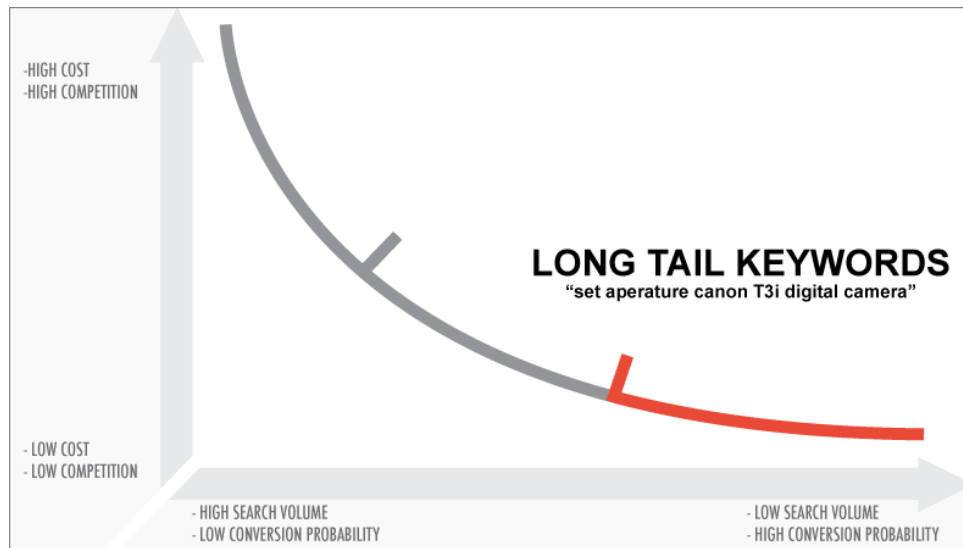
## b) Broad Match Keywords



Broad match terms are the core of SEO. Terms like “Red Tennis Shoes” or “Canon T2I Digital Camera” will present a stronger opportunity and engagement than a generic term. Optimizing for broad match terms will provide good traffic with not as much competition. A broad match searcher has a specific item/content that they are searching for and optimizing for these types of terms will provide an average amount of conversions.

Broad match terms are right in the middle of things and are highly recommended due to moderate competition/cost and click through rate. A site that bases the majority of its content around these types of terms should perform pretty well.

## c) Long Tail Keywords



The last of these three types of keywords to consider is the long tail keyword. Think of these as the sentences that get typed into Google. Something like “how do I set the aperture on my Canon T3i digital camera” would be considered a long tail keyword. Long tail keywords might not be the biggest traffic drivers to your site but if you rank for a long tail term you will get traffic due to its specific nature and low competition. From an AdWords standpoint, these terms will be the most affordable but traffic might not be as abundant. However, conversion rates for these terms should be stronger than generic or broad keywords.

The meat of a strong keyword strategy will reside within the broad match keyword but long tail and generic terms should be integrated from both a SEO and SEM perspective to maintain a balanced approach to your search marketing ecosystem.

## Lesson no. 5 KEYWORD TOOL

### GOOGLE KEYWORD PLANNER TOOL



Google Adwords' Keyword Planner tool is a product from Google Adwords that provides data around the search queries that happen in Google and other resources for planning a Google Adwords specific advertising campaign.

Google Keyword Planner is a tool that helps to build new Search Network campaigns or expand existing campaigns. It will help you to get keywords and ad group ideas, historical statistics, keywords trend, competitions, bidding etc. This service is offered for free by Google.

## Lesson no. 6 KEYWORD RESEARCH PROCESS

### **KEYWORD RESEARCH PROCESS**

Here is a basic strategy for how you can approach keyword research.

#### ***a) Identify Your Keyword Universe***

Identify a comprehensive list of words that are relevant to your business and that indicate that the searcher may be interested in your content. Use your intuition, PPC data, competitor insight, analytics data, internal search data, Google suggest data, and any historical data from your client or your company to construct your initial “seed word” list.

#### ***b) Expand the List***

Use the Google Keyword Tool (along with tools like Word tracker and Keyword Discovery if you have access) to expand the seed word list and to understand relative search volumes of all your keywords.

Keep in mind that Google’s projected search volumes are typically not accurate and are really only useful in comparing the relative popularity of one word to another. In other words, if keyword A has a monthly search volume of 5,000 and keyword B has a monthly search volume of 10,000, you can assume that keyword B is more popular. But don’t assume that getting a number one listing for keyword B will bring you 10,000 users a month. It may but it probably won’t.

#### ***c) Prioritize Your List***

Your new expanded list is your “keyword universe.” It is then appropriate to prioritize your keywords and choose the most important keywords that you will be targeting with your campaign.

These are the keywords that you will want to track rankings for as a general barometer of health. Additionally, these keywords will be your first priority as you begin link building campaigns in a later stage of your campaign.



Some people end up with 25 priority keywords, some people end up with hundreds (large enterprise company with multiple products and sub brands). Your priority keywords should reflect words that have the highest propensity to drive revenue

## ***d) Categorize Your Priority Keywords***

Once you have a priority list of keywords for your campaign, you should categorize the keywords into segments specific to business goals. This allows for more granular reporting and understanding of performance.

At a minimum you should have all keywords categorized between brand and non-brand. Additional categories may include product type, sub brands, business group, keyword based (for example, all permutations of the keyword phrase dog food) or keywords that map to a specific business goal or customer segment.

Categorization makes it easier for people within your team to understand the impact that SEO is having at a more meaningful level.

## ***e) Identify Preferred Landing Pages***

Once you have your keywords defined in this manner you can begin mapping the priority keywords to specific pages that they are most relevant to. These pages will be the primary target of your optimization activities for your priority keywords.

## ***f) Refine Your Keyword List Over Time***

It's important to pay attention to your PPC data and analytics data to identify new keyword phrases that may be new opportunities for your business. This is especially true for new brands and sub brands as well as keywords that are driven by seasonal behavior.

It's good practice to review these data sets monthly to identify any new opportunities that should be integrated into your SEO campaign.

## Lesson no. 7 GOOGLE OPERATORS

### GOOGLE OPERATOR: SO THAT YOU CAN FIND ANYTHING ON WEB

When it comes to SEO, there are many tools that can help you research opportunities. Tools of the trade can run the gamut from link research to on-page optimization to tools for performing SEO audits.

Advanced Google search operators have their place in this ecosystem of tools, however. These operators can help you gain insight into SEO opportunities and audit points you otherwise would not have identified as a result; the possibilities are endless.



Here are the advanced Google search commands and operators you need to know.

#### a) **Cache**

Using the cache operator, you can find out what the most recent cache of a specified webpage is. This is useful for identifying when a page was last crawled.

Example use: `cache:websitename.com`

## b) *Allintext*

This operator will help you find whether all the terms that you are looking for shows up in the text of that page. This operator, however, isn't pin-accurate because it won't look for text on the page that appears close together.

Example use: *allintext:content social links*

## c) *Intext*

This operator is a more global operator that allows you to find any terms showing up on a webpage in any area – like the title, the page itself, the URL, and elsewhere. This is useful if you want to perform research into how others' on-page SEO footprints are being categorized by Google.

Example use: *word one intext: other term*

## d) *Inposttitle*

If you are performing blog research, this operator is useful for finding blogs with certain search terms in the blog title.

Example use: *inposttitle:weight loss goals*

## e) *Allintitle*

This search operator is a great way to find blogs that match the content you are writing about. For example, you could use *allintitle* to research what others are doing for that particular topic. Then, you could write your post to be better than theirs.

Example use: *allintitle:how to write content for seo*

## f) *Intitle*

This is a narrower operator that will help you find more targeted results for specific search phrases. If you wanted to find pages that are all about “drawing with micron pens” for example, the following is how you would use it:

Example use: *intitle:drawing with micron pens*

## g) *Allinurl*

This one allows you to find pages with your requested search terms within the URL in internal search pages. For example, say you wanted to perform research on pages on a site that had the terms “drawing tablet”. You would use the following:

Example use: *allinurl:amazon drawing tablet*

This will bring up all internal URLs on Amazon.com that have the terms “drawing tablet”.

## h) *Inurl*

If you wanted to find pages on a site that has your targeted search term in the URL, and the second term in content on a website, you could use this operator. This is useful for finding sites with strong on-page optimization for the topics you are researching.

Example use: *inurl:drawing portraits*

## i) *Allinanchor*

This operator is useful for performing research on pages that have all terms after “*inanchor:*” in anchor text linking back to the page. Using this operator can help you find

Example use: *allinanchor:”how to draw anime”*

## j) *Inanchor*

It is possible to identify pages with inbound links that contain the anchor text specified. However, data is only sampled and doesn't provide accurate global results.

Example use: *inanchor:"digital painting"*

## k) *Filetype*

Do you want to find images that only fall under a specific file type (e.g., .jpg, .png, or .gif)? This is a great way to narrow research on infographics or memes. But, it can also help you identify stray images and other files (like PDFs) that may have been picked up by Google.

Example use: *site:domainname.com filetype:txt – inurl:robots.txt*

This will help you find files on your site that were indexed by Google but will exclude robots.txt from appearing in the search results.

## l) *Around()*

Do you want to narrow the focus of your results to be super narrow? This is a great way to identify search results where two or more terms appear on the page, and also appear very close to each other (denoted by the number in the parentheses).

Example use: *digital drawing AROUND(2) tools*

## Lesson no. 8 ON PAGE OPTIMIZATION

### ON PAGE OPTIMIZATION

#### I. *What are primary keywords, secondary keywords and tertiary keywords?*

A *primary keyword*, as the name suggests, is a keyword that is used before any other keywords on a web page or in an article. Therefore, the primary keyword is the most important keyword on a web page. In turn, then, the primary keyword should be included in a site's title and domain as well as in its content. It should be added to the first sentence on the page too. The primary keyword is essential for purposes of SEO as it is used to describe the web page as well as help people locate the site.

A *secondary keyword* is used after the primary keyword and is not required with respect to SEO. However, when a secondary keyword is used, the chances of attracting additional visitors to your site are increased.

A *tertiary keyword* falls third in line of importance and is used behind secondary keywords in keyword Meta tags.

#### II. *Keywords Optimization*

Keyword optimization (also known as keyword research) is the act of researching, analyzing and selecting the best keywords to target to drive qualified traffic from search engines to your website.

Keyword search optimization is a critical step in initial stages of search engine marketing, for both paid and organic search. If you do a bad job at selecting your target keywords, all your subsequent efforts will be in vain. So it's vital to get keyword optimization right.

But optimizing keywords isn't something you do ONLY at the outset of a search marketing campaign. Ongoing keyword optimization is necessary to keep uncovering new keyword opportunities and to expand your reach into various keyword verticals. So keyword optimization isn't a set it and forgets it process. By continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will continue to grow.

### III. Content optimization & planning

It is recommended to create content with the user in mind. You always need to create high quality and user relevant content and not just an amalgamation of words aimed at search engines. Besides the fact that you actually want users to take action or convert, modern search engines understand things like bounce rates and unfulfilled searches and will penalize SEO content accordingly. Even if you are looking to drive traffic from people looking for specific keyword terms, it is important to always deliver high quality, relevant information so that a user will not have to continue their search. Here are a few ways to optimize your content SEO and reader-wise.

#### a) *Define Drivers*

This part of the process is essentially a strategy and a discovery exercise. It will call upon people who have both very high-level requirements as well as those who have more targeted, specific requirements of the site. But the strategy needs to grow out of business needs, not the capability of the measurement tools.

#### b) *Build Metrics*

The level of complexity found in digital analytics tools continues to increase dramatically. However, they are foundationally designed to deliver “reports” based on site activity.

#### c) *Plan Actions*

This is the part where software can't take you. Only a certain level of knowledge about both marketing goals and technology will get you through.

It's the part where, even when there's a richly detailed report lying around, nothing else happens. Unfortunately, reports alone are not going to somehow turn into a form of “advice.” Someone inside or outside the organization has to do this. These days an entire professional class has grown up around it, and they call themselves “analysts.” Another popular phrase describing this is “data storytelling.”



## d) *Create Changes*

Change is hard. It means people will have to readjust their behavior. They will have to take responsibility for content decisions that may not have gone off as planned.

The changes might be on the content side (for instance, a different offer), the design side (a page that's easier to understand), a technology side (the page needs to load quicker), or an information architecture side (the important page needs to be easier to find). Most organizations will know where to find the capable folks to do this kind of work. But it's harder to get them to admit they need to make the changes.

## e) *Measure Success*

In some ways, this follows the “shampoo principle”: rinse and repeat.

If changes have worked out well, you'll see a jump in the percentage of prospects that were converted to customers. More users who did what you were inducing them to do. Often, content optimization tools will let you know this in something like real time — but again, it's not always incremental or situational change that's needed. And if you've made wholesale changes, this phase is much more involved than looking at the results of an optimization tool

## **IV. *Understanding your audience for content planning***

Getting to know the audience for your content is a complex, multi-step process. Let's go through each step

### a) **Empathizing with your clientele**

It's what they always say about writing – before you put pen to paper, you've got to understand your audience first. Content marketing is absolutely no exception to this. In fact, it's especially important in marketing because you depend on your audience for cash money.

Whether you're in B2B or B2C marketing, your readers are people who have busy lives, a lot on their plate and certain pain points they're trying to overcome. Think deeply about their

situations and how you can address them with your content. Then and only then are you ready to write.

## b) **Conducting thorough market research**

No one's born with the ability to understand audiences and know what they want. This knowledge never comes easy – if you want to know about your target consumers, you've got to dig in and do your research.

Sometimes, it takes just as much time to do the preliminary research for your content marketing as it takes to actually write your copy. Don't worry about that. It's fine. It's part of the process – without solid research, you might start barking up the wrong tree and speaking to an audience that doesn't care what you have to say.

## c) **Engaging your readers emotionally**

What you really want in content marketing isn't just clicks and retweets – it's genuine engagement with your stuff. You want people to read your blogs, yes, but you're also going for an emotional response. You want them to feel something.

Convince and Convert asserted that this is a vital part of building a community in content marketing. You've got to incite people to share their feelings and opinions.

You can't do this without first engaging people and inciting a response, so start with that.

## d) **Moving from clicks to conversions**

In the end, of course, your goal is to get people to become paying customers. After all, you want your company to make money off of content marketing, not flush cash down the toilet.

This means you need to turn the initial leads your content generates into real conversions.

Words like “today” and “now” and “before it's too late!” are all effective. They all send the message that you want more than just readership – you want people to take action and become customers. If you're lucky, they'll acquiesce.

## V. What is the difference between keywords stuffing & keyword placement

### KEYWORD STUFFING

Keyword stuffing is the idea that taking main keywords and phrases and relentlessly plugging them in to your site's headers, meta tags, body copy, footers, and anywhere else you could put them. In extreme cases, it even meant hiding text in ways that users couldn't see it, but search engines could (also called cloaking).

The idea was that the more a search engine saw a word or phrase on your site, the more likely it was to rank you for searches that included those. Some sites would even use this strategy to rank for keywords that had nothing to do with their business.

It's true that this was an effective SEO strategy for quite some time. There are even some SEOs who still use keyword stuffing as their primary strategy, despite the practice being considered black hat. Unfortunately, it's also true that many people consider keyword stuffing to be a regular SEO strategy, even today.

The good news is that Google is becoming better and better about weeding out sites that use keyword stuffing to rank better. Sites that do get penalized, making it nearly impossible for them to rank. In turn, this leads to a significantly better user experience.

So, how should sites actually use keywords?

### KEYWORD TARGETING

Best practices for SEO today involve keyword targeting. Like the formerly used keyword stuffing, targeting will include keywords in the page title, headlines, body text, URL, images, links and Meta descriptions. The big difference, however, is that keyword targeting focuses on user experiences, only using keywords in ways that make sense rather than wherever they can fit.

Placement in areas like headlines and page titles is still an important factor, but how it reads and is useful to the user is just as important, if not more so. Forcing keywords to the front of a headline or including them in every single sentence of your copy will create a poor user experience and, ultimately

Additionally, search engine algorithms have become so advanced that keyword repetition isn't necessary to establish relevance. Obviously you should have keywords and phrases included in your site, but unleashing them to the point where the user can obviously tell you're just trying to rank for them isn't going to work. Instead, you'll want to include like-terms. Instead of rehashing the same terminology over and over again, use synonyms and semantically relevant topics that create a better read for users while still being recognized as relevant by search engines.

What it ultimately comes down to is putting an emphasis on your users rather than the search engine bots crawling your page. Search engines want to give the user the best results possible, not results that only pretend to be. So yes, keyword targeting is important, but rather than seeing it as a separate entity it's best to look at it as a part of an overall SEO strategy toward creating great content and a user-friendly website.

## VI. *Internal linking*

Web practitioners from various disciplines may have different terms for this, but I think this is a term that's well understood in the SEO 'community' and beyond.

Broadly speaking, **internal linking refers to any links from one page on a domain which lead to another page on that same domain.**

This can refer to the main site navigation, like the links you see above this article to our sections on SEO, PPC etc. It also refers to links within articles to related content, such as this link to [an article on duplicate content](#).

One major reason is that **it's one of the few methods site owners can use to tell Google (and visitors) that a particular page of content is important.**

So, for example, we can use a link from a popular, evergreen, post which attracts regular traffic to promote the latest ClickZ Live event, or a piece of paid content we'd like to raise awareness of.

There are other reasons:

a) *It provides your audience with further reading options.*

For example, if you are writing about a new product or service from Twitter, and we've written a great post on Twitter in the past, link to it. It provides context for the reader and promotes older content.

*b) It helps to improve your ranking for certain keywords.*

For example, if we want a page to rank for 'search marketing statistics' and we have a page containing these, then we can point people the page using the relevant anchor text. This sends a clear signal to Google that this page is relevant to search users typing in that phrase.

*c) It can help you to promote events and other paid services.*

If we're talking about link-building and we have a great speaker on covering that topic at an upcoming event, that's an opportunity to promote them.

*d) It helps Google to crawl the site.*

Internal links in articles, as well as in category and tag pages, help Google to index pages more efficiently.



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## **VII. Meta tags creation**

Meta Tags have been one of the most basic elements of SEO. It is a must to know for every SEO practitioner.

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's code. We all know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about.

The only difference between tags you can see (on a blogpost, say) and tags you can't see is location: meta tags only exist in HTML, usually at the "head" of the page, and so are only visible to search engines (and people who know where to look). The "meta" stands for "metadata," which is the kind of data these tags provide – data *about* the data on your page.

If you want to find out whether a given page is using meta tags, just right-click anywhere on the page and select “View Page Source.”

A new tab will open in Chrome (in Firefox, it’ll be a pop-up window). The part at the top, or



“head” of the page, is where the meta tags could be.

The meta tags will look something like this:

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Meta Tags - How Google Meta Tags Impact SEO & PPC | WordStream</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="copyright" content="WordStream is a registered trademark of WordStream, Inc. C
<meta name="description" content="Meta tags can have a larger impact on SEO and your websi
<meta name="keywords" content="meta tags,meta tag,meta tags seo,meta tags definition,what
<meta name="robots" content="index,follow" />
<meta name="DC.title" content="How a Meta Tag Impacts SEO & PPC" />
```

## VIII. Creating Webpage in HTML

Web pages can be created and modified by using professional HTML editors.

However, for learning HTML we recommend a simple text editor like Notepad (PC) or TextEdit (Mac).

We believe using a simple text editor is a good way to learn HTML.

Follow the four steps below to create your first web page with Notepad

*Step 1:* Open Notepad (PC)

**Windows 8 or later:**

Open the **Start Screen** (the window symbol at the bottom left on your screen).  
Type **Notepad**.

**Windows 7 or earlier:**

Open **Start > Programs > Accessories > Notepad**

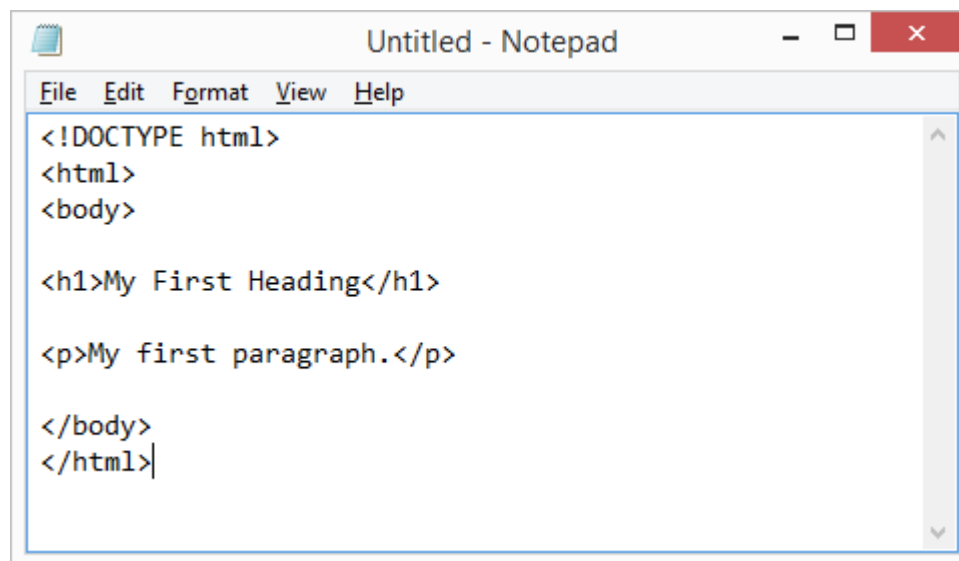
*Step 2: Write Some HTML*

Write or copy some HTML into Notepad.

```
<!DOCTYPE html>  
<html>  
<body>
```

 `<h1>My` `<p>My` `</h1>` `</p>`  
First `first` `paragraph.</p>`  
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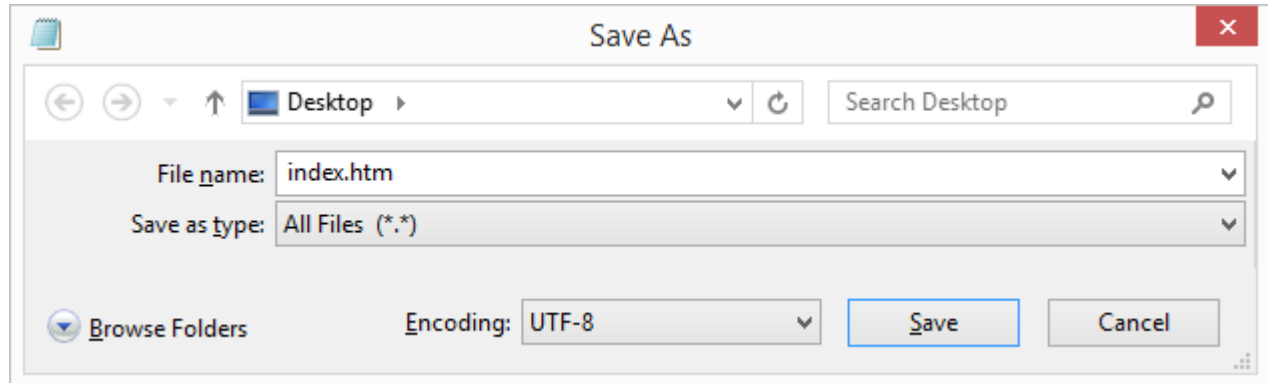
```
</body>  
</html>
```



## Step 3: Save the HTML Page

Save the file on your computer. Select **File > Save as** in the Notepad menu.

Name the file "**index.htm**" and set the encoding to **UTF-8** (which is the preferred encoding for HTML files).



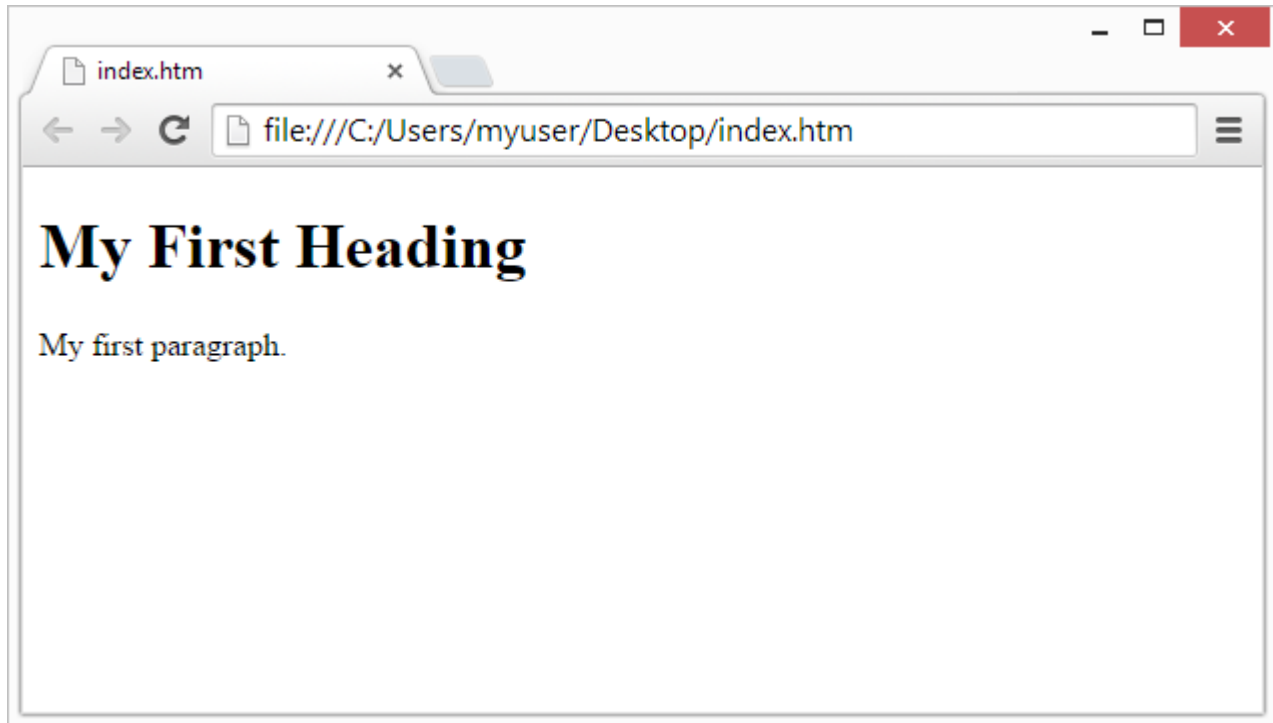
You can use either .htm or .html as file extension. There is no difference, it is up to you.

## Step 4: View the HTML Page in Your Browser

Open the saved HTML file in your favorite browser (double click on the file, or right-click - and choose "Open with").

The result will look much like this:





## **IX. Using google webmasters tool & website verification**

One of the most powerful tools a website owner has at their disposal is Google WebMaster Tools. This is a free service that Google offers to help domain owners optimize their sites for search engine rankings as well as detecting issues and unknown errors that may be present on the site.

When you add your domain to Google Webmaster Tools, Google first needs to verify you as the domain owner. This is to ensure they are giving you analytical information properly for your proper domain.

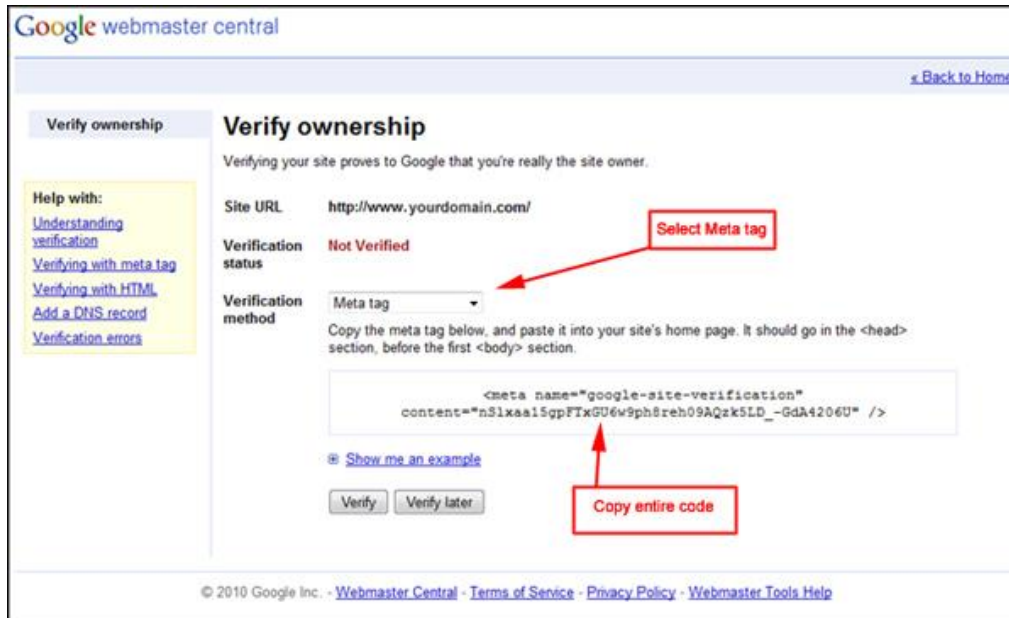
Google Webmaster Tools

- a) Sign into Google Webmaster Tools, (or create an account if you do not have one already.)
- b) Click "Add Site" and enter your domain or 3dcartstores address in the box
- c) Click Continue



You will now be taken to the "Verify Your Site" page. This is where you will be able to select the verification method to use. Google gives you three options, but the most common is Meta tag - which we will be concentrating on here. With the Meta tag method, Google will provide you with a code that will need to be placed on your site's main header. When you verify the site with Google, they will look at the site and reference this specific coding to complete the process.

- d) Choose your verification method by selecting Add a meta tag from the drop down box.
- e) Copy the code provided. Make sure that you select and copy everything in the box:



Adding the code to your 3dcart site

Now open up a new browser window and perform the following:

- Log into your 3dcart Online Store Manager
- Go to **Marketing => SEO Tools**
- On the right hand side of the page, look for and click on the "Google Analytics" link
- Scroll down to the "Google Webmaster Tools Verification Meta Tag" section
- Add your code there and Save the page.
- Go back to Google and verify your site.

## X. Sitemap creation & submission in website & webmasters

4 Easy steps for creating a XML Sitemap:

- Go to [xml-sitemaps](#)
- Enter your full website URL. Choose your other options:

Enter the frequency your website is usually updated from the drop-down list.

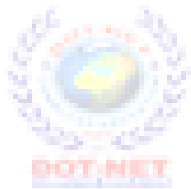
– Choose an option under ‘Last modification’. This is the time the URL was last modified.

– Leave the Priority at Automatic.

c) Click ‘Start’. Wait while your sitemap is being generated.

d) Click the link to download the .xml file.

Now you can upload the sitemap.xml file to the root directory of your website and you can submit your sitemap URL to [Google Webmaster Tools](#).



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## Please enter details for sitemap generation

### Starting URL

Please enter the **full** http address for your site, only the links within the starting directory will be included. For instance, "domain.com" and "www.domain.com" are **not** the same.

### Change frequency

Step 1

### Last modification

- None
- Use server's response
- Use this date/time:

### Priority

**We have automatic priority calculation implemented for online sitemap generator now!**

Check your settings and click button below

**Start**

Maximum **500** pages will be indexed in sitemap

Step 2

Need to index more? Check our [Standalone version of Google sitemap generator](#) with **unlimited** number of pages for crawler.

## Please wait. Sitemap generation in progress...

Links depth: 4  
Current page: links/rss.php?c=7  
Pages scanned: 120 (769.0 KB)  
Added in sitemap: 91  
Pages left: 38  
Time passed: 1:50  
Time left: 0:34

Step 3: After you click Start, wait while your sitemap is generated.

stitute  
Institute ]

## Initial website address

<http://www.thecomputerladyonline.com/>

## Download un-compressed XML Sitemap

<http://www.xml-sitemaps.com/download/www.thecomputerladyonline.com/sitemap.xml>  
(17.42Kb)

Step 4: Click the link  
to download your .xml file

Below is a step-by-step guide to submitting your sitemap:

- a) Visit your Webmaster Tool dashboard and choose Site Configuration and then Sitemaps on the left hand sidebar.
- b) Click the Add/Test Sitemap button. This page will also show you which sitemaps Google sees and who uploaded each (you or your teammates).
- c) Enter /system/feeds/sitemap into the text box that appears.
- d) Click Submit Sitemap.



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## Lesson no. 9 OFF PAGE OPTIMIZATION

### OFF PAGE OPTIMIZATION



Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs). Many people associate off-page SEO with link building but it is not only that. In general, off Page SEO has to do with promotion methods – beyond website design –for the purpose of ranking a website higher in the search results.

Off page optimization refers to all the measures that can be taken outside of the actual website in order to improve its position in search rankings. These are measures that help create as many high-quality backlinks (incoming links) as possible.



## I. WHAT IS DOMAIN AUTHORITY

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

Domain Authority is calculated by evaluating linking root domains, number of total links, MozRank, MozTrust, etc. — into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time.

You can view a website's DA by using MozBar (a free Chrome-extension), Open Site Explorer (a backlink analysis tool), the SERP Analysis section of Keyword Explorer, and dozens of other SEO tools across the web.

## II. HOW TO INCREASE DOMAIN AUTHORITY

### i. Choose A Good Domain Name

If you are just starting out, then pick a domain name that is relevant to your website. Look at our site, SEOPressor as an example. We are mainly focusing on WordPress SEO plugin, which explains why we have the keyword 'SEO' in our domain:



The screenshot shows the SEOPressor website interface. The main heading is "Take **Maximum Control** Of Your WordPress SEO". Below it, a sub-heading states: "SEOPressor plugin gives you maximum SEO clarity on your WordPress sites with a host of customization & optimization features designed for controlling SEO with ease." A yellow button with a right-pointing arrow says "See How It Works".

The dashboard on the right displays several metrics:

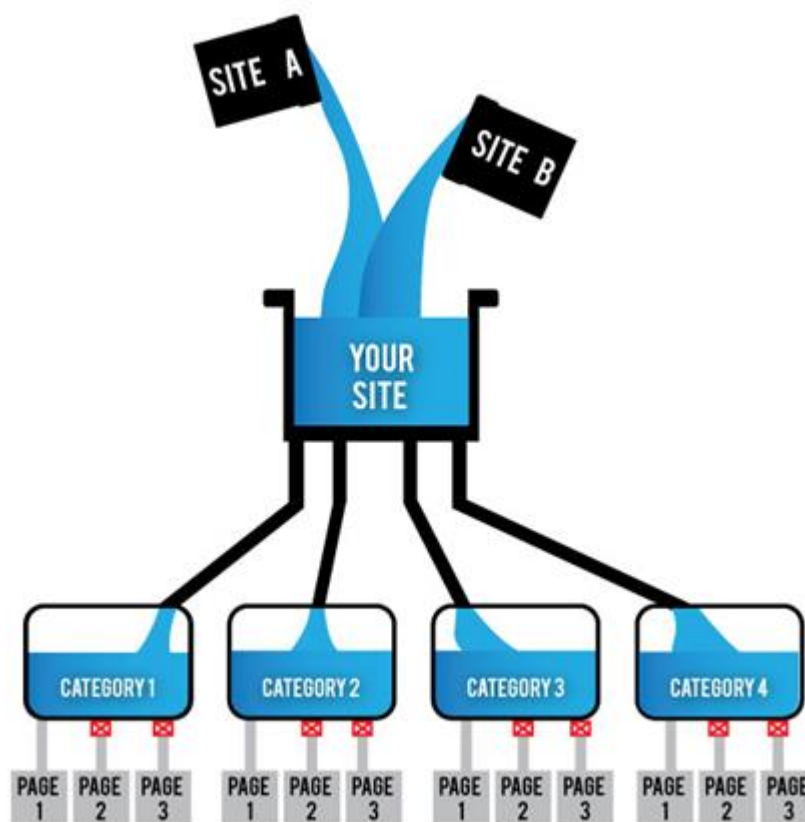
- Average Score & Health:** Two circular gauges showing 80% (Score) and 88% (Health).
- Score Manager:** A gauge showing 98%.
- Role Settings:** An icon representing user roles.
- Plugin Settings:** A gear icon for plugin configuration.
- Score:** A green circle with "85 score %".
- Meta:** Word Count: 2,274; Readability: 82%; SQ Density: 2.8%.
- Suggested Optimization:** A dropdown menu.
- LSI Keywords Suggestion:** A dropdown menu with "KW SEOPressor" selected.
- Testimonials:** A list of testimonials, including "seopressor testimonial", "best seo plugin wordpress 2016", and "most recommended seo plugin".

*It's best to come out with a domain name that is related to your business for visitors to remember better.*

It should be something that's relatively easy to remember so that visitors won't have any issues returning to your site because they forgot your domain name. *You may even want to buy an old domain so that you don't have to make a domain age.*

If you already have a domain, make sure it's not going to expire anytime soon by renewing it for at least three to five years.

## WHAT IS LINK JUICE



Link juice is a non-technical SEO term used to reference the SEO value of a hyperlink to a particular website or webpage.

According to Google, a multitude of quality hyperlinks (or just “links”) are one of the most important factors for gaining top rankings in the Google search engine.

The term “link juice” is SEO industry jargon. It’s often talked about in relation to link building efforts such as guest posting, blogger outreach, linkbait and broken link building.

### ***How Does Link Juice Work?***

Link juice, link authority, and backlink authority are all different words that mean essentially the same thing. Google analyzes the links that point to a particular webpage to determine what ranking position the webpage should be placed in their search results for a particular keyword query.

If Page A links to Page B, then link juice “flows” from page A to page B and that generally helps page B rank higher on Google. The more pages (and the higher-quality the pages are) that links to page B, the more link juice page B has and the higher it will tend to rank on Google.

## IMPORTANCE OF DOMAIN AND PAGE AUTHORITY



**Domain authority** - How well a website will rank on SERP?

**Page authority** - How well a page will rank on SERP?

**Domain Authority** is SEOMoz’s calculated metric for how well a given domain is likely to rank in Google.com’s search results. It is based off of the Linkscape web index and includes link counts, mozRank, mozTrust, and dozens more. It uses a machine learning model to predicatively find an algorithm that best correlates with rankings across thousands of search results that we predict against.

**Page Authority** predicts the likelihood of a single page to rank well, regardless of its content. The higher the Page Authority, the greater the potential for that individual page to rank well in search results.

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the “strength” of your website over time. We calculate this metric by combining all of our other link metrics—linking root domains, number of total links, MozRank, MozTrust, etc.—into a single score

Page Authority is a score (on a 100-point scale) developed by Moz that predicts how well a specific page will rank on search engines. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across the thousands of search results that we predict against.

## WHAT IS GOOGLE EMD UPDATE

Google recently announced the **EMD update**. EMD stands for Exact Match Domains. The exact match domains update is a new filter aimed at ensuring that low-quality websites do not attain a high Page Rank (PR) and rise high in Google's SERPs (search engine results pages) just because such websites have the relevant search term in the domain names. Google states that EMD, like the other filters (Google Panda and Google Penguin), will be updated regularly.

The updates are important because they fix bugs that might not have been anticipated by Google in previous releases. They also try to catch pages that were not caught before. The update may even free pages that might have been mistakenly caught.

There is a common misconception that EMD updates mean websites that have domain names that are search terms will no longer rank well. There is no evidence of discrimination. Another misconception is that Google is favoring itself. This is not so since Google did not wipe out the likes of cars.com, usedcars.com, and movies.com. What will be targeted are websites like 'onlinelearning-institutes.com' that are hoping to take advantage of the domain name even with substandard content.

The EMD update is meant to target websites that have 'scraped' content from others and sites that are 'packed' with ads (that do not have any content). The update also seems to target websites that have 'spun' content.



Google Panda punishes websites that have bad content, but it was not doing a good job when it came to exact match domains. The new EMD update is meant to filter out what Google Panda does not get.

If your domain name includes a search term, take preemptive action today! Hire an **SEO services company** to ensure that the new exact match domains update does not affect your search rankings. If you've already noticed a drop in your rankings, you know you should't wait. Search for a seo company that understands the Google updates and helped other sites recover lost rankings.

## Optimize Your On-Page Content

SEO matters for both Google search engine ranking as well as your domain authority, so make sure that you optimize all on-page code, including your *title tags*, *image alt tags* and *the content it*.

### Font

First of all, you'll need to pick a font that is easy to read. Novelty fonts are ok for your header and subheader because they are short and it makes them stand out from your body text.

The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink-flowering thorn.

The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink-flowering thorn.

*The text on the right side is using a sans-serif fonts. It is obvious that sans-serif fonts are way easier to be read on screen.*

However, your body text should be in standard sans-serif fonts because they are easier to read on the screen. Arial and Helvetica are always a good choice for body text. Serif fonts are more suitable for printed mediums such as newspaper.

You can also decorate your content with bold, italics, and underlined to improve your content readability.

Additionally, include variations of your main keywords, keep all of your permalinks short and relevant, and create a sidebar section for new posts.

## ii. Create Linkable Content

In order to earn high-quality links from multiple domains, which both MozRank and MozTrust use as important factors, you need to create high-quality content that is published at regularly.



**SearchEngine Journal** SEO - NEWS - CONTENT MARKETING - SOCIAL MEDIA - PAID SEARCH - WORK LIFE

**24. SEO Copywriting: A Complete Guide For Beginners** by SEOPressor

Key takeaways:

- Writing headlines for SEO
- How to optimize keywords in your content
- How to write reader-friendly content

**25. How a 3 Month Old Website Received 958,373 Visits From Google** by ViperChill

Key takeaways:

- How to leverage trending events for SEO

**Author Profile:** Ryan Hanley  
541 Facebook shares, 226 LinkedIn shares, 121 Google+ shares, 779 shares, 5.59K reads.

**Institute**  
[ified Institute]

*When you create quality content, people will share your blog post around, which can help to increase your exposure.*

The better your content is, the more likely it will be that another authoritative site will link to it. This means that your content has to be relevant to your brand and to your audience, informative, creative, and well written.

## iii. Improve Your Internal Linking Structure

Many websites are so concerned about earning external links that they overlook the importance of internal links. Internal links help to direct visitors to what they are trying to find, thereby improving their user experience. This means that if they've burrowed deep into your back catalog of blog posts, they can still easily find their way to your homepage by one of your internal links.



In SEOPressor, we usually do internal linking by *suggesting other related blog posts to our readers* just in case they would like to read more about that particular topic.

Along with many other features, they're added into **SEOPressor Connect** so that you can have all the functions in one plugin. With SEOPressor Connect, you don't have to install a ton of plugins, get your WordPress site cluttered, and worry about incompatibility issues. You can have all the On-Page SEO solutions in just one plugin – [SEOPressor Connect](#).

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Other articles you might like:

- [\[Announcement\] SEOPressor Connect Is Officially Live!](#)
- [SEOPressor On-Page Settings \(META Settings, Canonical, 301 Redirect, Robot Rules\)](#)
- [How To Fix Broken Links To Improve Your SEO](#)

*Internal linking provides your readers with further reading options and it helps to promote older content.*

Internal links help prevent visitors from leaving out of frustration, and also help to keep them engaged with your website at the same time. Additionally, internal links make it easier for search engines to index your entire site.

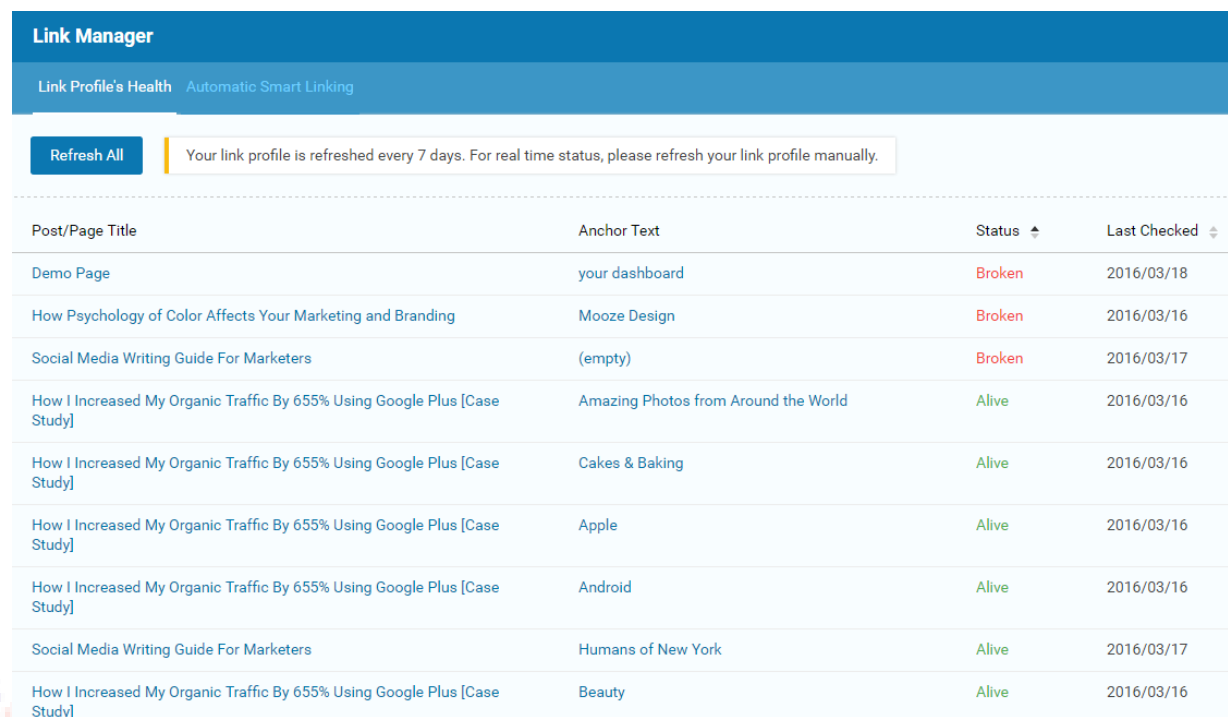
#### ***iv. Remove Bad And Toxic Links***

Every once in a while, you should go through your link profile and search for any backlinks that are bad or toxic. This will allow you to remove links from bad sources that could end up hurting your domain authority instead of helping it.

You should also remove any links posted throughout your website that lead to bad sites or are broken as these will have a negative impact as well.

It can be a hassle to check on each and every link on your website. To make things easier, you can use SEOPressor's Link Manager that can help to manage all of your links in one

place. You no longer have to check the links one by one. Instead, you can check the status of your link – whether it's *Broken* or *Alive* on Link Manager itself.



The screenshot shows the 'Link Manager' interface. At the top, there's a header 'Link Manager' and sub-headers 'Link Profile's Health' and 'Automatic Smart Linking'. Below this is a 'Refresh All' button and a message: 'Your link profile is refreshed every 7 days. For real time status, please refresh your link profile manually.' The main part of the interface is a table with the following columns: 'Post/Page Title', 'Anchor Text', 'Status', and 'Last Checked'. The table contains 10 rows of data, with some links marked as 'Broken' and others as 'Alive'.

Post/Page Title	Anchor Text	Status	Last Checked
Demo Page	your dashboard	Broken	2016/03/18
How Psychology of Color Affects Your Marketing and Branding	Mooze Design	Broken	2016/03/16
Social Media Writing Guide For Marketers	(empty)	Broken	2016/03/17
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Amazing Photos from Around the World	Alive	2016/03/16
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Cakes & Baking	Alive	2016/03/16
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Apple	Alive	2016/03/16
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Android	Alive	2016/03/16
Social Media Writing Guide For Marketers	Humans of New York	Alive	2016/03/17
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Beauty	Alive	2016/03/16

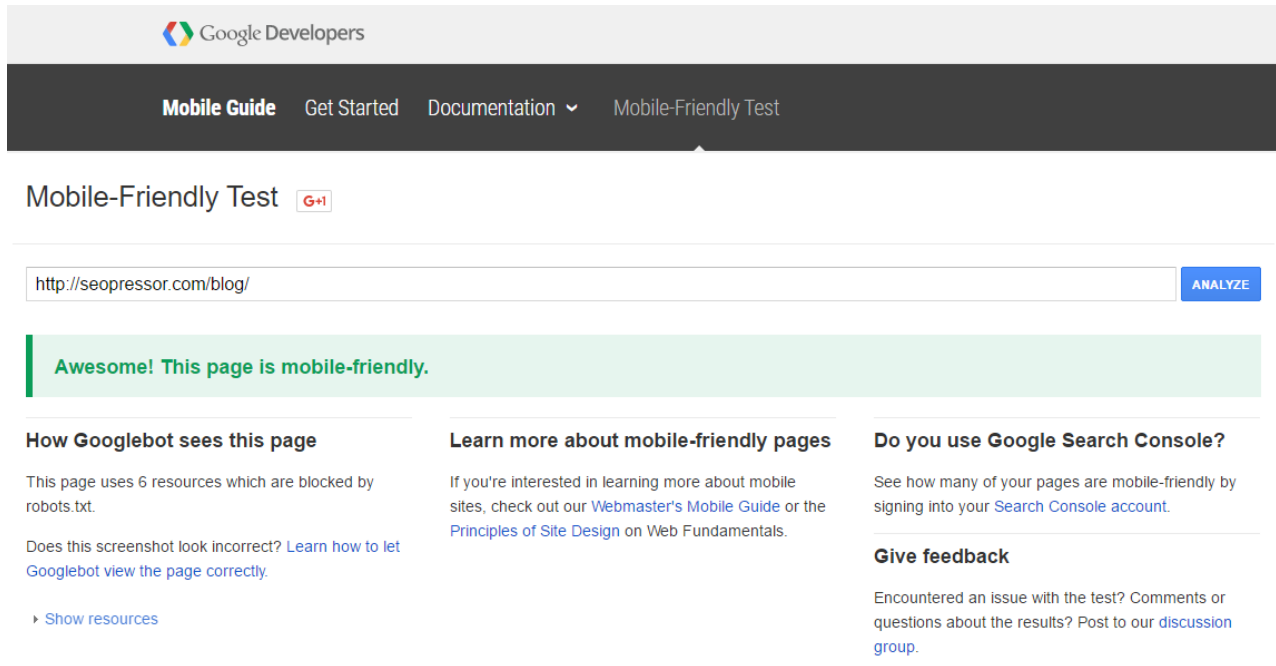
*With SEOPressor's Link Manager, you can now check and manage the links on your site smartly. You don't have to worry about broken links anymore.*

## v. **Make Sure That Your Website Is Mobile-Friendly**

A huge number of online users access the web through mobile devices. If your website hasn't been optimized for mobile use yet, then you're way behind.

Not only will it hurt your mobile search engine rankings, but you'll lose out on a lot of visitors who will simply leave your site *once they realize that it's not being properly displayed on their smartphone or tablet.*

To check whether your website is mobile-friendly or not, you can visit this [Mobile-Friendly Test by Google Developers](#) page. It will analyze your web page and let you know how mobile-friendly your site is.



The screenshot shows the Google Developers Mobile-Friendly Test interface. At the top, there's a navigation bar with 'Mobile Guide', 'Get Started', 'Documentation', and 'Mobile-Friendly Test'. Below that, the URL 'http://seopressor.com/blog/' is entered in a search box, with an 'ANALYZE' button to the right. A green banner below the search box reads 'Awesome! This page is mobile-friendly.' Underneath, there are three columns of information: 'How Googlebot sees this page' (explaining that 6 resources are blocked by robots.txt), 'Learn more about mobile-friendly pages' (linking to Webmaster's Mobile Guide and Principles of Site Design), and 'Do you use Google Search Console?' (encouraging users to sign in to see mobile-friendliness data). A 'Give feedback' section at the bottom right offers a way to report issues or ask questions.

*It is important to have a mobile-friendly site now because more users are surfing the Net with their smartphones.*

## **vi. Become An Authority Within Your Niche**

This can only be done by creating great content and engaging with your followers and consumers on social media in a meaningful manner.

By boosting your reputation as an authority, you'll strengthen the identity of your brand, which will *not only help increase traffic*, but also *increase the number of external links you earn from other high-quality sources*.

Another way to increase your authority is by doing guest blogs on other websites that are relevant to your industry.

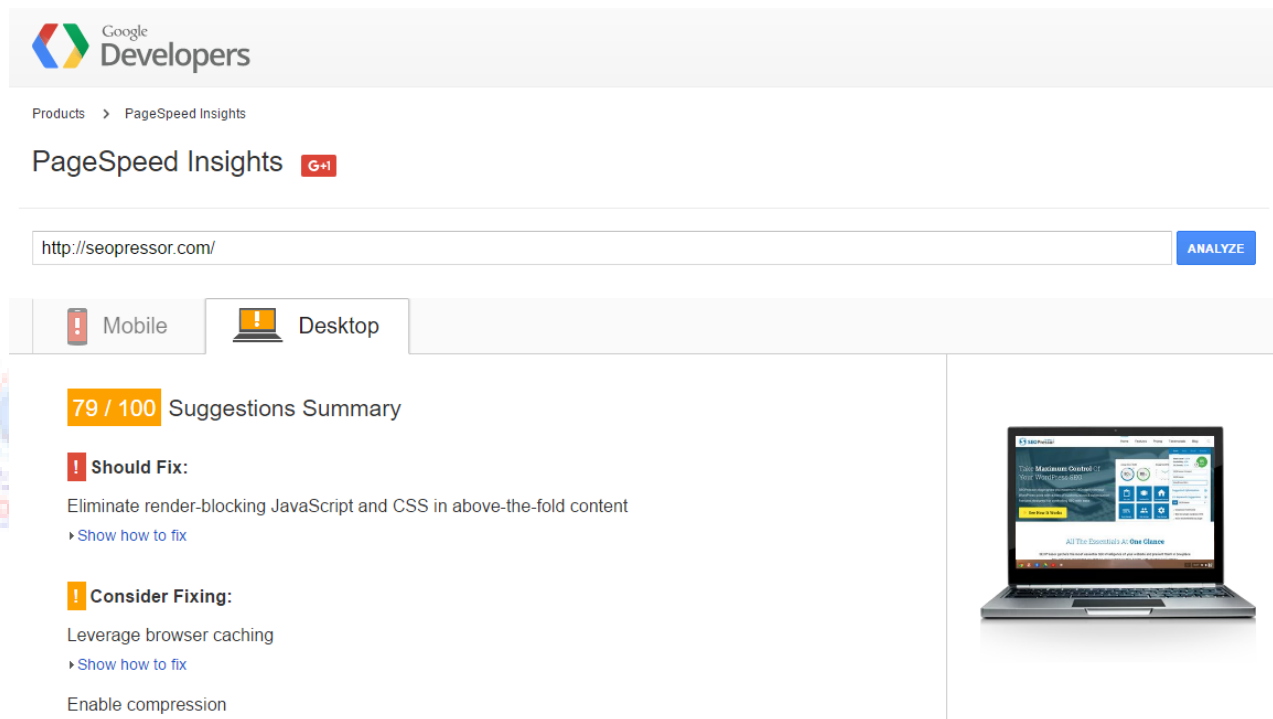


The screenshot shows a blog post from CoSchedule. The article title is '21 Social Media Engagement Tactics That Will Grow Your Audience'. It has 317 shares and a 'My Headline Score' of 71. Below the main title, there's a sub-headline: '21 Social Media Engagement Tactics That Will Boost Your Conversions'. The page has a navigation menu with 'Content', 'Social', 'Product', and 'Culture'.

## vii. Increase The Loading Speed Of Your Webpages

Poor loading speed can have a nasty effect on your bounce rate. Most users have very little patience for a page that takes too long to load and will end up leaving your website altogether if their patience wears out.

You can also check your website's loading speed with the PageSpeed tool by Google Developers. Not only it will analyze the speed of your site, it will identify some ways for you to make your site faster and improve user experience.



The screenshot shows the Google PageSpeed Insights interface. At the top, it says "Google Developers" and "PageSpeed Insights". The URL "http://seopressor.com/" is entered in the search bar, and an "ANALYZE" button is visible. Below the search bar, there are tabs for "Mobile" and "Desktop". The main content area shows a "79 / 100" score and a "Suggestions Summary". Under "Should Fix:", there is a suggestion to "Eliminate render-blocking JavaScript and CSS in above-the-fold content" with a link to "Show how to fix". Under "Consider Fixing:", there are two suggestions: "Leverage browser caching" and "Enable compression", both with links to "Show how to fix". On the right side, there is a small image of a laptop displaying a website.

## viii.

### romote Your Content Via Social Media

Because social signals are a big ranking factor, you'll need to promote your content on social media in order to obtain those signals. Otherwise, your content is just going to sit on your site all by itself.

Post links to your content on your various social media pages and be sure to encourage followers to like, share or comment on it. You should also include social share buttons directly on your webpages.



**217**  
SHARES



Alex Levitov via Google+ 5 months ago - Shared publicly



Joanne Chong originally shared this

Do you have struggles writing content for your readers and search engine?  
Read up my journal for some tips to write the best content.

+2 +1 Reply



Burt Gordon via Google+ 4 months ago - Shared publicly

+7 +1 Reply



françois Martorell via Google+ 5 months ago - Shared publicly



Joanne Chong originally shared this

What exactly is #SEO copywriting? Find out the answer in my journal where I'll  
be sharing some tips on how to write the best content for your readers and  
search engines.

+2 +1 Reply



Bill Reinicke via Google+ 3 months ago - Shared publicly

Great article for anyone starting out.

*When more people share your blog post on social media, it is a sign that readers like your content.*



### III. WHAT ARE BACK LINKS

A backlink is, simply put, a link from another website to yours. Backlinks can also be called hyperlinks, incoming links, inbound links, or just links—they all mean the same thing.

In the context of search engine optimization (SEO), a backlink is an important factor in determining how well your pages rank. However, on a larger scale, links can determine how those pages are discovered in the first place.

#### WHY ARE THEY IMPORTANT?

Search engines like Google rely on links for a number of reasons. Putting your website's SEO and ranking aside for a moment, the "World Wide Web" was named as such for a reason: with its series of pages and websites connected together by links, it really does resemble a web. Links add context, and tell the "spiders" that crawl the Internet that there are more pages to be found through the backlinks that exist there.

Let's say you have a brand new website. No one links to it, and you don't submit it to Google, either. How do you expect it to be found? You can't! However, if someone links to your site, a search engine spider can crawl through that link, discover your site, and index (or make findable) your newly created content. This is one reason that backlinks are so important: without them, search engines won't know that your content is there, nor will users.

Now let's return to SEO. Links are an important part of Google's ranking algorithm. Generally speaking, the more relevant, high quality backlinks you have pointing at your website, the better you will rank in searches for your targeted keywords. So it is desirable to have these kinds of backlinks, because ranking highly can increase your traffic, purchases, conversion rate, and so on.

#### IV. TYPES OF BACK LINKS

##### *i. Not follow and Do follow Backlinks*

No matter what link source you choose, what on-page position it will have, the two main backlink types are do follow and no follow. This is how they look in the code:

```
<a href="http://www.dotnetinstitute.co.in" rel="nofollow">Link Text</a>
```

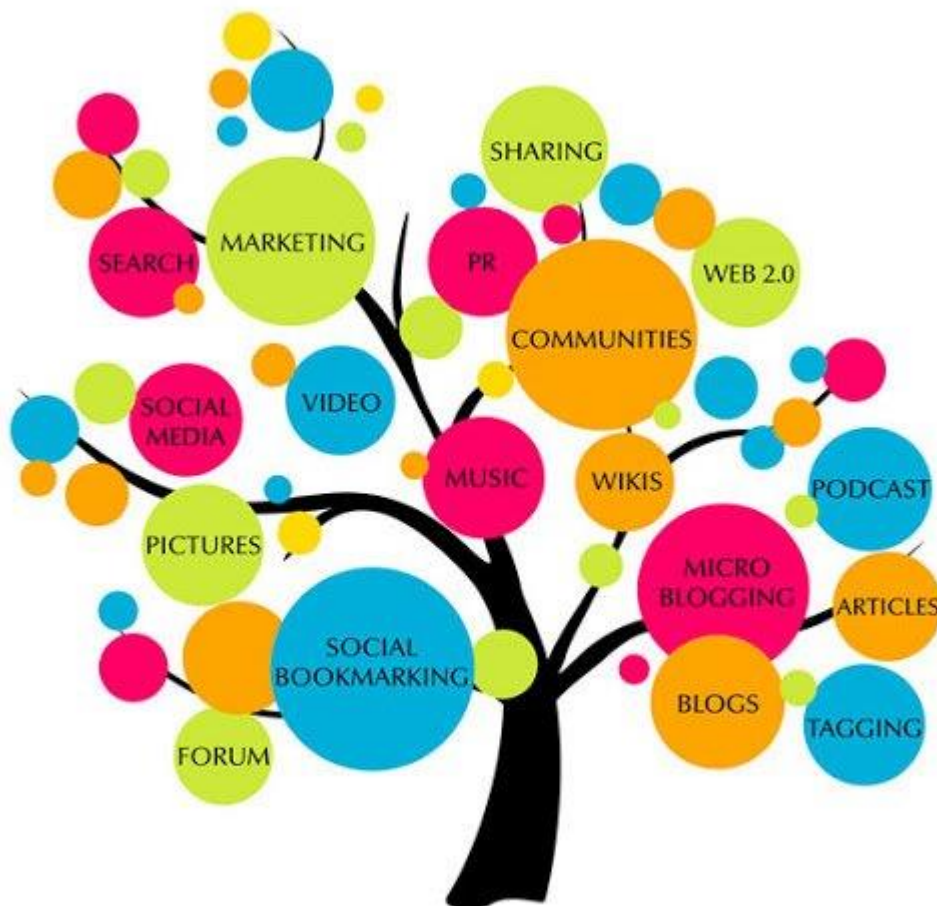
```
<a href="http://www.dotnetinstitute.co.in" rel="dofollow">Link Text</a>
```

A 'rel' attribute points at the way Google should consider such links when calculating its value and assigning a position to the linked site in search results. Google consider nofollow backlinks as simple HTML text. Such links don't feed any "link juice" (the points that form search engine ranking) to the referred website, playing zero roles in its page authority. As opposed to these, dofollow links pass "link juice" and play a direct role in link building. However, 'nofollow' links affect the site position in other search engines (Yahoo, for example). That is why any website needs both these types of backlinks to have all direct and indirect benefits and to be loved by Google. Dofollow inbound links directly from the page position in search results. However, too many dofollow links from similar sources may be considered as spam by Google.

## ii. Natural and SEO Links

A lot of links are built for SEO purposes, i.e. to increase the value of a website for search engines. All SEO pros do their best to make such links look natural, as Google relies only on backlinks that are considered as natural. Unnatural links can cause a lot of problems for a website, up to being banned for life. There are the following features of natural links:

- a) Both donor and acceptor sites have the same topic – this gives bigger chances for attracting target traffic.
- b) The link anchor must be natural: of course, it's normal to use keywords, but it is very useful to diversify the anchor list by adding image URLs, using anchors like 'here' or simply use text URL of the site.
- c) The link in the text must have logic, without reference to specific page block, i.e. the link should be located in some spontaneous place on page, not in a special box for links.



## Natural Backlinks



Very often people think that all paid backlinks are unnatural. It's not true actually. If the link is located inside some article as a reference to useful materials on the subject, they will not seem unnatural. If you wonder what is dofollow backlink, these are inbound links that pass 'link juice' and increase the page authority.

### ***iii. The Lifetime of Rented Links***

Backlinks that you buy can be permanent or temporary. Permanent links are active during the entire lifetime of the donor site. This can be social media backlinks, for instance, or different communities. Usually, the 'permanent' backlink term means a link that is bought forever at one-time payment. Permanent links are highly valuable for SEO: they are located randomly, usually, the surrounding text corresponds to the website's topic. In long-term SEO promotion, the expenses on permanent links can be a few times smaller than the cost of temporary ones. However, even permanent links can stop working, if some dishonest backlink provider simply disables it. That is why responsible backlink providers offer the "warranty period" of backlink validity. Usually, this period is three-six months.

## **V. WHAT IS LINK BUILDING**

Link building is the process of acquiring hyperlinks from other websites to your own. A hyperlink (usually just called a link) is a way for users to navigate between pages on the internet. Search engines use links to crawl the web; they will crawl the links between the individual pages on your website, and they will crawl the links between entire websites. There are many techniques for building links, and while they vary in difficulty, SEOs tend to agree that link building is one of the hardest parts of their jobs. Many SEOs spend the majority of their time trying to do it well. For that reason, if you can master the art of building high-quality links, it can truly put you ahead of both other SEOs and your competition.

## **VI. DO'S AND DON'T OF LINK BUILDING**

### ***The Do's***

a) **Focus on “Natural” Links from Awesome Content:** By far, the best way to generate external links to your company’s page is by producing the best content possible. If people do not want to read — let alone link — to your content, then you have a problem! By producing keyword-infused, topic-focused awesome content, you are likely to generate links from other pages purely because you are a source of authority on a topic.

b) **Reach Out to Bloggers and Professionals:** If you are new to the content generating game, chances are you may not have the highest-ranking content in your industry at this point. That does not mean that you are not in the running to be linked to by professionals and other bloggers in your industry. If your content cannot be found organically (at this point) by professionals searching in your industry (or even if it can), it is a good idea to reach out and offer to collaborate on linking to one another’s relevant articles. If you are able to convince someone else that your content is worthy of linking to, then you will definitely be in the running for some external links (remember, valuable content is everything).

c) **Paid Links with CAUTION:** Occasionally, you will see the opportunity to pay sites to link to your content, especially if they are high-ranking and they will treat links like a highly-selective advertisement. Be careful though, you do not want Google to perceive your external links as “manipulative” so make sure that if you are paying any site to link to you, they are relevant and highly authoritative and that other sites they link to are done in a natural way. According to Moz, “Buying advertising that links through to your website is fine and can be a great practice for building awareness of your business. However, Google does say that if you’re going to do this, then you should make sure that the advertisement doesn’t pass PageRank to your website.” Honestly, buying links is risky business, and generally not worth the risk for most businesses.

d) **Low-Value, Self-Built Links:** You can also “self-link” to your content by commenting on blog posts, signing guest books, and interacting with other relevant content. These kinds of links are considered low-value by Google, but that doesn’t mean they are worthless. These may be low value but definitely count for something in terms of number of links on a page.

e) **Earn Links With Relevant and Authoritative Pages:** Your goal is really to earn links from the best of the best. You can see who is ranking in the top results for the search terms you are trying to target. Gain links from important pages (such as Entrepreneur or

MSNBC/popular news sources) and use Open Site Explorer to determine what backlinks other sites have generated (and what their quality/spam score is).

f) **Referrals are Key:** While SEO is obviously the primary consideration in link building, you also want to remember that the goal is to get quality referral traffic from reputable sites. The ultimate goal of internet marketing is to make sure the traffic that winds up on your site has the possibility of converting and taking the action you want them to take. When you are devising a strategy for increasing external links, remember that you want to be utilizing sites and authoritative voices that can drive relevant traffic to your site.

g) **Use Your Customer Base and Top Clients:** Who better to link to you than previous or ongoing clients? If you are a B2B company and another company has used your product or services, this is perhaps one of the most valuable links you could have. Testimonials and reviews are awesome for SEO, but links really take it a step further. Offer a discount for returning customers if they will agree to link to you on their blog.

h) **If You Don't Have a Blog, Stop Everything You Are Doing Right NOW!** This really should have been #1 on this list, but hopefully most everyone knows this by now. Blogs give your business a platform to constantly update, share, and deliver valuable content. Not only does this make it easier for natural links to occur in your industry, but also when you do go to reach out to other authoritative voices, you have something built to link to them and for them to link to you. Linking to a homepage or product page doesn't always make sense, but a relevant blog topic can be an easy fit for a lot of link building opportunities.

i) **Get Attention from the News or Press:** Newsworthy content is great to gain industry and press attention. By writing about something controversial or relevant, even about a release of a new product or service, you can generate links!

## ***The Don'ts***

a) **Cloaking:** Showing different content to search engines than you show to users by "cloaking" is one of the worst practices in link building and content generation. It will certainly harm your SEO.

b) **Injecting Links:** Injecting links into a site you do not own exploits security of another website, and it will not do anything beneficial in the long run. While it may be an appealing

“black hat” tactic, since you can generate a lot of links quickly, it will be more damaging than positive in the long run.

c) **Paid Links:** Okay, yes, I put “paid links with caution” in the do’s list. This is a tricky situation because so long as you are following Google’s advertising and webmaster guidelines, paid links on high-quality sites can be okay. However, I want to stress that there are generally way too many variables in proper paid link building. Unless you know the source is highly reputable and uses best practices with their paid links, I would recommend avoiding this strategy altogether.

d) **“Trading” Links:** Google has gotten smart over the past few years. While trading links with high-quality and reputable sites is okay, people have gotten lazy and abused this idea — trading with any and every site they could to gain links. This comes off as “spam” and does not indicate real SEO value. It is fine to collaborate and offer to link in exchange for a link to your site, but do this with best practice and reputation in mind. Make sure the company you are “trading” with is relevant to your industry and ultimately going to enhance your SEO and referral traffic in the long run.

e) **Any Form of Manipulation:** If you fear that Google will perceive your external links as manipulation, they probably will, and you can easily get your ranking penalized for this, which means you’re back to page 100. When you abuse external links and push to the extreme to manipulate your ranking, Google does not take kindly to it. Work hard for quality links as they will be more sustainable and valuable in the long run.

## VII. LINK BULIDING STRATEGIES

### *Step 1: Get to know your audience*

If you want your audience to grow, you need to find out how to expand your audience or how to find a new audience. You should therefore know two things: who is my audience right now and what does my ideal audience look like. At Yoast.com for example, we started out with an audience mainly consisting of (web) developers, but we aspired to reach an audience consisting of a more general group of WordPress users (whilst keeping our initial developers audience). We adapted our content to this new group of people, but in order to

reach these 'new' audiences, links from other websites to our new (less nerdy) content were also important. You should do some research in order to get to know your audience.

## *Step 2: Make a list of websites that appeal to your desired audience*

If you have a clear picture of your present and desired audience in mind, you can make a list of websites that could possibly help you in reaching your new audience. Find those websites that already appeal to your desired audience. Links from these websites could help you to reach your new audience.

## *Step 3: Write amazing content*

In order to get other websites to link to your content, your content simply has to be amazing. And more importantly, it should appeal to the audience you're aspiring to make your readers or buyers. Make sure your pieces and articles are well structured and nicely written.

## *Step 4: Match content to websites*

If you have written an awesome blog post, you should dive into the list you made as part of your growth strategy (step 2). Choose sites from that list that could possibly link to the article you have written. If you have a long tail keyword approach (writing about small and niche subjects) the number of websites which will be fit to link to your blog post will be small. Make an effort to find those websites that really fit the specific topic of your blog post or article. These websites will probably be very willing to link, as your blog post really fits their content. More importantly, visitors that will come to your website following that link will really be interested in the topic of your article (making chances of conversion and recurring visits much higher).

## *Step 5: Reach out*

If you've really put an effort in both writing content as well as finding websites that fit the content of your article, you should contact the website you would like to link to your site. Tell them about the content or product and ask them to write about it and link to it. Most people will be happy to write about your product if this means they'll receive it for free! You *can* use email, but in many cases Twitter or even a phone call is a great way to

contact people as well. Make sure to reach out in a personal way, never send out automated emails.

## *Step 6: Use social media!*

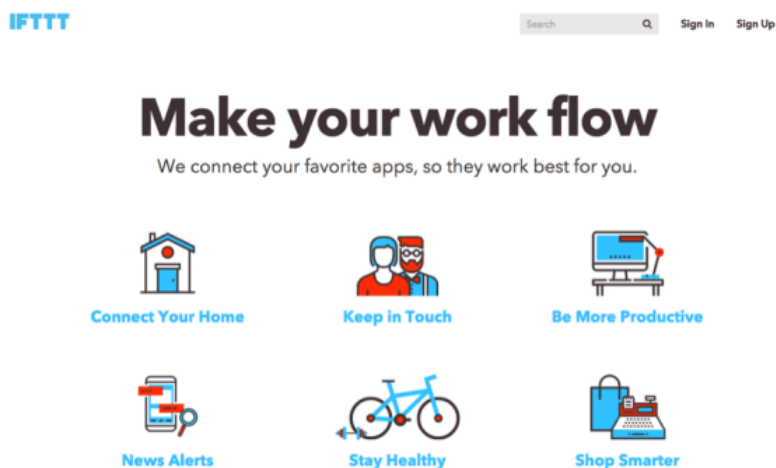
If your content is original and well structured, you'll be able to reach new audiences (and get links) by using social media as well. Make sure you tweet about your blog, perhaps send some tweets to specific persons of whom you think they may like your article. Facebook is also a great way to get exposure for your articles (maybe... even promote it a bit?). And as many people like, tweet and share your articles, you're bound to receive some more links as well.

## **VIII. EASY LINK ACQUISITION TECHNIQUES**

### *i. IFTTT For Link Target Discovery Automation*

If This Then That (IFTTT) is a beautiful platform that lets you automate a lot of your life. You can use it for social media, organizational tasks and sending those networking emails you *always* forget to send.

But you can also use it to automate your link-building strategies.



Now, let me be clear: This tool won't be building the actual links for you. Instead, it helps with discovering and identifying potential link targets. Let me give you a few examples:

- a) IFTTT can notify you whenever you get mentioned online (with or without link). This way, you can contact people and either ask for a link or ask if you can improve on the one they have.
- b) IFTTT can notify you of questions asked on Quora, Yahoo!, Twitter or other sites about topics in your niche, so you can provide the content to answer them.
- c) It can gather PR opportunities for you, from journalists or publications, so you can contact them immediately.
- d) It can show you when new sites are linking to your competitors so you can find out what content people are linking to most — or so you can investigate how to get a link from that same site yourself.

## *ii. Helping Webmasters*

Link builders and SEOs are (unfortunately) notorious for sending webmasters all sorts of irrelevant solicitation emails, including:

- a) Basic, poorly researched guest post ideas.
- b) Generic guest posts.
- c) Poorly worded emails asking for links.
- d) Offers of SEO services.

they get hundreds of these emails a week, and they're growing increasingly sick of them.

So what can you do instead to build links from webmasters? Well, it simply comes down to networking principles. You need to help them.

Here are a few examples of what you can do to get a link, while helping a webmaster out properly:

- a) Let them know about broken or dead links on their site, and suggest updating the link to point to a piece of your content that fits perfectly and adds extra value to their post.
- b) Carefully read and review their old or flagship content. Then show them content or research you've done that improves upon or solidifies a claim that they've made. Webmasters often get most of their traffic through their older and more established



posts, so giving them this opportunity to update this content and make it relevant again is a wonderful opportunity to build a relationship (and a link).

- c) Create a badge scheme, like your Top 100 SEO Blogs of the year, and give them a personalized badge to put on their site with a link back to you. This can add authority to their site and make them look more trustworthy to new visitors — a win-win for both of you.

### iii. Creating Audio Content

iTunes isn't just for downloading your favorite tracks; it can also be a **brilliant** way to build backlinks for your site.

First, audio content can increase the accessibility of your content. The Buffer blog uses audio content from SoundCloud, [like in this post](#), to allow people to “read” their blog posts while taking on other tasks:



This can increase the number of people linking back to your content organically, because it suddenly becomes *much* more accessible to a whole new group of people.

Unfortunately, as far as I can tell, links from SoundCloud and iTunes are no-followed. However, these links are still a great source of referral traffic.

For example, British nutritionist Ben Coomber has used iTunes links to help build the backlink profile of his site, Body Type Nutrition, with over **175 podcast episodes**.



## Ben Coomber Radio

By Ben Coomber

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: Fitness & Nutrition

Language: English

### Customer Ratings

★★★★★ 50 Ratings

### Links

[Podcast Website](#)

[Report a Concern](#)

### Description

A full fat show on everything nutrition, food, human performance and being f\*\*ing awesome, hopefully with a touch of humour. Ben Coomber is a performance nutritionist, coach, presenter and owner of Body Type Nutrition. Loves coffee, rugby, lifting heavy stuff and eating insane food. Past obesity statistic. Lives to find the extra 1%'s that make us better performing individuals. Podcast is co hosted with Anna Sward from Protein Pow..... BOOM!

	Name	Description	Released	Price	
1	#175 - The Perfec...	<span>EXPLICIT</span> Do you paralyse yours...	2/3/2016	Free	<a href="#">View In iTunes &gt;</a>
2	#174 - Eric Helms ...	<span>CLEAN</span> Want a scientific and s...	1/27/2016	Free	<a href="#">View In iTunes &gt;</a>
3	#173 - The Meani...	<span>EXPLICIT</span> What is the meaning o...	1/20/2016	Free	<a href="#">View In iTunes &gt;</a>
4	#172 - Paralympic...	<span>CLEAN</span> If you couldn't use yo...	1/13/2016	Free	<a href="#">View In iTunes &gt;</a>
5	#171 - Knowledge...	<span>EXPLICIT</span> Unhappy with your jo...	1/6/2016	Free	<a href="#">View In iTunes &gt;</a>
6	#170 - Mike Dolce...	<span>CLEAN</span> Mike Dolce coaches s...	12/30/2015	Free	<a href="#">View In iTunes &gt;</a>
7	#169 - HARD WOR...	<span>EXPLICIT</span> Are you ready for har...	12/23/2015	Free	<a href="#">View In iTunes &gt;</a>
8	#168 - Working o...	<span>CLEAN</span> We think we're ready t...	12/16/2015	Free	<a href="#">View In iTunes &gt;</a>
9	#167 - Protein Ov...	<span>CLEAN</span> Dr Jacob Wilson is bac...	12/9/2015	Free	<a href="#">View In iTunes &gt;</a>
10	#166 - Are you re...	<span>EXPLICIT</span> The world of fitness is...	12/2/2015	Free	<a href="#">View In iTunes &gt;</a>
11	#165 - Real Life R...	<span>CLEAN</span> Jason Ferruggia joins ...	11/25/2015	Free	<a href="#">View In iTunes &gt;</a>

You don't need to have a star-studded podcast lineup to get these links, though. It can be as simple as recording your blog posts and providing a free download link at the start of your post.

#### iv. Facebook Target Journalists

This method can cost you pennies to do, but it can result in some big link opportunities.

When you're looking for backlinks from Press Releases, you tend to go to two places:

- The Publication: Find the right editor and shoot them an email.
- A PR Company: Spend hundreds or thousands of dollars getting them to do press releases for you.

But these can be a complete waste of time. Instead, it's better to go *directly* to the journalists and have them create the piece, and the link, for you using their influence.

This can be done easily by using Facebook ads. Put together a list of journalists you want to contact and find their Facebook profiles. Then, create a target advert to tell them what you're looking for, and how to apply.

## v. Look For Click-To-Tweet Or Quote Opportunities

A lot of content creators use Click-To-Tweets (or CTTs) in their posts to add a viral component to them and bring a little extra authority to the table, like this one from Nichehacks:

"The truth is people like to read controversial articles even if they don't agree with the author. That being said, not every author has enough balls to write such a thing."

- Karol K

[Click Here To Tweet This!](#)



And, if you've been blogging for a while, there's a good chance you've been quoted, too. So do some research and find where you've been quoted and ask them to place a link over your brand name.

Or, if you've *not* been quoted anywhere, reach out to a site that is relevant to your niche and ask if you *can* be quoted in one of their upcoming articles. Create a quote, speak to the site owner and get it stuck into one of their posts.

The third strategy for this is to find round-up posts like this one, and ask to join in future ones with your insights. Most sites outsource these types of posts to freelance writers, so it also pays to find out *who* is writing these posts — possibly using the method from #4 above — and get in touch with them.

## Lesson no. 11 TOOLS FOR OFF PAGE SEO

### TOP TOOLS FOR SEO

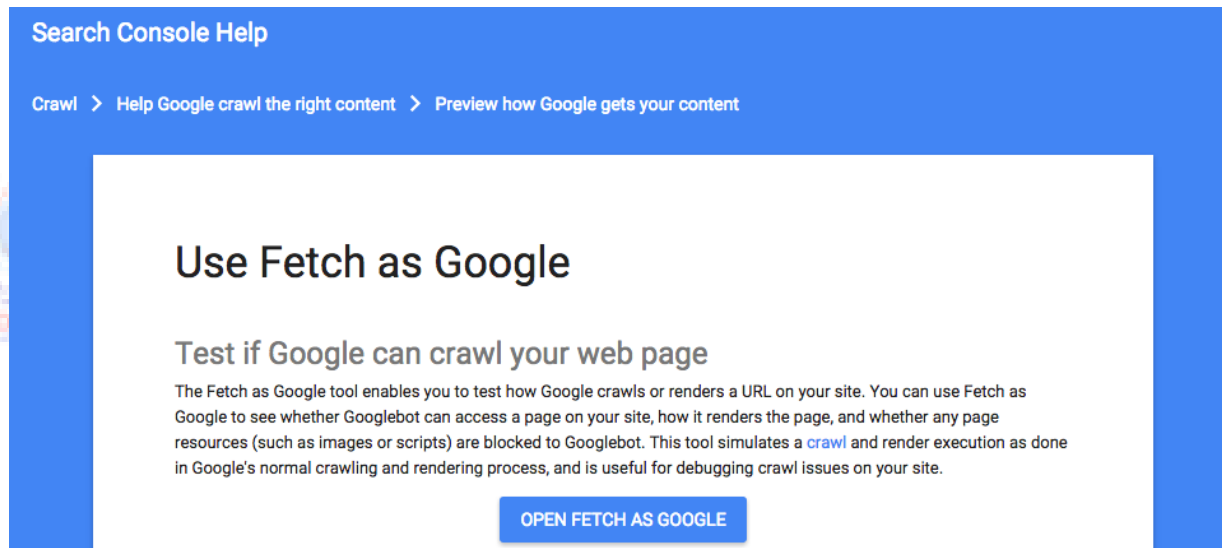
12 SEO Monitoring and Keyword Tools for 2018

#### *i. Google's Webmaster Tools*

*Cost: Free*

*Purpose: Site Analysis*

Perhaps the best way to understand the way Google sees your site is to ask Google. Google's Webmaster Tools are novice-friendly resources that explain the fundamentals of Google search.



The screenshot shows the 'Search Console Help' page for 'Use Fetch as Google'. The breadcrumb trail is 'Crawl > Help Google crawl the right content > Preview how Google gets your content'. The main heading is 'Use Fetch as Google'. Below it is the sub-heading 'Test if Google can crawl your web page'. The text explains that the Fetch as Google tool enables users to test how Google crawls or renders a URL on their site, including whether Googlebot can access the page, how it renders the page, and whether any page resources (like images or scripts) are blocked. A blue button labeled 'OPEN FETCH AS GOOGLE' is visible at the bottom.

#### *ii. SEMrush*

*Cost: Free*

*Purpose: Keyword Research*

SEMrush is a super elaborate dashboard that reports on the performance of domains as a whole and their specific pages. The website offers numerous toolkits, one of which is an SEO toolkit.

## ORGANIC SEARCH POSITIONS 1 - 6 (6)

Add to Export Manager

✓ 464

Filter by keyword

Advanced filters 

<input type="checkbox"/>	Keyword	Pos. 	Volume 
<input type="checkbox"/>	<a href="#">best resume</a>	30	6,600
<input type="checkbox"/>	<a href="#">resume template with photo free download</a>	31	20
<input type="checkbox"/>	<a href="#">professional resume</a>	46	14,800
<input type="checkbox"/>	<a href="#">freelance graphic designer linkedin</a>	52	20
<input type="checkbox"/>	<a href="#">resume spice reviews</a>	69	20
<input type="checkbox"/>	<a href="#">best technical support resume</a>	88	20

### iii. HubSpot's Website Grader

Cost: Free

Purpose: Site Analysis

Back in 2007, HubSpot released a tool called Website Grader that helped businesses uncover search engine optimization opportunities. Because a lot has changed since then, the company has released a new and improved version of the tool.



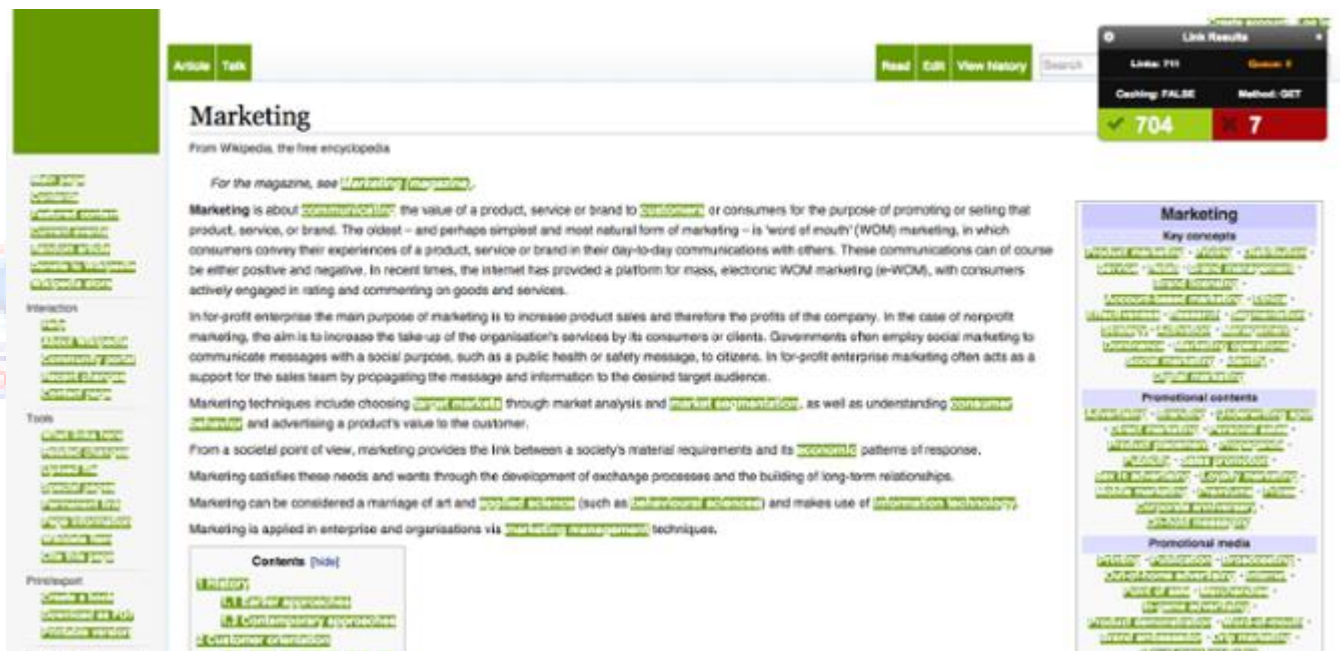
## iv. Check My Links

Cost: Free

Purpose: Link Optimization

To ensure that your links on a webpage -- whether external or internal -- actually work, consider Check My Links.

This broken-link checker makes it easy for a publisher or editor to make corrections before a page is live. Think about a site like Wikipedia, for example. The Wikipedia page for the term "marketing" contains a whopping 711 links. Not only was Check My Links able to detect this number in a matter of seconds, but it also found (and highlighted) seven broken links.



The tool highlights all the good links in green, and those that are broken in red, making it easy to spot the ones that don't work or are no longer active.

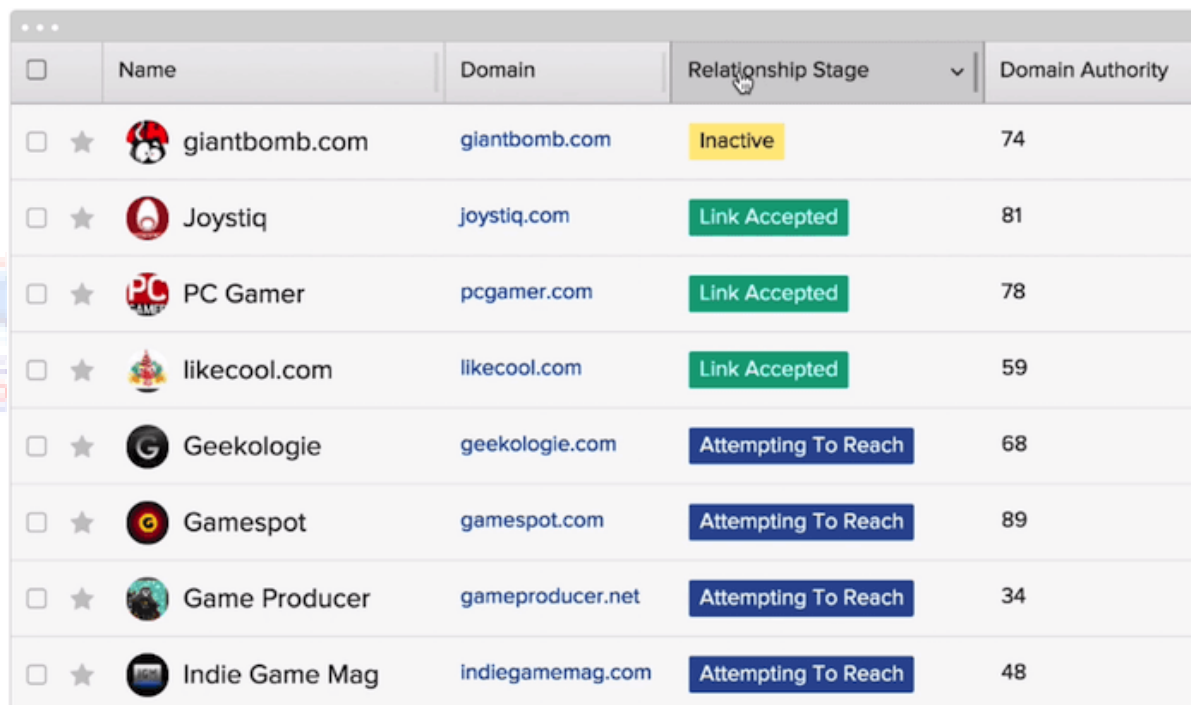
## v. BuzzStream









*Cost: Free 14-day trial, then paid plans from \$24/mo*

*Purpose: Link Building*

BuzzStream might be the most inexpensive way to manage your outreach to the people who can provide inbound links to your website.

Although backlinks to your website are critical to ranking well on Google, the outreach you do while link building can feel a lot like cold calling. BuzzStream makes it easy to research the appropriate people, come up with effective email messages, and track who's accepted each link request. Your link building queue looks like this:



<input type="checkbox"/>	Name	Domain	Relationship Stage	Domain Authority
<input type="checkbox"/>	 giantbomb.com	<a href="http://giantbomb.com">giantbomb.com</a>	Inactive	74
<input type="checkbox"/>	 Joystiq	<a href="http://joystiq.com">joystiq.com</a>	Link Accepted	81
<input type="checkbox"/>	 PC Gamer	<a href="http://pcgamer.com">pcgamer.com</a>	Link Accepted	78
<input type="checkbox"/>	 likecool.com	<a href="http://likecool.com">likecool.com</a>	Link Accepted	59
<input type="checkbox"/>	 Geekologie	<a href="http://geekologie.com">geekologie.com</a>	Attempting To Reach	68
<input type="checkbox"/>	 Gamespot	<a href="http://gamespot.com">gamespot.com</a>	Attempting To Reach	89
<input type="checkbox"/>	 Game Producer	<a href="http://gameproducer.net">gameproducer.net</a>	Attempting To Reach	34
<input type="checkbox"/>	 Indie Game Mag	<a href="http://indiegamemag.com">indiegamemag.com</a>	Attempting To Reach	48

## vi. Moz's Pro Tools

*Cost: Free 30-day trial, then paid plans from \$99/mo*

*Purpose: Site Analysis*

The Moz Pro subscription serves as an all-in-one tool for increasing your business' search ranking. Moz's collection of research tools provides subscribers with the resources they need to identify SEO opportunities, track growth, build reports, and optimize their overall efforts.



### Crawl Test Tool - SEO Web Crawler

Ready to crawl? Our Crawl Test tool crawls a given website and its linked-to pages to help you discover duplicate content, summarize redirect locations, learn rel-canonical values, and more. Enter any subdomain below, and we'll crawl up to 3,000 pages of links from it. In the next few days, we'll deliver an email containing a CSV report with the results. Your report will be available for 90 days after the crawl is generated.



As a Moz Pro subscriber, you can schedule crawls for two subdomains every 24 hours, crawling 3,000 pages per subdomain. When we've finished crawling, your reports will be sent to your Moz Pro email address, which is currently [emmettbrown@moz.com](mailto:emmettbrown@moz.com). You can change your email address on your [profile](#) page.

Please note: We recommend waiting 48 hours before running another crawl test on the same site. Otherwise, we may crawl the cached version of the site, and you won't see any changes.

Enter a Subdomain:

2 Crawl credits left today

#### Your Most Recent Requests

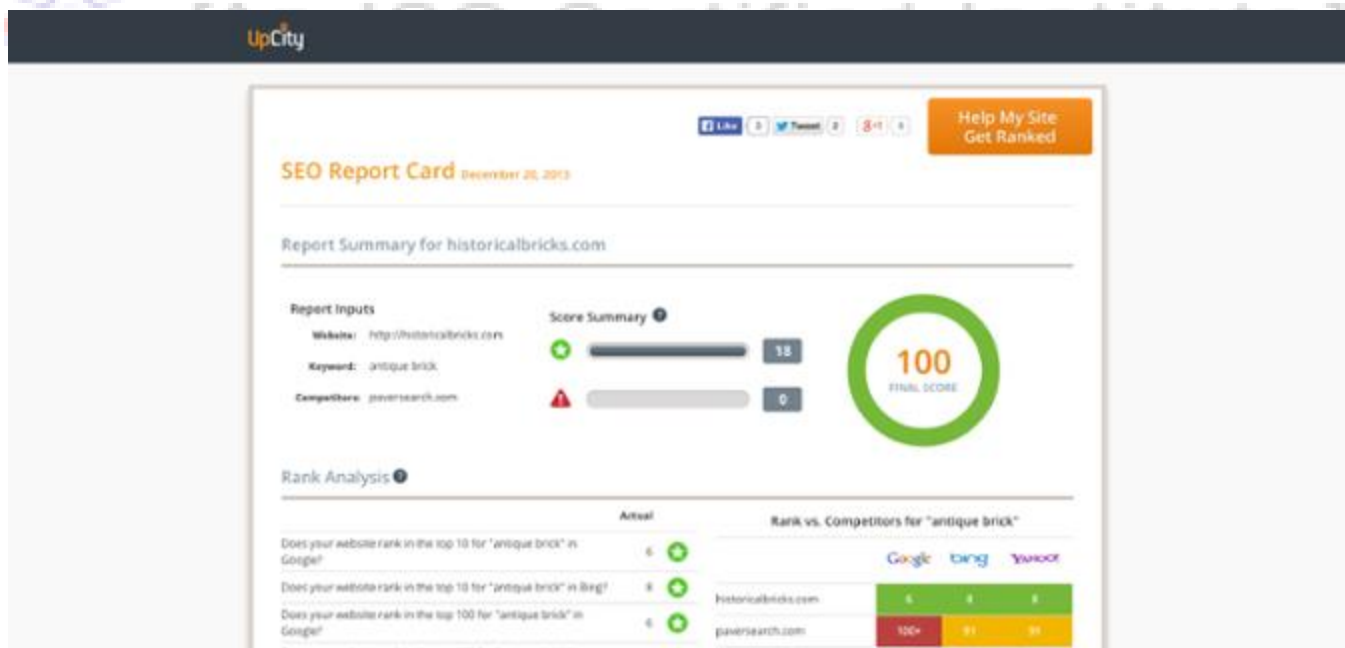
 Crawl Completed!	 Crawl Completed!	 Crawl Completed!
Subdomain moz.com	Subdomain moz.com	Subdomain moz.com
Download Report Submitted 5:16pm UTC Oct 6th 2014	Download Report Submitted 10:10am UTC Sep 7th 2014	Download Report Submitted 5:58pm UTC Sep 7th 2014

## vii. UpCity's SEO Report Card

Cost: Free

Purpose: Share of Voice

SEO Report Card by UpCity lets you analyze your website to determine how it stacks up against your competitors.



















































































The screenshot shows the UpCity SEO Report Card interface. At the top, there are social media sharing buttons (Like, Tweet, +1) and a "Help My Site Get Ranked" button. The main heading is "SEO Report Card" dated December 20, 2013. Below this is a "Report Summary for historicalbricks.com".

**Report Inputs:**  
Website: <http://historicalbricks.com>  
Keyword: antique brick  
Competitors: paversearch.com

**Score Summary:**  
A progress bar shows a score of 18. A large green circle displays "100 FINAL SCORE".

**Rank Analysis:**  
A table compares the website's performance against competitors for the keyword "antique brick".

Actual	Rank vs. Competitors for "antique brick"
Does your website rank in the top 10 for "antique brick" in Google? 6 	Google:               
Does your website rank in the top 10 for "antique brick" in Bing? 8 	Bing:               
Does your website rank in the top 100 for "antique brick" in Google? 6 	Yahoo:               
Does your website rank in the top 100 for "antique brick" in Bing? 8 	Historicalbricks.com:               
Does your website rank in the top 100 for "antique brick" in Yahoo? 6 	paversearch.com:               

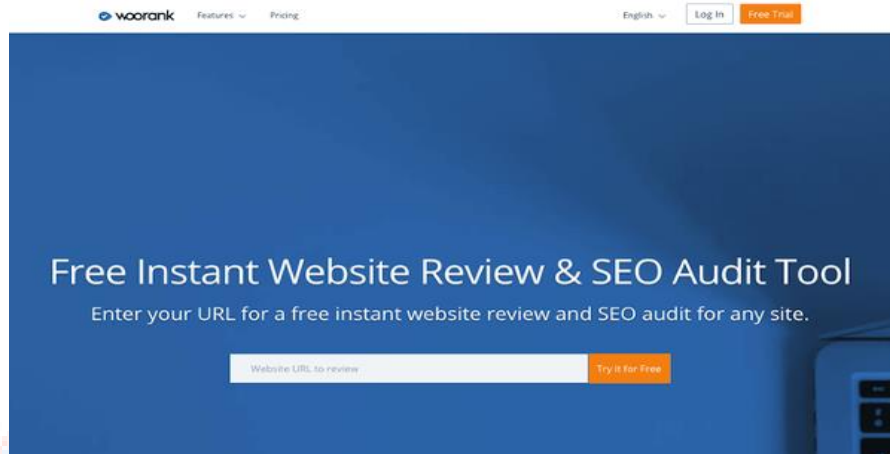


## viii. **Woorank**

*Cost: Free 14-day trial, then \$49/mo for a Pro Plan or \$149/mo for a Premium Plan*

*Purpose: Site Analysis*

Woorank's in-depth site analysis helps marketers reveal opportunities for optimization and improvement. This analysis takes into account the performance of existing SEO initiatives, social media, usability, and more.



## ix. **Screaming Frog's SEO Spider**

*Cost: The LITE version is free (with limitations\*), and the paid plan is \$160/year*

*Purpose: Site Analysis*

The Screaming Frog SEO Spider is a search marketer's best friend.

Designed specifically for the SEO-minded, this program crawls the websites you specify, examining the URLs for common SEO issues. This program simplifies and expedites an otherwise time-consuming process -- especially for larger websites. It could take hours or days to manually evaluate the same URLs.

## x. Found's SEO Audit Tool

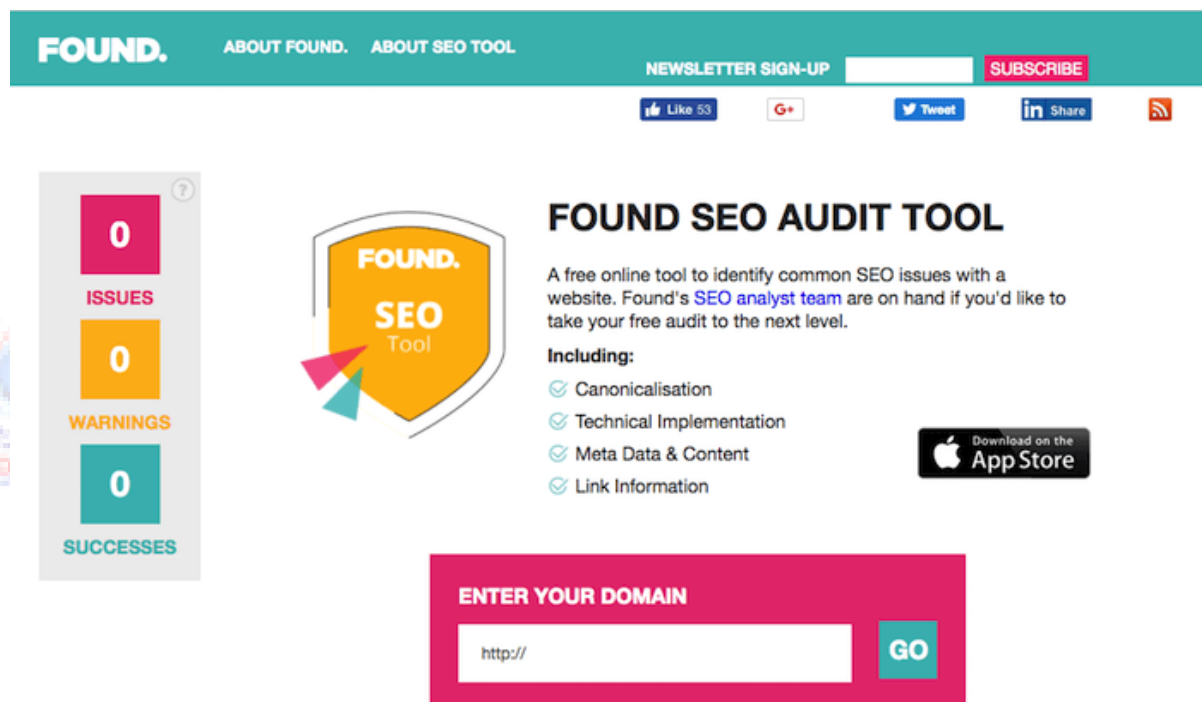
Cost: Free

Purpose: Site Analysis

Want to rise above your competitors on search engine results pages?

(Who doesn't?)

The SEO Audit Tool by Found is an easy-to-use tool for marketers looking to identify (and solve) common SEO errors on a website.



The screenshot shows the Found SEO Audit Tool website. At the top, there is a teal navigation bar with the 'FOUND.' logo, links for 'ABOUT FOUND.' and 'ABOUT SEO TOOL', a 'NEWSLETTER SIGN-UP' form with a 'SUBSCRIBE' button, and social media icons for Facebook (53 likes), Google+, Twitter, LinkedIn, and RSS. Below the navigation bar, the main content area features a vertical sidebar on the left with three colored boxes: a pink box for 'ISSUES' (0), an orange box for 'WARNINGS' (0), and a green box for 'SUCCESSES' (0). In the center, there is a yellow shield icon with 'FOUND. SEO Tool' written on it. To the right of the shield, the heading 'FOUND SEO AUDIT TOOL' is followed by a description: 'A free online tool to identify common SEO issues with a website. Found's SEO analyst team are on hand if you'd like to take your free audit to the next level.' Below this, a list of features is provided under the heading 'Including:': Canonicalisation, Technical Implementation, Meta Data & Content, and Link Information. To the right of the list is a 'Download on the App Store' button. At the bottom of the main content area, there is a pink box with the text 'ENTER YOUR DOMAIN' and a form field containing 'http://' with a 'GO' button next to it.

## xi. Remove'em

Cost: \$249 per domain or a subscription option starting at \$99/mo

Purpose: Link Building

Have you ever purchased links? Spammed the comments section on a string of blogs using the same message and link? If so, we'll forgive your bad judgment just this once ... but Google won't.

Artificial or unnatural links have the potential to seriously hurt your search ranking. To clean them up, check out [Remove'em](#)

## xii. *Varvy's SEO Overview Tool*

*Cost: Free*

*Purpose: Site Analysis*

This SEO auditing tool provides users with information regarding their domain strength, links, image SEO, social counts and mentions, page/technical SEO, page speed, and more.

The comprehensive report is prepared in less than a minute, and dives deep into different aspects of your website's performance. You'll notice that the tool employs green checks, red Xs, and yellow exclamation points to denote the severity of the issue.

One of our favorite features is the detailed image overview:



Alt text: HubSpot Sprocket Logo

✓ Amount of words: 3

ⓘ Alt text seems good

> [open image in new tab](#)



## Lesson no. 12 LOCAL SEO

### LOCAL SEO

Local SEO is an effective way to market your business online. It helps businesses promote their products and services to local customers at the exact time they're looking for them. Local SEO uses a variety of strategies — getting your site ranked on search engines like Google, business directories such as Yelp, Superpages, Foursquare, Yellowbook, **Google My Business listing**, Bing Places for Business page, localized content on your website, online reviews and other strategies.

Local SEO services offer a much targeted online marketing approach, (it's not like dropping off brochures on front-porch steps or paying for an ad in a local newspaper that may or may not be seen by a potential customer that is actually interested in your products or services). Local SEO companies allows you to position your business on search engines and other digital marketing platforms so you're seen by potential customers — on *their* terms.

#### I. **GOOGLE PLACE OPTIMIZATION**

##### *i. Consistency Is Key*

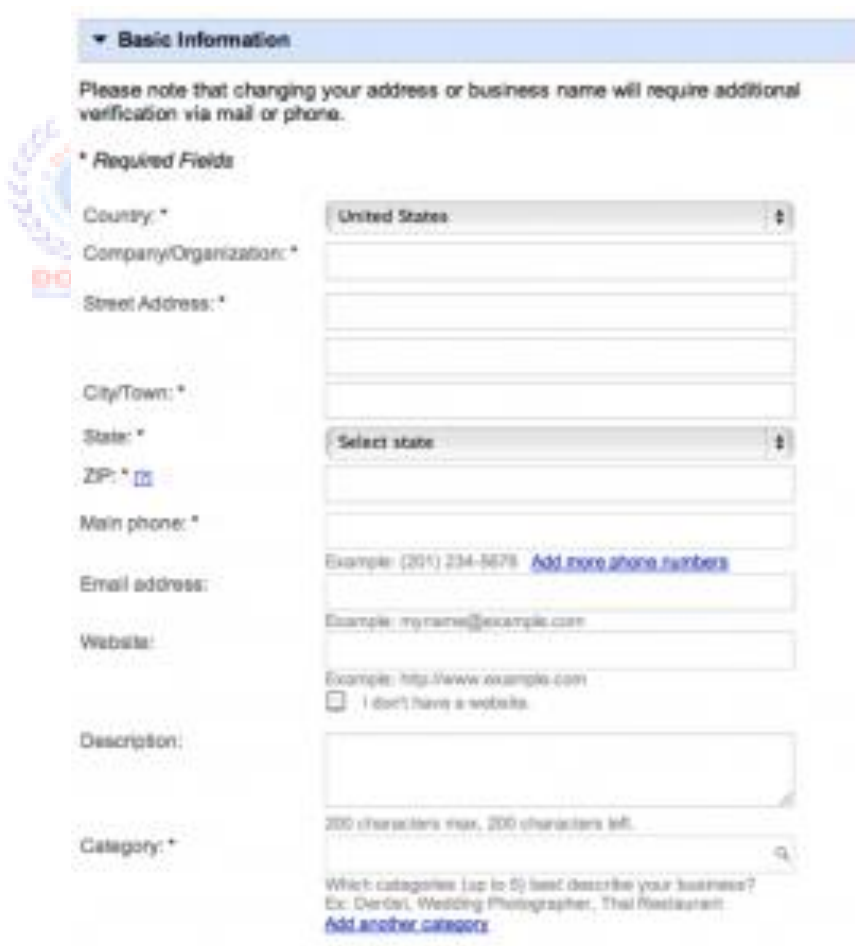
It is important that your Google Place profile contains the same information as any other profiles your company may have online. Google Place pages create another opportunity to build trust and consistency as part of your marketing strategy. Be sure to audit your other profiles and answer each question as consistently as you can. There are some additional ways you can create consistency on your profiles such as:

- a) Linking: improve searchability by linking your additional profiles together
- b) Imagery: utilizing the same imagery on multiple place pages will create consistency
- c) Branding: consistency in naming and referencing your brand is extremely important

## ii. Complete All Information (Even if it is Not Required)

Have you ever heard the expression “better off safe than sorry”? Take the same approach when setting up or editing your Google Places profile. There may be questions that you consider irrelevant but could ultimately have an impact on how you are found online. Make sure that you are filling out all standard information including:

- a) Company Name
- b) Address
- c) Phone Number
- d) Website
- e) Email Address



**Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

**\* Required Fields**

Country: \*

Company/Organization: \*

Street Address: \*

City/Town: \*

State: \*

ZIP: \*

Main phone: \*

Example: (201) 234-5678 [Add more phone numbers](#)

Email address:

Example: myname@example.com

Website:

Example: http://www.example.com

I don't have a website.

Description:

200 characters max, 200 characters left.

Category: \*

Which categories (up to 5) best describe your business?  
Ex: Dental, Wedding Photographer, Thai Restaurant  
[Add another category](#)

Institute  
[An Institute of Information Technology]

Adding additional elements to your page such as photos or videos are also an opportunity to optimize your content and share a little bit more about your company with your prospective clients.



### *iii. Encourage Interaction & Reviews*

User generated content can be a very powerful optimization tool. Actual customers may be using additional or different keywords or phrases to describe their experience with you. Reviews also add validity to your statements and information written by your company. Nothing speaks higher of a company than the testimonials of its customers. I would recommend encouraging customers or clients to participate or simply urge them to visit your page and see what they think. Some additional ways that you could encourage interaction would be:

- a) Posting video testimonials on your Google Places page
- b) Encourage clients to upload photos of themselves at your establishment or with your team

## Reviews

Your rating: ★★★★★

Food

Service

Atmosphere

Value



bellho2nd - Dec 20, 2011

★★★★★ I been visiting Minneapolis on busy for several months and made this restaurant one of my stops whenever in town. HIGHLY recommended.

Liked: Service, Atmosphere, Value, Food

Was this review helpful? Yes - No - Flag as inappropriate



Daniel - Dec 19, 2011

★★★★★ Try 112 beef tartare! Amazing food!!! Loved it!

Was this review helpful? Yes - No - Flag as inappropriate



Yan - Nov 28, 2011

★★★★★ number one in minneapolis !!!!!1111

Liked: Food, Service, Atmosphere, Value

Was this review helpful? Yes - No - Flag as inappropriate



Lauren - Nov 17, 2011

★★★★★ Like everything about 112 Eatery from the location (Lindon Hills) to the atmosphere (quaint) to the food (excellent) to the service (and excellent)! Definately a great date spot.

Liked: Food, Service, Atmosphere, Value

0 out of 2 people found this review helpful. Was this review helpful? Yes - No - Flag as inappropriate



## iv. Local Keywords

Including relevant and purposeful keywords in your Google Place profile is a strategic way to increase optimization. However, you will want to avoid over stuffing your description with keywords or utilizing keywords in your business name that are not relevant to your offering. Does your research up front utilizing your analytics account to determine what keywords are appropriate for your business?

## v. Focus on Your Specialties

Do not be afraid to add details about your service offering, solutions, or products that will help your customers find you. A simple analysis of your Google analytics account can tell you what keywords users are searching for to find your company. Do your best to use those descriptions in your company overview and specialties area.



Think of what your customers will be looking for and provide imagery or documentation that will show your expertise.



The example included above separates this company from their competition. I would venture to say that of the companies that came up in my search this for “Tire Repair, Minneapolis” their profile was the most consistent and complete. Instead of having to further investigate on the company on their website I was given adequate information which would led me to contacting them immediately.

## II. CLASSIFIED SUBMISSION

Classified submission is one of the most important tools in the hands of the webmasters to make the website visible to the world and promote their product on the web-world among the clients. The classified submission allows the webmasters to display their needs and requirements to the outside world

Classified Submission used to get great exposures to the site and promote its product as well as the services. This will be done through the creation of good and useful content that will be noticed by the visitors.

### III. USING H CARD

An hCard is a Business Card with information, a hReview is a review (on a movie, business, restaurant, etc...), and other cards can even include recipes (very important for measurements).

The hCard provides a set of values for the class action and it is used to explain contact information, such as names, addresses, telephone, email address, instant messaging names, and the organizations. Think of it this way – without the hCard, the search engine doesn't know if "Main Street" is just two words, or if it is an address.

Let's take a look at an example:

```
<div id="" class="vcard">
```

```
<span class="fn n">
```

```
<span class="given-name"></span>
```

```
<span class="additional-name"></span>
```

```
<span class="family-name"></span>
```

```
</span>
```

```
<div class="org">Thriveworks</div>
```

```
<a class="email" href="mailto:support@thriveboston.com">support@thriveboston.com</a>
```

```
<div class="adr">
```

```
<div class="street-address">872 Massachusetts Avenue, Suite 2-2</div>
```

```
<span class="locality">Cambridge</span>,&br/><span class="region">MA</span>,&br/><span class="postal-code">02139</span>  
<span class="country-name">United States</span>
```

```
</div>
```

```
<div class="tel">(617) 395-5806</div>
```

```
<p style="font-size:smaller;">This <a href="http://microformats.org/wiki/hcard">hCard</a>  
created with the <a href="http://microformats.org/code/hcard/creator">hCard  
creator</a>.</p>
```

```
</div>
```

As you can tell from above, the microformats are not visible to the person reading the page. The hCard is purely for Search Engines and Browsers. The only visible difference is the spaces from the div elements.

The example above only shows a few ways to use the hCard, but other examples include email addresses, birthdays, photos, organization, workcell, phone numbers, home, and work address (etc...).

#### IV. CITATION

Citation is an online reference to your business's name, address and phone number (NAP). Like links to your website, Google uses them when evaluating the online authority of your business. Unlike links though, citations don't need to be linked to your business's website in order for you to be credited for them. So, having your NAP listed in plain text is fine.

A partial citation is one which includes only part of your NAP – maybe your name and phone number or name and address. This is better than nothing, but not as beneficial as a full citation. A full citation is one which includes your business's complete NAP. It doesn't matter how that information is visibly listed (horizontally or vertically), so long as it's all there. This is an example of a full citation:

SEOMark, 34 Links Drive, Birmingham, West Midlands, B91 2DL (0330001152)

For a citation to help with your local SEO strategy, it's important that it exactly matches the NAP on your website and on your Google My Business page. What format you choose for your citations isn't important, but picking one format and sticking with it is. You need to be

100% consistent in the name (abbreviations? Ltd?), address (suite number? floor?), and phone number (+44? spaces or no spaces?) used when building citations.



**DOT-NET Institute**  
[An ISO Certified Institute]