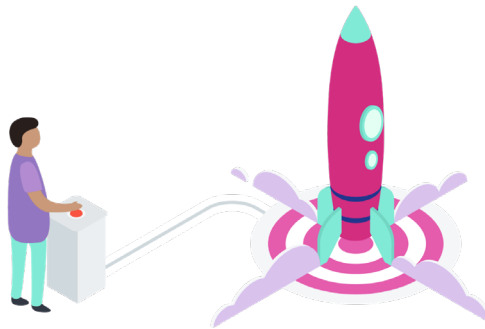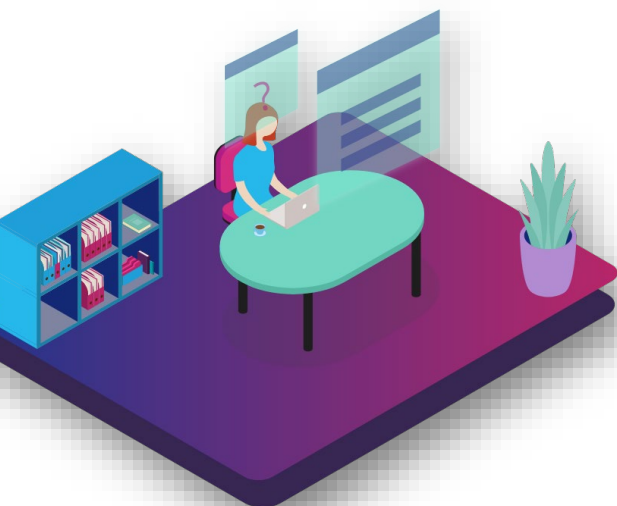# OCP ACADEMY

LEARNING TODAY
LEADING TOMORROW

# Search Engine Optimization
# Subject Code: 21DMS007

## Reference Notes

### Module 7 - Search Engine Optimization

# Search Engine Optimization

SEO is part of the broader topic of Search Engine Marketing (SEM), a term used to describe all marketing strategies for search. SEM entails both organic and paid search. With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase. Organic and paid listings both appear on the search engine, but they are displayed in different locations on the page.

Reference E-Book - **https://cdn2.hubspot.net/hub/53/file-13204607-pdf/docs/introduction-to-seo-ebook.pdf**

# Search Engine Optimization

This e-book – the Art of SEO by Moz is a comprehensive Guide giving insights in the ins and outs of Search Engine Optimization. You will learn about Keyword research, Search Engine tools and services and Measuring & Tracking success. Also How usability, user experience & content affect search engine rankings and a variety of Search Engine Tools.

An ideal E-book for beginners and experienced marketers as well.

➢ **Reference E-Book - <ins>https://oiipdf.com/the-art-of-seo</ins>**

# Search Engine Optimization

## Digital Marketing Landscape
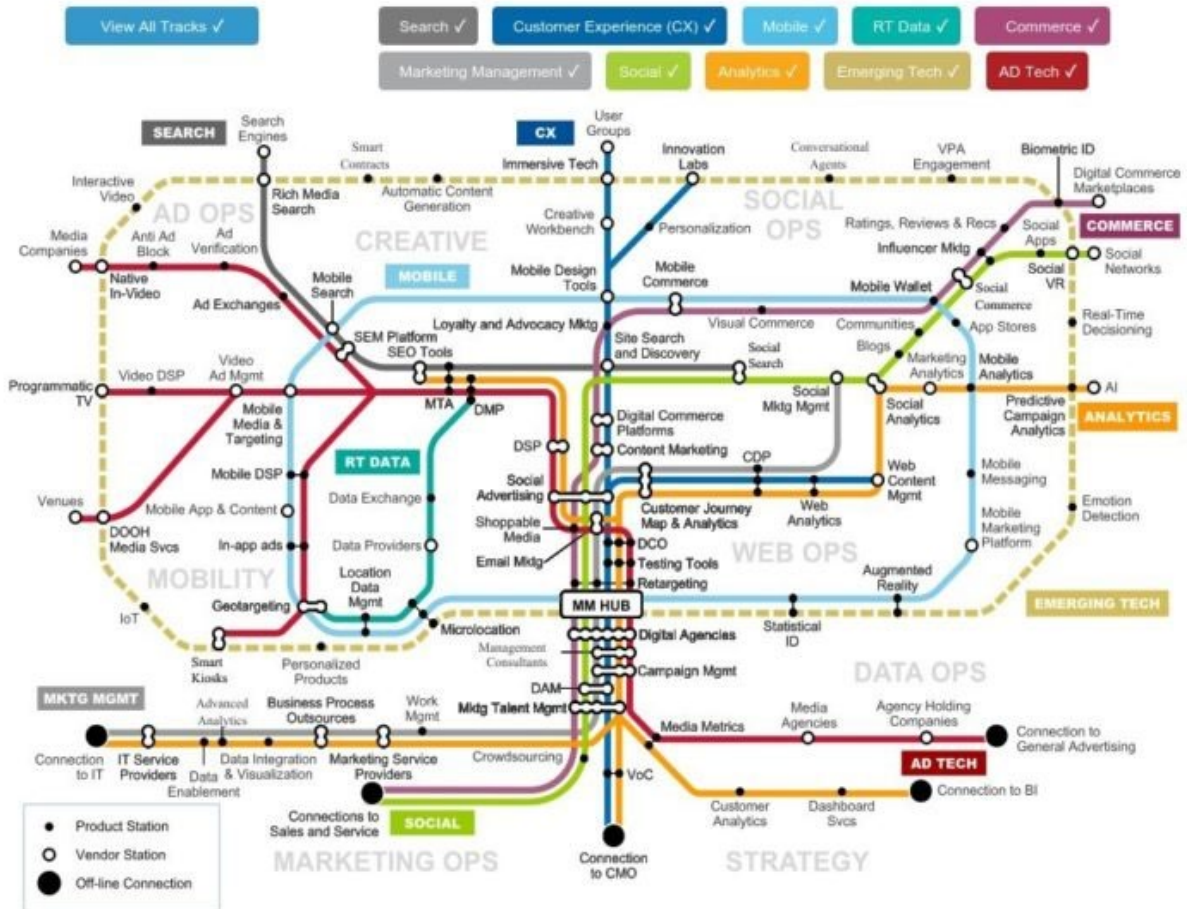


Digital territory is wide and complex. To plan and manage effectively, you need a firm grasp on operational areas, applications, technologies and vendors — and how they relate. With the new, interactive Gartner Digital Marketing Transit Map you can navigate like a native. We've simplified the landscape and added relevant research reference points, so you can identify the best sources for your needs and acquire systems that work well together.

# Search Engine Optimization

## Search Touch Points

Search engines becomes very important in customer journey when consumer move from awareness to a position of active interest or *search.* There are many ways we travel from A to B in the real world. Similarly, consumers in the digital landscape do not all take the same paths or mode of transport as each other. As the digital marketing landscape becomes more complex, the variety of routes consumers take to travel through it become increasingly diverse. Some might take months to travel and take in many stops along the way (the scenic route). Others might be more direct and take just a minute or so.

# Search Engine Optimization

## Search Touch Points

### Example Touch Points:

➢ Search engine – organic and paid/PPC (Google boasts more than 70% market share while Bing and Baidu have around 10% each)

➢ Search on ecommerce sites – such as Amazon (more than 63% of ecommerce journeys start here rather than search engines), Ebay etc.

➢ Search on social media – Face book  Marketplace

➢ Google maps (important to remember when consumers are searching for real world stores, locations etc.)

➢ Mobile apps

# Introduction To SEO - Terms

Black hat: Search engine optimization practices that violate Google's quality guidelines.

Crawling: The process by which search engines discover your web pages.

De-indexed: Refers to a page or group of pages being removed from Google's index.

Featured snippets: Organic answer boxes that appear at the top of SERPs for certain queries.

# Search Engine Optimization

# Introduction to SEO – Terms

Google My Business listing: A free listing available to local businesses.

Image carousels: Image results in some SERPs that are scrollable from left to right.

Indexing: The storing and organizing of content found during crawling.

Intent: In the context of SEO, intent refers to what users really want from the words they typed into the search bar.

KPI: A "key performance indicator" is a measurable value that indicates how well an activity is achieving a goal.

Local pack: A pack of typically three local business listings that appear for local-intent searches such as "oil change near me."

# Search Engine Optimization

# Introduction to SEO - Terms

Organic: Earned placement in search results, as opposed to paid    advertisements.

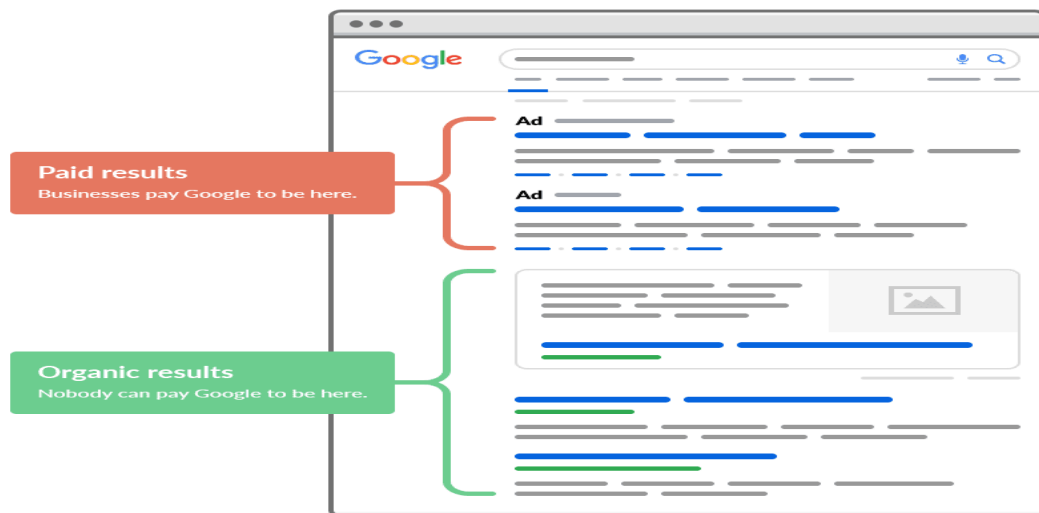People Also Ask boxes: A box in some SERPs featuring a list of questions related to the query and their answers.

# Introduction To SEO

SERP features: Results displayed in a non-standard format.

SERP: Stands for "search engine results page" — the page you see after conducting a search.

# Different Types of Search Results

The **Knowledge Graph** uses public domain information to provide quick   answers, and it usually doesn't link to external websites.

**Advertising results** are paid for, and appear above organic results.

**Organic results** are earned by the best content, and come in a wide variety of forms.

**Local results** use location-based data to show nearby businesses that satisfy the query.

# Search Engine Optimization

# Knowledge Graph

Google's Knowledge Graph draws information about people, places, and organizations from authoritative sources and reorganizes it to fit search intent. "Authorized representatives" can update this information to ensure it's accurate, and anyone can give feedback to help optimize the results.

Knowledge Graph results don't necessarily link to any particular page or article, but they pull information from a variety of sources and put it at the top of *some* SERPs.

**Knowledge Graph features always appear above every other kind of search result**
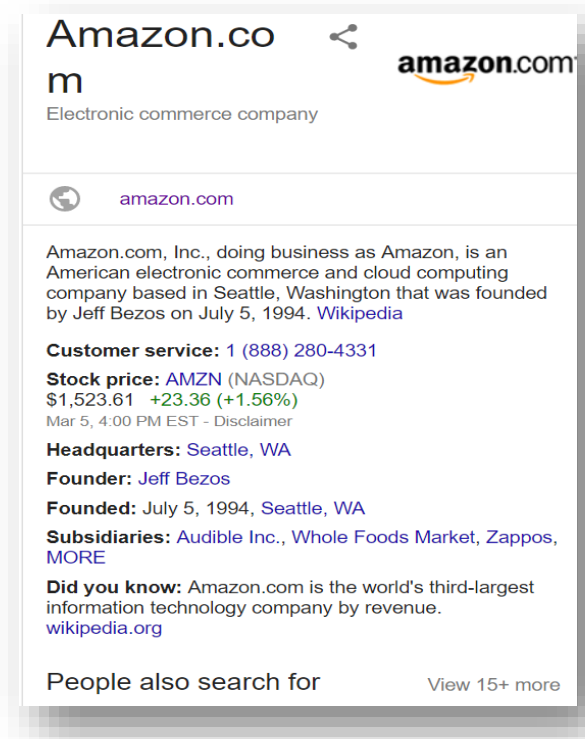
# **Carousels**

A carousel result is a series of images with captions related to your search. These images are clickable, and selecting one sends you to a new SERP for that specific person, place, or thing. (This will likely also produce a Knowledge Panel result.) Despite being on a new SERP, Google keeps the carousel up top, so you can navigate through all of the people, places, or things associated with your original search. Carousels appear when you search for a list or collection of related items instead of one specific thing. These are generally broad queries with numerous equally valid answers, such as "famous people" or "best business books."
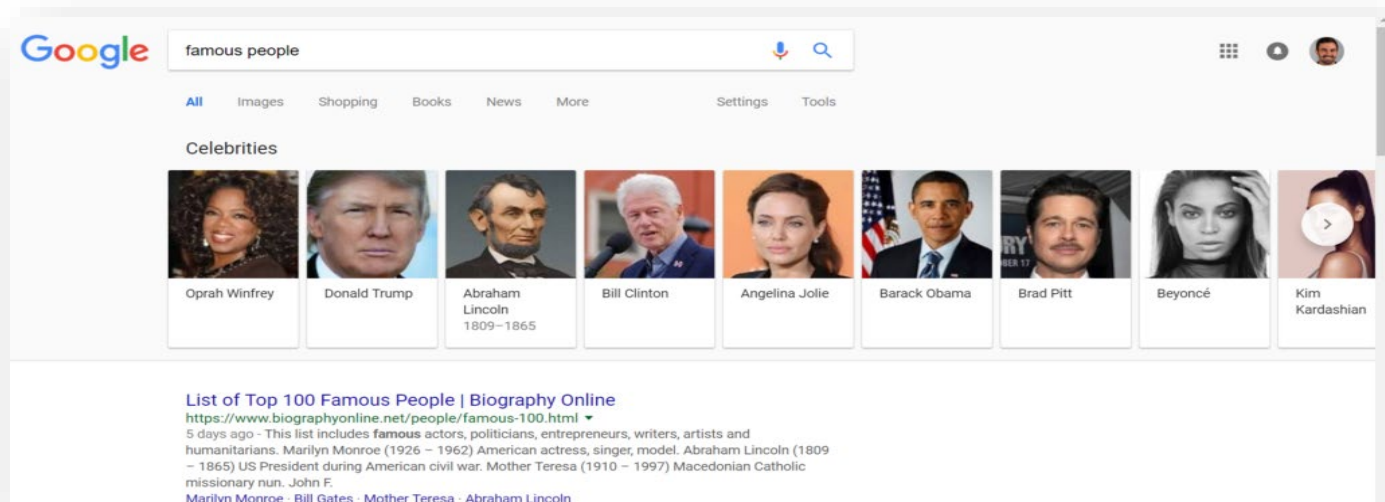
# Carousels

Carousels may take slightly different forms depending on the number of items in the carousel and the search intent. If you're searching for the best trucks of 2018, for example, stacking the images and including basic pricing information in the carousel helps people do a little comparison before they really dig into the results.
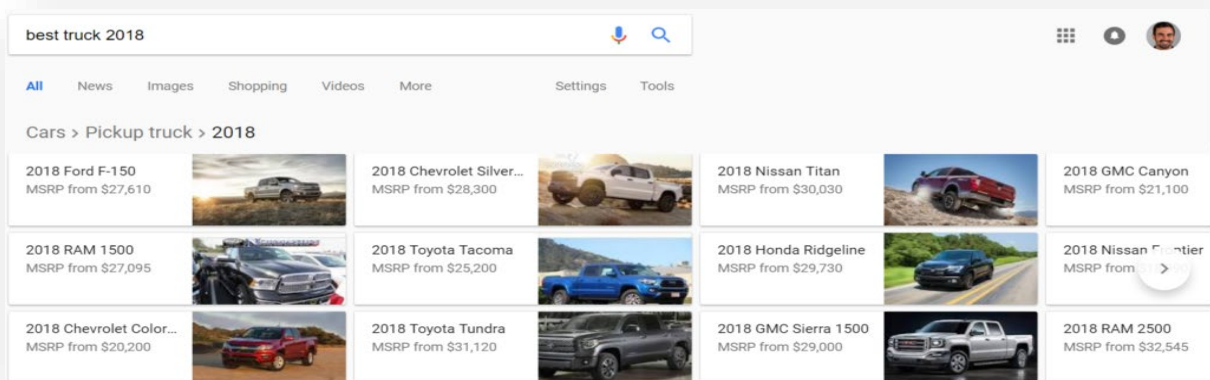
# Carousels

If you're competing against carousels, you have to:

➤ Write thorough, comprehensive content that answers lots of questions related to your topic or dives deep into a particular area.

➤ Provide meta descriptions that clearly explain your content and what's unique or valuable about it.

➤ Create titles that appear authoritative and definitive, not just click-baity. (Assuming your content can back that up.)

# **Answer Boxes**

**What they are:** Also known as direct answers, rich answers, and quick answers, these are incited results (meaning they won't ever link to your page) that directly answer basic questions using public domain knowledge.

You won't see these quick-and-dirty results as much for niche questions related to your industry. For that, Google may use a featured snippet, which pulls content from a page that provides a clear, concise answer. While some featured snippets might *look like* answer boxes, they link to the pages those answers come from (i.e. your website).

# Search Engine Optimization

# Answer Boxes

Answer boxes take many forms, including:

- ➢ Reformatted Knowledge Panel (answer plus expandable links)
- ➢ Simple answer box (no expand option)
- ➢ Unit converter
- ➢ Calculator
- ➢ Dictionary
- ➢ Google Translate

Some answer boxes are interactive, and allow you to change units, languages, formulas, etc.
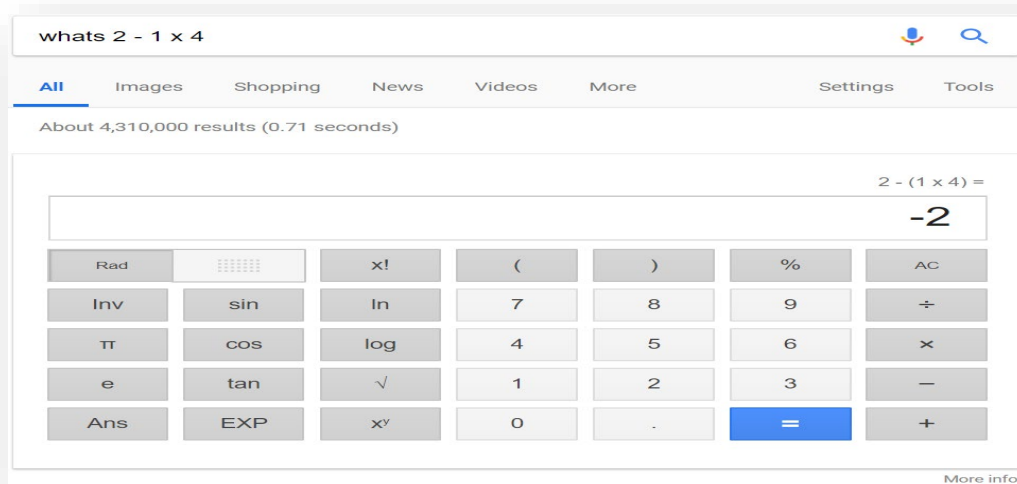
# See Results About

**What they are:** Moz calls these "disambiguation boxes," which is a pretty accurate description of what this feature actually does. When Google first introduced the Knowledge Graph, one of the key talking points was that it would be better at understanding searches for ambiguous terms, such as personal pronouns that are also totally unrelated words.

Originally, this primarily relied on user feedback, and certain search terms would prompt Google to basically say, "Wait, what did you mean?" when you got to the SERP. Today, the disambiguation process largely happens *while you're still typing your search*.

# Search Engine Optimization

**See Results About**
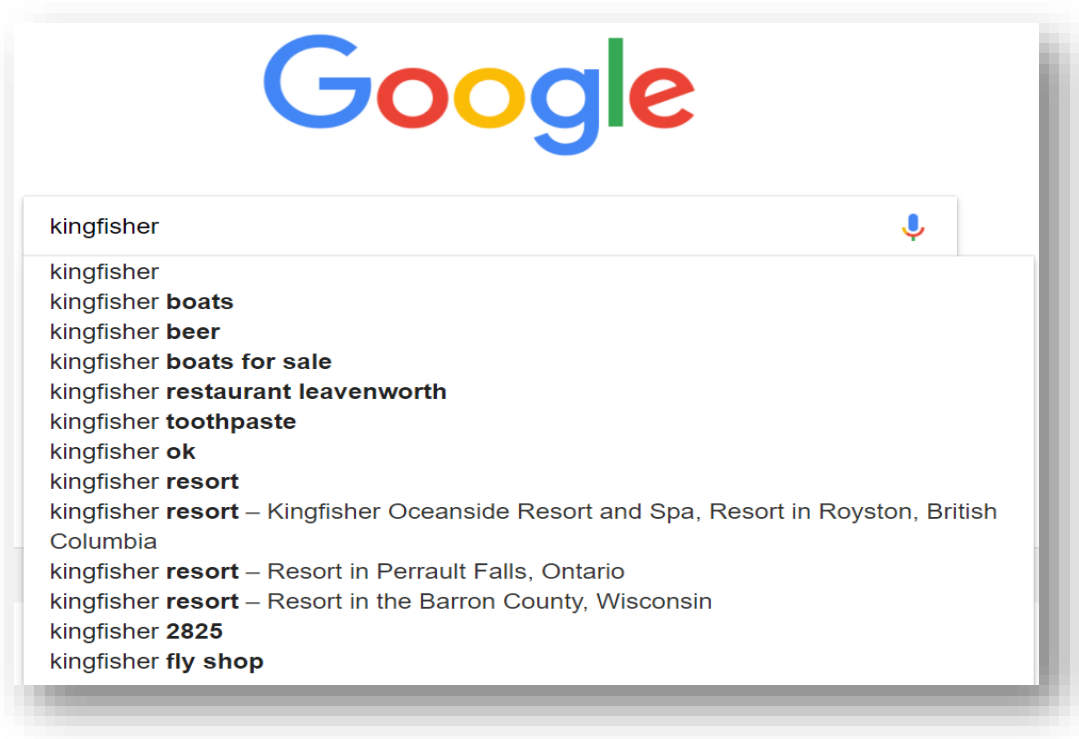


Auto suggest by Google showing up while you are typing - A good way to search keywords as well

# **Google Posts**

**What they are:** Google Posts first launched during the 2016 election to help people learn about presidential candidates—directly from the candidates themselves. Now, all established brands and people can use this unique SERP feature.

Think of Google Posts like social media for SERPs.   They can include images, videos, and text, and they're intended to share recent updates about your brand.

**When they appear:** Google Posts are connected to your brand's Knowledge Panel, so they only appear in branded search. Verified organizations and individuals have complete control over what these posts are, and they start showing up in search results within minutes of publishing.

# Search Engine Optimization

# Google Posts

**Here's how the NFL uses Google Posts to share about what's happening during the NFL Combine.**
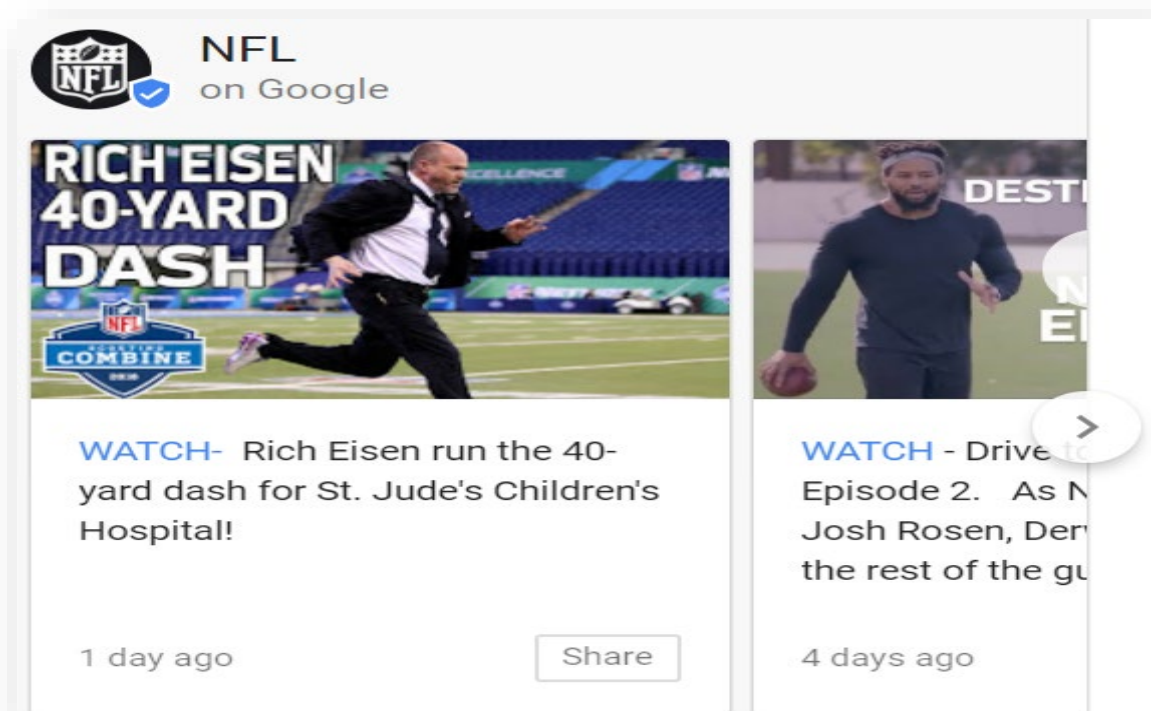
# Advertising Results - Paid Search

Google Ad words lets you advertise to targeted audiences in a variety of formats, but only a couple of these apply to search results. On any given SERP, you may find ads at the top, bottom, or right-hand side of the page.

# Organic Search Results
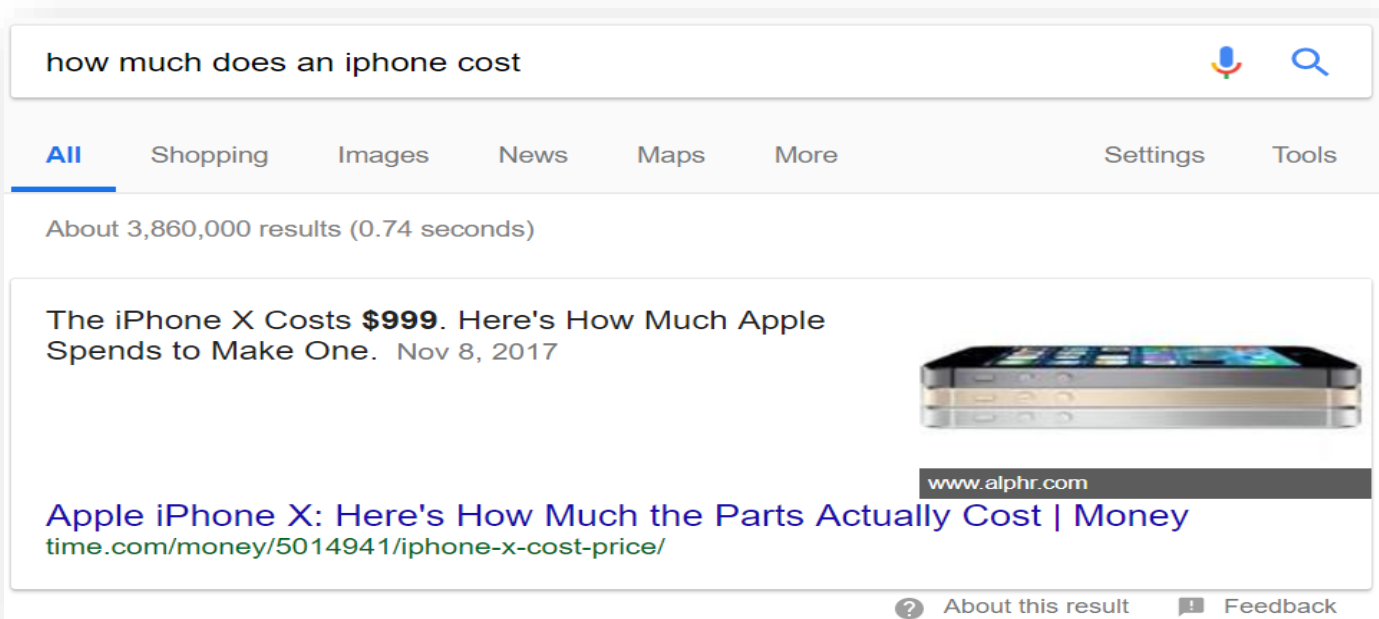
Organic results used to mean the blue links that appeared   below the search bar. Today, organic results come in numerous forms. While they all come from the content on websites like yours, Google changes the way it presents organic results depending on what someone is searching for.

Types of Organic Results:

➢ Featured snippets
➢ Tables
➢ Top Stories
➢ Reviews
➢ Video Results

# Search Engine Optimization

# Featured Snippets

➢ What they are: At first glance, featured snippets often look like the answer boxes that the Knowledge Graph generates. They're designed to provide only the information someone is looking for.

# Search Engine Optimization

# Featured Snippets

➢ When they appear: All featured snippets are designed to answer a question, whether it's explicit or implied by the search.

# Search Engine Optimization

# Top Stories

➢ **What they are:** Formerly known as "In the news," the top stories section hops over from the news tab to show you recent articles about your topic from (mostly) trusted news sources. (Every once in a while satirical sites and fake news sneak in there.)

# Top Stories

When they appear: The top stories section only appears when you search for things people are actually talking about. Top stories aren't going to pop up for searches about niche topics and industries, but if those same niche topics can appear in stories for other, more popular searches. This is probably more of a PR opportunity for most B2B organizations.

While simply not having a top stories section on your ideal SERPs means there's one less thing to compete against, that could also be an excuse to launch a PR campaign or put in some work to get your industry in the news. However, without knowing how frequently new stories need to come in for Google to justify a top stories section (and without knowing how long it would last), you'll probably have to focus on the other benefits of that work.

# Search Engine Optimization

# Google Reviews

**What they are:** Some organic results include a rating out of five stars and the number of ratings. These ratings only come from Google Reviews. (Yelp and other review sites won't show up this way.)

### Best Accounting Software for Small Businesses 2018
https://www.businessnewsdaily.com/7543-best-accounting-software.html ▼
Feb 15, 2018 - QuickBooks Online Review: Best Small Business **Accounting Software**. Xero Review: Best **Accounting Software** for Mac. Zoho Books Review: Best **Accounting Software** for Really Small Businesses. FreshBooks Review: Best Small Business Invoicing **Software**.
Best Free Accounting Software · Best accounting software for Mac · Zoho Books

### Best Accounting Software | 2018 Reviews of the Most Popular Systems
https://www.capterra.com/accounting-software/
Find and compare **Accounting software**. Free, interactive tool to quickly narrow your choices and contact multiple vendors.
QuickBooks · Dynamics · Accounting by Wave · QuickBooks Online

### Accounting Software for Small Business | Intuit QuickBooks
https://quickbooks.intuit.com/accounting-software/ ▼
★★★★☆ Rating: 4.7 - 750 votes
**Accounting Software** for Small Business. Intuit QuickBooks.

# Search Engine Optimization

# Video Results

**What they are:** There are two video features that may show up in regular search results: featured videos and video thumbnails.

**Featured videos** get a huge, prominent screenshot right at the top of the SERP with a link to the video on YouTube, the title of the video, and the name of the YouTube channel it comes from. (These can only be YouTube videos.)



Bud Light Super Bowl Commercial 2018 The Bud Knight - YouTube
YouTube · Funny Commercials

# Image Results

**What they are:** There are several ways images may show up in SERPs.

**Thumbnail images** appear beside the description of a page. The image links to the page it comes from.

# Sitelink Searchbox

**What they are:** A Sitelinks Searchbox lets you search all of a website's pages right on the SERP. This search happens within Google, not the website itself (unless the site has the necessary structured data), **which means using this search box will create a new SERP.** This SERP will only display results from the website that had the Sitelinks Searchbox.

# What it means by Ranking on Search?

Rank is the position that your website physically falls in on the SERP when a specific search query is entered.

If you are the first website in the organic section of the SERP (don't be confused by the paid ads at the very top), then your rank is 1. If your website is in the second position, your rank is 2, and so on.

Your rank is an indicator of how relevant and authoritative your website is in the eyes of the search engine, as it relates to the search query entered.

# Search Engine Optimization



# What it means by Ranking on Search?

# Search Engine Optimization

## Domain Authority

Search engines determine how authoritative and credible a website's content is by calculating how many inbound links (links from other websites) it has. However, the number of inbound links does not necessarily correlate with higher rankings. The search engines also look at how authoritative the websites that link to you are, what anchor text is used to link to your website, and other factors such as the age of your domain.

# Search Engine Optimization

## How to check domain authority?

You can track over time how authoritative your website is by monitoring a few different metrics. There are a variety of tools to help you keep track.

Hub Spot offers a free tool called Website Grader that will show you how many domains are linking to your website, and also provide your website's

Tool Reference:  http://www.websitegrader.com

# THANK YOU

## Ms. Saba Karimi

**Module 7 - Search Engine Optimization**

**Search Engine Optimization**

Subject Code: 21DMS007

DIGITAL MARKETING STRATEGY



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