



Search Engine Optimization

SUBJECT CODE: 21DMS007

FACULTY NAME: MS. SABA KARIMI

DIGITAL MARKETING STRATEGY

Module Overview: Search Engine Optimization



What is SEO



How SEO Works?



Google Search
Console

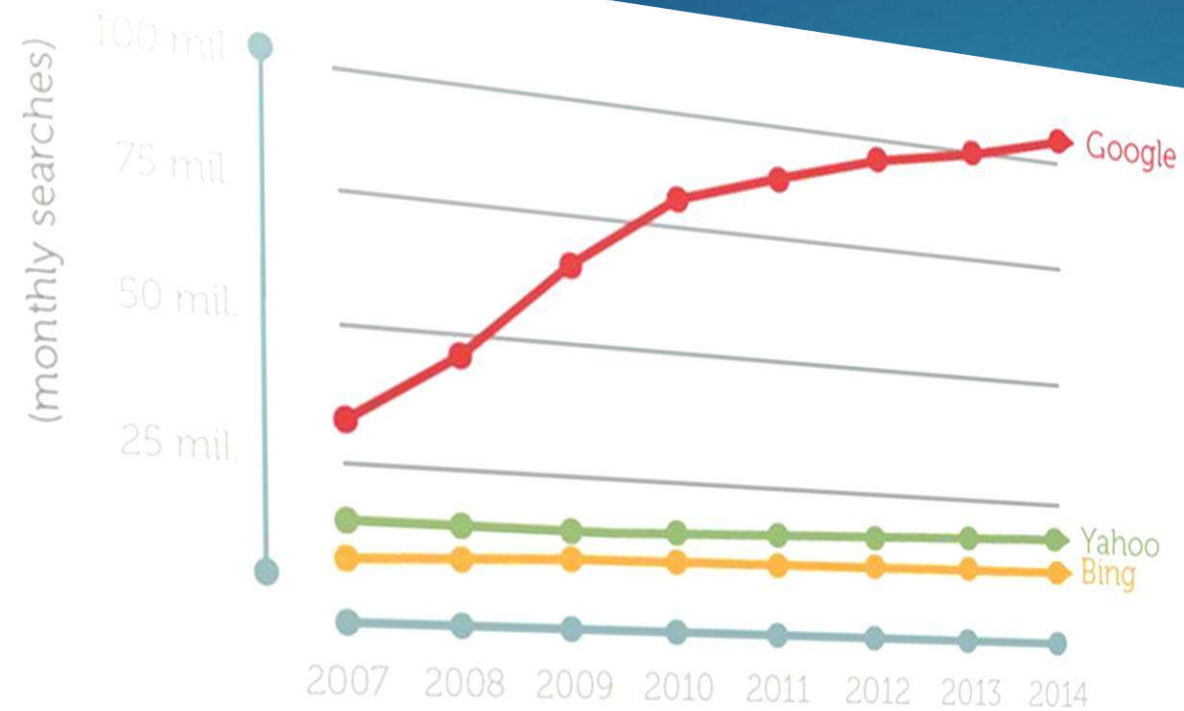
SEO – Search Engine Optimization



The world of search engine optimization is complex and ever-changing, but you can easily understand the basics, and even a small amount of SEO knowledge can make a big difference.



This course is designed to describe all major aspects of SEO, from finding the terms and phrases (keywords) that can generate qualified traffic to your website, to making your site friendly to search engines, to building links and marketing the unique value of your site.



GLOBAL SEARCH VOLUME GROWTH

Search Marketing Landscape

Being Present on Search Matters...



- ▶ Well, imagine you own a small clothing store. If someone near your location searches for clothing store near me—that's you!—this is the perfect opportunity to appear on the search results page.
- ▶ In the same way, if you're a plumber who serves 10 kms radius, or a local takeaway ready to deliver dinner, you want to show up when people search for related words and phrases.
- ▶ Why? Because the words entered into the search engine indicate the searcher is interested in your products and services, right now.
- ▶ See why search is such a great place to be? It's a way to target people who are already looking for you.

The Basics of SEO





What this Course will Cover?

- ▶ What is SEO?
- ▶ How search engines work?
- ▶ On page SEO
- ▶ Off page SEO
- ▶ Keyword research and SEO content planning
- ▶ Creating great user experience to get better ranking
- ▶ Understanding Google Analytics and how to measure SEO results
- ▶ Basics of App Store Optimization

What is SEO and Why It is Important

For true beginners.
Learn what search engine optimization is, why it matters, and all the need-to-know basics to start yourself off right.

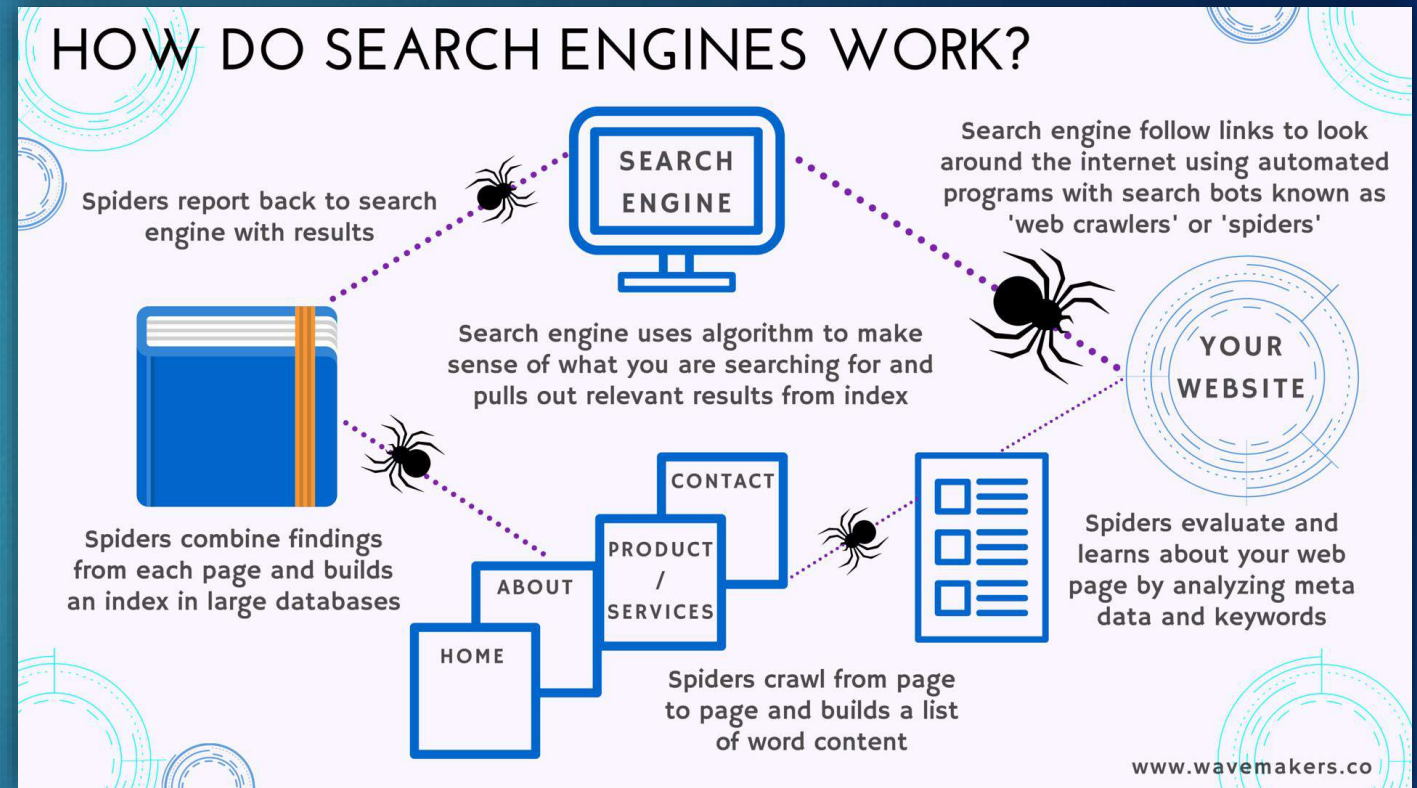


How Search Engines Work



First, you need to show up.

If search engines literally can't find you, none of the rest of your work matters. This topic will cover how their robots crawl the Internet to find your site and add it to their indexes.



Google Search Console

Understanding Search Console tools and reports to help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results



Keyword Research

Understand what your audience wants to find.

Our approach targets users first because that's what search engines reward. This chapter covers keyword research and other methods to determine what your audience is seeking.



On Page SEO

This chapter will cover optimized design, user experience, information architecture, and all the ways you can adjust how you publish content to maximize its visibility and resonance with your audience.



Off Page SEO

Turn up the volume.

Once you've got everything in place, it's time to expand your influence by earning attention and links from other sites and influencers.



On / Off Page SEO



Measuring Results

Set yourself up for success.

An essential part of any SEO strategy is knowing what's working (and what isn't), adjusting your approach as you go along.



Thank You!

