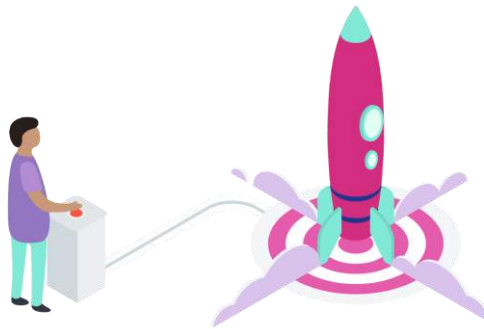




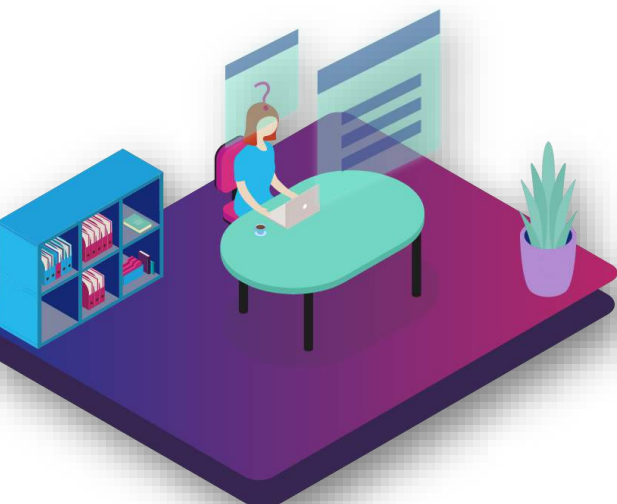
Search Engine Optimization

Subject Code: 21DMS007



Reference Notes

Session 2- On Page Search Engine Optimization





How variations of SEO affect rankings?

How Different Variations of SEO Optimization Will Affect Your Rankings

	Competitive keywords rankings	Mildly Competitive keywords rankings	Not Competitive keywords rankings	No Rankings
Bad on page + Bad off page				✗
Good on page + Bad off page			✗	
Bad on page + Good off page		✗		
Good on page + Good off page	✗			



Types of Breadcrumbs

The three different types of breadcrumbs:

- ☐ Hierarchy-Based — shows how many steps gets you back to the Home Page
- ☐ Home > Blog > Industry > Title of Post
- ☐ History-Based — ordered by where a visitor has been doing on the site
- ☐ Home > Name of Previous Page > Name of Previous Page > Current Page
- ☐ Attribute-Based — most common on e-commerce sites; shows product attributes
- ☐ Home > Product Area > Style > Material > Size

Page Speed Key Elements

Key site speed factors to consider:

- ✓ Minimizing HTTP requests
- ✓ Making sure server response time is <200ms
- ✓ Setting browser caching to at least a week or longer
- ✓ Enabling Gzip compression
- ✓ Having image sizes under 100kb (.jpg, .png, .gif)
- ✓ Placing all CSS in an external style sheet
- ✓ Minifying all JS, CSS and HTML
- ✓ Prioritizing above the fold content loading



Page Content- Guidelines

- ❖ Aim for at least 500 words of copy. Although there is no exact formula for how many words a page should have, Google seems to prefer when a page has a lot of great content surrounding your targeted keywords
- ❖ Copy must be unique to each page, not duplicated from other pages on your site, and should directly address your visitors' search queries
- ❖ Push the keyword closer to the beginning of the title, but ONLY if it sounds natural



Off Page SEO- Backlinks

Organic approaches you can take that produce effective results, such as:

- Guest blogging
- Being featured in industry trade publications
- Seeking out contacts in the industry who'd be happy to share your content
- Guesting on a podcast
- Participating in an industry community such as a forum
- Hosting events (in person or virtual)
- Help A Reporter Out [HARO]
- Press Releases

Off Page SEO- Create Shareable Content



WHAT HAPPENS ONE HOUR AFTER DRINKING A CAN OF COKE

- FIRST 10 MINUTES**

10 teaspoons of sugar hit your system. (100% of your recommended daily intake.) You don't immediately vomit from the overwhelming sweetness because phosphoric acid cuts the flavor allowing you to keep it down.
- 20 MINUTES**

Your blood sugar spikes, causing an insulin burst. Your liver responds to this by turning any sugar it can get its hands on into fat. (There's plenty of that at this particular moment)
- 40 MINUTES**

Caffeine absorption is complete. Your pupils dilate, your blood pressure rises, as a response your liver dumps more sugar into your bloodstream. The adenosine receptors in your brain are now blocked preventing drowsiness.
- 45 MINUTES**

Your body ups your dopamine production stimulating the pleasure centers of your brain. This is physically the same way heroin works, by the way.
- 60 MINUTES**

The phosphoric acid binds calcium, magnesium and zinc in your lower intestine, providing a further boost in metabolism. This is compounded by high doses of sugar and artificial sweeteners also increasing the urinary excretion of calcium.
- 60 MINUTES**

The caffeine's diuretic properties come into play. (It makes you have to pee.) It is now assured that you'll evacuate the bonded calcium, magnesium and zinc that was headed to your bones as well as sodium, electrolyte and water.
- 60 MINUTES**

As the rave inside of you dies down you'll start to have a sugar crash. You may become irritable and/or sluggish. You've also now, literally, pissed away all the water that was in the Coke. But not before infusing it with valuable nutrients your body could have used for things like even having the ability to hydrate your system or build strong bones and teeth.

TheRenegadePharmacist.com
Content based on article by Wade Meredith

A great example of Shareable Content



Create Shareable Content- Keep it simple

- If you want your content to be shareable, there needs to be a way to express it simply, or at least simply enough for you to pitch it in an email subject line.
- If you can't explain the impact or significance of your story in a sentence, then influencers and publishers aren't going to read your outreach emails or Tweets.
- And what's the use in great content if nobody sees or shares it?



Create Shareable Content-Unexpected

- Alright so your idea is simple.
- But so are most things a five-year-old would tell you. Why aren't you off sharing their ideas? Because your idea needs an unexpected twist! Coke has so much sugar in it that your body wants to throw up, but you don't because of the phosphoric acid in there. Wow, that's unexpected!
- While trying to make sticky ideas, you should make sure to keep your content well researched and accurate.



Create Shareable Content- Concrete

- Ideas are far more shareable if they're tangible, rather than nebulous. Ironically, this idea itself is somewhat nebulous, but here's a great summary.
- Consider this. If this graphic had been about “what a soda does do to your body over the course of an afternoon”, that would be far less concrete. What kind of soda? Coke – one of the most recognizable brands in the world.
- By defining specifics and being very concrete in your statements, you increase the chances of your content sticking.

Create Shareable Content-Credible

- Alright so now we're cooking with gas, and probably a range of chemicals and additives that will rot our teeth and destroy our brains. But if we've got an idea that's simple, unexpected and concrete, then what stops us from talking about literally anything that fits that criteria? For example, why don't we talk about the internet's cutest cats?
- Because your brand needs to be a credible source on the subject. Which means that unless you're a judge of Mr. Feline USA, then you shouldn't be creating cat-related content. If a publisher or influencer sees your pitch and says "this is a cool story, but I don't know why they're the ones pitching it", then it won't get published. Why? Because they aren't subject matter experts, and they don't have time to check your research. Which means that if there's any doubt that you're a credible authority on the subject, your very cool content will go unshared.



Create Shareable Content- Emotional

- Some ideas fail to spread because they don't reach the right audience. This Coke infographic got shared on the Daily Mail's "Food" section, Medical Daily, and the New York Daily News, among other places. So who's the audience?
- Guess that it's health-conscious suburban parents, who are rightfully worried about feeding their kids garbage, and totally ready to believe any vaguely scientific-sounding claims about how horrendous Coke is for a growing child. This is all about the news value of impact, and it's typically the lead of your story. Here's what a Coke does to your body. Here's the impact on your life.



Create Shareable Content-Stories

- A story is more likely to be shared than a list of facts. A story has a beginning, a middle, and an end. It starts with you (thankfully) not vomiting, then your pupils dilate, and in the end, the rave inside you dies down. If you want your audience to stick around to absorb your full content piece, it should be expressed as a story.
- As Westerners, we're acquainted with certain archetypal plots that we're subconsciously drawn to in storytelling – use them.



Create Shareable Content-Synchronous

Shareable ideas often have one or both of the following characteristics:

- They're on trend.
- They're timely.

These are different things. Trending topics can trend for months or even years.

Our Coke graphic example is part of a multi-year “let’s eat less processed sugar and other garbage” trend that resonates with everyone who does yoga.

Meanwhile, timely stories are more of a newsjacking opportunity – something that comes up and disappears quickly.



THANK YOU

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