On Page Search Engine Optimization

SUBJECT CODE: 21DMS007

FACULTY NAME: MS. SABA KARIMI

DIGITAL MARKETING STRATEGY

Session 2: On Page Search Engine Optimization

On Page Vs Off Page
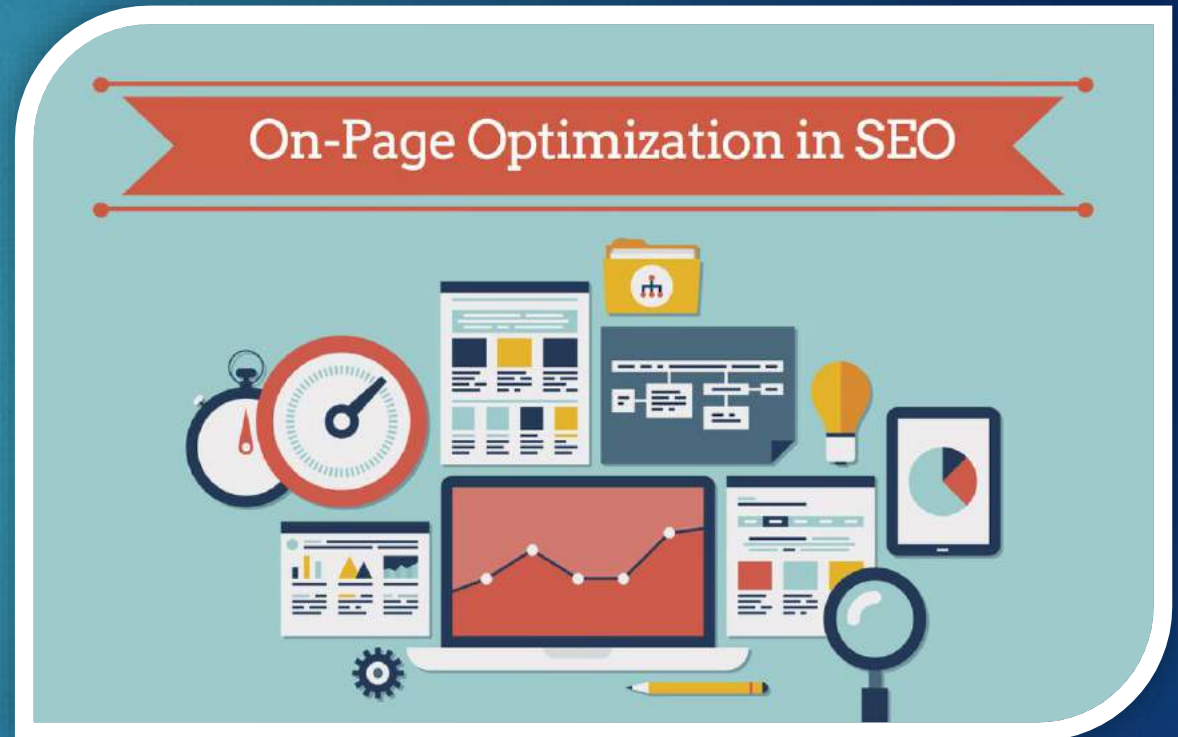
On Page - Content Optimization

Google Adwords Suggest and Results

What Is On Page SEO

On-page SEO (also called on-site SEO) is the practice of optimizing web pages to rank higher in search engines. It includes optimizations to visible content and the HTML source code.

On-Page Optimization in SEO

Why is On Page SEO Important?

Google looks at your page's content to determine whether it's a relevant result for the search query. Part of this process involves looking for keywords.

The most basic signal that information is relevant is when a webpage contains the same keywords as your search query. If those keywords appear on the page, or if they appear in the headings or body of the text, the information is more likely to be relevant. Beyond simple keyword matching, we use aggregated and anonymised interaction

Why is On Page SEO Important?

There's more to on-page SEO than including keywords in your content—a lot more. Google is ultimately looking for the most relevant search result for a query, so their algorithms also look for other relevant content on the page. If your page is about dogs and you don't mention different breeds, Google knows there are probably more relevant results out there.

webpage contains an answer to your search query, rather than just repeating the same question. Just think: when you search for 'dogs', you probably don't want a page with the word 'dogs' on it hundreds of times. With that in mind, algorithms assess if a page contains other relevant content beyond the keyword 'dogs' – such as pictures of dogs, videos or even a list of breeds.

Key Elements of On Page SEO

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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

Mozlow's Hierarchy of SEO Needs

Improves competitiveness

Snippet/schema markup
to stand out in SERPs

Title, URL, & description
to draw high CTR
in the rankings

Share-worthy content
that earns links, citations, and amplification

Great user experience
including a fast load speed, ease of use,
and compelling UI on any device

Keyword optimized
to attract searchers & engines

Compelling content
that answers the searcher's query

Crawl accessibility
so engines can reach and index your content

Essential to rankings

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
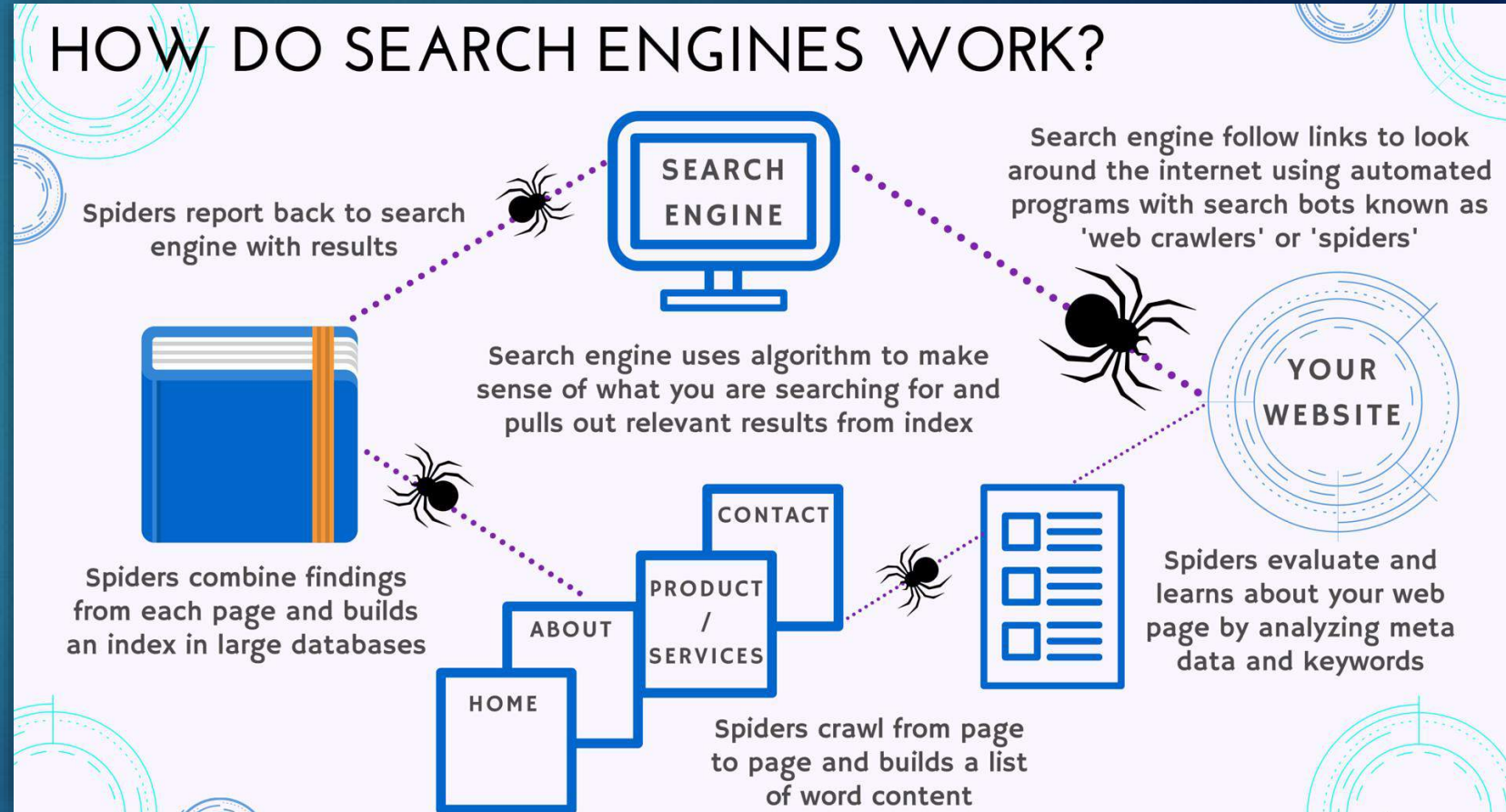
What is SEO and Why It is Important

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.

HOW DO SEARCH ENGINES WORK?

Spiders report back to search engine with results

SEARCH ENGINE

Search engine follow links to look around the internet using automated programs with search bots known as 'web crawlers' or 'spiders'

Search engine uses algorithm to make sense of what you are searching for and pulls out relevant results from index

YOUR WEBSITE

Spiders combine findings from each page and builds an index in large databases

CONTACT

PRODUCT / SERVICES

ABOUT

HOME

Spiders crawl from page to page and builds a list of word content

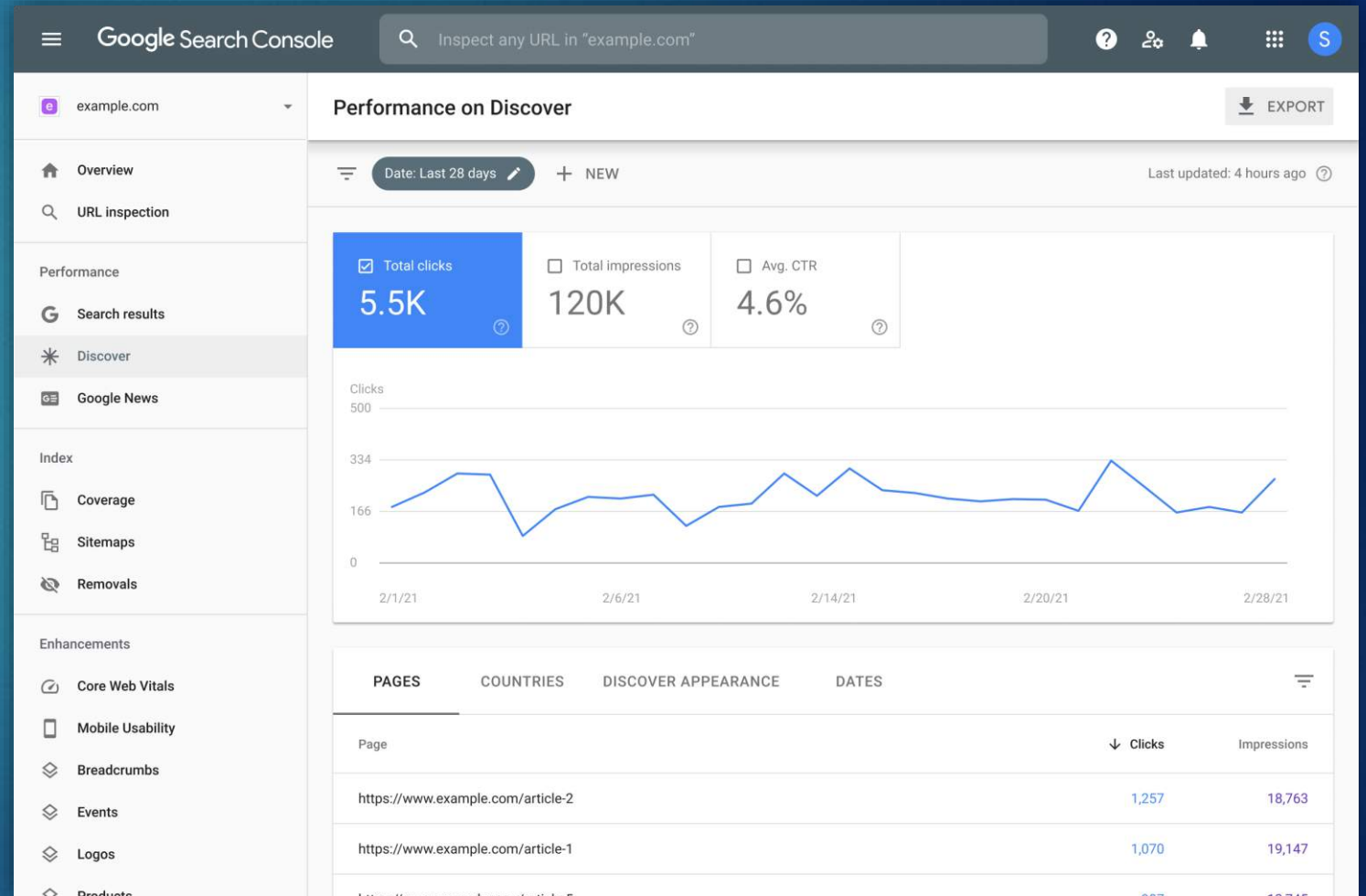Spiders evaluate and learns about your web page by analyzing meta data and keywords

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
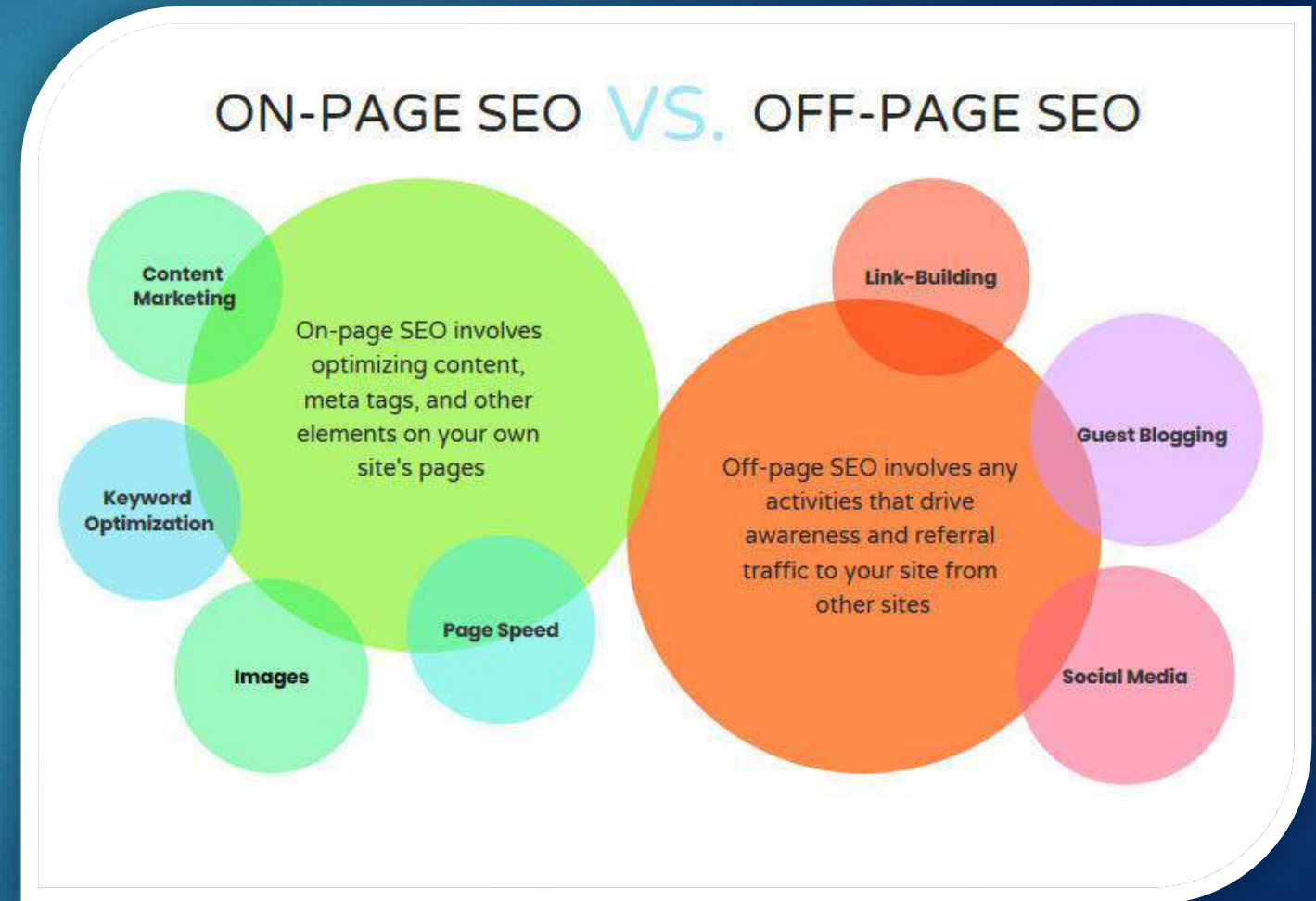
Keyword Research

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.

ON-PAGE SEO VS. OFF-PAGE SEO

Content Marketing

On-page SEO involves optimizing content, meta tags, and other elements on your own site's pages

Keyword Optimization

Page Speed

Images

Link-Building

Off-page SEO involves any activities that drive awareness and referral traffic to your site from other sites

Guest Blogging

Social Media

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.

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!