SEO Foundations:

1.Overview of SEO:

Search engine optimization (**SEO**) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches of a certain keyword.

Reading Search Engine result pages:

A typical search result page will usually show 10 organic search results linked to other pages with a headline, URL and description.

Setting SEO Expectations:

- Develop your strategy
- Research keywords
- Create valuable content
- Attract relevant links
- Resolve technical issues within your site.

SEO is not a onetime project. It is a continuous struggle.

Search engines are always changing and making new algorithms.

How SEO effects your business:

Everything starts with a search. People use words to search for their desires whether its hiking, buying a camera, dine in or anything.

2. Keywords: The Foundation of SEO

Keyword-Research plan:

Keywords are search terms that people enter into search engines.

Formal key research is the foundation of SEO.

- Frequency
- Relevance
- Competition

How to research keywords:

Choose your keywords very wisely. Put yourself in the shoes of your potential customers.

Start with 1) **Brainstorming e.g.,** what products and services you offer? Think from customer's perspective.

Google trends and answerthepublic.com are great platforms for new target suggestions for your chosen phrases. Both helps in thinking that what people are actually looking for.

2) **Search Volume**

Long tail keywords are incredibly useful in SEO. E.g., if you just write iPhone cases then it's extremely competitive and very difficult to rank but if you write "protective blue iPhone cases" then its less competitive.

 3)**Keyword Categorization** is a process used to group keywords into themes or topics.

e.g "blue iPhone X case", "red iphone X case"

Tools to help you analyze keywords:

Moz.com is a great tool. You need to sign up to it.

Understanding Keyword attributes:

- Relevance
- Search volume
- Competition

are the main factors to keep in mind while choosing your keyword attributes.

Understanding Keyword Distribution:

It's a process to distribute keywords in different web pages.

Ongoing keyword evaluation:

This is a continuous process so be flexible and adapt based on real data from keywords. The world is always **changing**, update keyword research frequently.

3: Content optimization: how Search Engines and People View Web Pages

Understanding content optimization

Both people and search engines expect Clarity and Quality.

Optimizing site structure

For search engines, to show your site as a search result, they should be able to understand your site structure. If the search engine doesn't understand your file structure or their are broken links or other missing things then it would not be much help. There is no right way to structure a site but structure should be clear and logical.

Optimizing textual page elements:

- Url should be good and understandable. (short and precise).
- Hyphens instead of _ or blank spaces in url helps search engines understanding better.
- Titles should be well explained not just general and should give indication to search engine.
- Heading specially <h1> should be very descriptive and specific.
- To make your site image, understandable by search engines, use your keywords in their names.

Optimizing nontext component of a webpage:

- The text surrounding your videos or images, should give a good description of your nontext content.
- Images titles/captions, in line with images are very good practice to help search engines understanding your images.
- Similarly, for carousels, audio descriptions and descriptions help search engines.
- Beside the text nearby of your images/videos, there is also some code available which help in marking and help search engines in understanding. You can find it in schema.org

Optimizing for personalized search

Search engine takes into account:

- Location
- Device
- Search history

4: Content Optimization: Technical SEO

Interpreting the code behind webpages

Browser understand the code, behind every webpage e.g. html, js, angular.

Understanding how search engines index content

Search engine follow content links. You can go to sitemap.org to make your own site map. You can then submit them directly to search engine. If you want to change the pattern that how search engine crawl in your site, you can make a robots.txt file and put it in root folder of your site. Search engine will read and follow it.

Working with canonical URLs and redirects

A **canonical URL** is the **URL** of the page that Google thinks is most representative from a set of duplicate pages on your site. For example, if you have **URLs** for the same page (for example: example.com?dress=1234 and example.com/dresses/1234), Google chooses one as **canonical**. You can set it as:

```
<link                              rel="canonical"
href="https://example.com/wordpress/seo-plugin/" />
```

```
302 is temporary redirect.
```

```
301 is permanent redirect
```

Leveraging microformats

Schema.org defines microdata. It helps in describing all the microdata in your website.one example is recipes.

Working with server-side factors

Choose servers wisely and also select https not http because it is also a factor in ranking.

Using Google Search Console

- Go to search.google.com/search-console
- Add a property e.g you can check your domain.
- You can chech your performance by clicking on search results.
- Coverage report shows all the issue google faces while showing your results.

5: long-term content planning

Overview of long-term content strategies:

- **Content strategy** is the planning, creation and management of usable content.
- **Plan** who are your target audience and what their needs are.

- **Create** Quality is more important than quantity. Concentrate that your content is written on the basis of your chosen keywords. Grammar is good and all content is written in an impressive way.
- **Manage** and maintain properly.

Plan a successful content strategy and avoid common mistakes:

- Clearly define your goals and objectives depending on which keywords you chose depending on your research and your target audience.
- Monitor trends and stay relevant.

Understanding different types of content

- Content as text
- Content as slideshow .pdf etc.
- Infographics (images with lot of text)
- Videos

You can choose type of content more suitable to you.

Getting ideas for content

- List your broad content themes.

General broad content types

- Educational
- Statistical
- Technical
- Procedural
- Informational
- News
- Scan your competitors for untapped opportunities.

- Cultivate sources of new content e.g customers, partners, vendors, peers

Working with an editorial calendar

- Maps content development process
- Tracks assignments
- Correlates assignments with page topics
- Be sure to assign a calendar owner.

Promote your content with social media

- Build your social media presence.
- Use social share buttons
- Use #hashtags for specific conversions.

Measuring content performance

- What content are our visitor seeing?
- What content is most popular?
- Are our visitors engaged?
- Are our visitors sharing our content?
- Is our content generating results?

6.Link Building Strategies

Understanding the importance of links

Links are very important in building SEO. If no other website or link is pointing towards your website. It would be so difficult for search engines to rank your site. link text should be clear and specific, it helps a lot to search engine.

Building internal links

Internal links help search engines to understand structure of your site.

Building external links

It's important for SEO that other websites point towards your site. Here are ways to do it.

- Use web directories. (submit your website to reliable web directories)
- Create content worth linking to.
- Participate in social media.

Finding link-building opportunities

- Analyze backlinks of other sites.
- Search a keyword e.g., California backpacks and see which websites appear first and then analyze their links.
- Link explorer is a good tool to analyze links.
- Focus on backlink with high page authority.
- Encourage guest authoring.
- Foster links from non-profits.

7.Measuring SEO Effectiveness

Measuring SEO performance

- Install an analytics solution e.g google Analytics 360, Adobe Analytics, WebTrends, IBM Data Analytics.
- Track goals and business outcomes.
- Define business objectives and key performance indicators.
- Work on SEO specific KPIs e.g.
- organic search traffic,
- change in organic search over time.
- Branded and non-branded keyword search queries.
- Target keyword rankings.

- Examine the traffic coming to your site and how it is giving benefit to your business.

Analyzing keywords

Keywords are the backbones of our search engine optimization.

You can analyze them in google analytical tool that how successful they are in getting clicks by people.

Analyzing links

Analytics.moz.com is a great tool for analyzing links.

8. Ecommerce: Local and mobile SEO Considerations

Understanding SEO and ecommerce

- You can use specific metadata to help identify your content as e-commerce data.
- Research the keywords that potential customers are using.
- Monitor the conversation on your product.
- Acknowledge feedback publicly.

Understanding local SEO

- List your business on www.google.com/business

Understanding mobile SEO

Your websites should be compatible for mobiles display so that users get a friendly/nice experience.