

"I have a mission to get 100 million people online by providing domains names, web hosting and educational services through my companies"

## Digital Nomad - Laptop Lifestyle Business

- Fernando Raymond -

[WWW.FERNANDORAYMOND.COM](http://WWW.FERNANDORAYMOND.COM)



# INTERNATIONAL WEBINAR ON SEARCH ENGINE OPTIMIZATION (SEO) TRENDS 2020

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# PREREQUISITE KNOWLEDGE

- Understanding & Knowledge about Websites and Blogs
- What is Search Engine Optimization?
- Keywords: General understanding about keywords
- Content writing and publishing

# SESSION OVERVIEW — PART 1

- Introduction of Guest Speaker & Life at ClickDo & SeekaHost
- Introduction to Search Engine Optimization
- Working of Search engine, SERPs, Search Algorithms
- Types of SEO & latest Trends: Mobile SEO & Voice Search
- Ranking based on keywords: Tips to rank higher on Google search

# SESSION OVERVIEW — PART 2

- Factors affecting SEO
- Change of SEO trends
- Tips & Best Practices to Rank better in SEO
- Q & A
- Learn more about SEO

# INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

- Search engine optimization is the process of growing the traffic to a website from search engines by increasing the visibility of a website on SERPs (Search engines results pages). SEO has two aspects: organic SEO, which refers to the improvement of unpaid search results, and excludes direct traffic and the purchase of paid placement. [Wikipedia](#)

# TERMINOLOGIES IN SEO

- Keyword/s – [Watch the Video Here For explanation](#)
- Meta Title – [Read title tags guide & Title Tag Checker](#)
- Meta Description – [See the Meta description example](#)
- [URL](#)
- SERP – [Search Engine Result Page](#)
- [Back Link](#)
- [Page Authority](#)
- [Domain Authority](#)
- [Trust Flow](#)
- [Citation Flow](#)
- [Index Status](#)
- [Domain](#)
- [Crawling](#)
- [Indexing](#)
- [Redirection](#)
- [SSL \(HTTPS\)](#)
- Content Length - [The SEO And User Science Behind Long-Form Content](#)
- [Keyword Density](#) – How to [check keyword density & what's good for SEO?](#)
- [Plagiarism](#) – [Plagiarism checker tool](#)
- Anchor Text - [What is Anchor Text?](#)
- [Alt Text](#) for Image – This is important! – [Add Meta data for images](#) to score better in SEO
- [No Follow](#) – [How to add no follow code? & How does Google handle No follow code?](#)
- [Do Follow](#) – [What is Do follow code?](#)
- [Google Analytics](#) – [Google Analytics tutorial](#)
- [Search Console](#) (Webmaster Tools) – [Beginners Guide to Web Master Tools](#)
- Search Bots ([Google Bots](#))
- [Impression](#)
- [Clicks](#)

# HOW SEARCH ENGINES WORK?

- ## Crawling & Indexing

1. Search Engine Bots check the [Robots.txt](#) file on the website.
2. Based on the instructions in Robots.txt files, the website will be crawled by the Search Engine.
3. The Search Engine indexes the crawled data along with other relevant websites.
4. Renders results based on user query (keywords) in [SERP](#).

- ## Why Google?

- Most accurate results for search queries.
- User personalized results based on various factors like: Location, search preferences and past searches done on Google Chrome
- Manual search results testers improving searches
- Speed and user demand
- Support for users and webmasters.

# SEARCH ENGINE OPTIMIZATION BASICS!

## TYPES OF SEO SERVICES TO IMPROVE THE RANKS OF A WEBSITE

### On-Page Optimization

- [What is on-page optimization?](#)
- Why you should concentrate more on on-page optimization?
- [How on-page optimization helps with increasing your conversions?](#)
- Why Search Engines consider [on-page as a critical factor for Ranks?](#)
- How on-page optimization helps a Search Engine Bot to understand your website?
- How long does it take for Search Engines to reflect on-page changes that you make on your website? – fetch it on Google through Web Master Tools and real time Google bots are notified about the on page changed. Or else it should take 24- 72 hours to organically happen.

### Off-Page Optimization

- [What is off-page optimization in a Nutshell?](#)
- Why you should build links carefully? – Because it's not natural to do it manually and Google will penalize your website for acquiring backlinks in bulk!
- What are the risk factors involved in off-page optimization? – Google
- How to utilize Webmaster Tools to examine quantity of links and [disavow bad backlinks](#)
- How to evaluate the quality of links? – do backlinks come from same niche or authority websites? – Check backlinks on [MajesticSEO](#) or [Ahrefs](#)
- How to track improvements with precision? – [Read precision web tools](#)



# LATEST TRENDS:

## Mobile SEO & Voice Search

- Mobile SEO stands for the ranking improvements on mobiles for searches done via mobile devices such as smart phones and tablets.
- The searches done on mobile devices have drastically increased and more and more searches are done using mobiles.
- Many people in the western world are using voice search as well so it is vital to rank higher on Google's featured snippets.

In 2019, 52% of all worldwide online traffic comes from **mobile**, 45% from desktop. 36% of **SEO** experts think the headline/title tag is the most important **SEO** element. Long-tail keyword searches have a click-through rate 3% to 5% higher than generic searches. 70% of marketers see **SEO** as more effective than PPC. 11 Dec 2019



[www.impactbnd.com](http://www.impactbnd.com) › [blog](#) › [seo-statistics](#) ▼

[26 SEO statistics for 2020 and what you can learn from them](#)

# TIPS TO RANK HIGHER ON GOOGLE SEARCH

- Perfect On Page SEO
- Content quality on a website
- Website presentation: UI Design
- Loading Speed
- Media and keywords
- Building a brand
- Link building services

Learning everything online at SeekaHost University:

<https://university.seekahost.com/courses/seo-training-course/>

Course by Fernando Raymond - Coupon for SEO Training Course: **PUC2R423**

<https://university.seekahost.com/courses/seo-content-writing-course/>

Course by Manuela Willbold - Coupon for SEO Content Writing Course: **KHZ4A9FH**

ANY QUERIES??



# THANK YOU!

- You can learn more about SEO at:  
[www.clickdo.co.uk/blog/](http://www.clickdo.co.uk/blog/)
- [www.fernandoraymond.com/blog/](http://www.fernandoraymond.com/blog/)
- [www.seekahost.com/blog/](http://www.seekahost.com/blog/)
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