

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 <u>Watch the Video Here For explanation</u>
- Meta Title <u>Read title tags guide</u> & <u>Title Tag</u>
 Checker
- Meta Description <u>See the Meta description</u> <u>example</u>
- URI
- SERP <u>Search Engine Result Page</u>
- Back Link
- Page Authority
- Domain Authority
- Trust Flow
- Citation Flow
- Index Status
- Domain
- Crawling
- Indexing
- <u>Redirection</u>

- SSL (HTTPS)
- Content Length <u>The SEO And User Science</u>
 Behind Long-Form Content
- <u>Keyword Density</u> How to <u>check keyword</u> <u>density</u> & <u>what's good for SEO</u>?
- <u>Plagiarism</u> <u>Plagiarism checker tool</u>
- Anchor Text What is Anchor Text?
- Alt Text for Image This is important! Add Meta data for images to sore 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
- <u>Search Console</u> (Webmaster Tools) <u>Beginners</u>
 <u>Guide to Web Master Tools</u>
- Search Bots (<u>Google Bots</u>)
- Impression
- Clicks

HOW SEARCH ENGINES WORK?

Crawling & Indexing

- 1. Search Engine Bots check the <u>Robots.txt</u> 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.
- Renders results based on user query (keywords) in <u>SERP.</u>

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

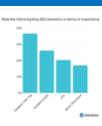
- What is off-page optimization in a Nutshell?
- Why you should build links carefully? –
 Because it's not natural to do it manually and
 Google will penalize your website for acquiring backlinks in bulk!
- What are the risk factors involved in off-page optimization? – Google
- How to utilize Webmaster Tools to examine quantity of links and disayow bad backlinks
- How to evaluate the quality of links? do backlinks come from same niche or authority websites? – Check backlinks on <u>MajesticSEO</u> 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 > 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: Ul Design
- Loading Speed
- Media and keywords
- Building a brand
- Link building services

Learning everything online at SeekaHost University:

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

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/
- www.fernandoraymond.com/blog/
- www.seekahost/com/blog/
- www.university.seekahost.com
- Reach out to Fernando via email > fernando@clickdo.co.uk

