Digital Marketing
Search Engine Optimization
What is SEO?

- Search Engine Optimization (SEO) is the act of optimizing your site’s content so that it can be quickly found on different search engines.

- SEO is about making the site more friendly not only for the target user but also for the search engine bot.
  - A bot is a small program that goes through your site and slowly indexes the relevant content.
Why do we need SEO?

- To increase the search visibility of the site
- One of the absolutely essential channels for a new site
- SEO for a well established brand is far easier
- Awareness starts with search in the online context
What are search engines?

- Some fine examples
  - Google
  - Bing
  - Yandex
  - Yahoo

- Search engines are sites which index the content present on other websites and make this content searchable for a user
How Search Engines work?

- Use this web based presentation –

http://www.google.co.in/insidesearch/howsearchworks/thestory/
Major functions of a search engine

- **Crawling** – To keep crawling different sites and to keep adding new content to its growing data set
- **Indexing** – To index this data set so that it can be quickly fetched
- **Search and Context** – To search through this data set and set the context to refine the search
- **Presenting results** – To present the search results in a manner most usable to the user
- **Analyzing** – To look at the search trends and build more insights
So what do you optimize?

- You change your content so that each page is optimized for 1-2 key terms (also referred to as keywords)
- All Search is keyword based
What are keywords?

- Key words are search phrases which people use
- E.g. CFA coaching, good Chinese restaurants

CFA Coaching in Mumbai - Pristine

www.edupristine.com/cfa-coaching-in-mumbai/

EduPristine conducts CFA Coaching in Mumbai in the following centers. Pristine follows the Prep Provider Guidelines of the CFA Institute.
Keywords can be different

- Phrase match - “cfa coaching”
- Broad match – cfa coaching
- Exact match – [cfa coaching]

- Used mainly in search engine marketing (PPC ads), however relevant in this context as well
The long tail

- A key phrase having more than 4 words is a long tail keyword
  - Imagine a user trying to zoom in on one specific entry
  - You keep refining the search
  - Final search term is a 4-5 worded phrase
  
  e.g. – wordpress developers for hire in india
Why bother with the long tail?

- Often ignored
- Higher chances of conversion
- Easier to optimize
- Effort v/s Results trade-off
Keyword Research

- How to ask the right questions?
- Search for ways to solve problem instead of solution name
  - E.g ways to do keyword research instead of google external keyword tool
- Ways to brainstorm
  - Outline the problem (what problem does your product solve?)
  - Compliments (what adjectives can be used to describe your product?)
How to find relevant keywords?

- Competitor analysis
- Google Keyword Tool
- Google Trends
Google Trends

[Google Trends image analysis]

- Topics: "wordpress developers" + Add term
- Interest over time: 2005 to 2013
- Regional interest: India = 100
SEMrush (Paid tool)
Using the Google Keyword Tool

Get traffic estimates for a list of keywords

Option 1: Enter keywords
- Enter keywords, one per line or separated by commas.
- To specify a match type, add punctuation:
  - Broad match: New York hotels
  - Phrase match: "New York hotels"
  - Exact match: [New York hotels]

Option 2: Upload file
- Choose File
- No file chosen

Supported files and formats

Targeting
- All locations
- All languages
- Google
- Negative keywords

Date range
- Get estimates based on:
  - Next 7 days
  - Showing daily estimates

Enter or upload keywords to get click and cost estimates.
Using UberSuggest

- Click on each word to get further suggestions based on that term.
- Add each keyword to your basket clicking on the plus sign on its left.
- Add all visible keywords to your basket clicking on the large grey button.

With this free keyword tool you can instantly get thousands of keyword ideas from real user queries! Use the keywords to get inspiration for your next blog post, or to optimize your PPC campaigns.

Any comment or questions? Read the FAQ!
Keyword Mix

- Choose your keywords wisely
  - Widely searched terms which get you clicks
  - Narrow terms which get you conversions
  - Trade off between efforts and conversions

- Think about Seasonality
So what does the SEO involve?

- **On page optimization**
  - This is where we have complete control
  - We change our own site to match the keywords we want to target

- **Off page optimization**
  - This is where we need time and good content and relationships
  - Link oriented and focus on citations
SEO Basics: On-page optimization

- Plan your site’s information architecture
  - Are you covering all the keywords you want?
  - Are all the pages on your site mutually exclusive and completely exhaustive?
  - Create a naturally flowing hierarchy

Diagram:
- Home
- Shop
- Blog
- About Us
- Contact Us
  - Gold Jewelry
  - Cosmetic Jewelry
  - Team
  - Vision & Mission
This is a hands-on exercise where we run the batch through setting up WP for SEO.
SEO Basics: On-page optimization

Implementation in our CMS

Images of CMS interface showing Gold Jewelry page with SEO analysis by Yoast.
Thank You!