

Search Engine Optimization



APRIL 17, 2022

SHIVANI BAIG

Google

Google Search

I'm Feeling Lucky

WHAT IS SEO?

SEO STANDS FOR “SEARCH ENGINE OPTIMIZATION.”

IN SIMPLE TERMS, IT MEANS THE PROCESS OF *IMPROVING YOUR SITE TO INCREASE ITS VISIBILITY WHEN PEOPLE SEARCH FOR PRODUCTS OR SERVICES* RELATED TO YOUR BUSINESS ON GOOGLE, BING, AND OTHER SEARCH ENGINES.

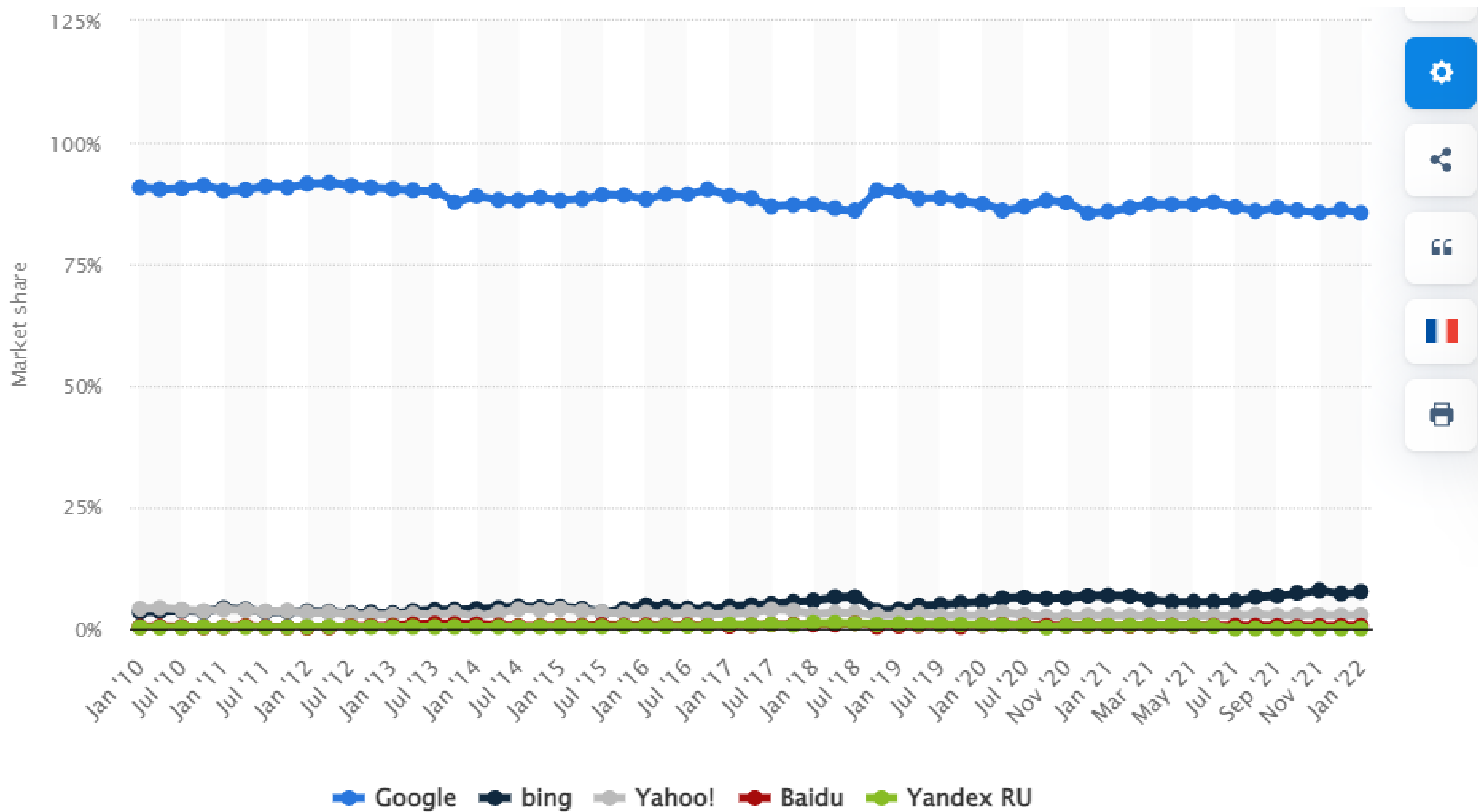
THE BETTER VISIBILITY YOUR PAGES HAVE IN SEARCH RESULTS, THE MORE LIKELY YOU ARE TO GARNER ATTENTION AND ATTRACT PROSPECTIVE AND EXISTING CUSTOMERS TO YOUR BUSINESS.

HISTORY OF SEARCH ENGINES

- [HTTPS://WWW.RESEARCHGATE.NET/PUBLICATION/265104813_HISTOR
Y_OF_SEARCH_ENGINES](https://www.researchgate.net/publication/265104813_History_of_Search_Engines)
- [HTTPS://CARLHENDY.COM/HISTORY-OF-SEARCH-ENGINES/](https://carlhendy.com/history-of-search-engines/)

WHICH IS THE MOST POPULAR SEARCH ENGINE?

- [HTTPS://WWW.STATISTA.COM/STATISTICS/216573/WORLDWIDE-MARKET-SHARE-OF-SEARCH-ENGINES/#PROFESSIONAL](https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/#professional)
- [HTTPS://WWW.SIMILARWEB.COM/ENGINES/](https://www.similarweb.com/engines/)



DO YOU KNOW HOW SEARCH ENGINES WORK?

CRAWLING

SCOUR THE INTERNET FOR CONTENT, LOOKING OVER THE CODE/CONTENT FOR EACH URL THEY FIND.

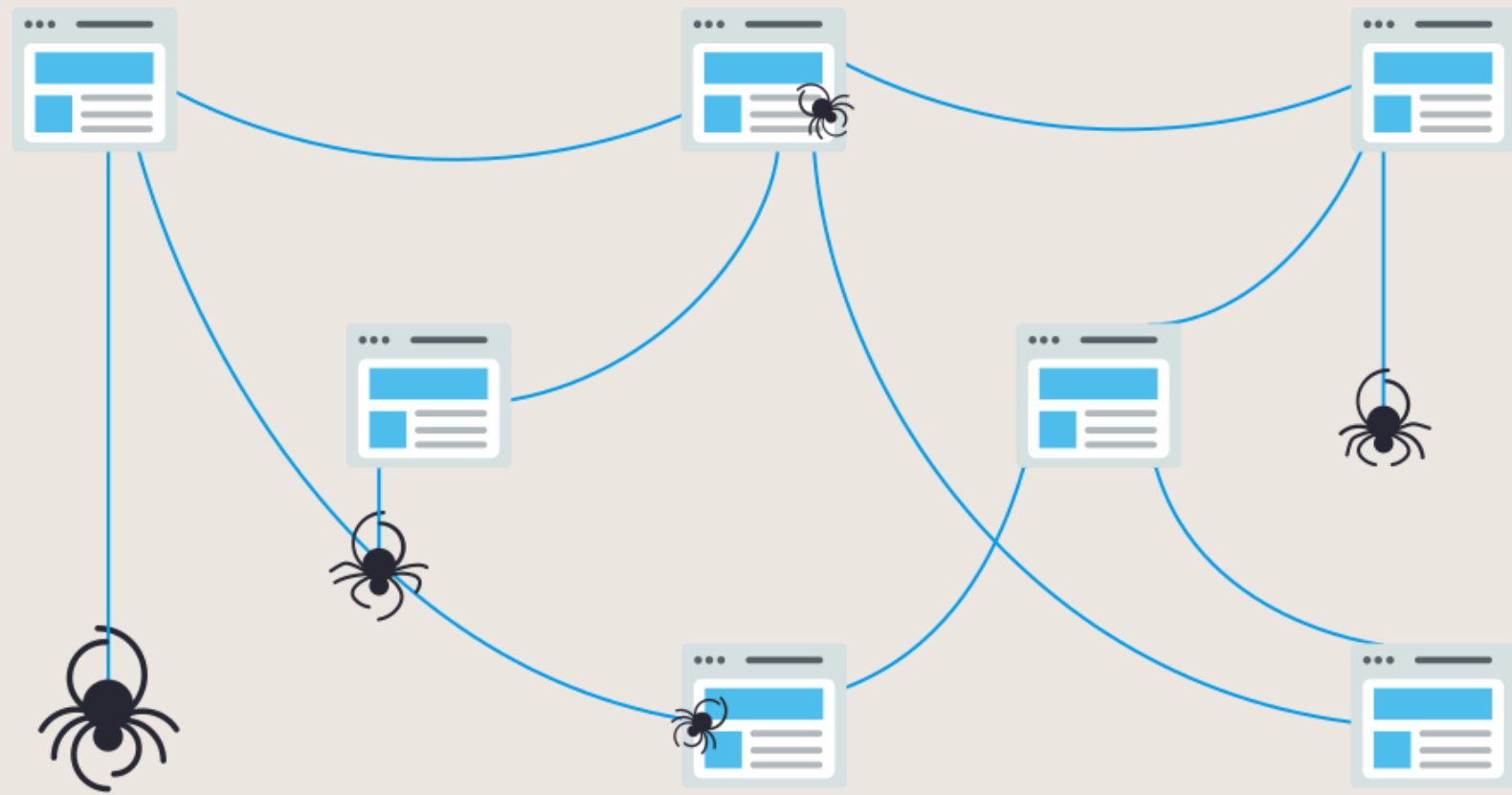
INDEXING

STORE AND ORGANIZE THE CONTENT FOUND DURING THE CRAWLING PROCESS. ONCE A PAGE IS IN THE INDEX, IT'S IN THE RUNNING TO BE DISPLAYED AS A RESULT TO RELEVANT QUERIES.

RANKING

PROVIDE THE PIECES OF CONTENT THAT WILL BEST ANSWER A SEARCHER'S QUERY, WHICH MEANS THAT RESULTS ARE ORDERED BY MOST RELEVANT TO LEAST RELEVANT.

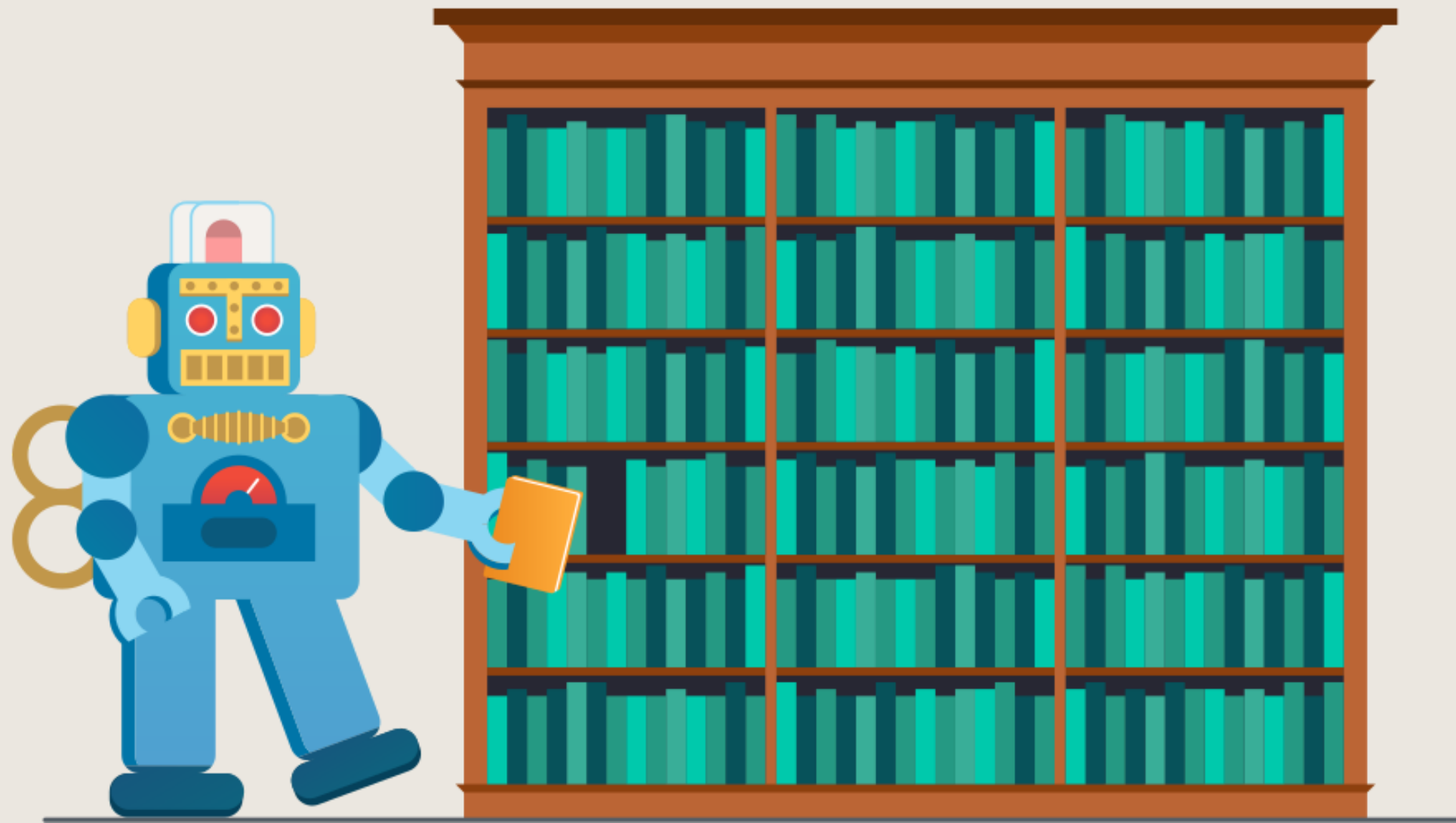
WHAT IS SEARCH ENGINE CRAWLING?



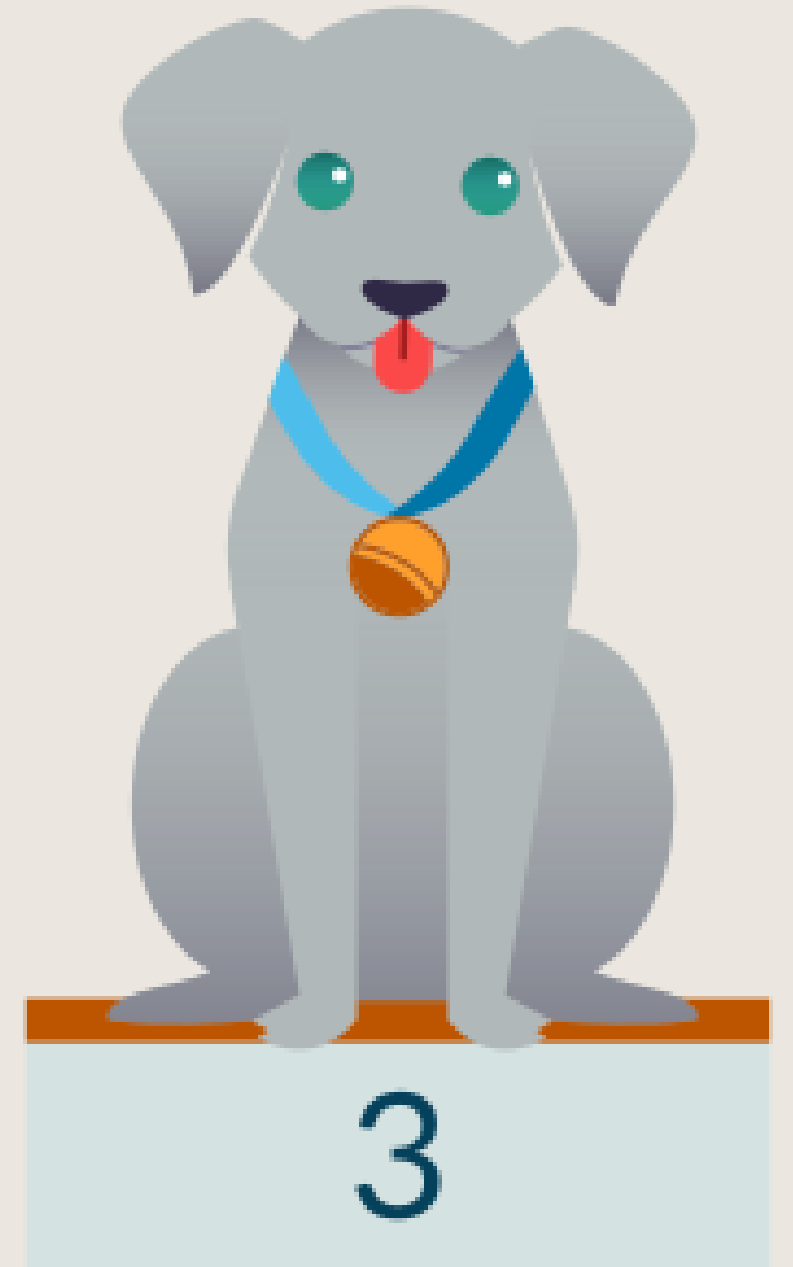
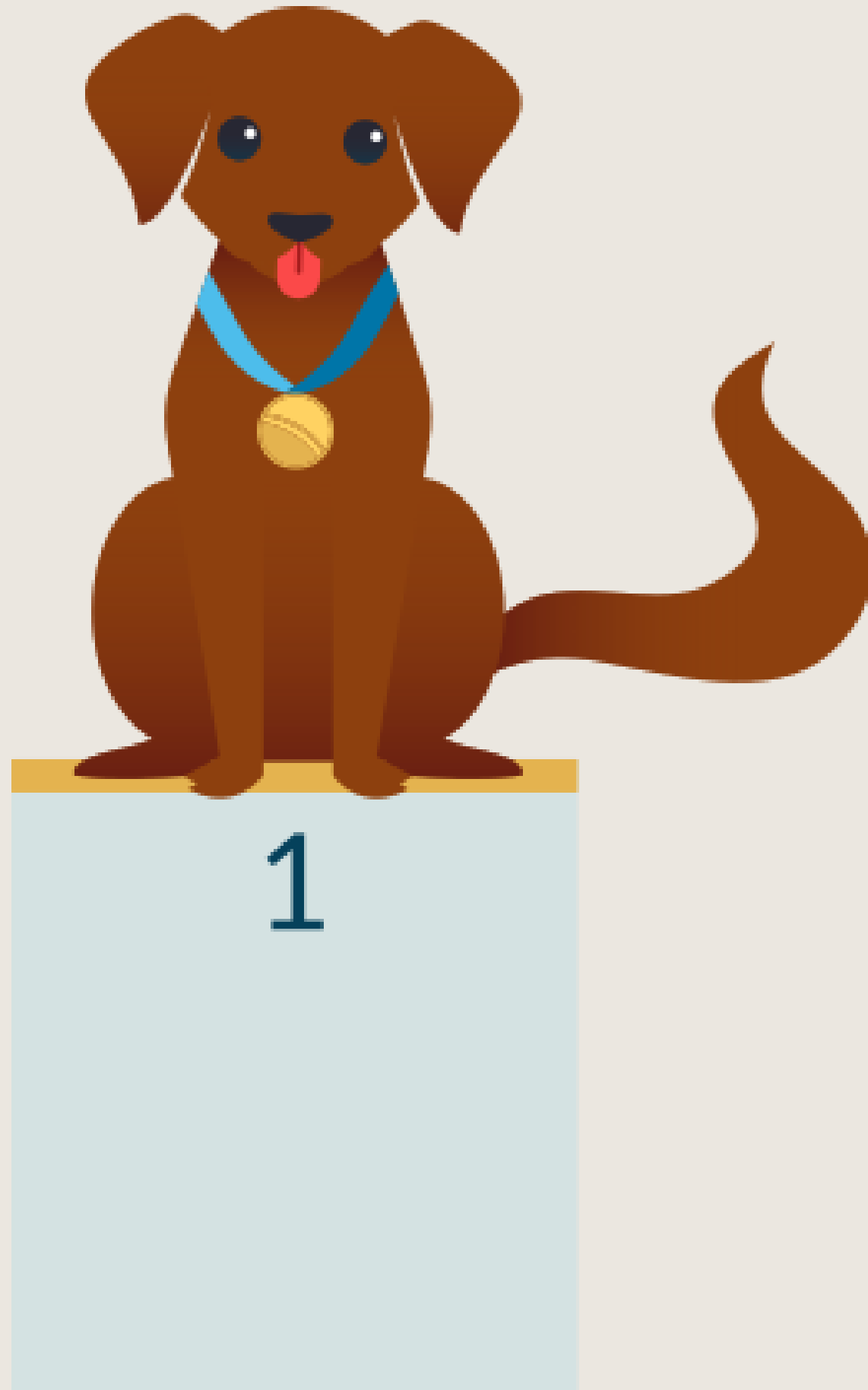
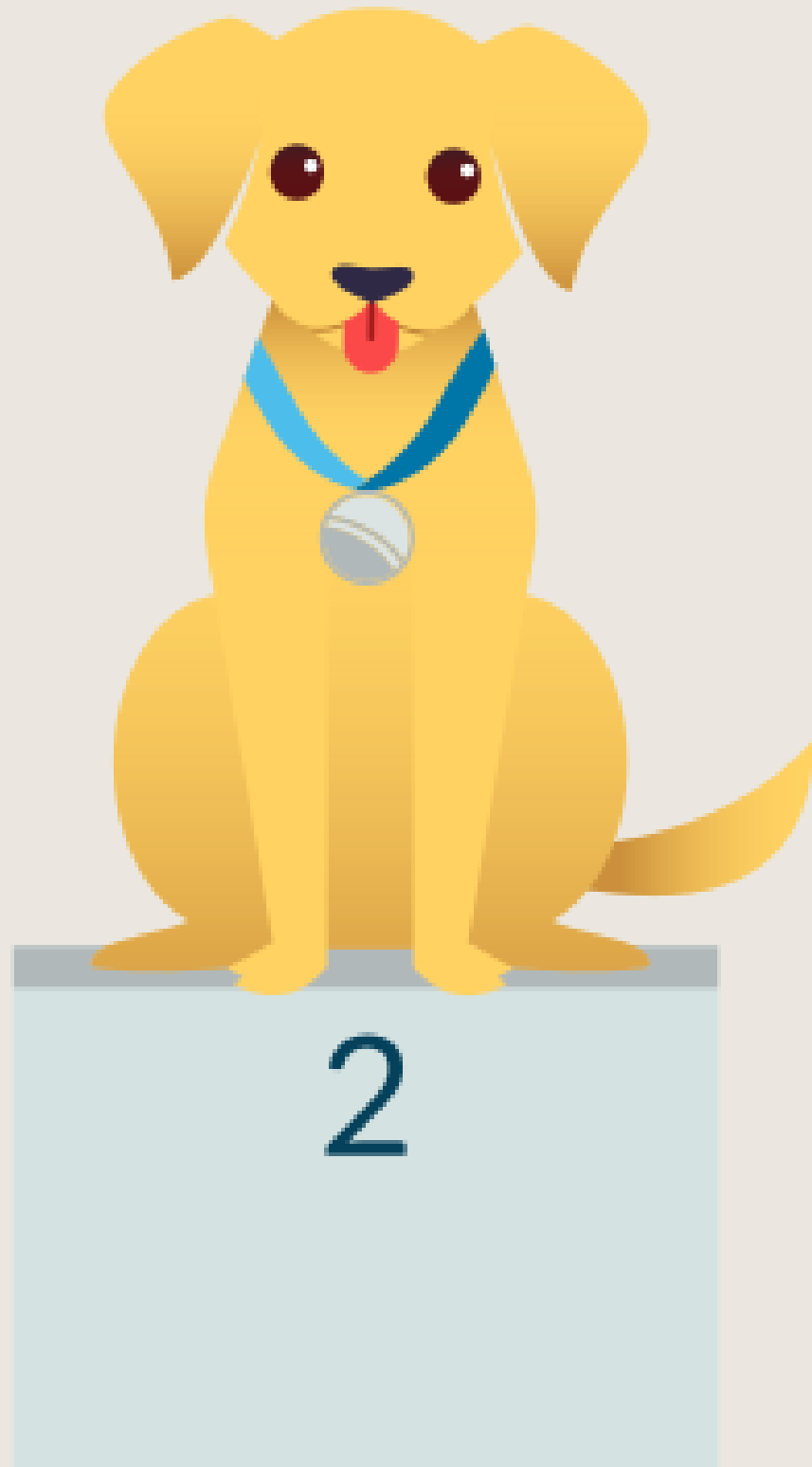
CRAWLING IS THE DISCOVERY PROCESS IN WHICH SEARCH ENGINES SEND OUT A TEAM OF ROBOTS (KNOWN AS CRAWLERS OR SPIDERS) TO FIND NEW AND UPDATED CONTENT. CONTENT CAN VARY – IT COULD BE A WEBPAGE, AN IMAGE, A VIDEO, A PDF, ETC. – BUT REGARDLESS OF THE FORMAT, CONTENT IS DISCOVERED BY LINKS.

GOOGLEBOT STARTS OUT BY FETCHING A FEW WEB PAGES AND THEN FOLLOWS THE LINKS ON THOSE WEBPAGES TO FIND NEW URLS. BY HOPPING ALONG THIS PATH OF LINKS, THE CRAWLER IS ABLE TO FIND NEW CONTENT AND ADD IT TO *THEIR INDEX CALLED CAFFEINE* – A MASSIVE DATABASE OF *DISCOVERED URLS* – TO LATER BE RETRIEVED WHEN A SEARCHER IS SEEKING INFORMATION THAT THE CONTENT ON THAT URL IS A GOOD MATCH FOR.

WHAT IS A SEARCH ENGINE INDEX?



SEARCH ENGINES PROCESS AND STORE INFORMATION THEY FIND IN AN INDEX, A HUGE DATABASE OF ALL THE CONTENT THEY'VE DISCOVERED AND DEEM GOOD ENOUGH TO SERVE UP TO SEARCHERS.



SUPPORTIVE VIDEO AND ARTICLE

- HOW SEARCH ENGINES WORK: CRAWLING, INDEXING, AND RANKING
- THE BASICS OF HOW SEARCH WORKS
- GOOGLE SEARCH EXPLAINED
- HOW SEARCH WORKS
- HOW SEARCH WORKS - 2013
- HOW GOOGLE SEARCH WORKS (IN 5 MINUTES).

LEARN ABOUT RANKBRAIN TODAY

RANKBRAIN IS THE MACHINE LEARNING COMPONENT OF GOOGLE'S CORE ALGORITHM. MACHINE LEARNING IS A COMPUTER PROGRAM THAT CONTINUES TO IMPROVE ITS PREDICTIONS OVER TIME THROUGH NEW OBSERVATIONS AND TRAINING DATA. IN OTHER WORDS, IT'S ALWAYS LEARNING, AND BECAUSE IT'S ALWAYS LEARNING, SEARCH RESULTS SHOULD BE CONSTANTLY IMPROVING.

FOR EXAMPLE, IF RANKBRAIN NOTICES A LOWER RANKING URL PROVIDING A BETTER RESULT TO USERS THAN THE HIGHER RANKING URLS, YOU CAN BET THAT RANKBRAIN WILL ADJUST THOSE RESULTS, MOVING THE MORE RELEVANT RESULT HIGHER AND DEMOTING THE LESSER RELEVANT PAGES AS A BY PRODUCT.

READ MORE:

[HTTPS://WWW.SEARCHENGINEJOURNAL.COM/GOOGLE-ALGORITHM-HISTORY/RANKBRAIN/](https://www.searchenginejournal.com/google-algorithm-history/rankbrain/)

[HTTPS://SEARCHENGINELAND.COM/FAQ-ALL-ABOUT-THE-NEW-GOOGLE-RANKBRAIN-ALGORITHM-234440](https://searchengineland.com/faq-all-about-the-new-google-rankbrain-algorithm-234440)

KEYWORDS

WHAT IS A KEYWORD

KEYWORDS ARE IDEAS AND TOPICS THAT DEFINE WHAT YOUR CONTENT IS ABOUT. IN TERMS OF SEO, THEY'RE THE WORDS AND PHRASES THAT SEARCHERS ENTER INTO SEARCH ENGINES, ALSO CALLED "SEARCH QUERIES."

AS A WEBSITE OWNER AND CONTENT CREATOR, YOU WANT THE KEYWORDS ON YOUR PAGE TO BE RELEVANT TO WHAT PEOPLE ARE SEARCHING FOR SO THEY HAVE A BETTER CHANCE OF FINDING YOUR CONTENT AMONG THE RESULTS.

KEYWORD PROPERTIES

KEYWORD PROPERTIES:

- SEARCH VOLUME
- COMPETITION

READ MORE:

[HTTPS://SPEED.CY/KEYWORDS-CHARACTERISTICS-AND-TYPES-OF-KEYWORDS](https://speed.cy/keywords-characteristics-and-types-of-keywords)

TYPE OF KEYWORDS

TYPE OF KEYWORDS:

SHORT-TAIL KEYWORDS ARE MUCH MORE GENERAL SEARCH QUERIES CONSISTING OF ONE OR TWO WORDS, WHILE LONG-TAIL KEYWORDS CONSIST OF THREE TO FIVE OR EVEN MORE WORDS.

SEED KEYWORDS

BEFORE BEGINNING ANY KEYWORD RESEARCH PROCESS, YOU NEED A STARTING POINT. OR SEVERAL STARTING POINTS. THESE ARE YOUR "SEED KEYWORDS."

READ MORE:

[HTTPS://WWW.CERALYTICS.COM/SHORT-MEDIUM-LONG-TAIL-KEYWORDS-IN-SEO/](https://www.ceralytics.com/short-medium-long-tail-keywords-in-seo/)

SHORT, MEDIUM, & LONG TAIL KEYWORDS



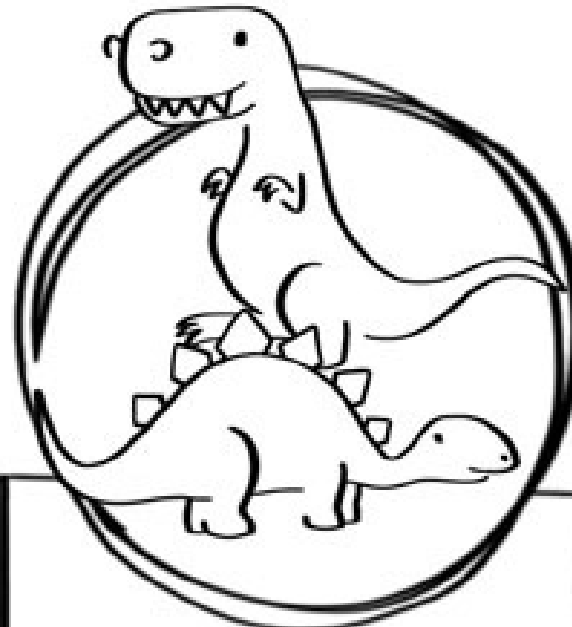
SHORT TAIL

SEARCH VOLUME: 

VERY COMPETITIVE

1 or 2 WORDS

EXAMPLE:
"ASTEROID"



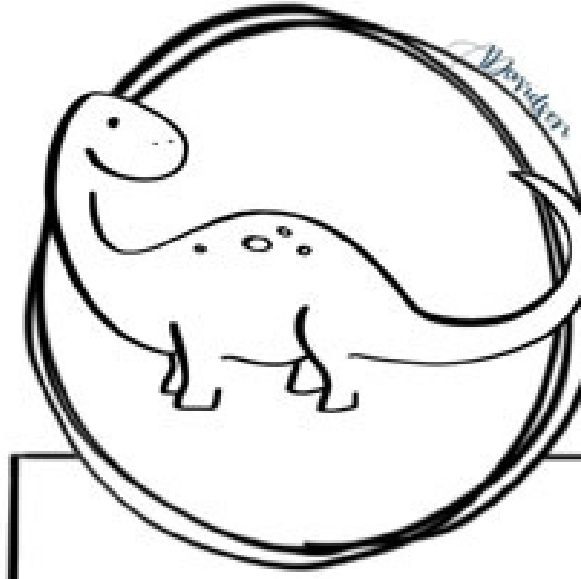
MEDIUM TAIL

SEARCH VOLUME: 

MODERATELY COMPETITIVE

2-3 WORDS

EXAMPLE:
"DINOSAUR
EXTINCTION ASTEROID"



LONG TAIL

SEARCH VOLUME: 

NOT VERY COMPETITIVE

3+ WORDS

EXAMPLE:
"WHERE DID THE
DINOSAUR EXTINCTION
ASTEROID HIT?"

UNDERSTANDING THE LONG TAIL

WHEN EVALUATING KEYWORDS, SEARCH VOLUME ISN'T EVERYTHING. THE INTENT BEHIND EACH SEARCH IS IMPORTANT, TOO.

THERE ARE 3 WAYS TO DEFINE SEARCHES.

- FAT HEAD - ONE OR 2-WORD PHRASES WITH MORE GENERIC INTENT. FOR EXAMPLE "DOGS" OR "VACATION."
- CHUNKY MIDDLE - TWO OR 3-WORD PHRASES WITH MORE SPECIFIC INTENT. LIKE "DOG SUPPLIES" OR "ITALY VACATION PACKAGE."
- LONG TAIL - TWO, 3, OR 4-WORD PHRASES (OR LONGER) WITH MUCH MORE SPECIFIC INTENT. THESE COULD BE SOMETHING LIKE "BUY DOG COLLARS ONLINE" OR "LAKE COMO, ITALY VACATION PACKAGE."

VERY POPULAR KEYWORDS WILL HAVE HUNDREDS OR THOUSANDS OF DAILY SEARCHES, BUT THESE ARE HIGHLY COMPETITIVE, AND OFTEN MORE GENERIC ONE OR 2-WORD KEYWORDS. BUT 70% OF ALL SEARCH VOLUME EXISTS IN THE "LONG TAIL," WHICH ALSO HAS A MORE DEFINED INTENT.

UNDERSTANDING SEARCH INTENT

CONSIDER SEARCHER INTENT

INTENT RELATES TO WHAT THE SEARCHER WAS ACTUALLY LOOKING FOR WHEN THEY TYPED IN THEIR SEARCH QUERY—IT FALLS INTO 4 BROAD CATEGORIES.

- *INFORMATIONAL INTENT* - THE USER IS SIMPLY LOOKING FOR INFORMATION, LEARNING OR EXPLORING A TOPIC, OR ANSWERING A SPECIFIC QUESTION.
- *NAVIGATIONAL INTENT* - THE USER KNOWS ROUGHLY WHERE THEY WANT TO END UP, OR THEY'RE SEARCHING FOR A SPECIFIC WEB PAGE, AND NORMALLY KNOWS THE WEBSITE THEY'RE LOOKING FOR.
- *TRANSACTIONAL INTENT* - THE USER IS SEARCHING WITH THE INTENTION TO BUY IN THE NEAR FUTURE.
- *COMMERCIAL INTENT* - THE USER IS SEARCHING WITH THE INTENTION TO BUY, BUT NOT QUITE YET, AND THEY'RE DOING RESEARCH BEFORE THEY CAN MAKE A PURCHASE DECISION.

KEYWORD RESEARCH

- GOOGLE
 - SEED KEYWORD (SPACE)
 - (SPACE) SEED KEYWORD
 - *SEED KEYWORD
- GOOGLE RELATED SEARCHES
- PEOPLE ALSO ASK
- ANSWER THE PUBLIC
- GOOGLE TRENDS

READ MORE ABOUT SEED KEYWORDS:

[HTTPS://MOZ.COM/KEYWORD-RESEARCH-GUIDE/SEED-KEYWORDS](https://moz.com/keyword-research-guide/seed-keywords)

ON PAGE SEO

ON PAGE FACTORS - YOU SHOULD FOLLOW

- KEYWORDS IN <TITLE> TAG
- KEYWORDS IN URL
- KEYWORD DENSITY IN DOCUMENT TEXT
- KEYWORDS IN ANCHOR TEXT
- KEYWORDS IN HEADINGS (<H1>, <H2>, ETC. TAGS)
- KEYWORDS IN THE BEGINNING OF A DOCUMENT
- KEYWORDS IN <ALT> TAGS
- KEYWORDS IN METATAGS
- KEYWORD PROXIMITY
- KEYWORD PHRASES
- SECONDARY KEYWORDS
- KEYWORD STEMMING
- SYNONYMS

ON PAGE FACTORS - YOU SHOULD AVOID

- KEYWORD STUFFING
- KEYWORD DILUTION

ON PAGE FACTORS - BLOGS TO READ

- [HTTPS://WWW.WEBCONFS.COM/15-MINUTE-SEO.PHP](https://www.webconfs.com/15-minute-seo.php)
- [HTTPS://BACKLINKO.COM/SEO-CHECKLIST](https://backlinko.com/seo-checklist)
- [HTTPS://BLOG.ALEXA.COM/ON-PAGE-SEO-CHECKLIST/](https://blog.alexa.com/on-page-seo-checklist/)
- [HTTPS://WWW.SEMRUSH.COM/BLOG/CONTENT-OPTIMIZATION-LIST-BLOGGING-FOR-PEOPLE-AND-SEARCH-ENGINES/](https://www.semrush.com/blog/content-optimization-list-blogging-for-people-and-search-engines/)

OFF PAGE SEO

UNDERSTANDING GOOGLE PAGERANK

PAGERANK (PR) IS AN ALGORITHM USED BY GOOGLE SEARCH TO RANK WEB PAGES IN THEIR SEARCH ENGINE RESULTS. IT IS NAMED AFTER BOTH THE TERM "WEB PAGE" AND CO-FOUNDER LARRY PAGE. PAGERANK IS A WAY OF MEASURING THE IMPORTANCE OF WEBSITE PAGES. ACCORDING TO GOOGLE:

PAGERANK WORKS BY COUNTING THE NUMBER AND QUALITY OF LINKS TO A PAGE TO DETERMINE A ROUGH ESTIMATE OF HOW IMPORTANT THE WEBSITE IS. THE UNDERLYING ASSUMPTION IS THAT MORE IMPORTANT WEBSITES ARE LIKELY TO RECEIVE MORE LINKS FROM OTHER WEBSITES.

GOOGLE PAGE RANK - [HTTPS://EN.WIKIPEDIA.ORG/WIKI/PAGERANK](https://en.wikipedia.org/wiki/Pagerank)

UNDERSTANDING DA, PA, & SPAM SCORE

DA - DOMAIN AUTHORITY

PA - PAGE AUTHORITY

SPAM SCORE

DA AND PA ARE NEARLY IDENTICAL METRICS. HOWEVER, A DA SCORE PREDICTS HOW WELL A DOMAIN AS A WHOLE WILL RANK IN THE SERPS, WHILE A PA SCORE PREDICTS HOW WELL A SPECIFIC WEBPAGE WILL RANK IN THE SERPS.

ADDITIONALLY, DOMAIN AUTHORITY PUTS A GREATER EMPHASIS ON ON-PAGE SEO, WHEREAS PAGE AUTHORITY DOESN'T TAKE ON-PAGE SEO, LIKE KEYWORD USAGE AND CONTENT OPTIMIZATION, INTO ACCOUNT AT ALL.

WHEN USED HAND-IN-HAND, THESE TWO RANKINGS CAN PROVIDE A LOT OF USEFUL INFORMATION ABOUT YOUR DOMAIN'S AND PAGE'S SEO.

BASICS OF BACKLINKS

BACKLINKS (ALSO KNOWN AS “INBOUND LINKS”, “INCOMING LINKS” OR “ONE WAY LINKS”) ARE LINKS FROM ONE WEBSITE TO A PAGE ON ANOTHER WEBSITE. GOOGLE AND OTHER MAJOR SEARCH ENGINES CONSIDER BACKLINKS “VOTES” FOR A SPECIFIC PAGE. PAGES WITH A HIGH NUMBER OF BACKLINKS TEND TO HAVE HIGH ORGANIC SEARCH ENGINE RANKINGS.

READ MORE [HTTPS://BACKLINKO.COM/HUB/SEO/BACKLINKS](https://backlinko.com/hub/seo/backlinks)

TYPE OF LINKS

- ONE WAY LINK
 - ETHICAL WAY
 - WHITE HAT
- TWO WAY LINK
 - UNETHICAL WAY
 - BLACK HAT
 - RECIPROCAL / CROSS LINKING / LINK EXCHANGE
- THREE WAY
 - GREY HAT
 - SIMILAR NICHE SITE

CLASSIFICATION OF LINKS

- OUTBOUND LINK
 - OUTGOING LINK
 - LINKS THAT ARE GOING OUT FROM OUR WEBSITE
- INBOUND LINK
 - INCOMING LINK
 - LINKS THAT COMING TO OUR WEBSITE
- INTERNAL LINK
 - CONNECTING WITHIN THE WEB

CHARACTERISTIC OF BACKLINKS

- ANCHORED LINK
 - ` KEYWORD `
- NAKED LINK
 - WEBSITE URL
 - ` URL `
- SINGLE PIXEL
 - BLACK HAT
 - THIS LINK IS NOT CLICKABLE
 - WWW.DOMAINNAME.COM
 - WWW[DOT]DOMAINNAME[DOT]COM

NATURE OF THE BACKLINKS

- DO FOLLOW

- `< A HREF= "URL OF LANDING PAGE"> KEYWORD `

LINK JUICE

- NO FOLLOW

- ` KEYWORD `

TYPES OF BACKLINKS

- DIRECTORY SUBMISSIONS
- SOCIAL BOOKMARKINGS
- ARTICLE SUBMISSIONS
- BLOG COMMENTING
- PROFILE LINKS
- BUSINESS DIRECTORY / BUSINESS PROFILES
- PRESS RELEASE
- EDITORIAL
- FORUMS
- SKYSCRAPPER TECHNIQUE OR EMAIL OUTREACHING
- GUEST POST BLOGS
- WORK ON EXPIRED DOMAIN
- PRIVATE BLOG NETWORK (PBN)
- LEVERAGING QUORA FOR ORGANIC TRAFFIC
- DROP MY LINK
- HARO

LINK VELOCITY

LINK VELOCITY IS THE SPEED AT WHICH BACKLINKS TO YOUR DOMAIN OR WEBSITE ARE ADDED OVER A SPECIFIC PERIOD OF TIME. IT'S MOST COMMONLY MEASURED IN THE NUMBER OF NEW LINKS OBTAINED PER MONTH. THIS ACTIVITY IS REFERRED TO AS LINK-BUILDING OR BACKLINKING, WHICH ARE ESSENTIALLY THE SAME THING.

READ MORE:

- [HTTPS://WWW.GALACTICFED.COM/BLOG/WHAT-IS-LINK-VELOCITY-AND-HOW-DOES-IT-AFFECT-YOUR-SEO-RANKING](https://www.galacticfed.com/blog/what-is-link-velocity-and-how-does-it-affect-your-seo-ranking)
- [HTTPS://WWW.SEARCHENGINEJOURNAL.COM/GOOGLE-LINK-VELOCITY/331637/](https://www.searchenginejournal.com/google-link-velocity/331637/)

P.S:

- CREATE BACKLINKS AFTER AT LEAST 30-40 DAYS. MEANWHILE, CREATE SOCIAL SIGNALS.
- BE CONSISTENT IN CREATING BACKLINKS

TIERED LINK BUILDING

TIERED LINK-BUILDING IS A TACTIC THAT'S USED TO BOOST THE SEO VALUE OF YOUR EXISTING LINKS BY CREATING BACKLINKS FOR YOUR BACKLINKS.

READ MORE:

- [HTTPS://NEILPATEL.COM/BLOG/SECOND-TIER-LINK-BUILDING/](https://neilpatel.com/blog/second-tier-link-building/)
- [HTTPS://UHURUNETWORK.COM/THE-BENEFITS-OF-TIERED-BACKLINKING/](https://uhurunetwork.com/the-benefits-of-tiered-backlinking/)

MONEY SITE

Your website is at the top of the pyramid receiving link juice from all link layers.

TIER1

FIRST LINK LAYER

These links point directly to your money site. E.g. Guest Posts, PBNs, editorial placements etc.

TIER2

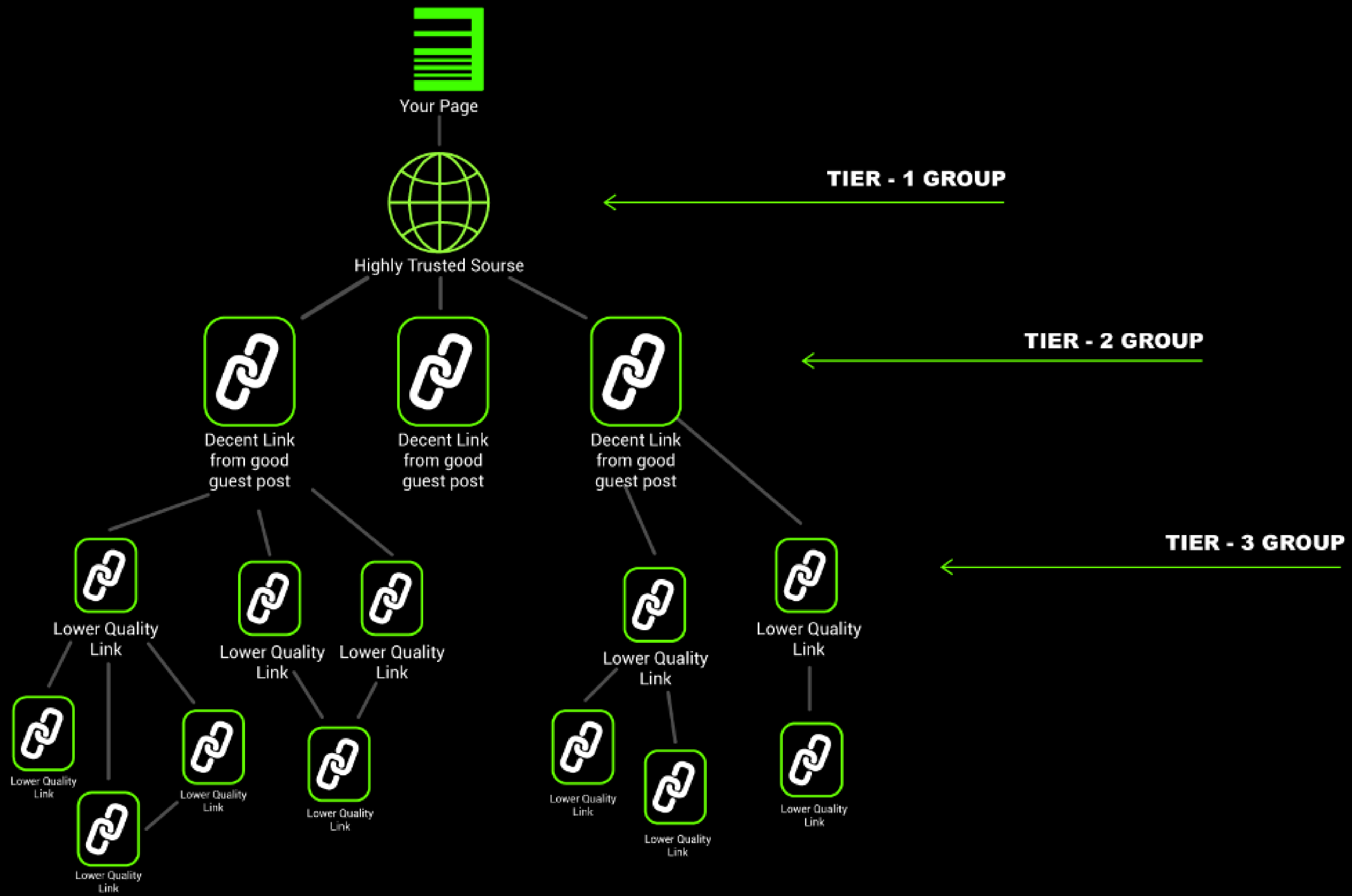
SECOND LINK LAYER

Links pointing to your tier 1 links, thus increasing the authority of the backlinks that go directly to your site while passing valuable link juice to your site.

TIER3

THIRD LINK LAYER

Links pointing to your tier 2 links thus increasing the authority of the backlinks that point to your tier 1 link.

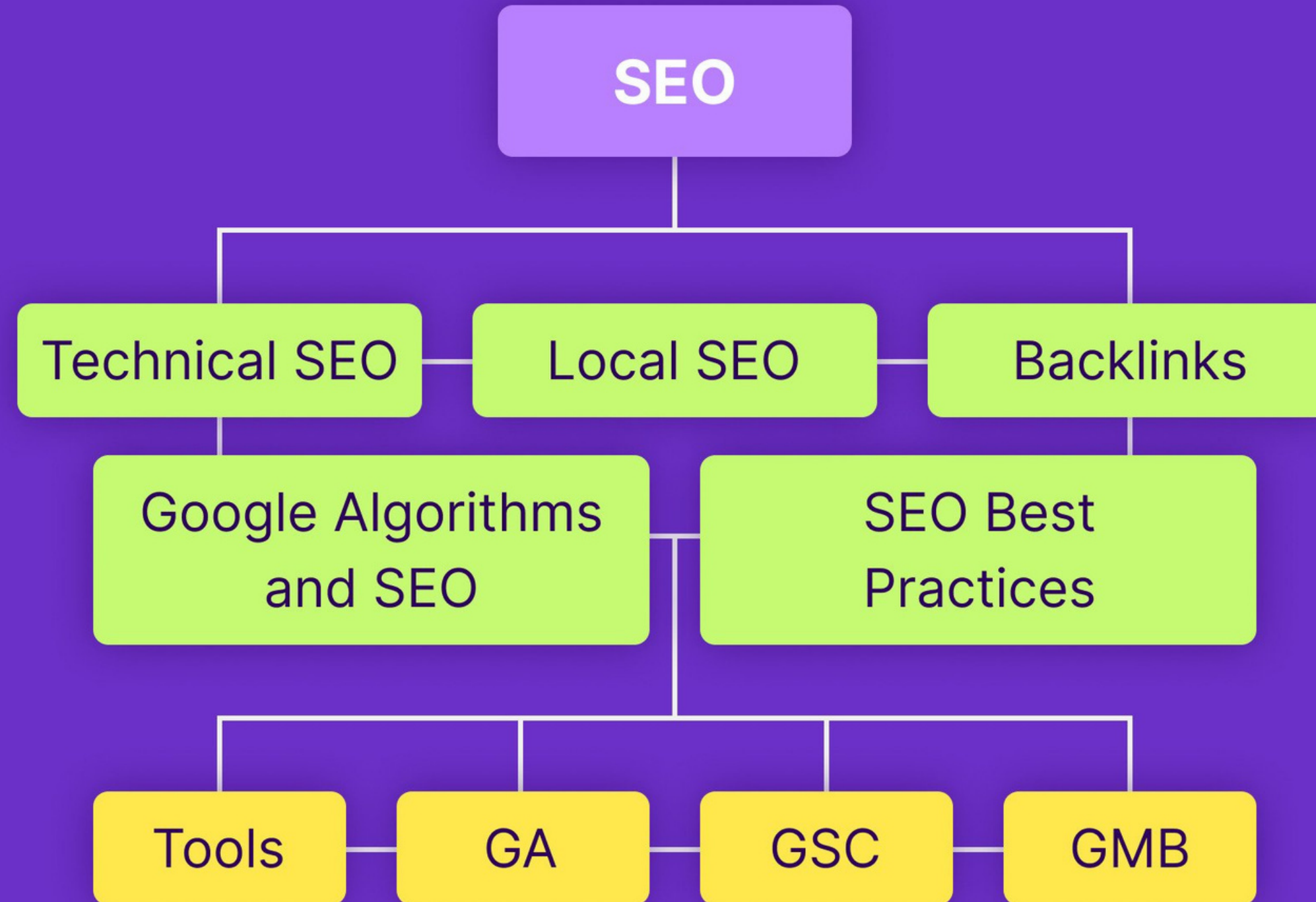


PILLAR CONTENT STRATEGY OR TOPIC CLUSTER

PILLAR CONTENT - A CONTENT PILLAR IS A SUBSTANTIVE AND INFORMATIVE PIECE OF CONTENT ON A SPECIFIC TOPIC OR THEME THAT CAN BE BROKEN INTO MANY DERIVATIVE SECTIONS, PIECES, AND MATERIALS. EXAMPLES OF CONTENT PILLARS INCLUDE EBOOKS, REPORTS, AND GUIDES.

TOPIC CLUSTER - TOPIC CLUSTERS ARE A GROUP OF CONTENT THAT REVOLVES AROUND A CENTRAL TOPIC AND USE A PILLAR PAGE TO LINK TO AND FROM. IN SHORT, TOPIC CLUSTERS ARE CENTERED AROUND A SINGLE TOPIC AND OFFER MULTIPLE INTERNAL LINKING OPPORTUNITIES TO KEEP READERS ON YOUR SITE.

Pillar Pages and Clusters



 Pillar Page

 Secondary Cluster

 Cluster

 Link



Best Time to Complete
a Home Remodel

Home Remodeling:
Architect vs. Design Build

Home Remodeling
Budgets: 10 Ways to Save

Home Remodeling Ideas
& Inspiration

Home Remodeling
Estimates

Pillar:
Home Remodeling

Mistakes to Avoid When
Remodeling Your House

Home Remodeling
Ideas & Inspiration

SILO STRUCTURE

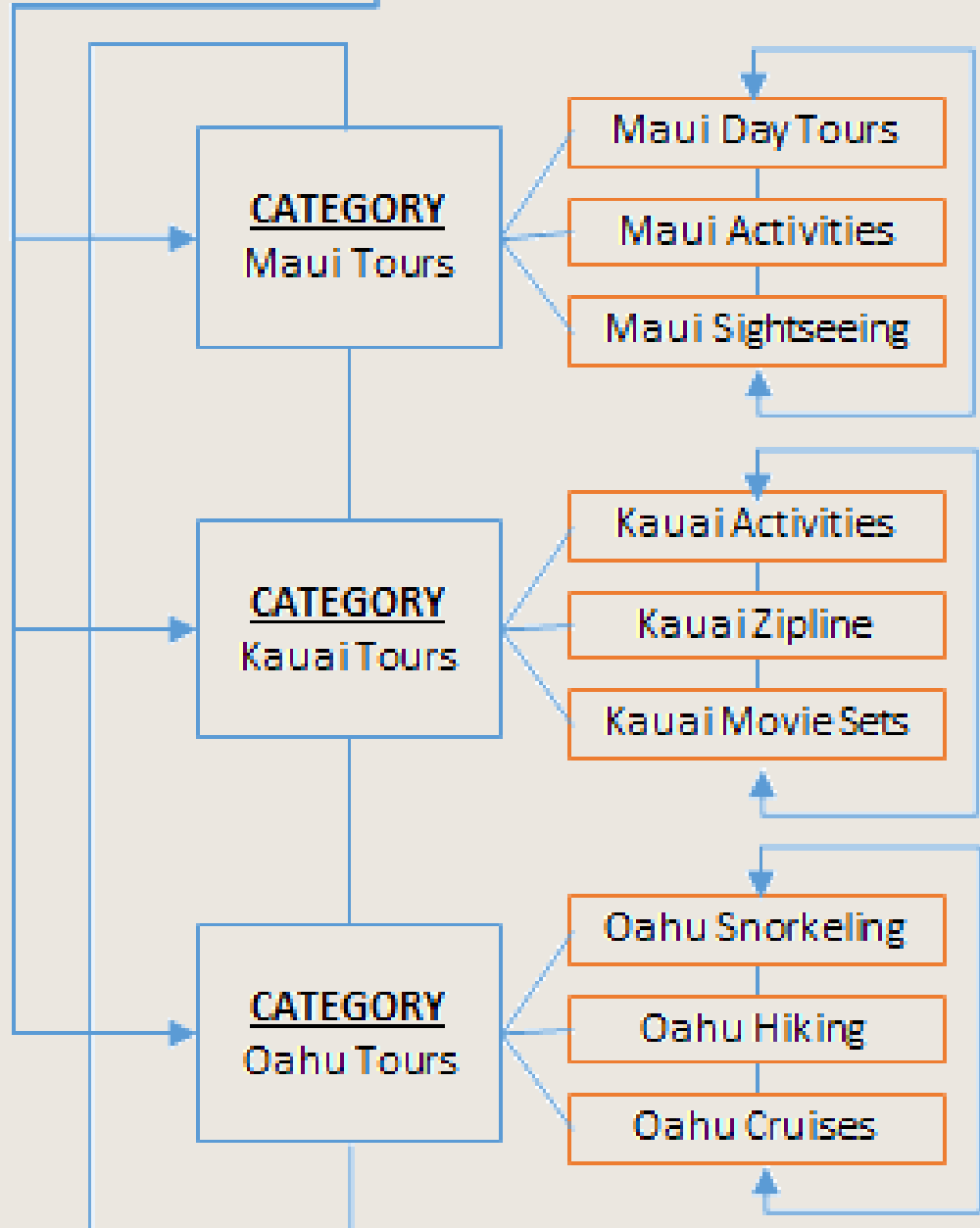
A SILO STRUCTURE IS A TYPE OF WEBSITE ARCHITECTURE WHERE CONTENT IS ORGANIZED LOGICALLY. IT CONSISTS OF HIERARCHICAL GROUPINGS INCLUDING TOPICS AND SUBTOPICS. IN OTHER WORDS, YOU CAN THINK ABOUT IT AS CREATING CATEGORIES AND SUB-CATEGORIES FOR YOUR SITE AND WRITING RELEVANT CONTENT FOR THEM.

READ MORE:

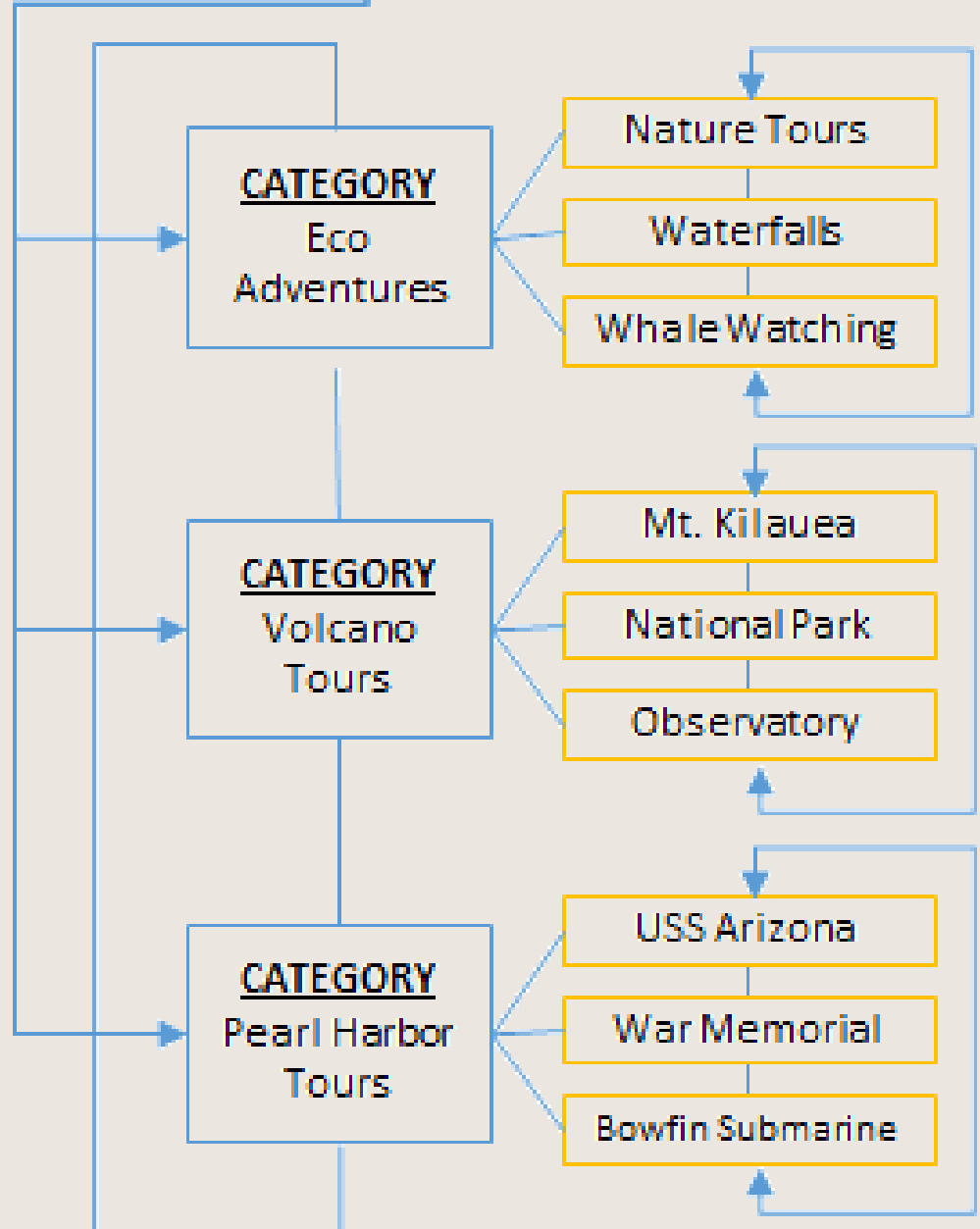
- [HTTPS://WWW.BUSINESS2COMMUNITY.COM/SEARCH-ENGINE-OPTIMIZATION/4-WAYS-A-SILO-STRUCTURE-WILL-BOOST-YOUR-SEO-02281741](https://www.business2community.com/search-engine-optimization/4-ways-a-silo-structure-will-boost-your-seo-02281741)
- [HTTPS://WWW.BRUCECLAY.COM/IN/SEO/SILO/](https://www.bruceclay.com/in/seo/silo/)

HawaiiTours.info

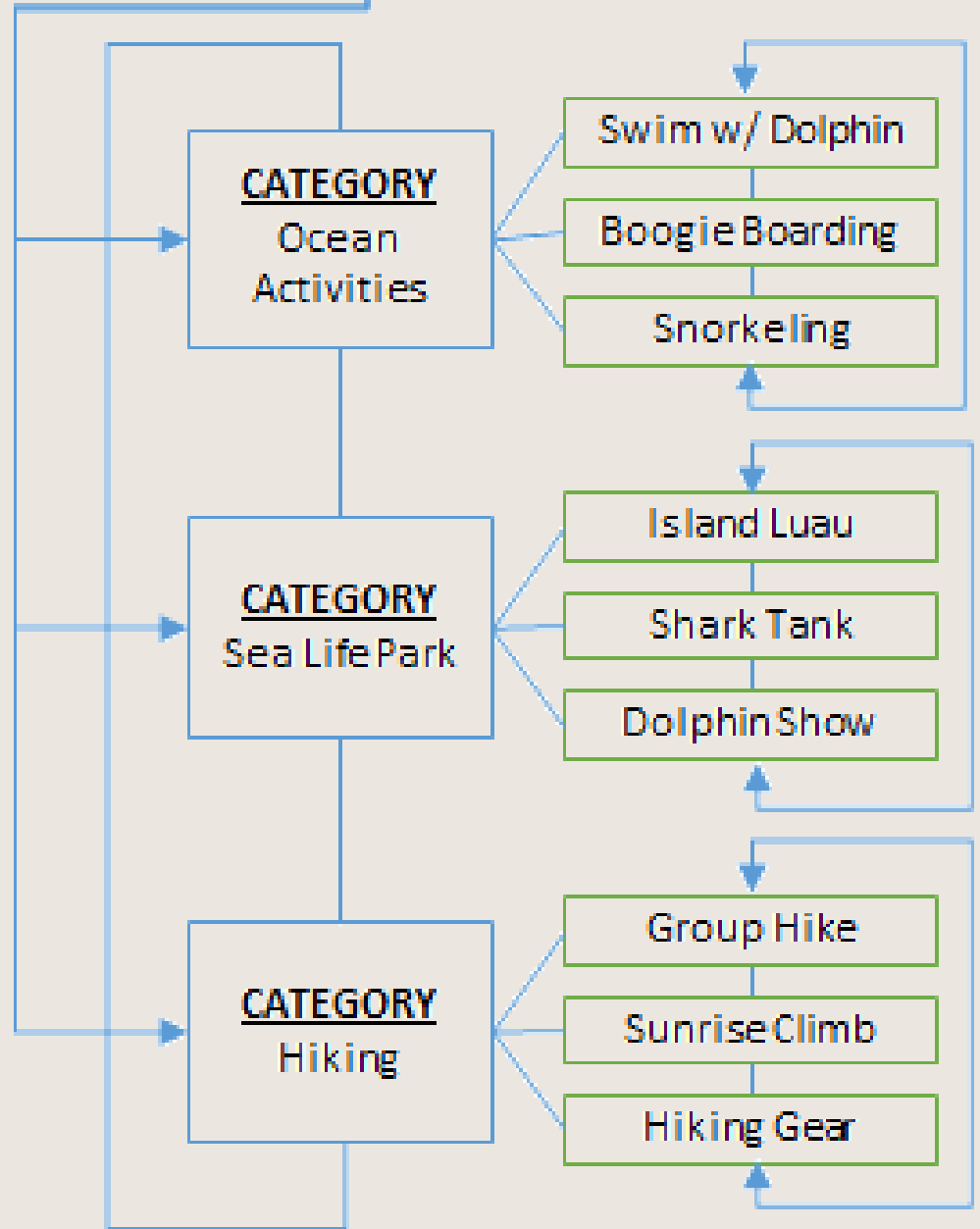
SILO Tours by Island



SILO Tours by Type



SILO Hawaii Activities



TECHNICAL SEO

UNDERSTANDING SITEMAP & ROBOTS TXT

SITEMAP - A SITEMAP IS AN XML FILE THAT CONTAINS A LIST OF YOUR SITE'S PAGES' URLs, LIKE A MAP, AND SOME OTHER INFO FOR SEARCH ENGINES. SITEMAPS CAN HELP SEARCH ENGINES PRIORITISE PAGES OF LARGE SITES, FIND PAGES THAT HAVEN'T BEEN LINKED TO, AND INDEX SITES IN GREATER DETAIL.

GENERATE SITEMAP - [HTTPS://XMLSITEMAPGENERATOR.ORG/](https://xmlsitemapgenerator.org/)

ROBOTS TXT - THE ROBOTS.TXT FILE IS ONE OF THE MAIN WAYS OF TELLING A SEARCH ENGINE WHERE IT CAN AND CAN'T GO ON YOUR WEBSITE. ALL MAJOR SEARCH ENGINES SUPPORT THE BASIC FUNCTIONALITY IT OFFERS, BUT SOME OF THEM RESPOND TO SOME EXTRA RULES WHICH CAN BE USEFUL TOO.

HOW TO UPDATE SITEMAP & ROBOTS TXT

FOR CUSTOM WEBSITES

- SITEMAP UPLOAD -
- CPANEL > FILE MANAGER > PUBLIC_HTML > UPLOAD THIS GENERATED FILE
- AFTER THIS
- SEARCH CONSOLE > SITEMAPS > PUT THE URL AND SUBMIT

ROBOTS TXT -

- CPANEL > FILE MANAGER > PUBLIC_HTML > UPLOAD THIS GENERATED FILE

FOR CMS

- PLUGINS

[READ MORE](#)

UNDERSTANDING CANONICAL & 301 REDIRECTS

WHAT IS A CANONICAL TAG?

A CANONICAL TAG (AKA "REL CANONICAL") IS A WAY OF TELLING SEARCH ENGINES THAT A SPECIFIC URL REPRESENTS THE MASTER COPY OF A PAGE. USING THE CANONICAL TAG PREVENTS PROBLEMS CAUSED BY IDENTICAL OR "DUPLICATE" CONTENT APPEARING ON MULTIPLE URLS.

```
7 <meta name="viewport" content="width=device-width, initial-scale=1" /> <meta
8 name="description" content="Looking to level-up your content game? The free Beginner's Guide to
9 Content Marketing from Moz has you covered." />
10 <link rel="canonical" href="https://moz.com/beginners-guide-to-content-marketing" />
11
```

The rel=canonical tag in action. Here, it indicates that the page on which this tag appears should be treated as a duplicate of the specified URL.

UNDERSTANDING CANONICAL & 301 REDIRECTS

WHY DOES CANONICALIZATION MATTER?

DUPLICATE CONTENT IS A COMPLICATED SUBJECT, BUT WHEN SEARCH ENGINES CRAWL MANY URLS WITH IDENTICAL (OR VERY SIMILAR) CONTENT, IT CAN CAUSE A NUMBER OF SEO PROBLEMS. FIRST, IF SEARCH CRAWLERS HAVE TO WADE THROUGH TOO MUCH DUPLICATE CONTENT, THEY MAY MISS SOME OF YOUR UNIQUE CONTENT. SECOND, LARGE-SCALE DUPLICATION MAY DILUTE YOUR RANKING ABILITY. FINALLY, EVEN IF YOUR CONTENT DOES RANK, SEARCH ENGINES MAY PICK THE WRONG URL AS THE "ORIGINAL." USING CANONICALIZATION HELPS YOU CONTROL YOUR DUPLICATE CONTENT.

READ MORE

- [HTTPS://MOZ.COM/LEARN/SEO/CANONICALIZATION](https://moz.com/learn/seo/canonicalization)

SCHEMA MARKUPS

SCHEMA.ORG (OFTEN CALLED SCHEMA) IS A SEMANTIC VOCABULARY OF TAGS (OR MICRODATA) THAT YOU CAN ADD TO YOUR HTML TO IMPROVE THE WAY SEARCH ENGINES READ AND REPRESENT YOUR PAGE IN SERPS.

SCHEMA TAGS IMPLEMENTATIONS

[HTTPS://SCHEMA.ORG/DOCS/SCHEMAS.HTML](https://schema.org/docs/schemas.html)

[HTTPS://DEVELOPERS.GOOGLE.COM/SEARCH/DOCS/ADVANCED/STRUCTURED-DATA/ARTICLE](https://developers.google.com/search/docs/advanced/structured-data/article)

[HTTPS://WWW.GOOGLE.COM/WEBMASTERS/MARKUP-HELPER/U/0/](https://www.google.com/webmasters/markup-helper/u/0/)

READ MORE

- [HTTPS://MOZ.COM/LEARN/SEO/SCHEMA-STRUCTURED-DATA](https://moz.com/learn/seo/schema-structured-data)

KNOWLEDGE GRAPH

[HTTPS://DEVELOPERS.GOOGLE.COM/KNOWLEDGE-GRAPH](https://developers.google.com/knowledge-graph)

[HTTPS://BLOG.GOOGLE/PRODUCTS/SEARCH/INTRODUCING-KNOWLEDGE-GRAPH-THINGS-NOT/](https://blog.google/products/search/introducing-knowledge-graph-things-not/)

[GOOGLE'S KNOWLEDGE GRAPH EXPLAINED: HOW IT INFLUENCES SEO](#)

SITELINK SEARCH BOX

[HTTPS://DEVELOPERS.GOOGLE.COM/SEARCH/DOCS/ADVANCED/STRUCTURE
D-DATA/SITELINKS-SEARCHBOX](https://developers.google.com/search/docs/advanced/structured-data/sitelinks-searchbox)

LOCAL SEO

OPTIMIZATION TECHNIQUES

- KEYWORD IN TITLE (BRAND NAME + KEYWORDS + LOCATION)
- DESCRIPTION WITH KEYWORDS
- OPENING HOURS
- WEBSITE
- CATEGORIES (COMPETITOR RESEARCH – RAI CYCLE)
 - PRIMARY – CAN'T CHANGE THIS
 - SECONDARY – CAN CHANGE THIS
- ADD LABELS (MAX 10 KEYWORDS)
- NAP (NAME, ADDRESS, PHONE NUMBER)
- LOCATION / RADIUS TARGETING OF YOUR BUSINESS (PIN / RADIUS)
- NUMBER OF HIGH-QUALITY REVIEWS & PROMPT REPLY TO THE REVIEWS
- POST / PHOTOS (UPDATE REGULARLY)
- EMBED THE MAP ON THE WEBSITE

[READ MORE](#)

IF YOU HAVE MULTIPLE LOCATIONS TO TARGET, IN THAT CASE, YOU NEED TO CREATE LANDING PAGES FOR THOSE LOCATIONS ON YOUR WEBSITE, AND IN THE APPOINTMENT LINKS (IN THE INFO SECTION) YOU WILL PUT THOSE LANDING PAGES FOR THE LOCATIONS.

WHATSAPP API

[HTTPS://POSTCRON.COM/EN/BLOG/LANDINGS/WHATSAPP-LINK-GENERATOR/](https://postcron.com/en/blog/landings/whatsapp-link-generator/)

GOOGLE SEARCH CONSOLE

WHAT IS SEARCH CONSOLE

GOOGLE SEARCH CONSOLE IS A WEB SERVICE BY GOOGLE WHICH ALLOWS WEBMASTERS TO CHECK INDEXING STATUS AND OPTIMIZE THE VISIBILITY OF THEIR WEBSITES. UNTIL 20 MAY 2015, THE SERVICE WAS CALLED GOOGLE WEBMASTER TOOLS. IN JANUARY 2018, GOOGLE INTRODUCED A NEW VERSION OF THE SEARCH CONSOLE, WITH CHANGES TO THE USER INTERFACE.

THE ULTIMATE GUIDE TO GOOGLE SEARCH CONSOLE

[HTTPS://BLOG.HUBSPOT.COM/MARKETING/GOOGLE-SEARCH-CONSOLE](https://blog.hubspot.com/marketing/google-search-console)

HOW TO DISAVOW LINKS:

- [HTTPS://WWW.SEMRUSH.COM/BLOG/HOW-TO-DISAVOW/](https://www.semrush.com/blog/how-to-disavow/)
- [HTTPS://SUPPORT.GOOGLE.COM/WEBMASTERS/ANSWER/2648487](https://support.google.com/webmasters/answer/2648487)

REMOVE ALL DISAVOWALS FOR A PROPERTY

- [HTTPS://SEARCH.GOOGLE.COM/SEARCH-CONSOLE/DISAVOW-LINKS](https://search.google.com/search-console/disavow-links)

SANDBOX EFFECT ON GOOGLE RANKINGS

SANDBOX EFFECT -

[HTTPS://EN.WIKIPEDIA.ORG/WIKI/SANDBOX_EFFECT](https://en.wikipedia.org/wiki/Sandbox_effect)

[HTTPS://WWW.SEOQUAKE.COM/BLOG/GOOGLE-SANDBOX/](https://www.seoquake.com/blog/google-sandbox/)

IN THE STARTING PHASE, YOUR GOOGLE RANKING WILL FLUCTUATE. SOMETIMES YOUR RESULT WILL SHOW ON THE 1ST PAGE AND SOME TIME ON THE 4TH. AFTER A FEW TESTS (SHOWING YOUR RESULT ON THE 1ST PAGE) ARE DONE, YOU WILL GET A STABLE RANKING (AFTER THE APRX 3 - 4 MONTHS). YOUR RANKING WILL DEPEND ON YOUR WEBSITE AUTHORITY AND CONTENT QUALITY.

HOW TO CHECK THE SANDBOX EFFECT ON YOUR WEBSITE

- LOG IN TO SEARCH CONSOLE
- CHECK AT LEAST 16 MONTHS OF DATA
- CHECK ONLY THE AVERAGE POSITION.

GOOGLE UPDATES

8 MAJOR GOOGLE ALGORITHM UPDATES

- PANDA
 - DATE: FEBRUARY 24, 2011
 - HAZARDS: DUPLICATE, PLAGIARIZED OR THIN CONTENT; USER-GENERATED SPAM; KEYWORD STUFFING.
- PENGUIN
 - DATE: APRIL 24, 2012
 - HAZARDS: SPAMMY OR IRRELEVANT LINKS; LINKS WITH OVER-OPTIMIZED ANCHOR TEXT.
- HUMMINGBIRD
 - DATE: AUGUST 22, 2013
 - HAZARDS: KEYWORD STUFFING; LOW-QUALITY CONTENT.

8 MAJOR GOOGLE ALGORITHM UPDATES

- MOBILE
 - DATE: APRIL 21, 2015
 - HAZARDS: LACK OF A MOBILE VERSION OF THE PAGE; POOR MOBILE USABILITY.
- RANKBRAIN
 - DATE: OCTOBER 26, 2015
 - HAZARDS: LACK OF QUERY-SPECIFIC RELEVANCE; SHALLOW CONTENT; POOR UX.
- MEDIC
 - DATE: MAY 4, 2018
 - HAZARDS: LACK OF AUTHORITY ON YMYL WEBSITES; WEAK E-A-T SIGNALS.
- BERT
 - DATE: OCTOBER 22, 2019
 - HAZARDS: POORLY WRITTEN CONTENT; LACK OF FOCUS; LACK OF CONTEXT.
- CORE UPDATES

GOOGLE UPDATES

- [HTTPS://SEARCHENGINELAND.COM/LIBRARY/GOOGLE/GOOGLE-ALGORITHM-UPDATES](https://searchengineland.com/library/google/google-algorithm-updates)
- [HTTPS://WWW.SEARCHMETRICS.COM/GLOSSARY/GOOGLE-UPDATES/](https://www.searchmetrics.com/glossary/google-updates/)
- [HTTPS://WWW.SEARCHENGINEJOURNAL.COM/GOOGLE-ALGORITHM-HISTORY/](https://www.searchenginejournal.com/google-algorithm-history/)
- [HTTPS://WWW.BRIGHTEDGE.COM/BLOG/GOOGLE-ALGORITHM-UPDATES-RUNNING-TIMELINE-MAJOR-CHANGES](https://www.brightedge.com/blog/google-algorithm-updates-running-timeline-major-changes)
- [HTTPS://MOZ.COM/GOOGLE-ALGORITHM-CHANGE](https://moz.com/google-algorithm-change)

OTHERS

EAT AND YMYL CONCEPTS IN SEO

E-A-T: EXPERTISE, AUTHORITATIVENESS, TRUSTWORTHINESS (OR PAGE QUALITY) NEXT UP IS AN ACRONYM YOU HAVE PROBABLY SEEN BEFORE IF YOU READ ANY SEO BLOGS: E-A-T, SHORT FOR EXPERTISE, AUTHORITATIVENESS, TRUSTWORTHINESS.

YMYL - YOUR MONEY YOUR LIFE

READ MORE

- [HTTPS://WWW.SEMRUSH.COM/BLOG/EAT-AND-YMYL-NEW-GOOGLE-SEARCH-GUIDELINES-ACRONYMS-OF-QUALITY-CONTENT/](https://www.semrush.com/blog/eat-and-ymyl-new-google-search-guidelines-acronyms-of-quality-content/)
- [HTTPS://MOZ.COM/BLOG/GOOGLE-E-A-T](https://moz.com/blog/google-e-a-t)

PURPOSE OF THE PAGE - YOU CAN DEFINE IN SCHEMA + AUTHOR BIO

QUALITY CONTENT - WIDE VARIETY OF TOPICS

POOR CONTENT - LIMITED CONTENT WITH POOR OR LESS HEADING

GOOGLE DORKS FOR DATA SCRAPING

FOOD DELHI SITE:YOUTUBE.COM "@GMAIL.COM"

GOOGLE SEARCH OPERATORS - WHAT ARE GOOGLE SEARCH OPERATORS? GOOGLE SEARCH OPERATORS ARE SPECIAL CHARACTERS AND COMMANDS (SOMETIMES CALLED "ADVANCED OPERATORS") THAT EXTEND THE CAPABILITIES OF REGULAR TEXT SEARCHES. SEARCH OPERATORS CAN BE USEFUL FOR EVERYTHING FROM CONTENT RESEARCH TO TECHNICAL SEO AUDITS.

READ MORE:

- [HTTPS://MOZ.COM/LEARN/SEO/SEARCH-OPERATORS](https://moz.com/learn/seo/search-operators)
- [HTTPS://AHREFS.COM/BLOG/GOOGLE-ADVANCED-SEARCH-OPERATORS/](https://ahrefs.com/blog/google-advanced-search-operators/)

MORE SEO TRICKS

SAPE LINKS

PARASITE SEO

THANK YOU!

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