



THE 1ST PAGE SAGE

UNLOCKING THE SEO

Series 1



Dedicated In
Memory of My
Loving Mother !!



‘The 1st Page Sage’ is a two part series which takes you through an exciting journey to explore ways to Rank on the First Page of a Search Engine.

In the first part of the series you gradually start ‘Unlocking the SEO’ elements as you move down the amazing *Trail !!*

In its second part you will get hands on to the Advance Ranking Strategies when you start ‘Mining the SEO Gold’

Note : As part of our CSR initiative, portions of earnings from this Book are being Donated to a Charity for Welfare and Education of the Underprivileged Children.

A wooden sign made of four horizontal planks, hanging from a rope in a triangular shape. The sign has black text and four paw prints. The rope is light-colored and knotted at the top and bottom corners.

Welcome To The

SEO Trail

Start Unlocking The

20 Milestones !!

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“SEO is a Marathon and Not a Sprint !!” – Neil Patel

Search Engine Optimization (SEO) has always been considered as one of the most dreaded elder brothers (born in 1997) in this glamorous looking ‘Digital Marketing’ Family !!

Most of the budding and established Digital Marketers across the globe seem to shy away from treading the path to master the art of **SEO**, and they generally tend to fall for the more attractive, more popular, easily relatable younger sibling (born in 2007) called **Social Media Marketing (SMM)**.

Many experts intentionally ignore pursuing SEO since its perceived as a technical, time taking and boring stream in this fast evolving and dynamic world of Digital Marketing !!

Businesses are always impatient and under lot of pressure to generate fast results, which is why Digital Marketers usually adapt some short term strategies to impress their clients and quickly jump for seeking help through SMM - the younger and energetic sibling in the family.

All this has led to lack of confidence and shallow demand for SEO by the organisations.

Only handful of evolved and serious business entities, currently understand and believe in the long term **Significance of SEO**.

A lot has already been written about SEO in the past by many experts around the world.

'[The 1st Page Sage](#)' series is another sincere effort to demystify the concepts of **Search Engine Optimization**.

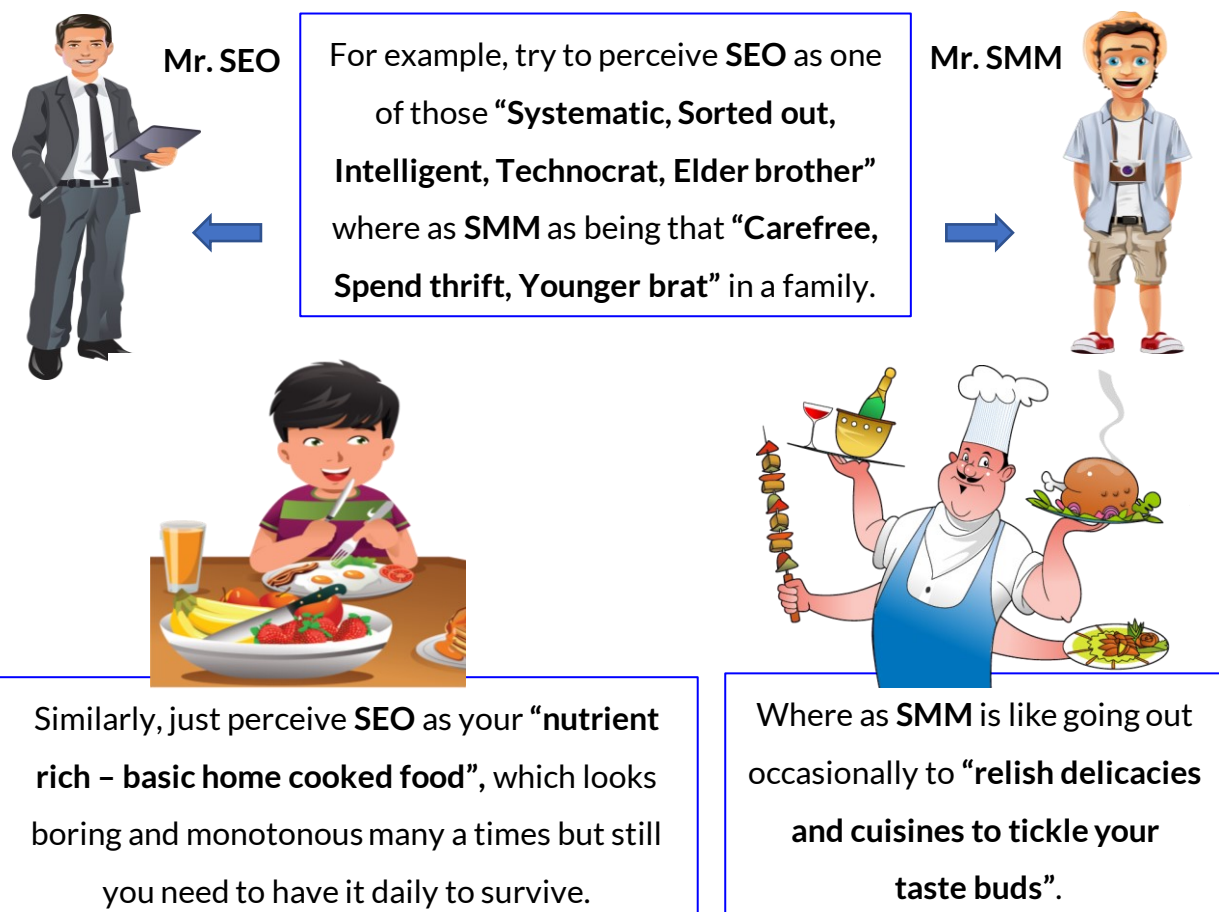
This will, primarily come handy to all the Digital Marketers, Business Heads and Marketing Heads who are keen to quickly learn the Basics of SEO. This ebook has been conceptualized with an objective to share with everyone, the valuable insights gathered by the author through his own experiences and practical learnings while executing SEO strategies for other businesses and from his extensive research in the SEO field.

The concepts have been explained keeping in mind the ease of understanding for the starters and the beginners and to make them realize that **SEO is Doable** and **Easy to Adapt** without much technical know how and without huge sum of investments by the clients.

 ***"Believe in The Power of SEO !!"***

It's an essential element for any business in this era of **Digital Transformation**.

Here are few interesting daily life Analogies to explain the perceived difference between a **SEO** and **SMM**





But then you cant keep on spending your limited budgets on costly meals from outside and also for your own health and safety its not advisable to consume outside food all the time, right ?





In your home cooked food you always have that freedom to make as many variety of dishes you want and flexibility to customise the taste with addons as you like and all this can be done within your budgets.





Likewise, its always recommended to have Self Controlled, Indigenous, Cost Efficient Strategies such as **SEO** to boost your long term business growth and use **SMM** for seasonal/ occasional spikes whenever required.

Undoubtedly SEO has the potential and higher probability to deliver long term sustainable results. We really hope that this eBook will help you all understand the criticality of SEO while framing the Digital Strategy for any business.


The eBook is structured such that the unlocking trail takes you through a systematic path of learning the **SEO** basics.

The start of the trail explores the evolution of  [Google Search Timelines](#) over the last two decades and next in line you will find some facts about your favourite  [Search Engines](#).

Further in the trail the comparative data points of  [Organic Search](#) with the  [Paid Search](#) and the  [Paid Social](#) platforms show case SEO as the clear winner. And this fact is additionally substantiated when you run through the  [Business Significance of SEO](#).

Mid way in the trail you reach a point of  [SERP landscape](#) and post this you gradually start unlocking the core concepts of  [SEO Elements](#),  [Keywords Research](#) and  [Backlink Tools and Techniques](#).

As you move down the trail to find the  [75 Factors for Page Ranking](#) and learn how to  [Index](#) a site and use  [Search Console](#), you stumble upon the real treasure of essential  [SEO Tools and Plugins](#) and the  [Winning SEO Strategies on How to Steal A Rank](#).

This trail ends with an extremely interesting and critical milestone on  [How to Spy on Your Competition](#).

Find out all this and many more amazing facts in this exciting journey of learning and gaining knowledge...

So Lets Get Inside and Start [Unlocking the SEO](#) concepts one by one !!



2.1

SEARCH =

Google

Google is the pioneer of the global search technology !! It remains the market leader with its initial entry product the online '**Search Engine**' in 1998 with the aim to show the users the most relevant search results possible.

In just two decades, Google has transformed from a small garage company with a handful of employees to a global business brand.

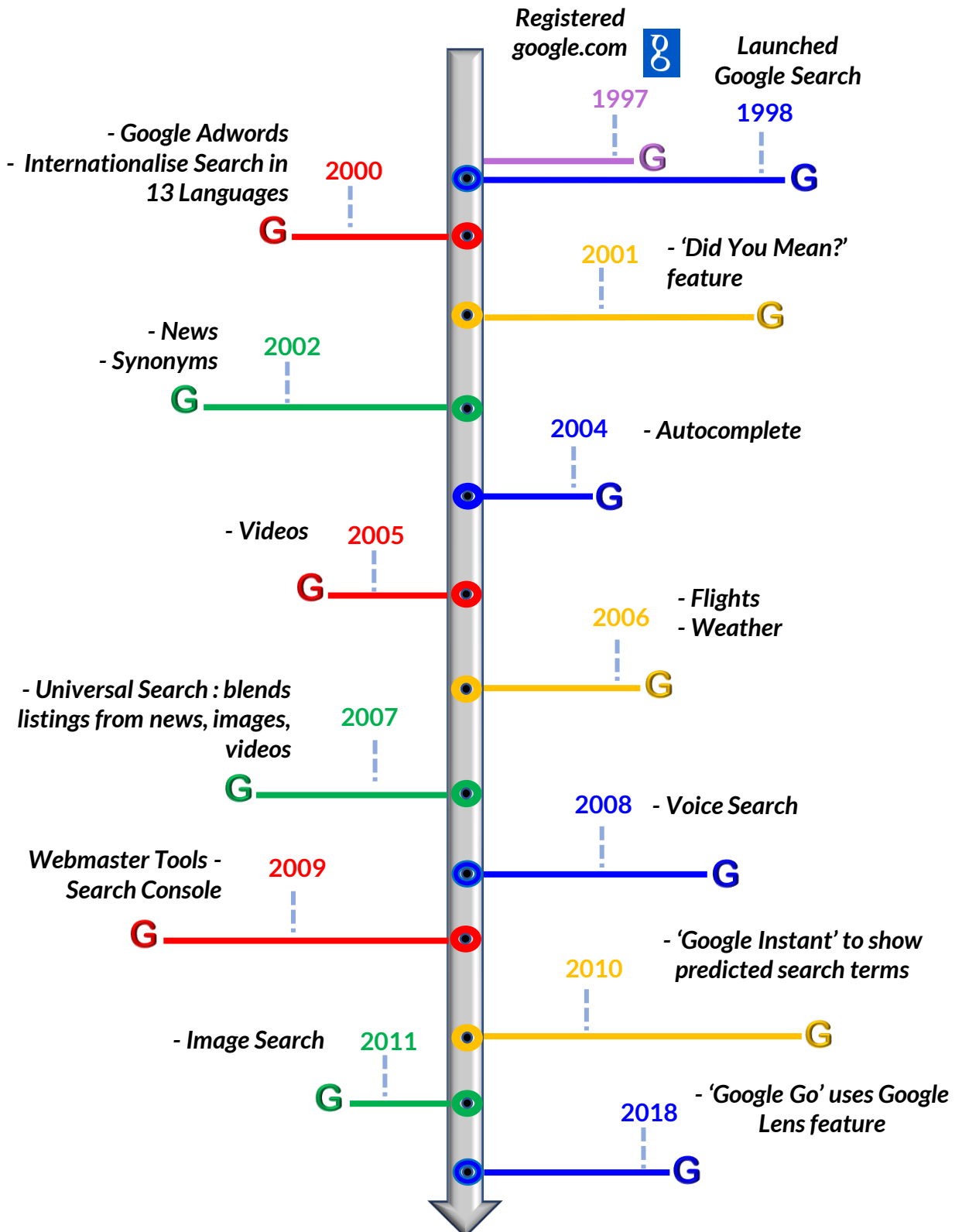
'**Google**' is now officially a **verb** in the Oxford English Dictionary and by default we often use the term '**Google**' in place of the word '**Search**'.

Over the years Google has done incredible amount of changes and updates in its Search Engine Algorithms. Its now an indispensable part of our daily lives and we all are its extensive habitual users.

2.2

Google

SEARCH TIMELINE



2.3

SEARCH ENGINE ELEMENTS

Search Engine is a program which **scrapes the web** (automated process of extracting data with the help of crawlers) and collects data to show related results for the search query or keyword phrase specified by the user.

Search Engines consist of **3 main elements**:

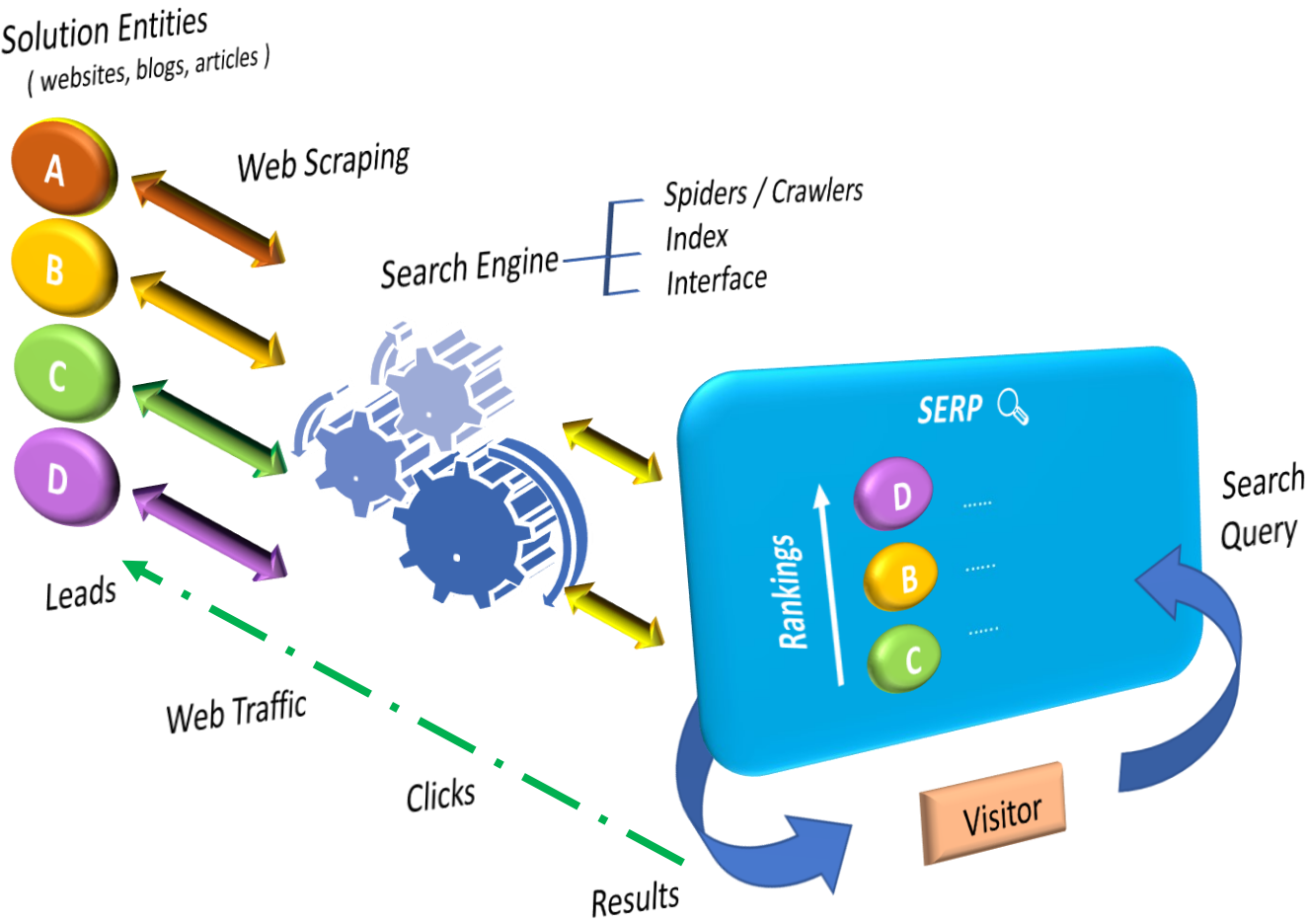
1. **Crawlers** or the **Spiders** - These are automated scripts or software programs that follow links on the web to request pages that are either not yet indexed or have been updated since they were last indexed.
2. **Index** - The pages which are crawled are added to the Search Index or the Catalog database. So its not the web where you search but it's the Index where you actually search on a Search Engine.
3. **Search Interface** or the **Relevancy Software** - Its a single entry point providing access to the content of an index and allows users to send queries as well as display, sort and save results.

2.4 | SEARCH PROCESS CYCLE

Search Process Cycle primarily involves **10 building blocks** :

1. **Visitor** – One who browses the internet in search for some product, information or service.
2. **Query or Keyword** – A word or phrase of words used by the visitor to search on a Search Engine.
3. **Search Engine** – A program which **scraps** through web and collects data to show query related results.
4. **Search Engine Result Page (SERP)** – Displays results of the search query to the visitor.
5. **Solution Entity** – Websites, Blogs and Offline Stores which provide solutions or answers to the products, information or services searched by the visitor on a search engine.
6. **Results** – List of related answers or solutions displayed on SERP for the specific search query.
7. **Rankings** – Search results listed from top to bottom in a descending order of rank on a results page.
8. **Link Clicks** – Links in search results clicked by the visitor to know more details about its search query.
9. **Traffic** – Visitor directed to a website, blog, physical store after link clicks.
10. **Lead\$** – Traffic which shows interest in purchasing product or services from the solution entity.

Search Process Cycle



Search Process Analogies

Scenario 1 – Class Room



“Recall your memories from those good old school days when your teacher used to ask questions in the class.

*There were always students who were quick to raise their hands and the one who **raised his hand first** used to get the chance to answer first !!”*

Scenario 2 – Quiz Room



“Imagine a rapid fire round or a buzzer round in a Live quiz session.

*Participants are always on their toes to promptly answer the questions asked by the quiz master and the one who **rings the buzzer first** gets the chance to answer first !!”*

So do you see some pattern of [Search Process](#) here by the Teacher and the Quiz Master ?


Lets identify the **Search Process Elements** in the above scenarios :

- Your **Teacher** or the **Quiz Master** here are like a **Visitor** wanting to search for his queries in a class room or in a live quiz respectively.
- The **Question** asked by your teacher or the quiz master is same as a **Search Query** on Google.
- Your **Class Room** or the **Live Quiz** here are like a **Search Engine - Google** with loads of valuable information stored with students or participants in the room.
- The **Students** in the class or the **Participants** in the quiz are like individual **Solution Entities** having wide range of answers available with them against the search queries.
- **Raising your hands** or **Ringing the Buzzer** to answer a question is similar to the **Results** which show up on a **Google** against a specific query.
- But **Raising Hands First** or **Ringing the Buzzer First** to ensure that you get a **chance to answer first** is same as **Ranking** on top of the Google page so that visitors **Click** your **Link** first to seek answers to their queries.

Search Process Elements	Scenario 1 Class Room	Scenario 2 Quiz Room
Visitor	Teacher	Quiz Master
Search Query / Keyword	Question asked by the Teacher	Question asked by the Teacher
Search Engine and SERP	Class Room	Live Quiz
Solution Entities	Students	Participants
Results	Students Raising their Hands	Participants Ringing the Buzzer
Rankings and Link Clicks	One who Raises his Hand first gets to answer first	One who Rings the Buzzer first gets to answer first

In the above scenarios, all those who raise their hand first or ring the buzzer first, displayed three critical aspects of **SEO** :

- ✔ Grab the opportunity to edge out the competition.
- ✔ Show up first and rank high on visibility.
- ✔ Gain higher probability of being rewarded for the correct answer.

 ***“Marketing is All About Seeking User Attention First”***

How fast or quick you respond to someone’s query is the key to generate quality leads.

2.5 |

SEARCH ENGINE VARIANTS



Google is the worlds largest and undisputed Search Engine leader. It dominates **92% market share** with whopping **6.5 Billion search queries per day !!**

Bing owned and operated by **Microsoft** is far second with **3% market share**.



Yahoo launched its Search feature way back in **1995** and now uses **Bing** to power its search but is still struggling at **1.9% market share**.

DuckDuckGo with just **0.7% of market share** seems to have earned its label as one of the **most secured search platform** with zero tracking of user activity and minimal Ads.



DuckDuckGo



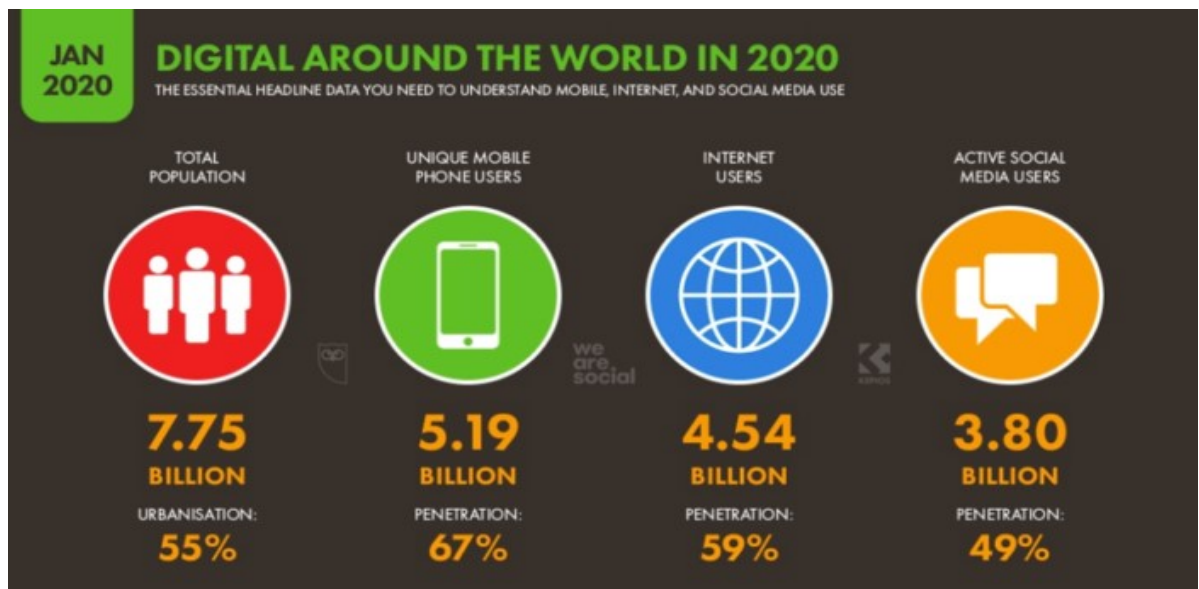
Yandex is highly popular with **44% share** in **Russian market** but its **global share** is **1.1%**.

Baidu dominates **70% of the China market** but globally holds **1.3% market share**.



2.4 | DIGITAL 2020 | SNAPSHOT

As of January 2020, there were **4.54 Billion Internet Users** across the world, representing 59% penetration of the global population and the **Active Social Media** users crossed **3.8 Billion** mark. It is estimated that on an average more than **7 Billion Search Queries** are run per day across all the **Search Engines** worldwide.

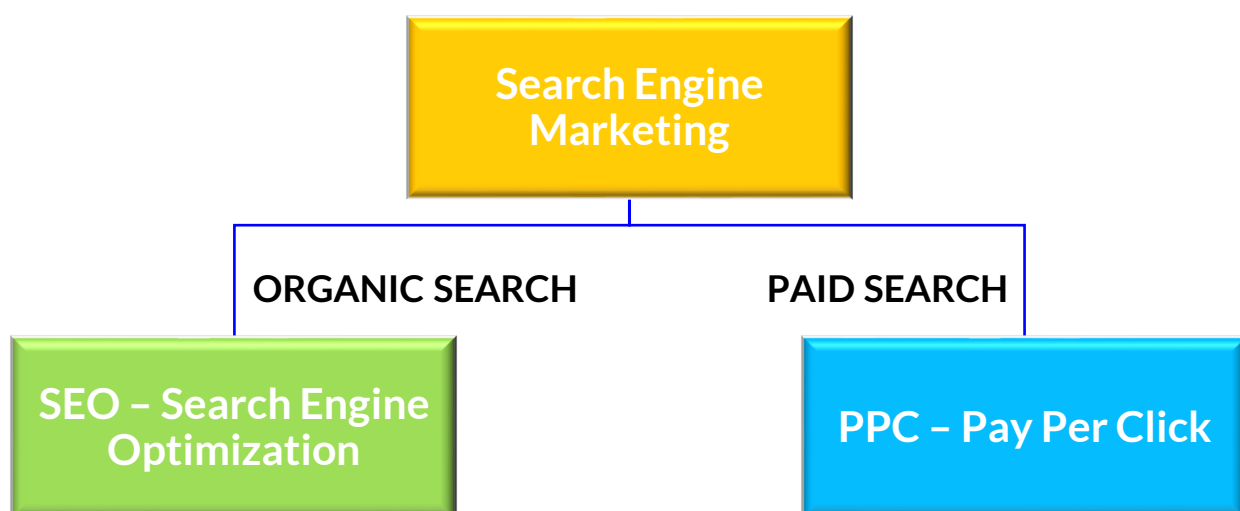


You can read this insightful report for complete country and region wise digital and social media trends @

[Global Digital Overview 2020](#)



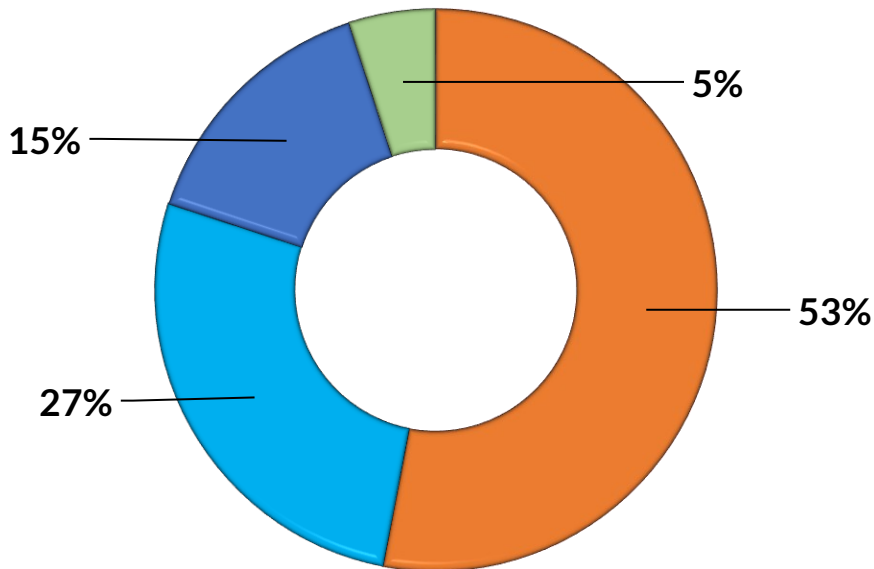
Search Engine Marketing consists of an **Organic** element known as **Search Engine Optimization (SEO)** and a **Paid** element known as **Pay Per Click (PPC)** or the **Google Ads**.



A combination of **Organic Search** and **Paid Search** is seen to be extremely powerful, with **68%** of all trackable website traffic coming from a combination of the two tactics. This means that they are both more beneficial for websites than other traffic sources like **Social Media**.

3.1 |

ORGANIC vs PAID SEARCH



■ SEO ■ Paid Social ■ Paid Search ■ Organic Social

- Marketers that combine **SEO - Organic Search** and **Paid Search - PPC Ads** see 25% more clicks and 27% greater profits.
- **SEO - Organic Search** is the dominant source of trackable web traffic, with **53%** of traffic coming via this channel which is followed by **Paid Social** at **27%**.
- It also seems as though people prefer to click on organic results more rather than adverts, with just **15%** of all traffic clicking on PPC Ads or the Paid Search.

3.2 | SEO vs PAID SOCIAL

SEO is a systematic and a time taking process and not everyone believes in its potential.

Most of the businesses today are wary of using **SEO** techniques as they are eager to get onto quick sales for short term gains and so, they usually opt for the other paid social marketing platforms such as Facebook and Instagram.

Key differences between a **SEO** and a **Paid Social** Platform :

SEO	Paid Social
High Organic Reach	High Inorganic Reach
Need or Keyword Based	Interest Based
Fulfil a Demand	Generates a Demand
High Quality Traffic	Comparatively Low on Traffic Quality
Inbound or Pull Based	Outbound or Push Based
Time Taking Visibility	Instant Visibility
Long Term Gains	Short Term Gains



Search Engine Optimization is an **Organic** process which influences the visibility of a web page or a blog article and helps it rank on top of the search listings.

As the name suggests, its the process to **Optimize** the website **Content** through **fair** and **legitimate** means known as **White Hat Techniques**, so that your business page, your personal blog or your physical store ranks up in the top **Search Results** corresponding to the specific query or keyword phrase typed by the user on **Search Engine**.

Since its a **need based** and **pull based** process so it generates **high quality traffic** as it taps into the visitors who are already searching for something specific through a particular **keyword**.



“Its not the Website which Ranks on Google but... Its the ‘Keywords’ on a specific Web Page which help that ‘Page’ to Rank on Search Results”

4.1 | SIGNIFICANCE OF SEO

With the changing market dynamics it is imperative for the organizations to move towards Digital Transformation of their existing business models. The ask here is to be visible and available all the time to your audience who may need you as per their own time and requirements.

The most relevant question here is how long or how often would you just like to keep spending your limited budgets on Paid Ad platforms and other such mediums just to stay visible.

Eventually, you need to balance out and adapt a sustainable strategy so that you are organically visible as a brand to your target audience and your web traffic keeps growing with time.



“This is where SEO plays an Extremely Pivotal Role in this Digital Transformation Journey !!”

Its high time that established SMEs must start executing SEO strategies to stay competitive in the long run and the new upcoming brands and startups must start rolling out SEO as early as from day one just to shorten their learning curve and expedite the growth rate for their business.

All Digital Marketers and Businesses must accept the fact that, yes, SEO is a time taking process but then ‘**Patience**’ and ‘**Systematic Approach**’ is the real mantra to build a successful Digital Model !!

Common Business Syndromes



- How can my Business and Products feature in the **Top Search Results** ?
- How can I **Popularise** my Brand without Spending on Ads ?
- Why are my Customers unable to Find and **Locate** my Business Online ?
- How can I **Identify** my Target Audience ?
- What is the fastest way to **Reach Out** to my Potential Customers ?
- How can I Generate **High Quality Leads** from a limited Budget ?
- What should I do to **Exponentially Expand** my Business Reach and **Growth** ?
- How can I Increase my **Organic Traffic** ?

 **“SEO is Your One Stop Solution to Resolve All These Mindful Questions !!”**

You will co-relate and discover the reason for the same as you move further in this trail to [Unlock the SEO...](#)

Significance Of SEO - Analogies

Let us further understand the **Importance of SEO** by relating it with some of our daily life analogies.


Analogy – 1 : SEO to a business is what ‘**Oxygen**’ is to a Lifeline !!

Analogy – 2 : SEO to a business is what ‘**Water**’ is to Plants !!

It is abundantly available as an indigenous and **free organic** resource in the digital environment and is one of the most **critical elements for our business growth**. One must ensure that there is adequate and consistent supply of SEO for your evolving business.

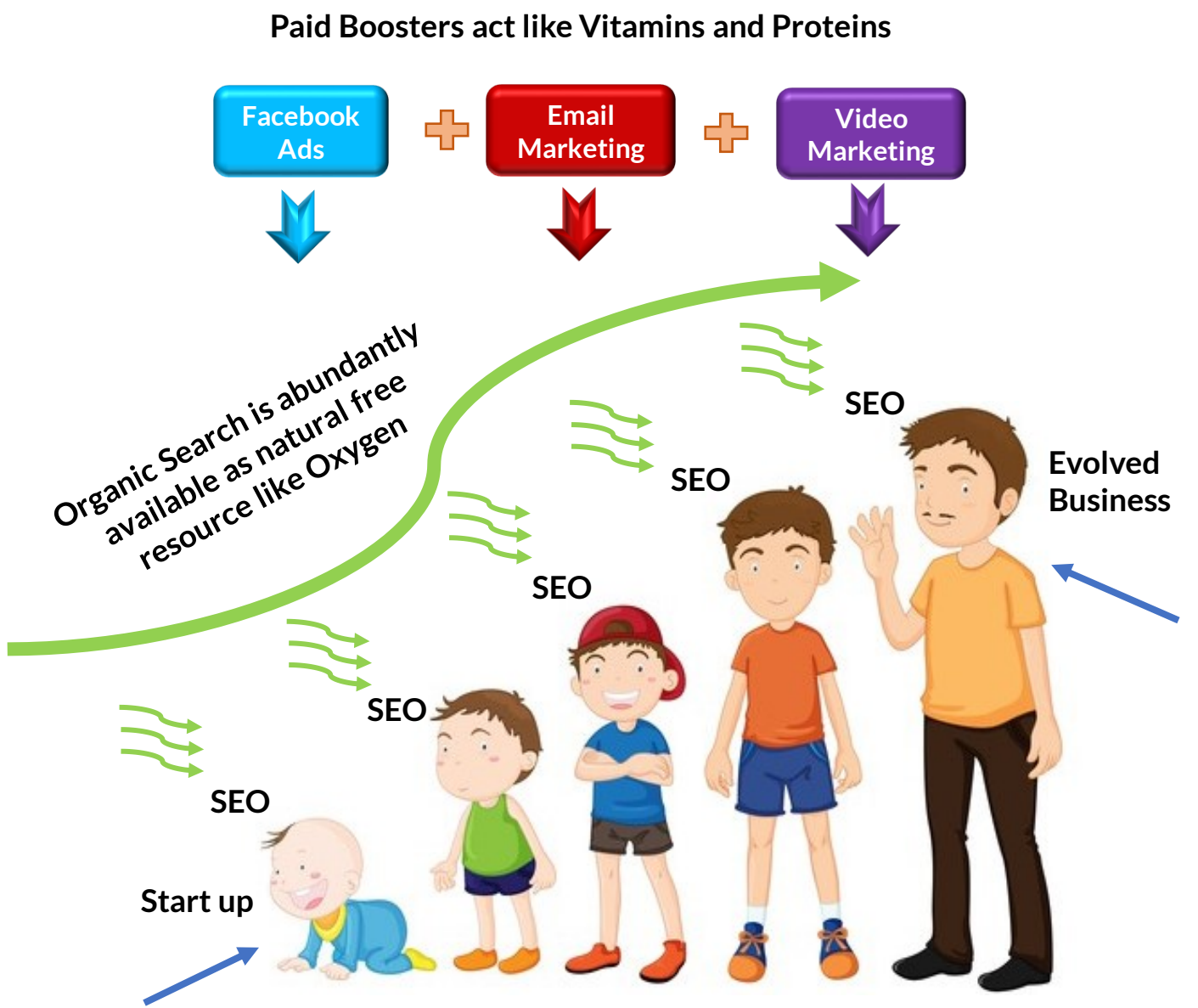
 ***“SEO is Essential to Keep your Business Alive and Kicking !!”***

All other digital ingredients such as **Social Media Marketing** and **Email Marketing** are the **paid boosters** to keep your business up and running. And all these paid mediums function just similar to the regular intake of ‘**Vitamins**’ and ‘**Proteins**’ in your daily life, same as plants consuming ‘**Manure**’ and ‘**Minerals**’ for their growth.

 ***“What you Sow Today will Reap Benefits in Future...that's how SEO works !!”***

Analogy - 1

SEO to a business is what ‘Oxygen’ is to a Lifeline !!

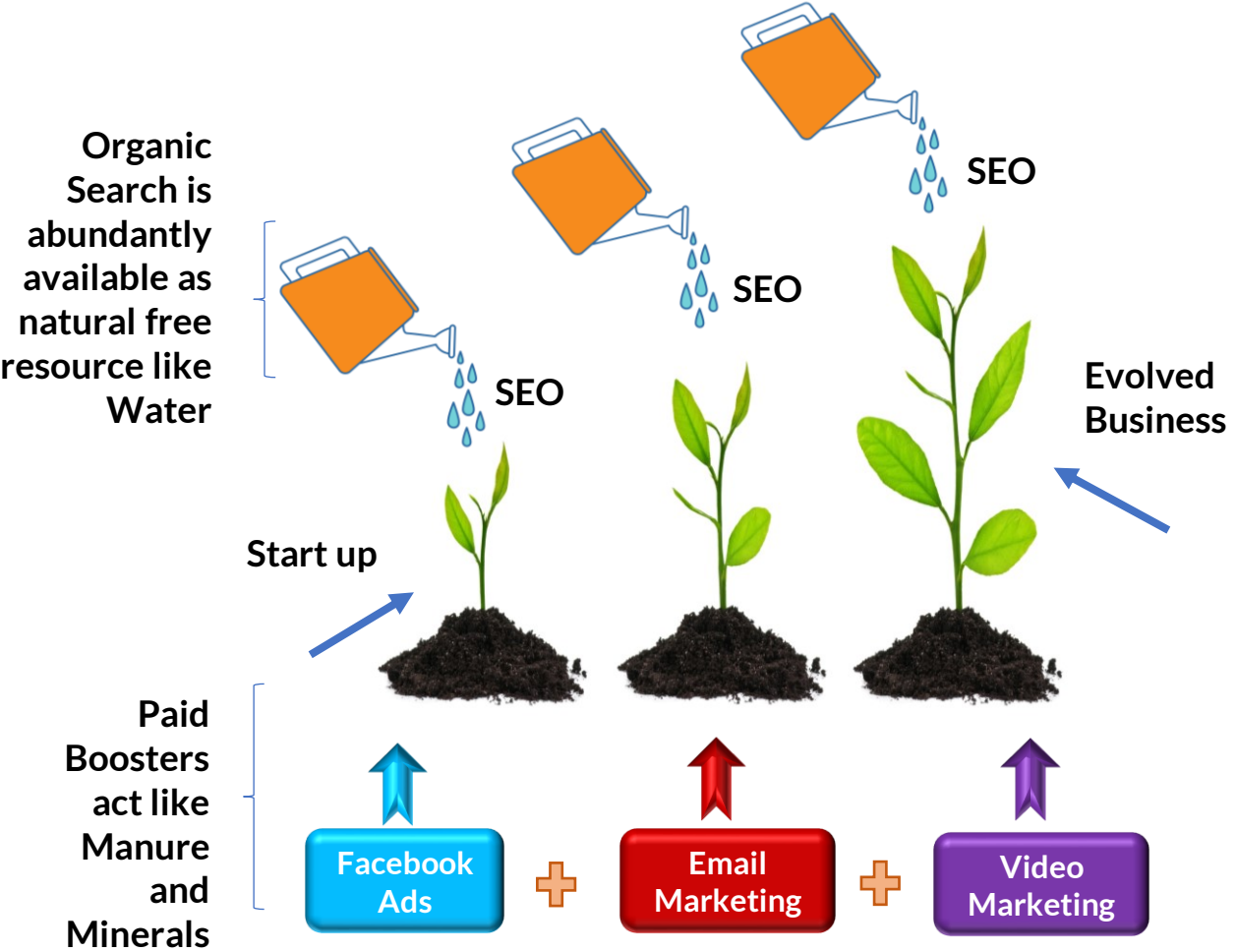


Consistent execution of SEO Strategies leads to overall Business Growth



Analogy - 2

SEO to a business is what ‘Water’ is to Plants !!



Here are few more **perspectives on the importance of visibility** and the **Significance of SEO** in business :

Offline Search

Lets say, you are looking for some new varieties of Cereals in a Grocery store. Obviously, the brands and the variations which are placed right in front on the shelf will have a higher visibility and higher probability of being picked up than those which are placed at the back. (this is like '[Broad Match](#)' keyword search)

And most likely you would always end up buying one of those top displayed brands unless you know the exact name of the variation and you directly enquire about the same at the retail counter (this is similar to '[Exact Match](#)' keyword search).

"They Say The More Its Visible The More Its Saleable"

Same logic applies to your web page rankings on a Search Engine. Ranking high up on Search Results makes you prominently visible and is likely to get you more link clicks and thereby higher traffic and higher sales. **Rankings** on Google are directly influenced by how effectively you apply **Search Engine Optimization** techniques.

"SEO is All About Reaching Out First When Someone is in Need"

Online Search

Where do people go if they are looking for something to buy but don't know where exactly?

Yes correct, they rush to Google – your personal Search Engine!

These people also known as '**leads**' are eager to buy some desired item right away with ready money in hand.

They start by typing a keyword in the search box and are likely to click on the first few results listed on Google.

And will it not be so amazing, if '**your business**' **web page** shows up in those **top search results** and you get all those **link clicks** and **traffic** to your store and that final **sale**.

Isn't this not your most exciting desire ever ??... o'course it is for everyone.

And **SEO** makes all this **magic** happen!

It helps you fulfil an existing demand at that very right time.



“Make Your Website SEO Friendly to Attract Visitors and Buyers for Free!”

4.2 | BENEFITS OF SEO

Executing SEO Strategies brings in lots of Direct and Indirect Benefits to every business :

- 1. Enhances User Experience** – SEO activities such as optimizing the content and images, creating easy and structured navigation, fast page loading and configuring a mobile friendly site automatically leads to overall **enhanced user experience**.
- 2. Helps Generate Organic Leads** – SEO remains the **primary source of leads** across various marketing channels, since the enhanced user experience results in **more clicks**, better brand recall, quality web traffic and **high generation of organic leads**.
- 3. Drives Higher Conversion Rate** – SEO enabled sites are likely to **rank up** and generate leads **with high conversion rate** since the user has done a prior research for the products and services. Higher conversions would mean **gain in market share**.
- 4. Brings in Marketing Synergies** – Implementing SEO strategies **brings in synergies** between various other marketing activities such as content marketing, email marketing, social media marketing, blogging, web management, ecommerce etc. and improves the overall **marketing ROI** which in turn helps you **gain higher rankings**.

5. **Builds Brand Credibility** – Ranking on 1st page of Google SERP increases the **brand awareness** and **builds trust and credibility** with the audience.
6. **Helps Increase Social Media Followers** – As your brand becomes popular and it starts ranking on the 1st page on SERP, its more likely that users visiting your site will also **start following you on your social channels**.
7. **Maximizes the Success of PPC Campaigns** – As you reinforce your presence in search engines with SEO, it automatically helps your site to show up in **top of paid search results**. You can also use your SEO data like a successful landing page or high impact low cost keywords in your PPC campaigns.
8. **Edges Out Your Competitors** – Smart SEO strategy helps you **outrank your competition** and **gain potential profits**.
9. **Expands Your Reach Across Target Audience** – By using intent based target keywords, SEO helps you reach across to all of your **varied target audience** and that too at every stage of their **buying funnel**.
10. **Decreases Your Advertising Cost** – A well planned SEO strategy can help you **rank at the top of SERP for high value keywords**. This cost effective measure **lowers your marketing expenses** and gives you an option to use some of your advertising budget for some other important business elements.

4.3 | SEO FOR MOBILE SEARCH

Business pages usually rank differently on different devices. Almost 30% of pages that show on the first page of desktop search results do not appear in the top 10 results on mobile. It is seen that Domain pages change rankings in an extensive range from 1 to 10 places on a mobile as compared to desktop.

Google has now started '[Mobile First Indexing](#)' which means it now primarily considers mobile version of the content for Indexing and for Rankings in Search Results. This is why sites in 2020 need to ensure that they are as mobile-optimized as possible and that they keep an eye on mobile rankings rather than simply keeping track of their desktop rankings. You can use Tools such as [GTMetrix](#) or [Pingdom](#) or [Google Page Speed Insights](#) to [check for Page Loading Speeds](#) and its impacting factors.

Page Load Speeds is one the most critical ranking factors in **Mobile Search**. It is recommended to use [AMP \(Accelerated Mobile Pages\)](#) framework which creates best conditions for mobile sites to load almost instantly. AMP uses a Content Delivery Network and reduces JavaScript and CSS files. You can use an [AMP Plugin](#) to [enhance your site speeds on mobile](#). You will also read more about how to enhance [Mobile Rankings](#) further in this Trail.

 ***“SEO is All About Rankings ...and Ranking High on Mobile Search Holds the Key to Success !!”***



Search Engine Result Page (SERP) are the pages displayed by search engines in response to users keyword query.

The search query **Results** are generally of two types :

1. **Organic Search** – data which is retrieved by the search engine's algorithm.
2. **Sponsored Search** – data which is Advertised through Paid Mediums such as Google Ads.

These results are normally ranked by relevance to the query. Each **Organic result** displayed on the SERP includes a **Title**, a **Link** that points to the actual web page, and a short **Description** with content matched keywords. For the **Sponsored results**, the advertiser controls and chooses what needs to be displayed in Title, Link and Description.

One can also run, time based queries using the '**Tools**' option on SERP. You also have an option to view either '**All Results**' related to a query or view results which exactly match the '**Verbatim**'. The '**Results Count**' at the top of SERP shows the number of results which matched with the query and the time Google took to search these results.

SERP may look different when you search for the same thing multiple times due to the algorithm updates.

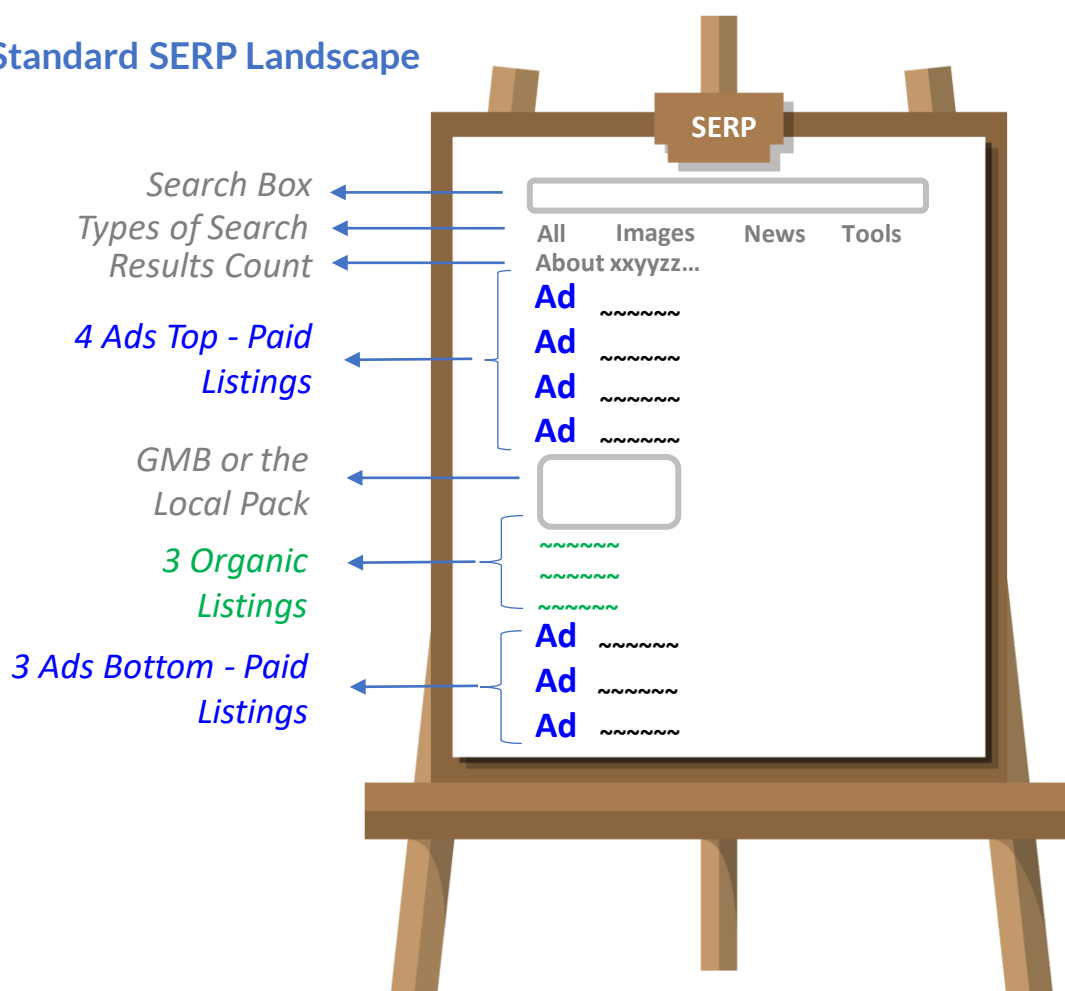
5.1 | SERP LANDSCAPE

SERP landscape evolves every day and sometimes few search queries even show multiple organic and paid listings, how ever in a standard SERP format you may usually find all of the below listed **SERP Elements**:

- | | | |
|--|--|---|
| <input type="checkbox"/> Search Box | <input type="checkbox"/> GMB or Local Pack | <input type="checkbox"/> Site Links |
| <input type="checkbox"/> Types of Search | <input type="checkbox"/> Rich Snippets | <input type="checkbox"/> FAQs |
| <input type="checkbox"/> Results Count | <input type="checkbox"/> Featured Snippet | <input type="checkbox"/> How to |
| <input type="checkbox"/> Ads Top | <input type="checkbox"/> Knowledge Graph | <input type="checkbox"/> Q&A Google |
| <input type="checkbox"/> Ads Bottom | <input type="checkbox"/> People Also Ask | <input type="checkbox"/> Related Searches |

- A regular '[Search Box](#)' at the top of SERP is a fixed feature. Google has a **32 words limit** to any query typed in its 'Search box' but it does not apply to the '[Stop words](#)'.
- Just below the search box you will find links to various '[Types of Search](#)' such as *Image, News, Videos, Books* etc.
- At the right corner you have the '[Tools](#)' option which helps you to select the **Time Period** based search results.
- Right below the types of search you will find the '[Results Count](#)' against your keyword query.

Standard SERP Landscape



- A standard SERP landscape has **10 listings** on a single page with **7 Paid + 3 Organic** listings.
- Paid listings imply for the **Paid Search** or the **Pay Per Click (PPC)** also commonly known as **Google Ads** and these are identifiable by their prefix symbol 'Ad'.
- A standard **SERP structure** usually has **4 Ads Top** and **3 Ads Bottom** in a single page listing.
- **3 Organic** listings are displayed in the middle of the page.
- **3 Local Business** listings known as [Google My Business \(GMB\)](#) or **Local Pack** are displayed after the 4 Top Ads.
- SERP also displays enhanced result listings such as **Rich Snippets**, **Images**, **Maps**, **Definitions**, **Answer Boxes**, **Videos** or **Suggested Search** refinements.

SERP Example – Ads Top

- Query Keyword : 'digital marketing courses'

Google search results for "digitalmarketing courses". The search bar shows the query "digitalmarketing courses". Below the search bar, the "Query Keyword" is "digitalmarketing courses", and the results are "About 1,20,00,00,000 results (0.74 seconds)". The results are for "digital marketing courses".

The first four results are paid ads:

- Ad** · www.upgrad.com/Marketing/Course ▾
Digital Marketing Course | Online Course On upGrad
Accelerate your career with new age marketing skills in the digital world. Learn online from MICA faculty and leading industry experts. 5+ Industry Projects. 3 Months Capstone Project. 3 Specializations. 5 Months Online Program. Facebook Ads Project. Career Support.
- Ad** · www.udemy.com/ ▾
Udemy Online Courses | Best Selling Online Courses
Join Over 40 million Students From Around The World Already Learning On Udemy! Find the right instructor for you. Any topic, skill level, or language. Over 130,000 Courses. Download To Your Phone. Expert Instructors. 40M Students Enrolled. 30-Day Money Guarantee.
[Business Courses](#) · [Game Development](#) · [Mobile Apps](#) · [Web Development](#)
- Ad** · study.torontosom.ca/Digital/Marketing ▾
Courses For Digital Marketing | Hands-on Experience
Develop Marketing, Advertising and Campaign Management Techniques - Learn more Now!
- Ad** · www.coursera.org/ ▾
Digital Marketing Strategy | Become Job Ready with Coursera
Understand Digital Marketing Strategy, Marketing Analytics, SEO, SEM, PPC and more

Labels and arrows in the image indicate the following components:

- Query Keyword**: Points to the search bar.
- Web Link**: Points to the URL of the first ad.
- Title**: Points to the title of the first ad.
- Description**: Points to the description of the first ad.

**Ads Top : 4 Spots for
Paid Ads**

Similarly at the bottom of the
standard SERP you can find
the 3 spots for **Paid Ads**

SERP Example – GMB or Local Pack

- Query Keyword : ‘best restaurants in dubai’
- Google My Business (GMB) – Local Pack : 3 Listings

The screenshot shows a Google search for 'best restaurants in dubai'. The search bar at the top contains the query. Below the search bar, a map of Dubai is displayed, showing several restaurant locations marked with red pins. Below the map, there are three Google My Business (GMB) listings. A red arrow points to the Google logo, and another red bracket points to the three GMB listings. The listings are as follows:

Restaurant Name	Rating	Reviews	Cuisine	Address	Status	Hours	Description	Image
Al Dawaar Revolving Restaurant	4.5	985	₹₹₹	Hyatt Regency Dubai - 25th - Al Khaleej Rd	Open	11:30PM	Global fare at revolving rooftop eatery	
The Collective by Market Cafe	4.4	137	Buffet	Grand Hyatt Dubai - Riyadh St	Temporarily closed		Late-night food · All you can eat · Breakfast	
Rasoi Ghar Restaurant LLC	4.4	2,042	₹₹	Zainal Mohebi Plaza, Sheikh Zayed Bin Khalifa Road	Open	11:30PM	Cosy · Casual · Vegetarian options	

At the bottom of the listings, there is a button that says 'View more locations' with a right arrow icon.

SERP Example – Organic Search

- Query Keyword : 'best restaurants in dubai'
- Middle 3 Spots : Organic Search after GMB

Query Keyword

GMB

Mid 3 Spots Organic Search

Web Link

Title

Description

best restaurants in dubai

The Conservancy by Market Cafe
4.4 ★★★★★ (137) · Buffet
Grand Hyatt Dubai - Riyadh St
Temporarily closed
Late-night food · All you can eat · Breakfast

Rasoi Ghar Restaurant LLC
4.4 ★★★★★ (2,042) · ₹₹ · Indian
Zainal Mohebi Plaza, Sheikh Zayed Bin Khalifa Road· Opposite BurJuman, Cente...
Closes soon · 11:30PM
Cosy · Casual · Vegetarian options

View more locations

www.elitetraveler.com › finest-dining › restaurant-guide

The 13 Best Restaurants in Dubai | Elite Traveler

Dubai does not have its own Michelin Guide, but instead it imports chefs or restaurant chains that have previously been recognized elsewhere by this prestigious ...

www.cntraveler.com › gallery › best-restaurants-in-dubai

30 Best Restaurants in Dubai - Condé Nast Traveler

Mar 4, 2018 - Our top recommendations for the best restaurants in Dubai with pictures, reviews, and details. Find the best in dining based on location, cuisine ...

www.tripadvisor.in › ... › Emirate of Dubai › Dubai

THE 10 BEST Restaurants in Dubai - Updated April 2020 ...

Restaurants in Dubai. View map. Also show. Hotels. Places to Visit. Neighbourhoods. Also show. Map. Satellite. Map updates are paused. Zoom in to see ...

Restaurants near The Dubai ... · Vegan Restaurants in Dubai · Best Salad in Dubai

5.1.1

TYPES OF SEARCH

Search types are broadly classified into below three categories :

Informational

- ☐ Text Search
- ☐ Image Search
- ☐ Video Search
- ☐ Voice Search
- ☐ News Search
- ☐ Books Search

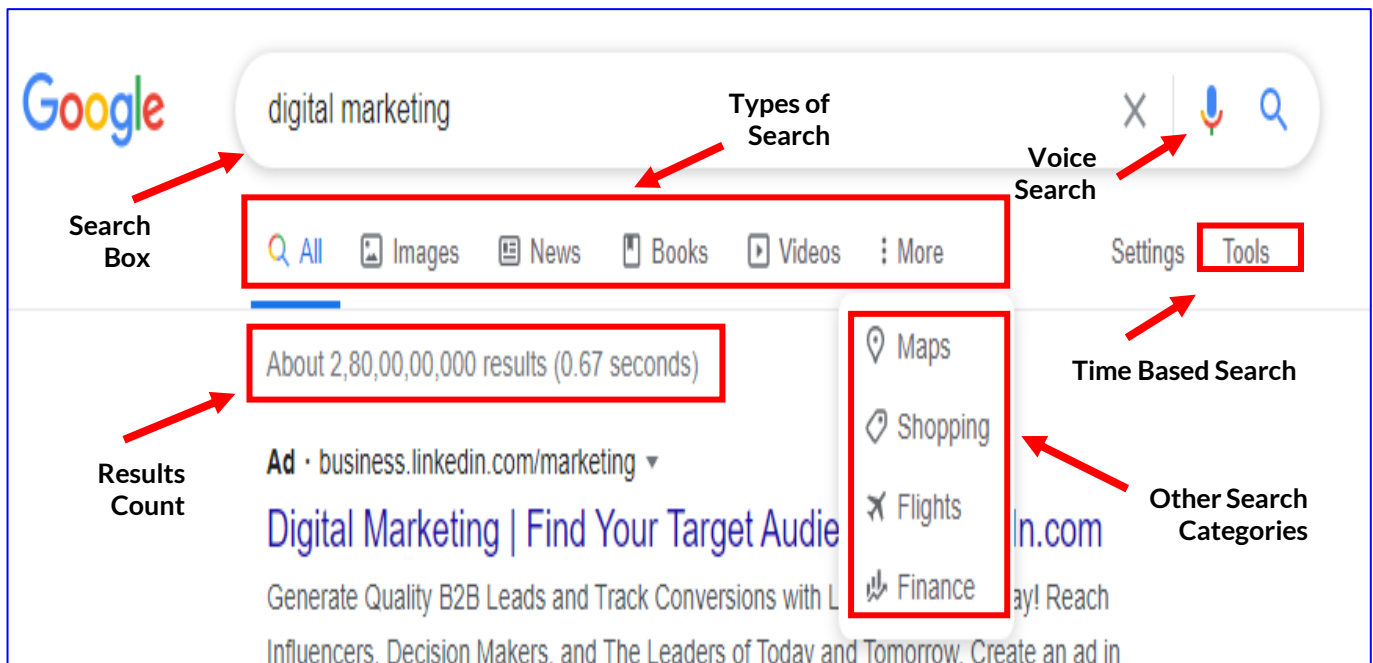
Transactional

- ☐ Shopping
- ☐ Finance
- ☐ Flights Search

Navigational

- ☐ Maps Search

Note : Few of the **Informational Search** types are also known as **Navigational Search**, like when you try finding a website or a book by its exact name.



5.1.2 |

RICH SNIPPET

Snippets are simple individual search results which you see as a **text** beneath the **Title** on SERP.

Rich Snippets also known as **Rich Results** are those **blocks of visual or action-oriented extra information** which you may see sometimes beneath the **Title and Text** on SERP. These are special brand of search results which are made to stand out to help users get rich information about their answers more quickly.

Example : If you search for a *Product*, you get product-oriented rich results such as product reviews and its availability and similarly if you search for any recent *Movie*, you will be able see the location where it's playing and it even lets you book tickets right away.

Presence of [Structured Data Markup](#) on a website is the primary reason for Rich Snippets to show up on SERP.



“Rich Snippets is the most under utilized SEO Strategy but if used Effectively it can Entice Users to Click on the Rich Link, resulting in Increase in Web Traffic”.

There are several types of Rich Snippets such as :

- **Recipe** – One can feature as a Rich Snippet image in top of web searches as recipe views by adding recipe **Structured Data**.
- **Review** – Anytime you see some kind of **Star Rating** in a search result it implies that the page has Structured Data on it.

Example : A review of a Restaurant, Movie, Store or Product.

Note : In case you find that all the top results on SERP have some star ratings then it suggests that it might be hard to rank for such results without a markup. So if there is anything on your site that can be reviewed, you must add the **Schema markup** to that page to ensure that search engines have a valid source to identify your authority to show up as **Rich Snippets** and if your page ends up in SERP as one of the only results with this data, you may very well skyrocket to the top !!

- **Video** – Hosting a video content on your site is a low hanging fruit and with **Structured Data Markup** you can enable a badge on the image in mobile image search results. You can also provide details such as the description, thumbnail and show the three resources of answers viz, image, content and URL in one single box. Google may use your markup to power carousels as well.
- **News Article** – **Structured Data** on a news site, blog, or sports site implies that the results could feature in top stories carousel in SERP along with other rich result features such as headline text and large thumbnail images..
- **Other categories** of Rich Snippets include **local stores, people, events, product, music and movies**.

SERP Example – Rich Snippet and Rich Cards

- **Query Keyword** : 'banana cake recipe'
- **Rich Snippets** :
 - Review Ratings
 - Additional Product Information
- **Rich Cards** : Presented as a carousel at the top of search results

The screenshot shows a Google search for 'banana cake recipe'. The search bar at the top contains the query. Below the search bar, there are tabs for 'All', 'Videos', 'Images', 'News', 'Books', and 'More'. The search results show 'About 41,40,00,000 results (0.52 seconds)'. The 'Recipes' section features three Rich Cards. Each card displays a photo of a banana cake, the title, the source, a star rating, the number of reviews, the preparation time, and the ingredients. Below the Rich Cards is a 'Show more' button. At the bottom, a Rich Snippet is shown for 'The Best Banana Cake I've Ever Had | Sally's Baking Addiction'. It includes a date, a brief description, a star rating, the number of reviews, and the preparation time. Red arrows point from the labels 'Query Keyword', 'Rich Cards', and 'Rich Snippets' to their respective elements in the screenshot.

Query Keyword

Rich Cards

Rich Snippets

5.1.3

FEATURED SNIPPET OR ANSWER BOX

Featured Snippets also known as '**Answer Box**' is a highlighted search box that appears above the organic results on SERP. The snippet length must be around **45 words** and Google displays it in the form of answers to questions such as Where, Why, How, When and What etc.

Types of Featured Snippets:

- **Paragraph Snippet** – It gives brief answers through relevant keywords.
- **Numbered / Bulleted** – Answers are displayed as numbered or bulleted list of items.
- **Table Snippet** – Answers are shown in a tabular comparison.



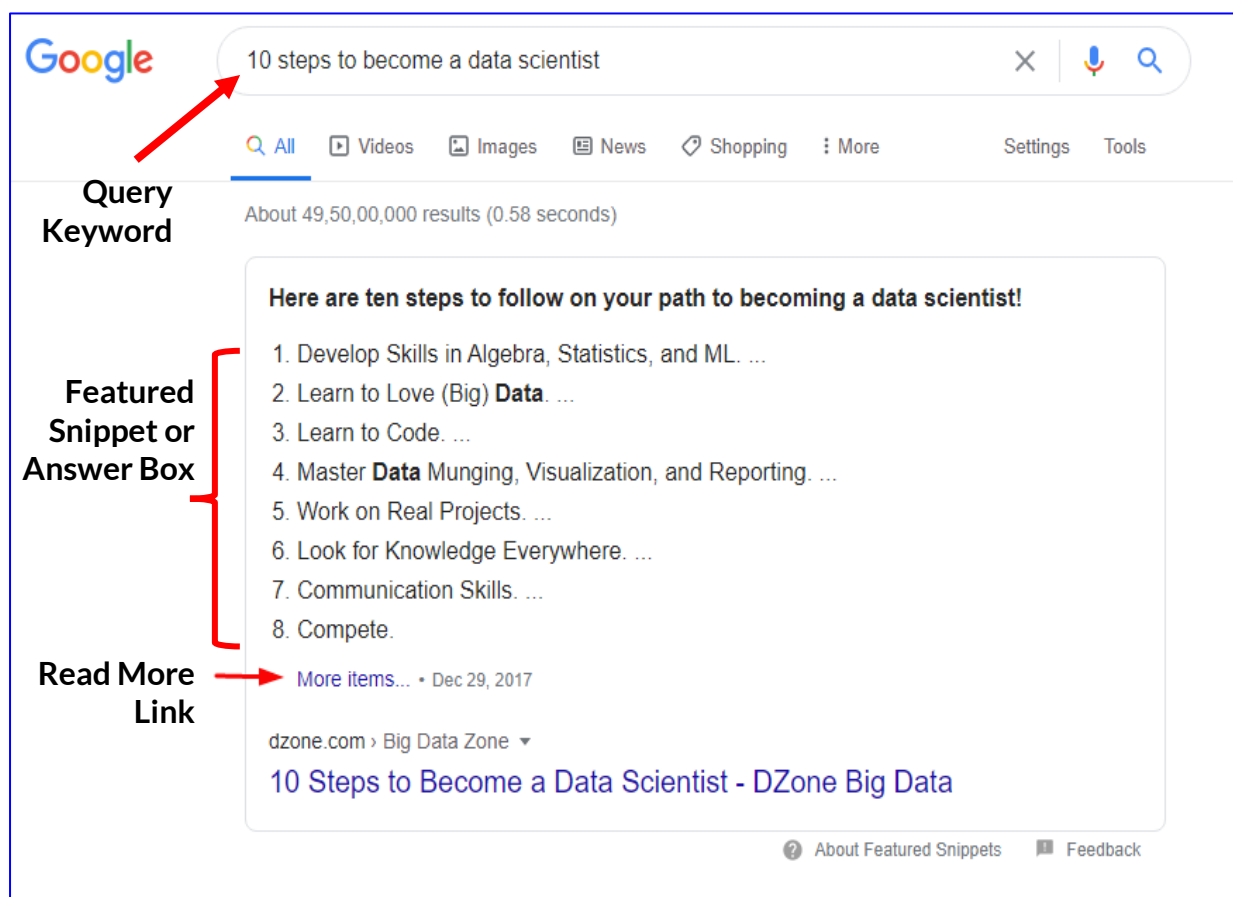
"Use the 'Autocomplete' feature in search engines to check which Questions usually Pop up in the search query and accordingly align your site content to Answer those specific Questions."

Make your **Answer Box** more deliverable and more clickable.

Check out how to [Optimise your Content for Answer Box](#)

SERP Example – Featured Snippet or Answer Box

- Query Keyword : ‘10 steps to become a data scientist’
- Featured Snippet :
 - Numbered Steps to display Answer.
 - Read More Link to Increase CTR.



5.1.4 |

KNOWLEDGE GRAPH

Knowledge Graph powers many of the innovative ways in which data shows up in the search engine. Its like an encyclopedia or a rich source information built up by Google over time. Its displayed as an additional block of sub-window of information on the right hand side of the screen.

To feature your content in a Knowledge Graph ensure you use **Structured Data** and you do a thorough keyword research, write excellent content, fully optimize your site and make it mobile friendly.

5.1.5 |

PEOPLE ALSO ASK

‘**People Also Ask**’ is like a box which appears somewhere between the Organic search results or after the Ads Top or after the Rich Snippet result. It gives **suggestions for questions that relate to your search query** and by clicking on any of the suggestions it shows up direct answers to that specific suggestion.

SERP Example – Knowledge Graph and People Also Ask

- **Query Keyword** : ‘nuclear power’
- **Knowledge Graph** : On the right side on SERP
- **People Also Ask** : Below the Rich Snippet

The screenshot shows a Google search for 'nuclear power'. The search bar at the top contains the query 'nuclear power' with a red arrow pointing to it. Below the search bar, the 'Query Keyword' section displays 'nuclear power' with a red arrow pointing to it. The 'Featured Snippet' section shows a rich snippet with a red arrow pointing to it. The 'People Also Ask' section is highlighted with a red box and a red arrow pointing to it. The 'Knowledge Graph' section is on the right side of the SERP, with a red arrow pointing to it.

Query Keyword

Google search for 'nuclear power'. Results show about 32,900,000 results (0.76 seconds).

Featured Snippet

Nuclear power is a clean and efficient way of boiling water to make steam, which turns turbines to produce electricity. Nuclear power plants use low-enriched uranium fuel to produce electricity through a process called fission—the splitting of uranium atoms in a nuclear reactor.

nuclear.gepower.com › Company Info ▾
[What is Nuclear Power and Energy? | GE Hitachi Nuclear ...](#)

About Featured Snippets Feedback

People Also Ask

People also ask

- What is nuclear power used for? ▾
- Is nuclear power a good idea? ▾
- How is nuclear power generated? ▾
- Is nuclear energy the same as nuclear power? ▾

Feedback

Knowledge Graph

Nuclear power

Nuclear power is the use of nuclear reactions that release nuclear energy to generate heat, which most frequently is then used in steam turbines to produce electricity in a nuclear power plant. Nuclear power can be obtained from nuclear fission, nuclear decay and nuclear fusion reactions. [Wikipedia](#)

Nuclear disasters View 10+ more

- Chernobyl disaster
- Fukushima Daiichi nuclear...
- Three Mile Island accident
- 2011 Tōhoku earthquake...
- Kyshtym disaster

People also search for View 15+ more

- Nuclear
- Hydrogen
- Nuclear
- Radioact
- Energy

Sitelinks appear under the main search result, highlighting subpages of a website in a menu-like structure. They often appear for specific brand searches and provide potential visitors more options to navigate to your site and find what they're looking for.

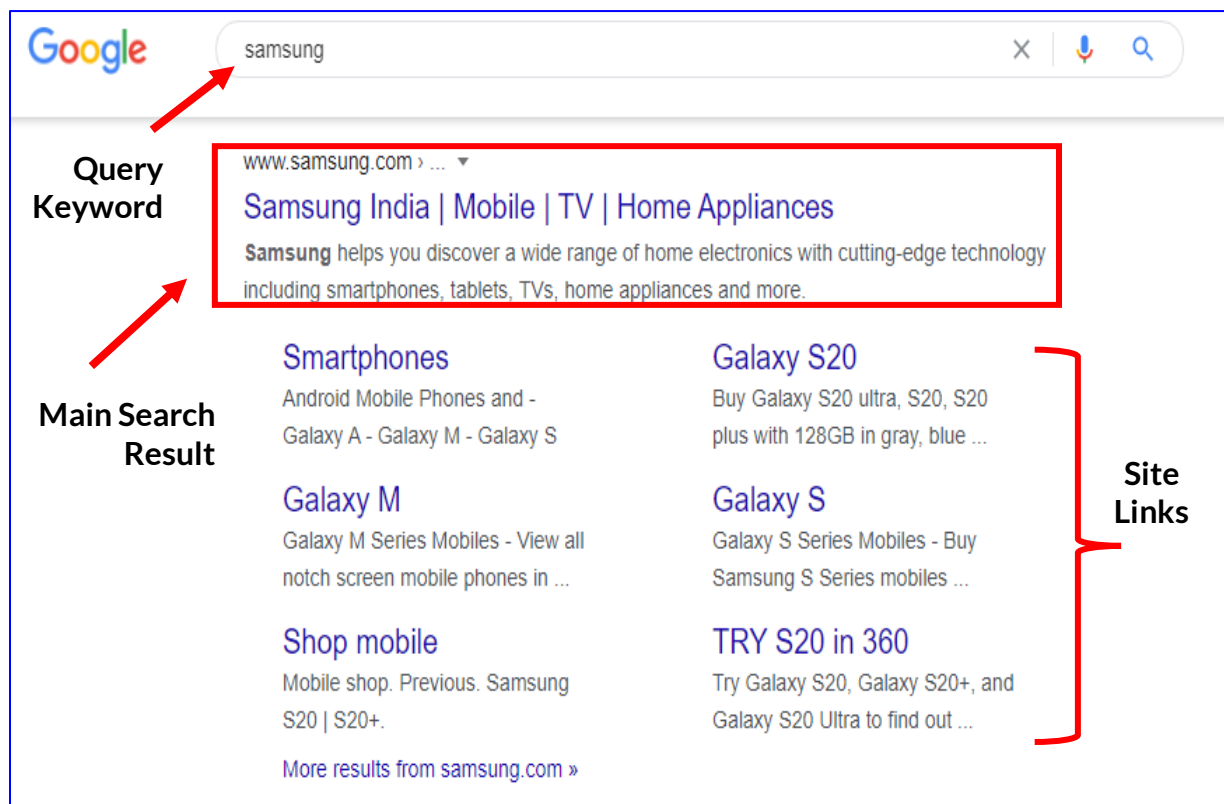
Google adds site links from your site only if it thinks that you are very 'authoritative' or 'important' result for that query basis how people browse your site and how they use your site.

Making your Site eligible for Sitelinks :

1. **Verify if your site has a functioning Search Engine** - Type `<your domain name>.com/?s=<query>` in Google search box and check. Query here can be anything for example 'SMM'.
2. **Add the necessary Mark up** – This can be done automatically by using SEO Plugins such as [Yoast](#) or [Schema.org](#) structured data.
3. **Set up a preferred canonical URL for your homepage** using SEO Tools such as Yoast. Google uses the canonicals to determine the correct URL for your site and so its important to set this up right.

SERP Example – Site Links

- **Query Keyword**: 'samsung'
- **Site Links**: Under the main search result



FAQ (Frequently Asked Question) page contains a list of questions and answers pertaining to a particular topic.

Properly **marked up FAQ** pages on your site enhances SEO by specifically categorizing content as FAQ, thereby differentiating it from other content types and making it easier for crawlers to understand.

This helps produce a rich result on SERP and increases visibility of your page and impressions for your targeted keywords as it occupies an extra listing on the SERP (on mobile, the FAQ rich snippet can even take up the whole screen of the device).

Google will display no more than **3 FAQ Snippets on the 1st page** of the SERP so its critical to carry out competitor research on the targeted keywords and if you find that there are already 3 FAQ Snippets on the 1st page then you must first optimize your overall page to rank higher and then apply the FAQ structured data.

One FAQ Snippet can show **total of 10 questions**, and only **first 3 questions** are visible on the listing and rest can be viewed when one expands the Snippet further.

SERP Example – FAQs Snippet

- **Query Keyword** : ‘types of 100 survey questions to ask’
- **FAQs Snippet** :
 - Displayed as a single snippet below the main result.
 - This not to be confused with ‘People also ask’ snippet which is usually seen after FAQs Snippet.

The screenshot shows a Google search interface. The search bar contains the text 'types of 100 survey questions to ask'. Below the search bar, the 'All' tab is selected. The search results show 'About 65,70,00,000 results (0.57 seconds)'. The first result is from 'www.hotjar.com' with the title 'Survey Questions: 70+ Examples and Question Types + Why ...'. Below the title, there is a snippet of the article. Below the snippet, there is a red box containing four FAQ questions, each with a dropdown arrow. Below the FAQ snippet, there is a red box containing the text 'People also ask'. Below 'People also ask', there are three questions, each with a dropdown arrow.

Query Keyword

types of 100 survey questions to ask

About 65,70,00,000 results (0.57 seconds)

www.hotjar.com › blog › survey-questions ▾

Survey Questions: 70+ Examples and Question Types + Why ...

Jan 23, 2020 - **Survey questions** 101: over 70 **survey question** examples + **types of surveys** ... One way to do this is by **asking** the right **survey questions** at the right ... by sending out three rounds of test **surveys** to **100** respondents each time.

FAQs Snippet

- How many people should I survey/what should my sample size be? ▾
- How many questions should my survey have? ▾
- How do I analyze open-ended survey questions? ▾
- Will sending a survey annoy my customers? ▾

People Also Ask

People also ask

- What are the types of survey questions? ▾
- What are the 4 types of questions? ▾
- What are the different types of survey? ▾

5.1.8

HOW-TO RESULTS

SERP Example – How-to Results

Use Structured data to explicitly tell Google that your content is a ‘How-To’ type.

A how-to page walks users through a set of steps to successfully complete a task, and can feature video, images, and text. If each step in your how-to page can be read in a sequence then its a good sign that the structured data is appropriate and can benefit your content.

The screenshot shows a Google search for "how to tie a bow tie". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, the results are categorized into "Query Keyword" and "How-To Results".

Query Keyword

- magazine.brooksbrothers.com › tie-bow-tie ▾
[How to Tie a Bow Tie | Brooks Brothers](#)
 The bow tie is a tour de force in its own right. More of a style icon than accent, it has graced the likes of everyone from Winston Churchill to James Bond. It is a ...

How-To Results

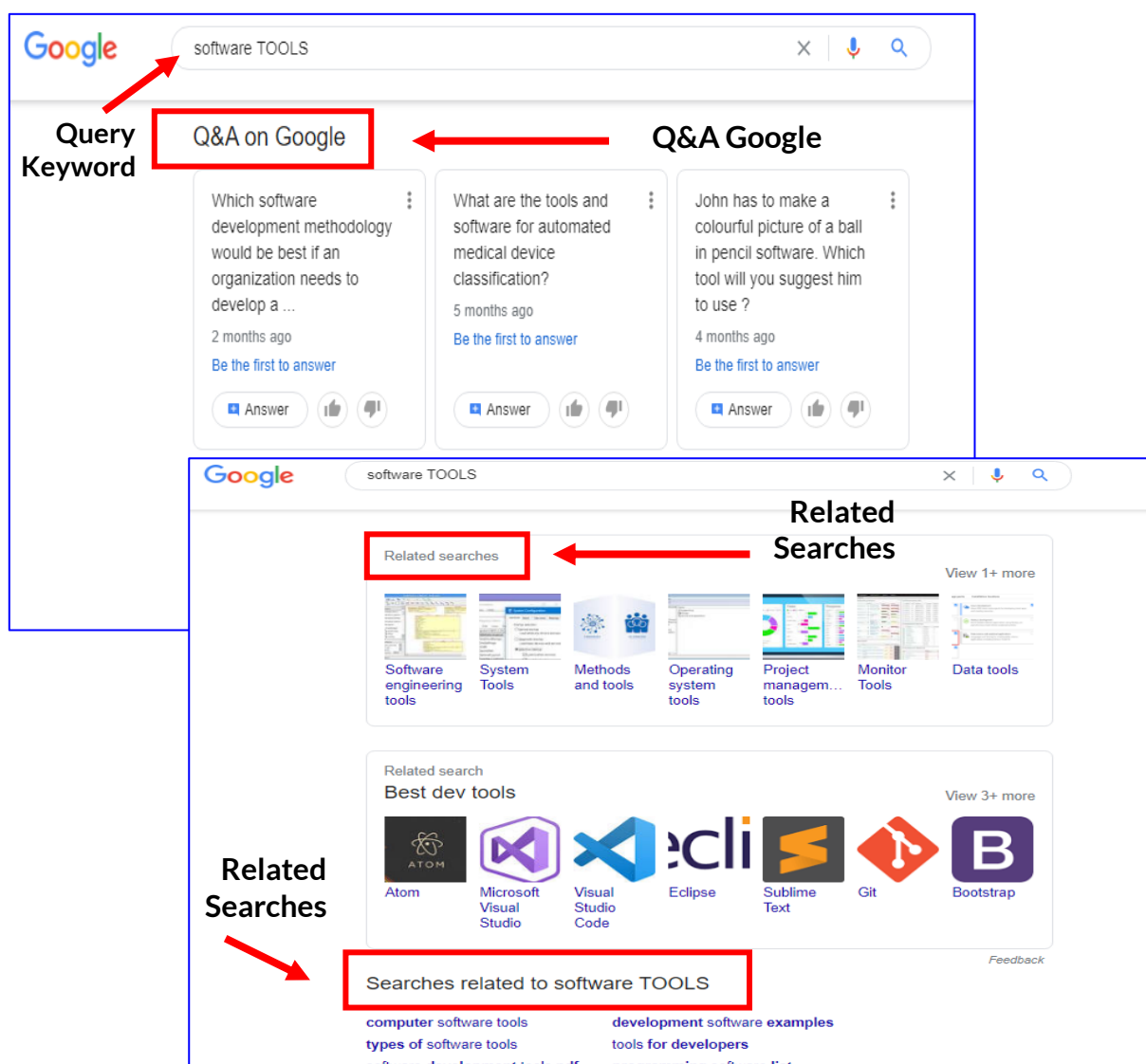
- www.ties.com › how-to-tie-a-tie › bow-tie
[How To Tie A Bow Tie | Ties.com](#)
 Today bow ties are mainly worn on formal occasions, however, in the past decade bow ties for everyday wear ...
 Jul 29, 2013 - Uploaded by Ties.com®
- www.thetiebar.com › how-to-tie › bow-tie ▾
[How to Tie a Bow Tie Video | The Tie Bar](#)
 Stylish bow ties are great not only for formal occasions and for black tie dress code, but also to show your personality. At The Tie Bar we have the biggest selection ...
- www.otaa.com › pages › how-to-tie-a-bow-tie ▾
[How to Tie a Bow Tie - Otaa](#)
 The bow tie is a relative of the knotted cravat; the statement that Croatian mercenaries wore when they visited Paris to keep their collar together. In the preceding ...
- www.businessinsider.com › Reviews ▾
[How to tie a bow tie: a step-by-step guide with pictures ...](#)
 Jun 9, 2019 - Bow ties are timeless accessories. Follow these 8 simple steps to learn how to tie a bow tie perfectly. We also go over the main bow tie shapes.

5.1.9

Q&A GOOGLE AND RELATED SEARCHES

SERP Example – Q&A Google and Related Searches

- **Query Keyword:** 'software tools'
- **Q&A Google:** Displays questions and answers related to the search query



- **Related Searches:** These are additional information page links related to the search query.

5.2 | SERP-1ST PAGE FACTS

- ❑ 93% of users Search only the 1st Page of Google.
- ❑ 63% of users check only the Top 3 Listings on 1st Page.
- ❑ Average click-through-rate (CTR) for the 1st position on a Google Search listings is 19.3%.
- ❑ 78% of users are able to find what they are looking for on 1st Page itself.

Note : You can [check the Rank for any web page](#) through [Rank Checker](#) or [Site Info Tool](#) or [Search Engine Rank](#).

Golden Triangle Theory

A study was conducted by Google with an objective to understand the way people engage with its Search Engine Result Pages (SERPs). The eye movements of participants who completed common search tasks performed on a desktop were tracked. Researchers found that users tend to focus their gaze horizontally on the “**Golden Triangle**” which is the **top-left corner** of a SERP where the **top three results** are displayed.



- ❑ Users usually read 100% of the entire Title and Description for only the Top 3 Listings.
- ❑ Only 50% of the text is read for the spots between 4 to 7 and
- ❑ Only 20% of the text is read for the last 3 listings.

This was the case as per the Golden Triangle Theory but as search on mobile started catching more traction, users now tend to scan more vertically instead of horizontally.

However marketers focus to optimize their content to perform better and show up in the top search rankings still remains their utmost priority.

The research findings clearly show how worthwhile it is to strive for the top three spots. While getting ranked on the first page of Google is important, but **it's the top three spaces that are key.**



"A well Planned out Search Engine Optimization Strategy is extremely Critical for any Business !!"



The first and the foremost step in any [Local SEO](#) Strategy is to claim, verify and list up your local business on ‘**GMB - Google My Business**’. It helps businesses and organizations to manage their online presence across Google Search and Google Maps.

Listing on Google My Business can increase your chances of qualifying for organic rankings and showing up on Google’s Local Pack and Local Search Finder on SERP. One can manage multiple locations of the same business from a single GMB. Local businesses can claim this free listing on Google by adding their company information such as their local address, phone number, business hours, products and services offered, website etc.

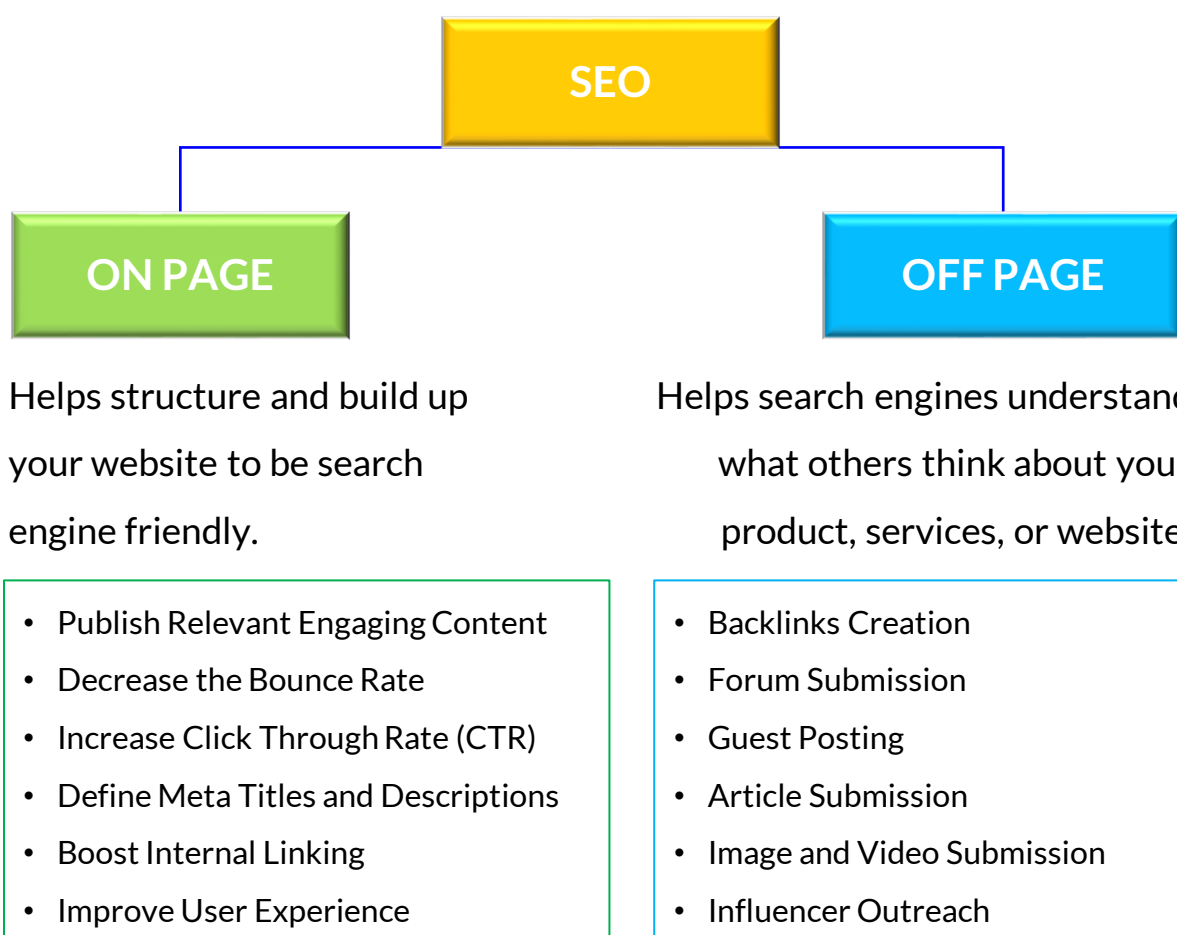
GMB allows up to **100 characters** for adding a business name. You can also add your business logo and post photos about your products or services to attract more clicks and directions on Google Maps.

GMB also provides lots of insights such as how customers searched for your business and how many called up directly from the phone number displayed on local search results and maps. You must ensure that you manage and respond to all the reviews and comments posted by your customers on GMB.

Note : GMB is an extremely critical aspect for a Local SEO and you can find details of all the elements of GMB in our upcoming next edition on **Advance SEO Strategies** titled ‘[Mining the SEO Gold](#)’.



SEO is broadly categorized as **On Page SEO** – the activities which are carried out within your website or on blog and as **Off Page SEO** – the activities which are done outside the space of your website to improve SERP position.



To succeed in an organic search one must optimize for a combination of factors such as Technical, On Page and Off Page that search engines consider as important.

On Page SEO - It is the practice of optimizing the content, HTML source code, site structure and speed of individual web pages in order to rank higher in search engines and earn more relevant traffic.

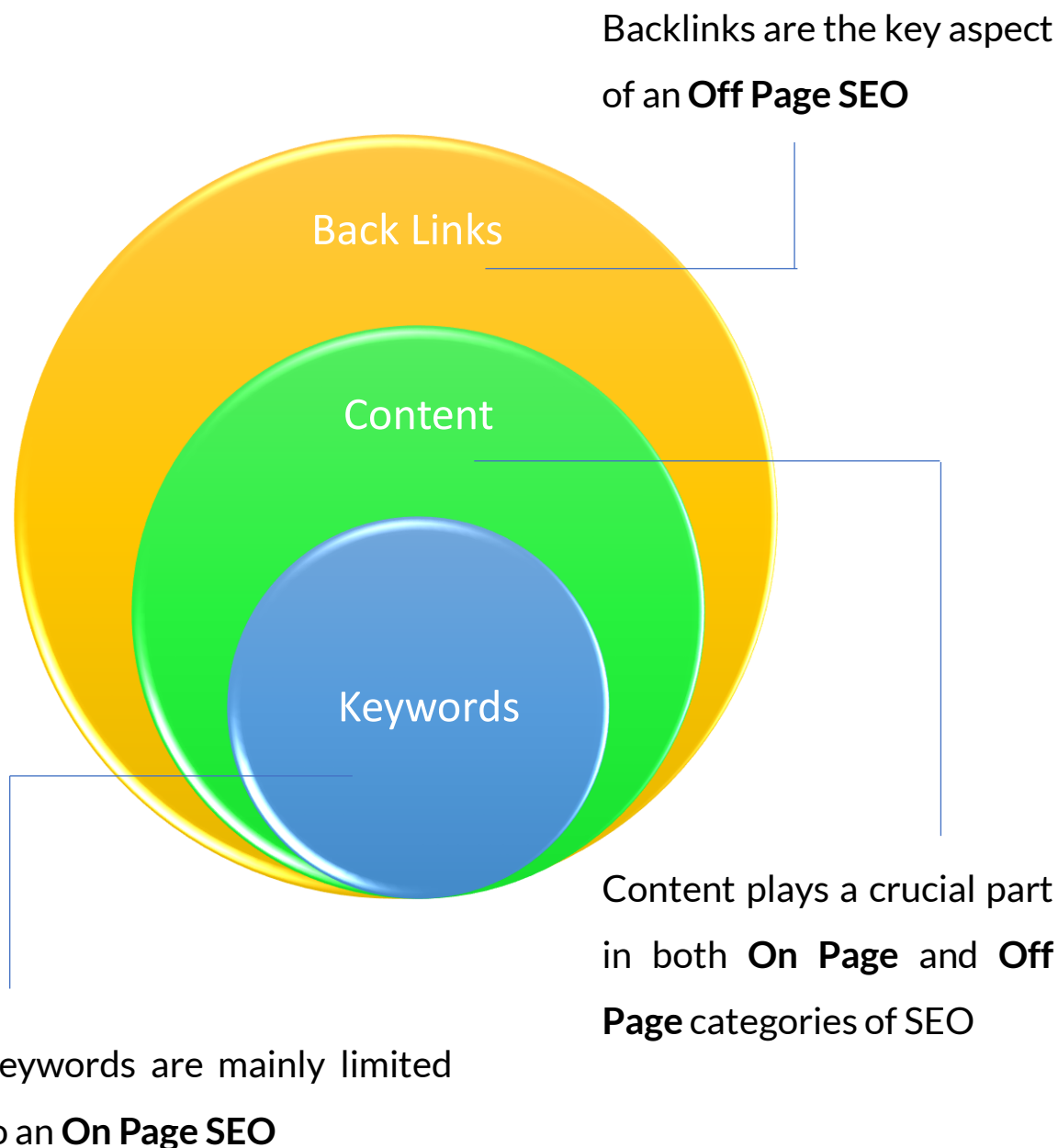
Off Page SEO - It is an integral part of a SEO strategy and it relates to any efforts taken outside of your website to improve search rankings.

Building links from referring domains and to having brand mentions on other sites and social media are all part of the external efforts to tell Google what others think about your site.

We shall cover more about these techniques as we move ahead further **Unlocking the SEO** trail and these topics will be detailed out in our upcoming next edition on the **Advance SEO Strategies** titled – '[Mining the SEO Gold](#)'.



Three Critical Elements of SEO are primarily **Keywords**, **Content** and **Back Links**.



8.1 |

KEYWORDS

Keywords are the words or phrases used by people to find what they are looking for on Google. They are the heart of a search campaign and trigger both organic as well as paid results on search engines.

Whatever efforts you put in for SEO but if selection of your Keywords is not right then your Digital Strategy for your Business is going to head no where !!

Keyword approach for SEO and for a PPC campaign needs to be taken differently, therefore, while doing the **Keyword Research** from a **SEO perspective** one must look for metrics such as **Search Volumes** and **Keyword Difficulty** rather than **CPC (cost per click)** which is solely a **PPC metric**.

In SEO, the Keywords are broadly categorized as **Primary** and **Secondary**. While optimizing the Text, Image and Video content for the site one must ensure that these categories of keywords are added at the right places.

Further, to get a holistic view, we have also briefly covered various other types of keyword categories such as **Broad Match**, **Phrase Match** and **Exact Match** etc which are widely used only for PPC Ad Campaigns and are **not considered as SEO metrics**.

Note : In the section [Spying on Competition](#), check out the Tools to be used to find the **Competitor Keywords**.

8.1.1 | KEYWORD CATEGORIES

1. **Primary Keywords** – These are the keywords for which you wish to Rank. These are the core of your business and describe the nature of your business, name, location of your brand and tag lines.

Example : *'Digital Marketing Institute in California'*.

2. **Sub Primary Keywords** – Their main function is to enhance the quality of Primary keywords through adjectives.

Example : *'Best Digital Marketing Institute in California'*.

3. **Secondary Keywords** – These play a supporting role and add more context to the Primary Keywords by further sub defining the products and services being offered. These help Google more clarity about your content and so help you rank better.

Example : *'Social Media Marketing Courses'*.

4. **Sub Secondary Keywords** – These further enrich the Secondary Keywords through more specific words.

Example : *'Job Oriented' Social Media Marketing Courses'*.

SEO Perspective

1. **Single Phrase Keywords** – They are also known as **Head Terms** and just contain a single phrase. They garner large volumes but are always low on conversions.

Example: 'Cars' is a Single Phrase keyword.

2. **Body Keywords** – These contain 2 to 3 words and have descent volumes and slightly better conversions than Single phrase keywords.

Example: 'Sports Cars' is a Body keyword.

3. **Long Tail Keywords** – These are **highly recommended to be used** due to their prime importance from a SEO perspective. They contain more than 4 or more words and are also known as **Key Phrases**.

Example : 'Affordable and Stylish Sports Cars' is a Long Tailed Keyword.

PPC Perspective

1. **Broad Match Keywords** – This is the default match type assigned to all the keywords. The word **broad** implies that even if the user searches with **misspellings** or **synonyms** or **related keywords** the results will still show up. Though this type of match does have a **maximum reach** and drives **large volumes of web traffic** but it has the **minimum relevance** and the traffic is usually seen as extremely random.

Example : If a keyword is '**Men's Shoes**' then the results can be '*Sports Shoes for Men*' or '*Men's Footwear*' or '*Men's Sneakers*' or '*Buy Gents Shoes*'.

2. **Broad Match Modifier** – This increases the **relevancy to the Broad Match** by adding a '+' sign in front of the keywords. The results can be the matches of the terms designated with a '+' sign in any order or close variations of the terms with same meaning with additional words appearing before, after, or between the terms.

Example : If keyword is designated as '**+Men's+Shoes**' then the results can be '*Men's Sports Shoes*' or '*Shoes for Men*' or '*Summer Shoes for Men*'.

3. **Phrase Match Keywords** – These keywords are phrased with “ ” and additional words may appear before or after the keyword. The results can be matches of the phrase or variations with same meaning of the keywords.

Example : If the keyword is “**Men’s Shoes**” then the results can be ‘White Men’s Shoes’ or ‘Buy Men’s Shoes’ or ‘Shop for Men’s Footwear’.

4. **Exact Match Keywords** – The keywords are designated within the [] and the results contain exactly same set of words in same order. Synonyms and Plurals of the Keyword are also considered in this category. The traffic generated through Exact Match keywords is low but of high quality and much more likely to convert.

Example : If the keyword is [**Men’s Shoes**] then the results can be ‘Men’s Shoes’ or ‘White Men’s Shoes’ or ‘Buy Shoes for Men’ or ‘Shop for Men’s Shoes’.

5. **LSI (Latent Semantic Indexing) Keywords** – These are conceptually related terms (not synonyms) that search engines scan to deeply understand the webpage content. You can use the [LSI Keywords Tool](#) for LSI ideas.

LSI Example : If a web page is about ‘Digital Marketing’ so Google will first check for Page Title, Page URL, Content, ALT Text etc to ascertain what the page is all about but to be further confident about the page it will also crawl for its **LSI keywords** such as ‘Social Media’, ‘Likes’, ‘Followers’, ‘Digital Reach’ etc.

6. Negative Match Keywords – With this type of keyword match you can exclude showing up certain search terms in results so that you can focus only on keywords which are relevant to your customers.

- a. If your **Broad Match Negative** keyword is say ‘*sports cars*’ then your Ad wont show up if the search contains **all of the keyword terms together irrespective of any order**, which means, it will not show up for the term ‘*red sports cars*’ but it will show up for the term ‘*fast cars*’ or ‘*prime sports*’.
- b. If your **Phrase Match Negative** keyword is say “**sports shoes**” then your Ad wont show up if the search contains the **exact keyword terms in the same order irrespective of any additional words**, which means, it will not show up for the term ‘*sports shoes*’ or ‘*red sports shoes*’ but it will show up for the terms ‘*running shoes*’ or ‘*shoes running*’.
- c. If your **Exact Match Negative** keyword is [**sports wear**] then your Ad wont show up if the search contains the **exact keyword terms in the same order but without any additional words**, which means, it will show up for the term ‘*blue sports wear*’ or ‘*summer sports*’ but will not show up for ‘*sports wear*’

Note : **Negative Keywords** won’t match to close variants or other expansions, for example if you exclude the word ‘*books*’ then your Ads wont show up for ‘*fiction books*’ but may show up for the term ‘*fiction book*’.

8.1.3 | KEYWORD PARAMETERS

Apart from using the right Types of Keywords it is also very important to **select and then use the keywords basis the right set of parameters** in a content.

- **Search Term** : This refers to the combination of keywords put together to be called as a **phrase**.
- **Search Volume** : The number of searches a particular keyword has in a month. Higher the number would mean that the keyword is high in demand.
- **Keyword Difficulty** : This is the estimated competition of a particular keyword in a search. Higher the number implies more difficult is the competition. Tools usually use combination of Page Authority and Domain Authority to frame out the Keyword Difficulty. This is further split as **SEO Difficulty** and **Paid Difficulty**.

Since the single phrase keywords are always highly competitive and low on conversions so it is recommended to opt for long-tail keywords which are high on conversions and low in competition.

You can always **check Keyword Difficulty** from a [CanIRank](#) tool which evaluates a keyword's competition level related to your website. Tools such as [Ubersuggest](#), [Ahrefs](#), [Moz](#), and [SEMRush](#) also show important keywords metrics like **Search Volumes** and **Keyword Difficulty**.

- **Keyword Density** : Number of times a keyword or phrase appears on a web page compared to the total number of words on the page. Many a times it is also known as '**Keyword Frequency**'.

Example : If your web page or a blog has 500 words and if you have used a specific keyword or phrase 10 times on this page then your **Keyword Density** = $10/500 = 2\%$

Though there is no specific number assigned to Keyword Density but it is **recommended to be in the range of 2%~ 3%**.

- **Keyword Clustering** : These are groups of semantically related keywords within web content giving out contextual clues to Google on what the page is all about. Clustering relevant keywords together can be a **highly effective way of increasing visibility**.
- **Keyword Stuffing** : This is a wrong practice of forcefully or unnaturally cramming as many keywords as possible on a webpage. **Google now penalizes the websites for keyword stuffing**.
- **Stop Words** : Search Engines often work smartly and ignore extremely common words known as '**Stop Words**' such as '**a**' or '**the**' etc in any phrase so as to provide faster and accurate results for users.
- **Keyword Proximity** : This is how closely the keywords are placed to each other within the page content. The more closer the keywords are placed, higher the score for that phrase.

- **Keyword Prominence** : This refers to the prominent placement of the keywords in the **header** or in **meta tags** or at the **opening** or **closing** of a paragraph and also highlighting them in **bold** or **underlining** or placing them in **italics** to make them look prominent at key locations in the phrases.
- **Keyword Stemming** : This refers to the Google's ability to understand different word forms of a specific search query. The process involves taking a basic but popular keyword pertaining to a specific web page and adding a prefix, suffix, or pluralization to make the keyword into a new word.

Example : The words '*ship*', '*shipping*' '*shipped*' are considered as just the variations of the word '*ship*'.

- **Keyword Cannibalization** : It is the term used when two or more pages target and try to rank for the same keyword/s. It is like competing with yourself for ranking. This practice of optimizing content for similar terms may impact the overall rank scores since Google may not be able to distinguish which page to be shown in results. It is recommended to **check for cannibalization for your content** by the command '[site:<domain>.com "keyword"](#)' in Google and then merging or combining the articles which have similar phrases.

- **Meta Tags** : These are short text descriptors that describe a page's content. These are usually visible as tags in the source code.
 - **Meta Keyword Tag** : These are series of relevant keywords placed at prominent locations like in Page URL.
 - **Meta Title Tag** : This is the **Title of the Page** formed with primary keywords. This is the **most significant of all the Meta Tags and largely impacts the search rankings**.
 - **Meta Description Tag** : This is also a useful Tag with keywords which describes to search engines what the web page is all about. This tag may or may not show up in SERP but in case it does show up as an compelling tag then it may entice users to click on the SERP link and hence indirectly impacts the rankings.
 - **Meta Robots Tag** : These tags generally tell search engines what needs to be done with the pages.
 - **Index / Noindex** – These indicate if the page needs to be included in search results or not.
 - **Follow / Nofollow** – These indicate if the links on page needs to be followed or not.
 - **Allow / Disallow** – These indicate if the page needs to be crawled or not.

Note : You can **check Meta Tags** on any page by right-clicking on the page and selecting 'View Page Source'

8.1.4 |

KEYWORD RESEARCH AND TOOLS

Keyword Research is the process of identifying the words and phrases that people enter into search engines so that your content can be optimized to rank for those keywords.

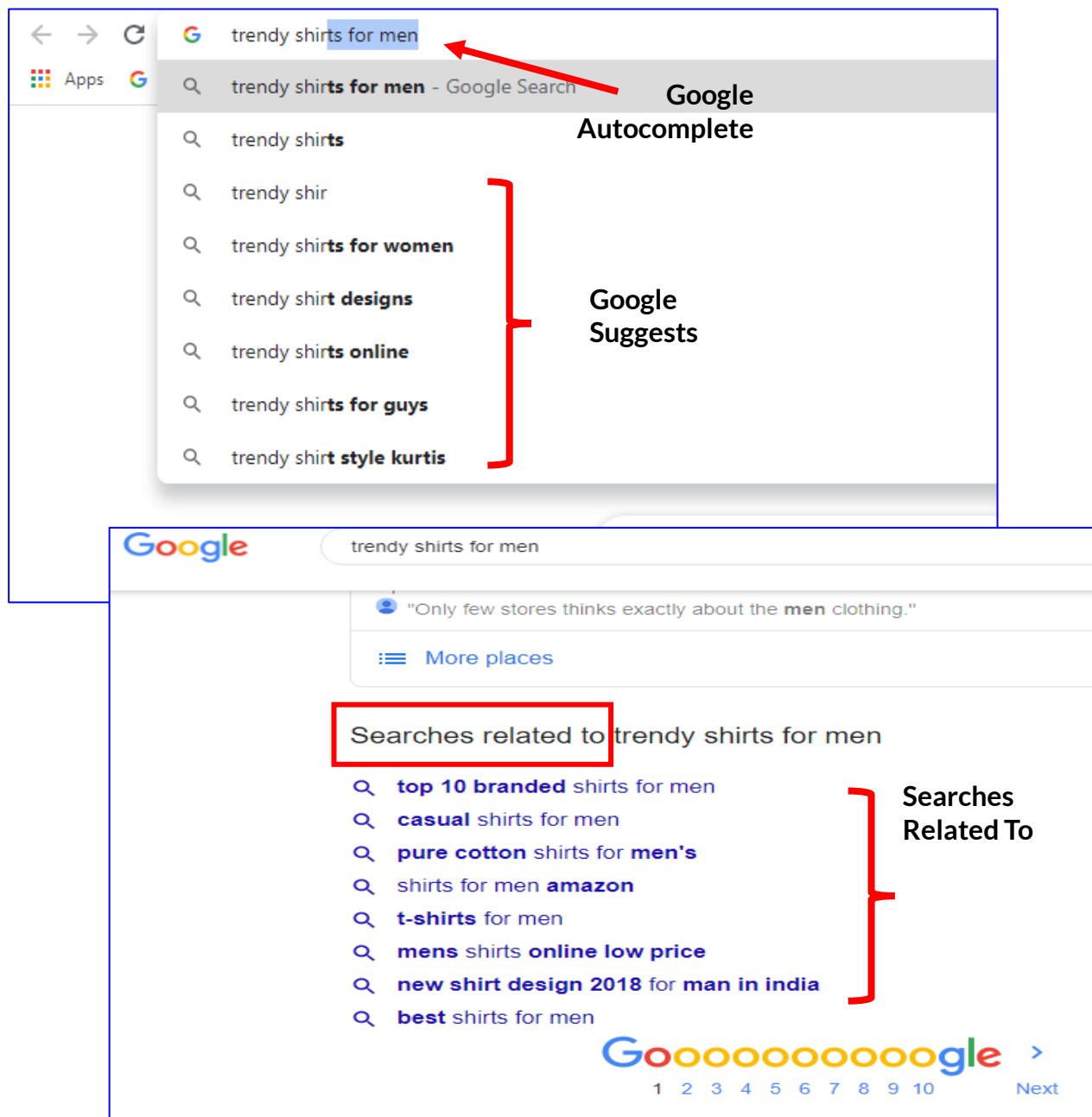
Carefully choosing the most relevant and popular keywords to be added to your content will improve the chances of it being found in search engines. There are various **Methods** and **Tools** available to **Research for Keywords**:

1. **Google's 'Autocomplete'** – This auto completes 'search terms' with secondary and long tail keywords ideas.
2. **'Google Suggests'** – When you type a topic to search on Google Search then it also auto suggests you some relevant keywords in the drop down.
3. **'Related Searches'** – Just scroll down the Google page while searching for some topic and you will find a heading called **'Related Searches'** where you can see a list of **8 keywords closely related** to your search term.
4. **Google Trends** – It tells the trending topics across a region and shows what people are searching.
5. **Image Tags** – Just type in your search term in Google Images and you will get a bunch of related ideas above the image. This can also be similarly tried through **Pinterest** channel.

Example – Keyword Research Tools

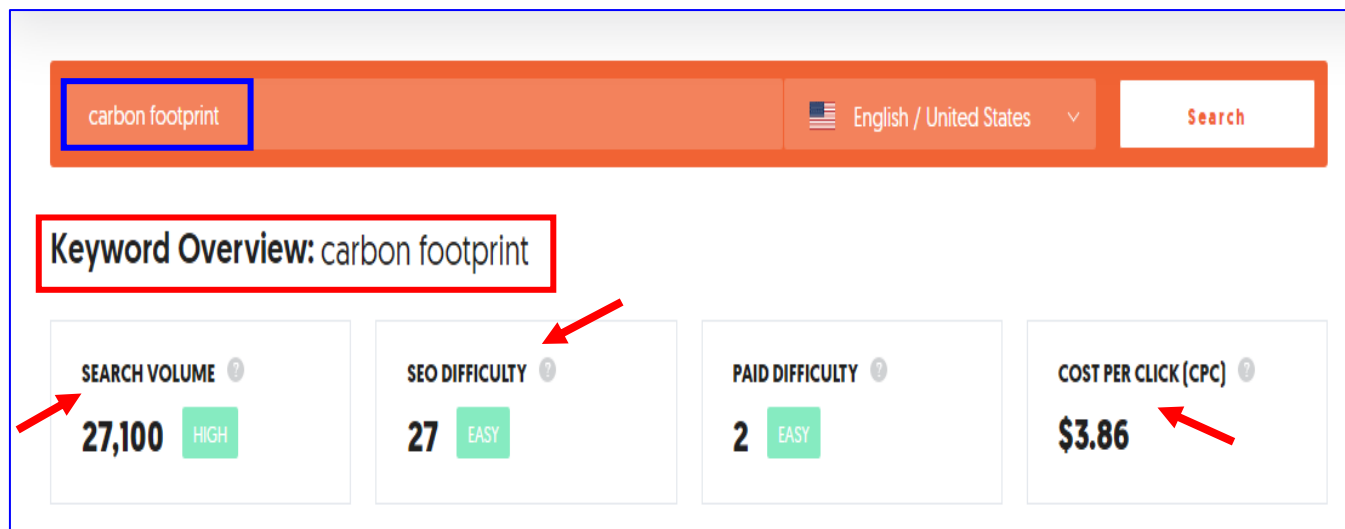
Keyword: “trendy shirts”

- Google auto completes the sentence.
- Google suggests related keywords.
- Google shows related keywords.



6. [Google Keyword Planner](#) – It generates lots of ideas for related terms about competitor keywords and its url and also tells how many people search for those terms. You can find this tool in your **Search Console**.
7. [Keyword.io](#) – This is a **free tool** for keyword research and it suggests long-tail keywords.
8. [Ubersuggest](#) is a **free chrome extension** and it gives you a top trending range of related keywords.
9. [KeywordsEverywhere](#), [AnswerThePublic.com](#), [Ahrefs](#), [Moz](#), [RankWatch](#), and [SEMRush](#) are other **paid tools** which are extremely handy for keyword research.
10. **Online Forums** – Every online forum has separate sections and further sub sections which may show you insights into the trending topics and keywords. To find a forum related to your topic just type “your topic keyword”+”forum” in Google and you shall get list of related forums for your topic.
11. [Wikipedia](#) – Search for broad topics here and then look for contents section for subtopics which would be some related keywords for your search term.
12. [Reddit](#) – You can find lots of keyword ideas on these platforms. Just search for a broad topic on them and choose a **subreddit** and then keep an eye on a thread related to your keyword.

Example – Keyword Research Tool



Above is the [Ubersuggest](#) tool dashboard where we tried to research for the keyword “carbon footprint”

It shows the monthly data for all the important research metrics such as **Search Volume**, **Keyword Difficulty** and **CPC** in the overview.

The metrics **Search Volume** is critical from **SEO** perspective where as **CPC** is used for **PPC** campaigns. You can see that Keyword Difficulty has also been further split as [SEO Difficulty \(Organic\)](#) and [Paid Difficulty](#).

The data for all the metrics is shown for per month basis.

In the drill down of keyword suggestions the Ubersuggest tool lists down all the relevant ‘**Keywords Ideas**’ in the descending order of their monthly **search volumes**.

Against every Keyword Idea suggested you can find its **CPC** from PPC perspective and you can also view the Keyword Difficulty split into two separate columns of **Paid Difficulty (PD)** and **SEO Difficulty (SD)**

KEYWORD IDEAS						
SUGGESTIONS						
RELATED						
QUESTIONS						
PREPOSITIONS						
COMPARISONS						
KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?	
carbon footprint		27,100	\$3.86	2	27	
carbon footprint calculator		12,100	\$3.07	13	21	
the carbon footprint calculator		12,100	\$2.57	14	13	
carbon footprint how to calculate		12,100	\$2.57	14	13	
what are carbon footprint		5,400	\$7.35	8	9	
carbon footprint is		5,400	\$4.17	3	16	
carbon footprint definition		3,600	\$3.07	1	15	
VIEW ALL KEYWORD IDEAS						

Further [Ubersuggest](#) tool also shows you relevant ‘**Content Ideas**’ with the keyword along with the domain name of the sites using this content and their monthly **Site Visits** and number of **Backlinks**.

Such rich information is just awesome !! This can surely ease your way to optimise your site content.

CONTENT IDEAS					
PAGE TITLE URL		EST. VISITS	BACKLINKS	f	p
Giving up beef will reduce carbon footprint more than cars, says expert theguardian.com		12 <input type="text" value="Keywords"/>	583 <input type="text" value="Links"/>	591,047	206
Start Reducing Your Carbon Footprint By Taking A Step Back ... thedenverchannel.com		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	57,981	0
Bitcoin Mining Guzzles Energy—And Its Carbon Footprint Just Keeps Growing wired.com		3 <input type="text" value="Keywords"/>	321 <input type="text" value="Links"/>	53,475	26
The One Dietary Change That Will Cut Your Carbon Footprint A Ridiculous Amount huffingtonpost.com		0 <input type="text" value="Keywords"/>	32 <input type="text" value="Links"/>	41,556	98
Vegetarianism Cuts Your Dietary Carbon Footprint A ... - Huffington Post huffingtonpost.ca		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	41,266	0

8.1.5

KEYWORD RESEARCH METHODOLOGY

1. List down 5 to 10 broad **related phrases** or **seed keywords** for your business/ blog/ products/ service.
2. **Search** for these broad topics on Google.
3. Look for the **Top three listings** in SERP.

If at the top of the listings you find highly authoritative domains such as Wikipedia etc then drop these keyword and try some other similar keywords or phrases. And in case you find some not so familiar domains or blogs at the top of SERP then it is likely that you might have a chance to rank.

4. Next with the help of [Keyword Research Tools](#) find some amazing keyword ideas related to your phrases.
5. Choose a mix of [Head Terms](#), [Long Tail Keywords](#) and [LSI Keywords](#) to give your content a balance.
6. Set up a spreadsheet (Excel sheet) and against your chosen phrases list down all the important statistics for your competition such Monthly Searches, SEO Keyword Difficulty and in case of PPC also add Competition (count of advertisers bidding for that keyword), Paid Keyword Difficulty and Cost Per Click.
7. Sort the Spreadsheet as per your requirements to find the best combination such as 'least competition + high search keywords' or say 'low in difficulty + high in searches keywords'. This will depend on the basis of the parameter on which you want to shortlist the keywords for your content.

8. Use these shortlisted keywords to create content on your site about your topic.
9. Group the semantically and contextually related keywords under one topic to target them in a single page.
10. Publish this keyword-optimized content on other high authority sites, like YouTube, LinkedIn etc.

In our previous section we discussed about the various [Keyword Research Tools](#), now in addition to that you can also use the tool [LSI Keywords](#) to specifically **generate ideas for LSI terms**. **Higher threat** comes from **competitors** who rank on **more number of Keywords**. Listed below are few quick tips for **Keywords Selection** :

- Balance out both the parameters of '**Search Volumes**' and '**SEO Difficulty**' (pick more with low difficulty).
- Look for Keywords with '**High Search Volumes**' from '**Low DA**' and '**Less Backlinks**' sites.
- Choose only '**Highly Relevant**' Keywords and map them with content on the respective **site pages** which you intend to rank.
- Check '**High CPC**' PPC keywords (which get high traffic and leads) and smartly use them in SEO to get your Rankings.

Note : **Keyword Research** is one of the most critical aspects and needs much more logical approach and detailing while shortlisting the relevant keywords. This is true especially in case of **Pay Per Click (PPC)** as we have to optimize the bidding for these keywords to rank high up on **Google Ads** on SERP.

8.2 |

CONTENT OPTIMIZATION

Google prioritizes pages that are already formatted for its corresponding SERP feature. As Mobile, Video and Voice search continues its rise in SERP importance, companies need to reframe their content and keyword selection to serve these type of queries.

Google has off late started an AI-based system called '[Neural Matching](#)' which primarily understands how words are closely related to concepts. Its like a super-synonym system. This makes **Content Optimization** using relevant keywords all the more critical to rank high up on a **Text Search** or **Image Search** as a [Rich Snippet](#) or to feature as an **Answer Box** in search results or to make your site future ready for [Voice Search](#).

- From an [Answer Box](#) perspective check how your competitors are trying to answer the questions usually asked by users, and accordingly restructure your content to make it more readable, short, easy to understand but relevant, and the answers precisely **listed as bullets**.
- From a **Voice Search** perspective look at the **conversational queries** people use, to find what they need. Since these natural language spoken questions contain a lot more words than a typed search command so reframe your content to maximize the use of **Long Tail Keywords** to answer the user questions comprehensively.

8.2.1 |

SITE AND PAGE – KEY METRICS

Before we get into understanding the Content element and the Ranking factors in SEO it is important to understand few critical **terminologies** and **elements** related to the **Site, Page, Content** and **Keywords** :

❑ **Domain Authority (DA)** : This predicts how well a specific domain will rank on a SERP. DA is used as a comparative metrics and is calculated by considering several factors such as linking domain and the total number of such links. DA works on relative scores in the range of 0 (being the lowest) to 100 (being the highest). A domain with 'Dot' Com extension is likely to have a high DA. One can [check the Domain Authority](#) of a domain with the help of [A Moz Tool](#) or [DA Small SEO Tool](#) or [Rankwatch Tool](#).

❑ **Page Authority (PA)** : This predicts how well a specific page will rank on a SERP. PA is based on data from web index and takes into account dozens of factors. Similar to DA this also has relative scores and works on a 100 point scale. To increase a PA score one must primarily improve its backlink profiles.

One can [check the Page Authority](#) of a domain with the help of [PA Moz Tool](#) or [PA Rankwatch Tool](#) .

❑ **Slug** : It's a part of a URL that is seen after the domain name. It denotes a particular page on a website.

Example : In the URL www.amazon.com/gift-cards slug is the '*gift cards*' which identifies that specific webpage.

❑ **Page Bounce Rate** : This is when a user visits a page and exits without clicking any element on that page or just moves to another page. These are always only for one page visits and are calculated as number of bounces over the total page views in a single session from the same page.

A bounce rate must be within the **range of 30% to 40%**.

❑ **Page Exit Rate** : This is the number of people who exit the site from any single page after visiting any number of pages. This is calculated as number of exits over the total page views for that page. Ideally a exit rate must be within the **range of 10% to 30%**.

❑ **Session Time** : By default a session lasts until there is a **30 minutes of inactivity**, but you can adjust this limit so that a session lasts from a few seconds to several hours.

❑ **Dwell Time** : This is the amount of time that a searcher spends on a web page from the search results before returning back to the SERP.

❑ **Canonical Tags** : These tags indicate search engines, that the page where the tag appears, has a **duplicate or a very similar content as of the other specified URL page** (known as canonical version).

These tags are denoted in the site HTML as :

`rel="canonical" href = "https://xyz.com/"` where xyz.com is the URL of the original page or the canonical version.

Use of canonical tags prevents issues arising due to a "duplicate" content appearing on multiple URLs.

It is therefore recommended to also **self referential the canonical Tags**, which means that one must add a canonical tag on the original canonical version as well.

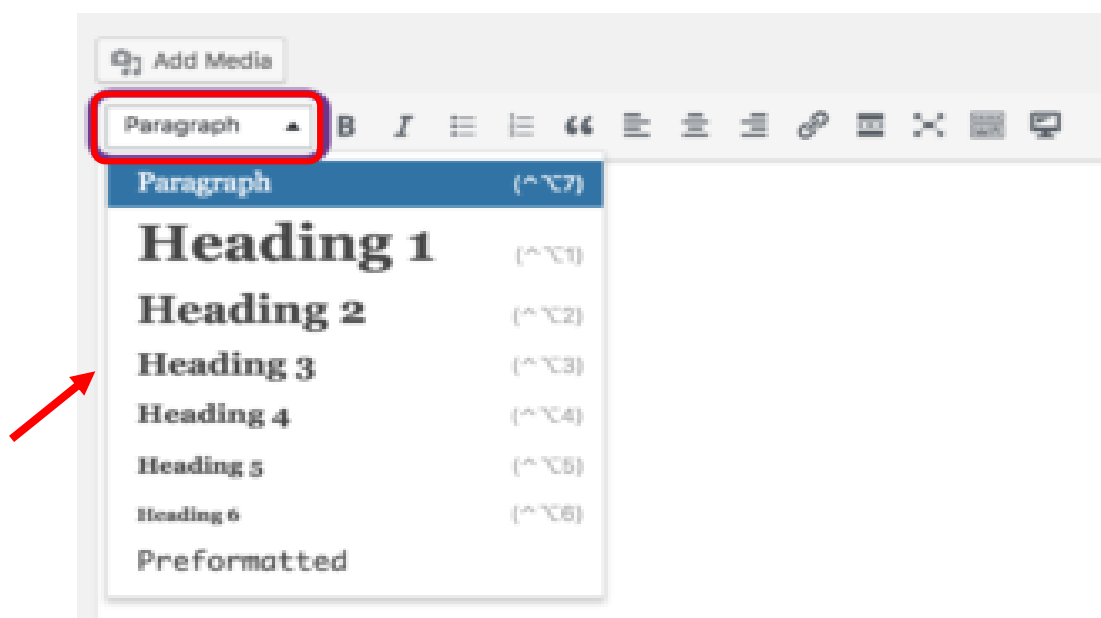
So considering the above example it is recommended to add `rel="canonical"` on the xyz.com page and similarly it is suggested to **add a canonical tag** on your **Homepage** as well since many people may like to link to your homepage in many ways.

Note : You can **check the canonical tags** for any site by right-clicking on page browser and 'View Page Source'.

Apart from this simple method there are also few other **SEO Audit** tools such as [SEO Site Check Up](#) which allow you to check the pages for its canonical tags.

❑ **Breadcrumbs** : It is a **small text URL path** like a secondary navigation scheme often located at the top of a page indicating where the user is on a website or web application. This feature makes Google understand how the site is structured and helps the page rank on SERP.

❑ **H1, H2, H3 Tags** : These are Header tags and are an important **On Page SEO factors** as they are used to communicate to the search engines about the site.



H1 is the main heading and must contain your primary keywords which closely relate to your page title and are relevant to your content. **H2 is the sub heading** and must contain similar keywords as H1. And **H3 is a subheading for H2** and your Paragraphs go on from H4 till H6 as a hierarchy. You can add headings and texts accordingly either through a visual page builder or using a HTML classic editor.


❑ **Click Through Rate (CTR)** : It is seen from two different perspectives viz a **SERP click** and a **Webpage click**.

a. **CTR of Web Page Link Clicks** – Its the ratio of the number of users who click on a specific link on your webpage to the total number of users who viewed the page. You can track and measure this in [Google Analytics](#).

Example : If the total views to a specific web page were 100 and the clicks to a link on that page were 10 then CTR is simply calculated as $10/100 = 10\%$

b. **CTR of Search Result Link Clicks** – Its the ratio of number of users who click on your result links to the number of users who were searching for that keyword. You can track and measure it from [Search Console Reports](#).

Example : If 100 users were searching for a specific keyword on SERP and if 5 of them click on your result link then your CTR is 5%. This type of CTR is specifically from a **SEO perspective** and is also known as '**Organic CTR**' as it leads to organic traffic on the website. Though this largely depends on the result's ranking position on SERP but at the same time it is also influenced by few other factors such as Title Tag, Description, URL and presence of Rich Snippets.

 ***"Usually Titles with 40 to 60 characters are seen to have High CTR = High Traffic"***

❑ **Robots.txt File** : This is a text file that **manages the crawler traffic** and tells the web bots from search engines to crawl or not to crawl a specific web page. Bots first check instructions from Robots.txt file before starting any crawl. The maximum file size per crawler allowed by Google for this is **500 Kb**. Robots.txt uses the file structure “**User-agent : ***” where the **asterix** denotes that the rule applies to all types of bots visiting the site. And the structure **Allow: / <page name>** or **Disallow: / <page name>** indicates to the bot ‘to crawl’ or ‘not to crawl’ the specific page.

Since there would be many web pages to crawl and the bots from search engine follow a **crawl budget** (which is a combination of **crawl rate limit** set basis the site response speed and its health and **crawl demand** set from indexing) so it is always advised to indicate the bots to only crawl the most important pages else they may drain their crawl budget on non essential pages which may impact the page rankings.

You can **find the Robots.txt** for any site by typing in the URL **<domain name>.com/robots.txt** in Google. Alternatively you can also find these files by navigating through your **sites cpanel to your root directory**.

In case you don't find any such files or you get any error finding these files from any of the methods then it implies that you need to fix or create a new Robots.txt file. You can also **test this file** in **[Robots.txt Tester Tool](#)** in **Search Console**.

8.2.2 |

STRUCTURED DATA MARK UP

Structured Data Markup (also known as [Schema Mark Up](#)) is a standardized format for providing information about a web page and classifying the page content.

Its a **string of code on your website which generates indirect SEO** benefits by helping the Google algorithm to Index and to make crawlers understand your content better.

This produces an accurate and targeted high visibility for your content in the form of **Rich Snippets** in search results and effectively leads to link clicks, focused web traffic, lower bounce rate and additional sales from your site.

Adding a Markup does not guarantee that you'll get to show Rich Snippets in search results always since its all up to the Search Engines to determine if your listings will get Rich Results or not, however its always good to have a Structured Data on your site to ensure that Google is able to understand your content better.

Note : Google will always first analyze and assess your Markup before starting to display Rich results.

- Google only starts analyzing the new markup within **1 to 2 weeks** after it is first added to a web page.
- If everything seems to be in place then Google will start showing Rich Snippets for some pages, but after approximately **1 week these may also disappear**.

- Several days later some **Rich Snippets may reappear** again either for the same set of pages or from a new set and this process gets repeated several times.
- Only **after around 8 weeks** you may get to see the Rich Snippets throughout your site after Google's repeated analysis and assessment for the same.

Comprehensive Tools to Test Structured Data

1. Structured Data Testing Tool : It helps you test and modify any issues related to structured markup on your site. You can use the '[FETCH URL](#)' function to test structured data markup that exists on a given URL, or the '[CODE SNIPPET](#)' function to test the a markup code. Here's a link to this tool [Structured Data Testing Tool](#).

2. Data Highlighter : This tool allows you to tag the data fields by highlighting them manually so that Google can understand structured data on your site and can present it better in SERPs as Rich Snippets. **Use this tool only if you aren't using the Structured Data Markup** on your site. Since its part of the old version of Webmasters or the Search Console so you would be able to **find this tool in your Search Console Help Tab**.

8.2.3 |

SMART SEARCH HACKS

These smart hack commands will come handy when you want to search the details about the **content** and the **keywords** for any of your direct or indirect competitors.


You can use **multiple combinations of these hacks** to find out how often, how much and what type of content they have been publishing.

And even for your own site you can always check for any duplicate content by using '**Site Content Search**' in conjunction with '**Exact Match Search**' command.

Similarly you can use the '**Keyword Content Search**' command to find any opportunities to internally link your content for a specific keyword to other similar content pages on the site. This search command will also help you check and rectify for any keyword cannibalization in the content.

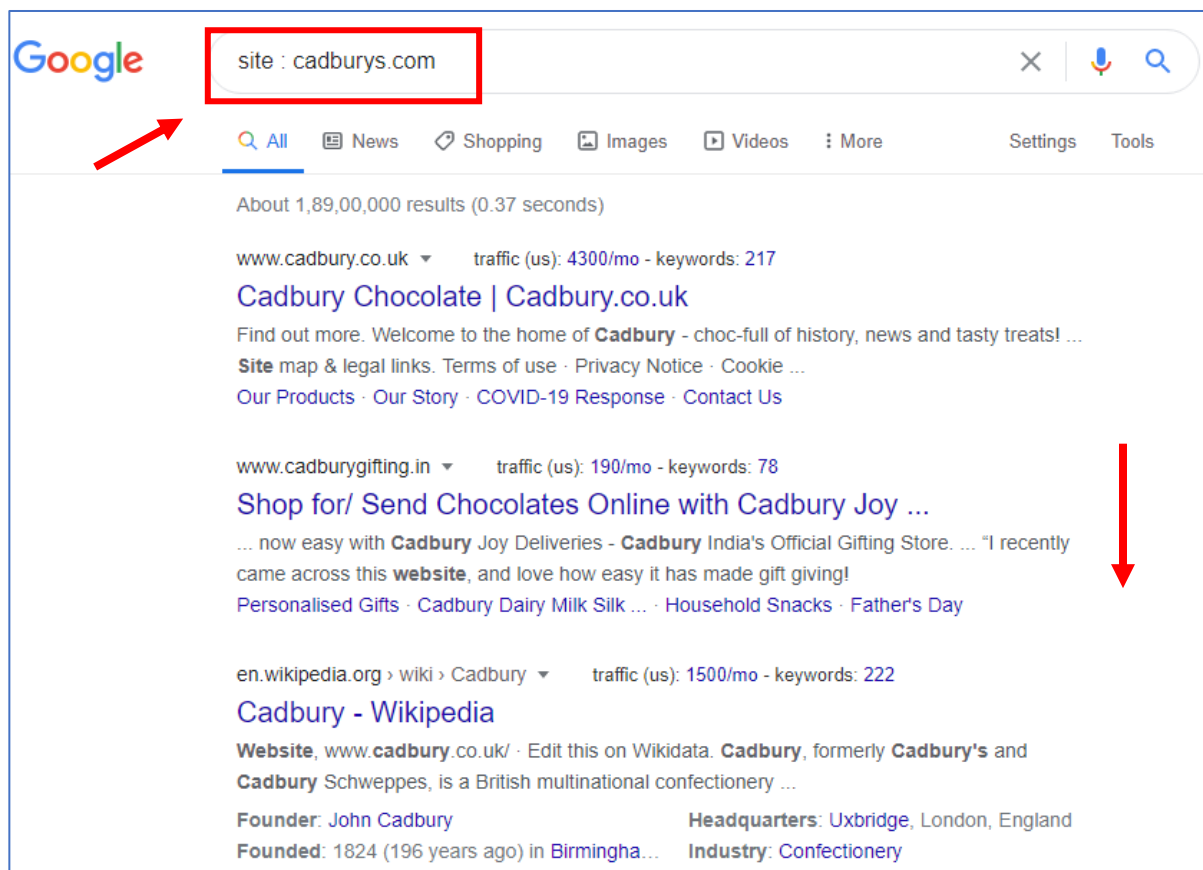
Let us now see in detail what are these **Quick Search Commands**, how they work and what are their respective functions and utilities.

1) Site Content Search – It's a way to search content details of any **single website** directly from Google.

 Just type '**site : <domain name>.com**' command where domain name is the name of the site you want to search.

Example : Lets search the details for the site **cadburys.com**

Here you can see that through out this search result page Google only displays and list down all the information and details pertaining only to the *Cadburys* site.



2) Keyword Content Search – It's a way to search content for a specific **keyword phrase** on a single site.

👉 Just type the command with the specific keyword phrase in quotes **site : <domain name>.com "keyword"**

Example : In the *Cadburys* site, lets try to look up for the content around the keyword phrase '**types of chocolate**'

Here you can see that Google displays and lists down all the related information and content around the specific keyword '**types of chocolate**' from the Cadbury site.

The screenshot shows a Google search interface. The search bar contains the query "site : cadburys.com \"types of chocolate\"". Below the search bar, the search results are displayed. The first result is from www.today.com, titled "This beautiful Cadbury bar has 4 different types of chocolate". Below the title, there is a snippet of text: "Aug 22, 2019 - This beautiful Cadbury bar has 4 different types of chocolate. Cadbury Dairy just launched a sweet treat with a serious message about race and ...". Below the snippet, there is a section titled "People also ask" with four questions: "What chocolate bars are made by Cadbury?", "Which is the best dairy milk chocolate?", "What are the 4 types of chocolate?", and "How many kinds of chocolate are there?". A red arrow points to the search bar, and another red arrow points to the "People also ask" section.

Google

site : cadburys.com "types of chocolate"

🔍 All Shopping Images News Videos More Settings Tools

About 10,70,000 results (0.54 seconds)

www.today.com › food › cadbury-trying-spread-aware... traffic (us): 4/mo - keywords: 58

This beautiful Cadbury bar has 4 different types of chocolate

Aug 22, 2019 - This beautiful **Cadbury** bar has 4 different **types of chocolate**. **Cadbury Dairy** just launched a sweet treat with a serious message about race and ...

People also ask

- What chocolate bars are made by Cadbury?
- Which is the best dairy milk chocolate?
- What are the 4 types of chocolate?
- How many kinds of chocolate are there?

Feedback

www.insider.com › lifestyle traffic (us): 1/mo - keywords: 2

Cadbury combine 4 different types of chocolate into one 'Unity ...

Aug 21, 2019 - **Cadbury** is combining 4 different **types of chocolate** into one 'Unity Bar' ... A

3) Exact Match Content Search – You can search content related to the **exact phrase** term in Google.

👉 Just type the search term wrapped in quotes “<search term>” where ‘search term’ is the exact phrase for which you want to search the content.

Example : Now lets wrap the phrase term “*white milk chocolate*” in quotes and search its content.

Here you can see that Google narrows down your search and lists down all the content which has the exact phrase as “*white milk chocolate*”.

Additionally you can prefix a plus ‘+’ or a minus ‘-’ symbol to a word for it to be added or removed from the search.

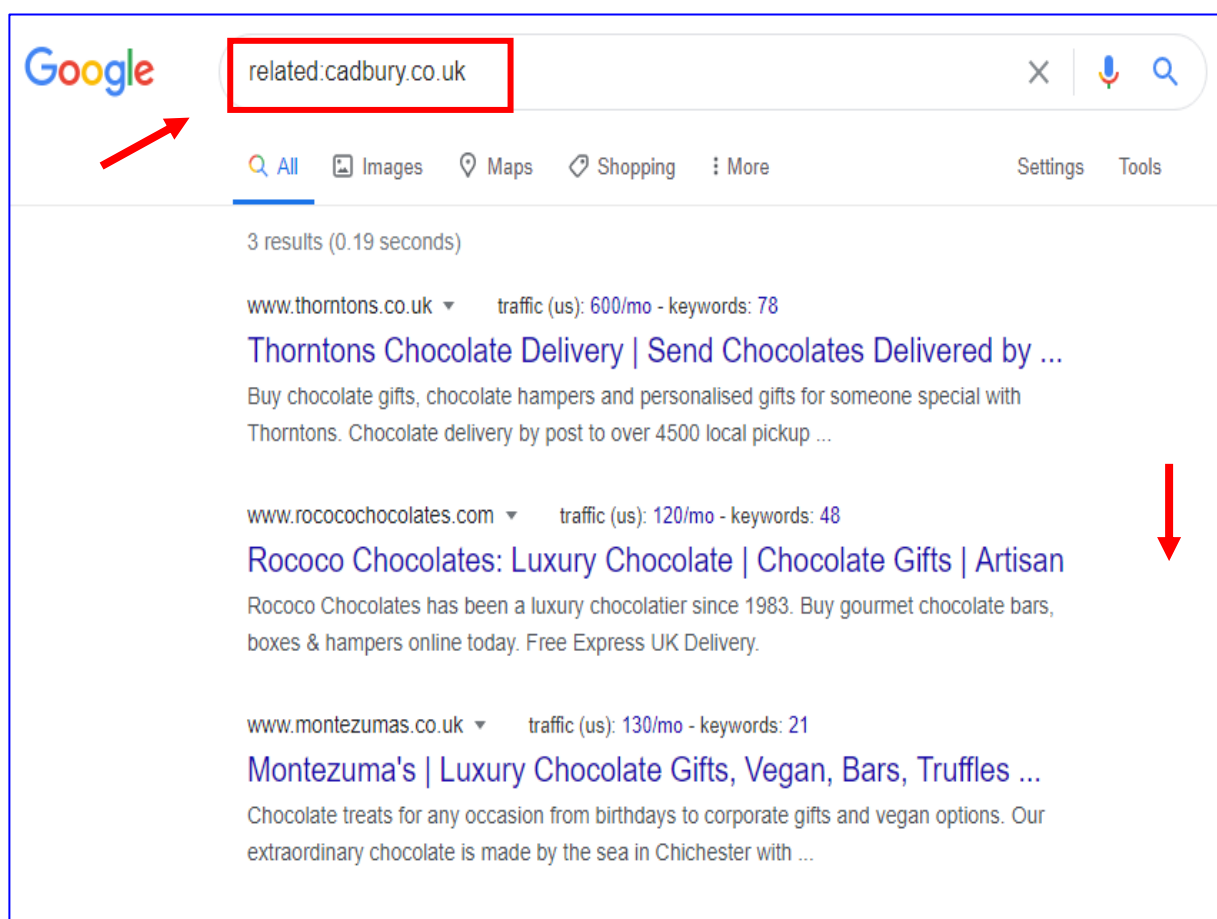
The screenshot shows a Google search interface. The search bar at the top contains the text "white milk chocolate" and is highlighted with a red rectangle. A red arrow points from the left towards the search bar. Below the search bar, the first search result is "White Milk Chocolate With Mix Roasted Almonds: Amazon.in ...". Below this, there is a "People also ask" section with five questions: "What is the difference between milk chocolate and white chocolate?", "Is white chocolate better for you than milk chocolate?", "Is milkybar a white chocolate?", and "What is white compound chocolate?". Below this section, there are three search results. The first is "Swiss White Milk Chocolate Bar - Pack of 6 ... - Amazon.com". The second is "Chocolate Milkies - White - Milk Chocolate, 5 lbs: Amazon.com ...". The third is "Difference Between Milk and White Chocolate Difference ...". A red arrow points from the right towards the second search result.

4) Related Site Search – It's a way to search for **competing** sites related to a specific URL.

 Just type the command '**related : <domain name>.com**'

Example : Lets check this for ***cadbury.co.uk*** site

Here you can see that Google displays and lists down all the related competing sites to the Cadbury site.



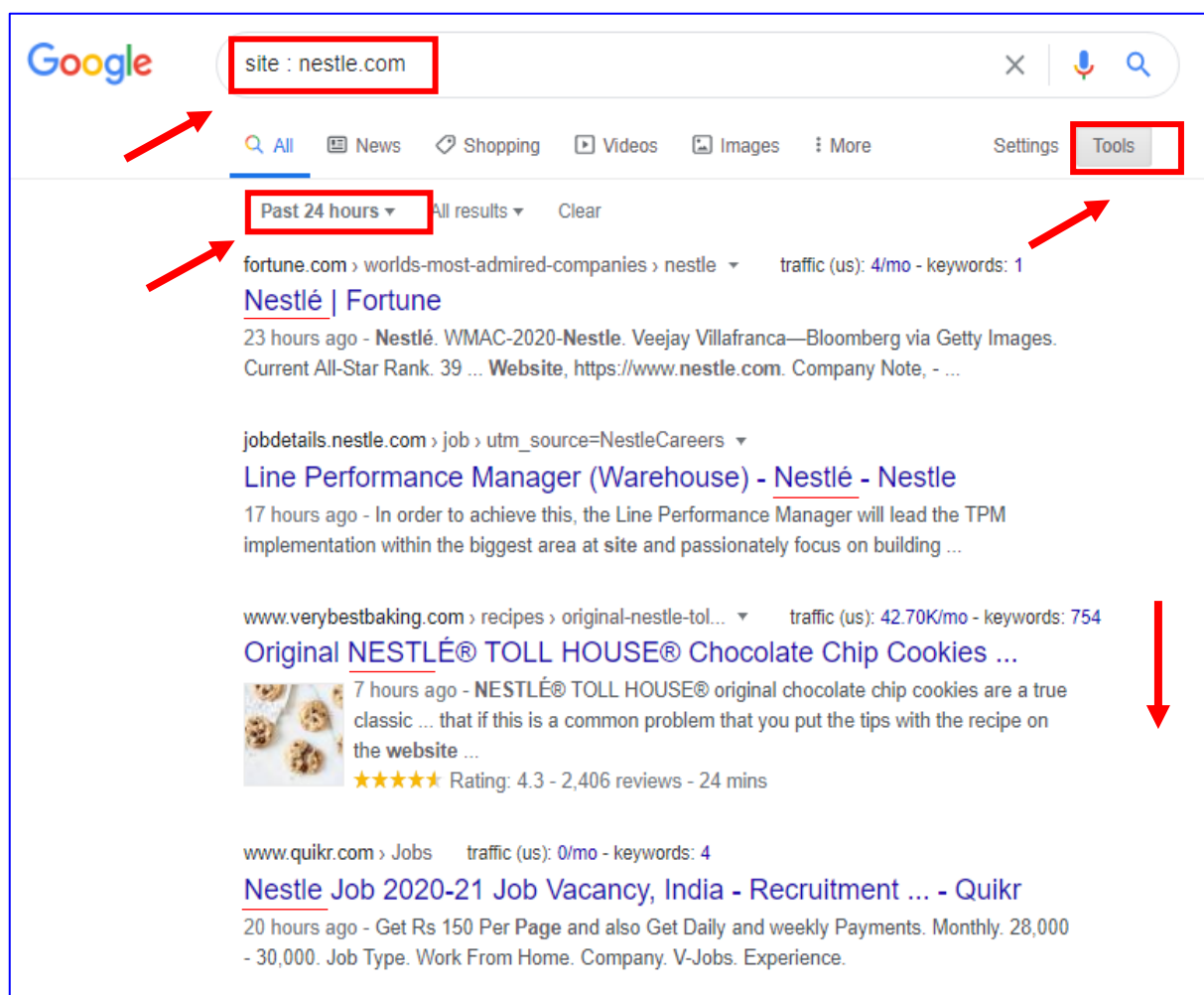
5) Time Based Content Search – It's a way to search time based content about your competitors.

👉 a) Just type the command '[site : <domain name>.com](#)' where the domain name is the competitor site.

b) Click on '**Tools**' on the right and select the '**Time period**' from the drop down on the left.

Example : Lets check this for **nestle.com**

Here you can see that Google lists down all the **related** content of **last 24 hrs** about nestle.com



8.3 |

BACKLINKS

Links on the web are broadly classified as :

1. **Internal Links** - These are links from one page to another page on the same domain. They help in site architecture and the anchor texts helps search engines understand what the page is all about.
2. **External or Outbound Links** – These are links directing externally to the other web sites. Linking outside to a high quality and authoritative site from your domain helps you gain relevance and rank scores on SERP.
3. **Backlinks or Inbound Links** – These are links which a website gets in from other websites. An External link to one site may be a Backlink for another site. These links help you rank high and make you more discoverable. If many sites link to the same page on a website then it is a signal to search engines that others vouch for your content and that page is worth ranking on SERP.

Factors which make Backlinks valuable :

- a) **Quality and Authority** of the linking site.
- b) Whether the linking site assigns the link as “**Do Follow**”.
- c) Link’s **location** on the website.



“Backlinks from high Domain Authority Extensions such as ‘.gov’ or ‘.edu’ help the Page to Rank High”

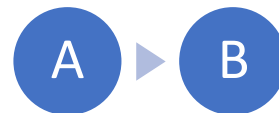
8.3.1 |

LINK BUILDING METHODS

Link building is an exercise to earn valuable backlinks for a site from other popular and high authority sites. As per Google, the ‘**Doorway Page**’ linking methods are termed **Invalid** and the respective sites may be penalised. This is known as **Sand Boxing** which is an act of **de-indexing** the respective site from Search Engine. You can **check status** of such sites through [Sand Box Checker Tool](#).

Here are few **Valid** and **Invalid Link building methods** :

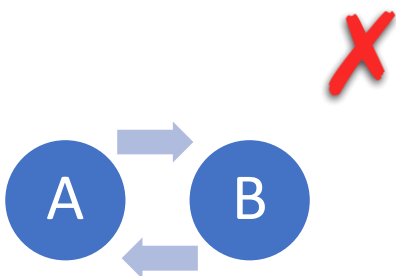
One Way Link : This is a referral link from Site A to the beneficiary Site B.



Valid linking method

Two Way Link :

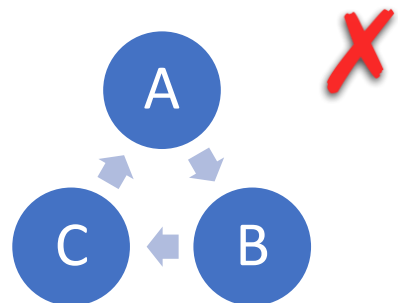
This is a reciprocal link between the two websites.



Invalid linking method

Three Way Link :

This involves a circular link between the three websites.



Invalid linking method

8.3.2 |

TYPES OF BACKLINKS

There are primarily **two types of Backlinks** :

1. **'Do Follow' Links** : These are the most valuable external links to the site which help improve the rank scores.
2. **'No Follow' Links** : This tag tells search engines to ignore the said links as they don't pass any value to the site. It is denoted with an HTML code `rel = "No Follow"` placed after the link.

8.3.3 |

LINK RELATED ELEMENTS

❑ **Citations** : An online article in a directory, which simply mentions a company's name or details is known as a **Citation**. Usually there is no hyperlink in Citations which you always seen in case of Back Links and External Links. To get better search result scores we must ensure that all Citations across the web are consistent.

Articles on social sites such as Facebook and Yelp and listings on [GMB](#) are all examples of citation efforts for **Local SEO**. You can pick choose to list the right citations as per your business category.

You can **find** and **build** the same with the help of Tools such as [Moz Citations](#) or [Bright Local Citations](#).

❑ **Link Juice or Link Equity** : It is the **value and authority** a link passes on to a page. Links which pass equity are one of the most critical ranking factors in SERP.

Link Equity is determined by:

- a) **Relevancy** of links
- b) Site's **Authority**
- c) If the link is indexed as '**Do Follow**'
- d) Links **Location** on site and
- e) If the link is **Crawlable**.

❑ **Anchor Text** : This refers to the **visible clickable text** in a **hyperlink**. It provides both search engines and the users the relevant contextual information about the content of the link's destination.

Example : The anchor text "*Best White Chocolates*" may be directing to a destination page of a chocolate brand site such as : <https://www.cadbury.co.uk/products>.

Anchor texts are of many types like '**Exact Match Link**' which have the exact keywords as its destination URL OR like a '**Naked Link**' which just uses the URL itself as the anchor text OR like '**Generic Link**' which is when we usually write '**click here**' as anchor text OR like '**Partial Match Link**' where you use few words from destination page URL.

A **SEO friendly** anchor text must be :

- a) **Relevant** to the destination page
- b) must have a **Low Keyword Density**
- c) must **not be a Generic Link** and
- d) must be **Succinct** - a brief but clearly expressed phrase.

❑ **Deep Links** : These are links which **link back to a specific page** on a site rather than the site's homepage.

Example : The link **<domain name>.com/digital-products** specifies to the digital products page on the site.

❑ **Broken Links** : These are links **which don't work** may be because the site is no more available or the page has moved without any redirect or the url structure has been changed completely.

❑ **301 Redirects** : This refers that the page has **permanently moved to a new location**. Google removes the index of the old page and transfers all the link equity to the new page.

The placement of this link is extremely important from a SEO perspective else it may lead to loss in traffic and page rankings. Redirecting a page is a must especially in cases when there are any changes being done to a URL like changing the domain name or changing from http to https.

❑ **302 Redirects** : This indicates that the page has just **moved temporarily to a new location** and since the original page is already indexed in Google, so no link juice is transferred to the new page and therefore this redirect does not effect the SEO in anyways.

❑ **404 Error** : This implies that the **'Page is Not Found'** as it is no more available. You can look for this error in your Search Console to fix it further as it may hurt your rank scores.

8.3.4 | LINK DISCOVERY TOOLS

Backlink building can be a time consuming effort especially for new sites who find it difficult to decide from where and how to start this process. This is where **competitive backlink research** comes very handy. You can easily get the competitor's link building insights and you can examine their backlink profile which is already ranking well for the target keywords. Listed below are few of the **Tools** to [check out competitor Backlinks](#) :

- [Moz Link Explorer](#) – You get can get a comprehensive review about your competitor's backlink analysis and discover link building opportunities for your site. Link Explorer also shows the health of your backlinks and their spam scores which help you get rid of bad ones.
- [Ahrefs Backlink Checker](#) – It shows the number of referring domains, the domain ratings and the number of backlinks for your competitor sites.
- [Check My Links](#) – This is a Free Chrome Extension which quickly shows up a backlink check for a webpage. It will display few links as active and green and few as red. The red ones are the broken links on your competitor site and this can be an opportunity for you to improve your own backlinks. Reach out to the site owners of those links and suggest them that since the competitor link is broken so it can be replaced with one to your site.

- [Broken Link Builder](#) – This tool quickly crawls the web and finds the exhaustive list of broken, dead or otherwise non functioning pages related to your content. You can reach out to the respective site owners, letting them know that they're linking to a broken page and suggesting them to link your page content.
- [Pitch Box](#) – With this tool, you can find and outreach targeted opportunities based on your search preferences and build high quality natural links.
- [Buzz Stream](#) – It streamlines the email outreach process and saves you time to build links through prospects.
- [Monitor Backlinks](#) – It helps you build backlinks and enables automatic monitoring and alerts about your own and your competitor's backlinks. It helps you spot the link patterns with its easy reports.
- [Uber Suggest](#) – It lets you gain access to backlink data for your competitors and allows you to better understand their link profile while targeting the same links.
- [SEM Rush](#) – Its Backlink Analytics section lets you study your competitors and its Backlink Audit area helps you find all backlinks to your site. It also lets you email the toxic link website owner to remove the link.

Note : You can also check backlinks for your own site from your **Search Console** under the **Links** section. Here you can also get to know your top linked pages, linked sites and linked texts.

8.3.5 |

WEB 2.0 PROPERTY

Web 2.0 Property is the term used to describe websites and applications that allow anyone to create and share information or material online. These are **high domain authority platforms** where content creation and submission is practiced with a backlink referring to a website.

A **Web 2.0 Backlink** is simply a HTML link from a platform, which is considered to be a **web 2.0** property. The advantage of gaining backlinks from **web 2.0** platforms is that they are **considered to be trustworthy** by Google and so from an SEO perspective this helps gain higher rankings in search engines.

There are number of different types of **web 2.0** applications such as Wikis, Blogs, Social Networking, Folksonomies, Podcasting and Content Hosting Services. Most familiar examples being commercial collaborative editing system like **Pbworks**, social networking sites like **Facebook** and **Twitter**, image and video hosting sites like **Flicker** and **YouTube**, and applications which generate web content for education, business, and social purposes like **Wikipedia**, **Weebly**, and **Instagram**.

8.3.6 |

DISAVOW BACKLINKS

It is **recommended to remove any unnatural or paid backlinks** from external sites and if you can't remove them then you must **disavow** them to your website. This would indicate to Google that you don't support or hold any responsibility for such types of links.

- You can either disavow a specific URL page or a specific domain. If you have found URLs or sites to disavow then you can download the data from the '**Links**' report in your **Search Console** account.
- Be sure to remove any URLs from the downloaded file that you don't want to disavow.
- Prepare a final list of the disavow URL links as a text file and upload this list to the Google's [Disavow Links Tools](#). It usually takes few weeks for Google to process the uploaded information and to recrawl the pages to incorporate and reprocess them in the index.
 - To disavow a **Domain** prefix it with the word 'Domain' example : '[domain : xyz.com](#)'
 - To disavow a **URL** just mention the exact URL example : '[https://xyz.com/abc-links](#)'

Note : Disavow is an advance feature and must be used with caution, only when you are sure that these links are spammy, artificial and of low quality else this action may hamper your rankings.

8.3.7 |

LINK BUILDING TECHNIQUES

We strongly recommend **NOT** to try creating Backlinks through any **paid mechanisms** as it may negatively impact your overall search rankings. Here are few **recommended techniques for creating Quality Backlinks**.

- ✓ **Editorial** – Citing your own content such as articles or infographics as the source in editorials.
- ✓ **Press Release** – Make your brand announcements in media publications and place your backlinks in it.
- ✓ **Guest Blogging** – Place your site links in your guest posts on other high authority sites. With help of some specific keywords you can search for various sites which offer Guest posting opportunities in your niche.
- ✓ **Business Profile** – Create your digital profiles on business listing, social media and review sites.
- ✓ **Free Tool** – Promote your free tools or products with help of a backlink on other related sites.
- ✓ **Badge** – Create your own badge to award and recognize other brands and when they place these badge on their sites then you earn a backlink through these badges.
- ✓ **Comments** – Post genuine comments on content and blogs on other sites and place your smart links in them.

Note : ‘Building effective Back Links’ is detailed out in our upcoming next edition on **Advance SEO Strategies** titled ‘[Mining the SEO Gold](#)’.



Trail... 9 1ST PAGE SAGE - 75 RANKING FACTORS

It is largely believed that **Page Rank (PR)** is an outdated metric in the modern-day SEO but it seems Google algorithm still gives it a relevant weight in Search Rankings.

The primary objective of a **Page Rank** is to determine the relative 'importance' and 'value' of a given webpage in a network and it is usually judged by the quantity and quality of other pages that link back to it.

Page Rank is a finite metric however it has numerous ranking factors which are a mix of an On Page and Off Page SEO Strategy and they either directly or indirectly impact the overall Page Rank Scores. It seems that Google considers more than **200 ranking signals** such as keyword usage, domain history, site usability etc while displaying the search results.

We have combined together the **Page Rank Factors** under a category hierarchy :

Domain → Site → Page → Content → Keyword → Site level Links → External Back Links.

And under these **7 broad categories** we have explained an exhaustive list of **75 Page Rank Factors**, which if rightly applied can help you climb up on SERP charts resulting in increase in your Search CTR, Traffic and finally Conversions.

9.1 |

DOMAIN LEVEL

1

Domain Age : Domains with age **greater than equal to 6 Months** from the date of hosting get high ranking weightage.

2

Domain Authority (DA) : Higher DA predicts how well a website will rank on SERP. A domain with 'Dot' Com extension are likely to have higher DA and preference.

3

Domain Name : A domain which has its **focus keywords in its name** or which exactly matches with its primary keyword, definitely has an advantage over others.

4

URL Structure or Permalink : The complete URL of a page is known as its **permalink**. Short URLs tend to have an edge in ranking than the long ones and it is recommended to use '%postname%' as a Permalink structure.

5

Server Location : This influences where your site ranks in different geographical regions especially in case of geo-specific searches.

6

Country TLD Extension : A country code **Top Level Domain** extension (.in, .au, .ca) can help the site rank for that particular country but it can limit the site's ability to rank globally.

9.2 |

SITE LEVEL

7 **SSL (Secure Sockets Layer) Certificate** : Ensure to enable SSL Certificate for your sites as Google ranks secured '**HTTPS**' (Hypertext Transfer Protocol Secure) sites higher than non secured '**HTTP**' sites.

Trust Signals : Factors 8 & 9 below are the elements which build up levels of genuinity for the owner and his site.

8 **Contact Us Page** – Google prefers sites having a legit 'Contact' information webpage which matches with its 'whois' info.

9 **Terms of Service** and **Privacy Page** – Having these Pages on site ensures a strong Trustworthy factor and higher weightage for site rankings.

10 **Presence of Sitemap** : A **sitemap** helps search engines index the pages easily and thoroughly and thereby improving the site's visibility in SERP. You can create sitemaps using [Web Site Map](#) or [XML Site Map Generator](#) Tools.

11 **Site Architecture** : A well organized, easy to use site with a **breadcrumb navigation** which tells users where they are on a site, is likely to rank high .

12 **User Reviews and Site Reputation** : Google uses online reviews and sites reputation as one of the serious parameters for ranking.

9.3 |

PAGE LEVEL

- 13 **Page Authority (PA)** : Higher the PA of a single page, better is its predictive ranking strength.
- 14 **Page Loading Speed** : Ideally the loading speed must be within <3 sec range. This is a factor of its content and the HTML code.
- 15 **Page Structure** : An easy to read user friendly page layout is preferred by Google.
- 16 **Pages that cover depth** of the topic are likely to get higher relevancy.
- 17 **Pages** with **Multimedia**, **Video** and **Image** elements qualify for high quality signals.
- 18 **Image Optimization** :
 Images send important relevancy signals through their **ALT text** (description of image for crawlers), **Title**, **Caption** and **Description**.
 It is recommended to add your **Primary** and **Focus keywords** in the elements.

The screenshot shows a form for image optimization. It has four main input fields: 'Alternative Text', 'Title', 'Caption', and 'Description'. The 'Alternative Text' field is highlighted with a red box, and a red arrow points to it from the left. The 'Title' field also has a red arrow pointing to it. Below the 'Alternative Text' field, there is a small text instruction: 'Describe the purpose of the image. Leave empty if the image is purely decorative.' The 'Caption' and 'Description' fields are larger text areas at the bottom of the form.

Note : You can use plugins such as [Autoptimize](#) or [Smush](#) to optimize your image size for fast page loading.

- 19 **Click Through Rate (CTR)** : Pages with **higher CTR** are likely to rank high on Search Engines.
- 20 **Bounce Rate** : Pages with **lower Bounce rate (~30% to 40%)** are preferred by Google due to their content quality.
- 21 **Session Time** : Longer the time users spend on a page, higher the chance that the page will rank high next time.
- 22 **Direct Traffic** : Pages with **direct organic traffic** are the favorites for a Search Engine.
- 23 **Repeat Traffic** : Pages having a repeat traffic from same users are preferred over others.
- 24 **Number of Comments** : Pages with lots of comments and interaction are signal for quality.
- 25 **User Browsing History** : Google tries to boost searches for sites that users frequently visit.
- 26 **User Search History** : Basis the user's history Google tries to show them the similar sites.
- 27 **Local Searches** : Google often places local results above the "regular" organic results in SERP.
- 28 **Geo Targeting** : Google gives preference to sites with a local server IP and country-specific domain extension.
- 29 **Affiliate Links** : Pages with affiliate links are put under stringent scrutiny by Google.

- 30 **Mobile Usability** : If your web pages are properly optimized for mobile devices and users find it easy to access on a small screen then your pages have an edge on “**Mobile-first Index**”.
- 31 **YMYL Pages** : ‘**Your Money Your Life**’ pages are those which have a content which directly influences your money or your life and that is why Google relatively puts them in high importance category as these pages hold relevant expertise and authority. Example : Financial, Legal, Insurance and Medical related pages.
- 32 **Transactional Searches** : Pages such as **flight searches** or **shopping searches** which are transactional in nature are on priority ranking for Google.
- 33 **Branded Searches** : Pages of specific brands or having brand mention or information about certain brands get higher weightage from search engines.
- 34 **Pages with Interstitial Ads or Pop Ups** : Google gives less importance to pages having distracting ads or full page interstitial pop ups on mobile.
- 35 **Doorway Pages** : This is a page that redirects people to another page and Google doesn’t like such pages and ranks them lower in the category.

9.4 |

CONTENT LEVEL

36 **Table of Contents** : Using a linked table of contents on a web page can result into **Sitelinks** in SERP.

37 **Content Length** : Content or Para phrase which has more words and covers a wider breadth and is preferred by Search Engines.

Content Uniqueness and Quality : Below are few of the most critical relevancy factors which directly impacts rankings :

38 **Original** and **Unique Content** always scores higher than a **Plagiarism content** (ideas or work copied from others). You can find out if the content is original or copied by using a [Plagiarism Checker Tool](#).

39 **Useful High Value Content** is ranked higher than the one that puts revenue focus above helping the users.

40 **Identical or Duplicate Content** on multiple pages on the same site effects the rankings negatively.

41 Use of **Canonical Tags** prevents Google to penalise you for duplicate content.

- 42 **Frequent Updates** with more refreshing content increases chances of ranking.
- 43 Content with **Grammatical** and **Spelling Errors** is likely to get a negative relevancy.
- 44 Helpful **Supplementary Content** (like a 'currency converter' on a site) helps build up page's high quality.

9.5 |

KEYWORD LEVEL

- 45 **Keyword in Domain Name** : A Domain name with a Keyword in one of its words gives a higher relevancy signal.
- 46 **Keyword as 1st word in Domain Name** : A Domain that starts with its target keyword is likely to have an edge over other sites who don't have it as a 1st word or don't have it at all.
- 47 **Keyword in the Title Tag** : Having a keyword in the page title tag still remains a relevant factor.
- 48 **Title Tag starts with Keyword** : Title tags that starts with a keyword tend to perform better than title tags with the keyword towards the end of the tag.
- 49 **Meta Tag Spamming** : If Google thinks you are unnecessary adding keywords to your title and description tags in an effort to rank then it may lower your scores.

- 50 **Keyword Stuffing** : Unwanted or excessive usage of keywords in a specific content will lead to negative impacts.
- 51 **Keyword in Description Tag** : Meta Description Tag is not a direct ranking signal however it impacts the click-through-rate, which is a key ranking factor.
- 52 **Keyword in H1, H2, H3 Tags** : These are like headings and sub headings of the page and act as critical secondary relevancy signal.
- 53 **Keyword Density** : This the number of times a keyword appears in the content and is usually used to determine the topic of the web page by Google and hence influences the search rankings basis its relevancy.
- 54 **Keyword Prominence** : Having a keyword appear in the first 100 words of a page's content brings in higher relevancy.
- 55 **LSI Keywords in Content** : This acts as a content quality signal and helps the Search Engine to determine the exact meaning of the words with multiple related meanings.

56 **Broken Links** : Having broken links on a site adversely impacts its rankings. Find them and fix them using any of the SEO Tools or through your Search Console account.

Outbound Links : These are links directing outside to other websites.

57 **Quality** of Outbound Links (OBLs) depends upon linking out to authority sites and to related sites. This helps send trust signals to Google for ranking..

58 **Quantity** of OBLs impacts the Page Rankings but too many OBLs may dampen the relevancy.

Internal Links : These are links from one page on the same domain to another.

59 **Quality** : Internal links from authoritative pages within the site have stronger effect than pages with no or low page rank.

60 **Quantity** : Number of internal links to a page shows its relevance to other pages on the site.

9.7 |

BACK LINK LEVEL

- 61 **Age** : Links which are old and are from aged domains are more powerful in rankings.
- 62 **Quality** : Links from related domains and pages with high authority pass higher juice to the rank score.
- 63 **Quantity** : Number of Links from number of referring domains is one of the most critical ranking factors.
- 64 **Anchor text** : Keyword-rich anchor text (clickable text in a hyperlink) holds a strong relevancy signal.
- 65 **Image Alt text** : This acts as an anchor text backlink in images on the referral sites pointing to your site.
- 66 **Diversity in Links** : Links from diverse sources look to be natural and add value to rank.
- 67 **Contextual Links** : Links embedded inside a page's content are considered more powerful than links on an empty page or found elsewhere on the page.
- 68 **Special TLDs** : There is a special place in the algorithm for links from **.gov** and **.edu** TLDs.

69 Country TLDs : Backlinks from country specific top level domain extensions (.au, .co.uk) may help you rank better in that country.

70 Link Velocity : This is the speed at which your site is gaining backlinks from other websites and so more positive the velocity higher your page gets a boost in rankings.

71 Guest Posting : Links from guest posts still pass value to your page rank.

72 Forum Links : Links from professional and related forums is loosing its shine for ranking but still bring indirect relevancy.

73 Articles and Press Releases : Articles, Directories and Press Release though still relevant but are many a times considered by Google as just intentional link building strategies.

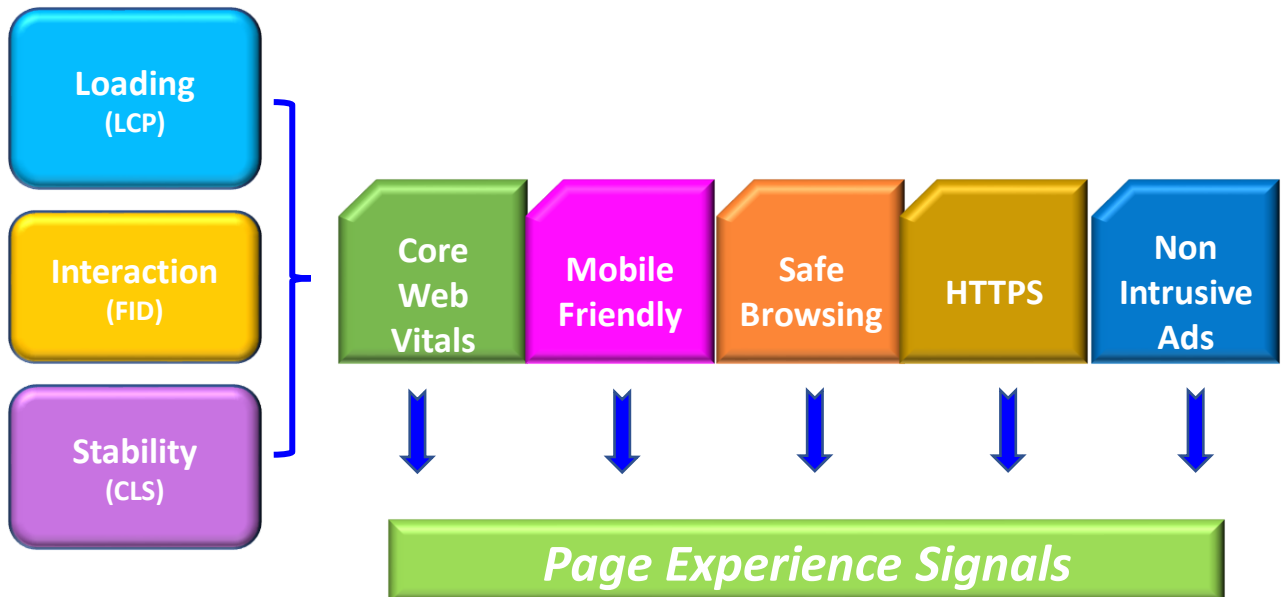
74 Schema Mark Up Links : Links from pages which use a structured data are always preferred.

75 Links from same IP : Links from sites from the same IP are likely to be ranked low.



Core Web Vitals has recently been added by Google as one of its prime algorithm factor for **Ranking Signals**.

The objective here is to influence more site owners to build pages that users enjoy visiting and if Google determines that a page is providing a high quality user experience, basis the **page experience signals**, then it is likely to rank the page higher in search results. How ever **Content** relevance still remains as its top ranking factor.



10.1 |

MEASURING WEB VITALS

Core Web Vitals can be measured using any of these tools :

- Search Console
- Lighthouse
- Web Vitals Extension
- Page Speed Insights
- Chrome Dev Tools
- Chrome UX Reports

The **Core Web Vitals** report in **Search Console** shows URL performance grouped by Status, Metric type, and URL group of similar web pages. The report is basically based on three metrics :

❑ **Loading - LCP (Largest Contentful Paint)** – Its the amount of time to render the largest content element (text, image or video) from the time user requests the URL. Longer page load times impacts the bounce rates.

- If page load time increases from 1 sec to 3 secs, bounce rate increases by 32%
- If page load time increases from 1 sec to 6 secs, bounce rate increases by 106%

❑ **Interaction - FID (First Input Delay)** – The time from when a user first interacts with your page (like clicks, taps on a button) to the time when the browser responds to that interaction.

❑ **Stability - CLS (Cumulative Layout Shift)** – The amount that the page layout shifts during the loading phase. The score is rated from 0–1, where 0 means no shifting and 1 means the most shifting. This is important because having page elements shift while a user is trying to interact with it is considered as a bad user experience.

10.2

WEB VITALS – STATUS METRIC EVALUATION

Metrics	Good	Needs Improvement	Poor
LCP (seconds)	<2.5s	<=4s	>4s
FID (milliseconds)	<100ms	<=300ms	>300ms
CLS (range 0 to 1)	<0.1	<=0.25	>0.25

The labels **Good**, **Needs improvement**, and **Poor** are applied to a URL on specific device type (mobile or desktop) and the lowest label status is usually assigned to the URL, so for example :

- A URL on mobile with '**Poor**' FID but '**Needs Improvement**' LCP will be labeled as **Poor** on mobile.
- A URL on mobile with '**Needs Improvement**' LCP but '**Good FID**' will be labeled as **Needs Improvement** on mobile.
- If a URL has less than a threshold of data for a given metric, then that metric is omitted from the report for that URL so that means if a label on mobile has '**Good FID**' and '**Good CLS**' but '**No LCP**' data then it will be considered as **Good**.
- A URL with data only in one metric is assigned the status of that metric itself.
- If a URL does not have a minimum amount of reporting data for any of these metrics, it is completely omitted from the report.

Note : The data considered here is for the time taken by 75% of the visits to a URL in the group to reach that stage.



Indexing is the process of adding Keyword or Domain name or important links to the search engine database through automated scripts called **Crawlers**.

Important aspects to consider while Indexing :

- ✓ Submit sitemaps and individual URLs for crawling to Google.
To **submit a Sitemap** just click on the 'Sitemap' on the left menu of the Search Console and type '**sitemap.xml**' in the text field next to your domain and submit. You can submit multiple sitemaps to Google however the maximum size for a **single sitemap is limited to 50 MB**.
- ✓ Review your **index coverage** to make sure that Google has the freshest view of your site.
- ✓ The majority of Google's crawl requests to your site are made using a **mobile crawler**.
- ✓ **Index separately** for Desktop Website and for Mobiles.
- ✓ First **optimize On Page** activities while creating website and then Index the site.

Crawlers also known as ‘Spiders’ or ‘Bots’ are automated software programs of a Search Engine which scrap a website to understand its content.

Crawler Frequency is an extremely critical part of **Site Indexing** and **Ranking**.

- The specific codes scanned and read by the crawlers for **Indexing** are called ‘**Meta**’.
- Higher interlinking of pages on the website with a clear **Site Map** helps in improving the **crawler efficiency**.
- Google’s crawl limit per page is around **100 MB**.
- Usually the frequency of crawl is **once in every 3~4 days**.
- In case of lack of any updated and fresh content available on the site the crawl frequency usually drops.
- It is seen that if the content is updated in short intervals of **every 2~3 hrs** then Search Engine programs assign ‘**Dedicated Crawlers**’ to frequently scrap the website.



“Frequency of Crawl Depends Upon How Often you Update your Content”

Here are simple Steps to Index a website on Google :

1. Create a [Google Search Console](#) (also known as [Webmaster Tools](#)) account with your Gmail.
2. Click on 'Add Property'
3. Type your website URL as [<domain name>.com](#)
4. Verify the URL with 'Alternate Methods'
5. Select the **HTML Tag**
6. Copy and Paste the **10 digit GTag** in Header section in your WordPress dashboard admin panel
7. Go back to the Search Console dashboard
8. Click on **Crawl and Fetch** for "**Full Website**" instead of "One Specific Page"

That's it ! And you are done but do note that fetching and verifying a website for Indexing takes 12~24 hrs.

[To check if your site has been Indexed](#) by search engines just enter the URL of your domain with "[site:](#)" before it example : "[site:<domain name>.com](#)". The results show all of your site's pages that have been indexed, and the current Meta Tags saved in the Search Engine's Index. You can help search engines better crawl and categorize your site by submitting your sitemap directly to Google.



12.1

SEARCH CONSOLE

Google [Search Console](#) has all the Tools and Reports which enables you to **Measure your SEO Performance** on metrics such as site's Organic Traffic, Impressions, Clicks, CTR, Engaged Visitors and it also lets you fix issues to rank up in SERP. It can show up to **200 Site Maps** and can add up to **1,000 properties** (websites or mobile apps) in a single account. One can now access the Search Console features and reports also through a Mobile device.

- ✓ View which queries bring users to your site.
- ✓ Analyze site's impressions, clicks and position on Google.
- ✓ Get alerts when Google identifies issues on site.
- ✓ Test for any crawl errors and request for Re-Crawl
- ✓ See which URLs are affected by issues and tell Google when you've fixed them.
- ✓ Monitor, test and track your AMP pages with Console tools and reports.
- ✓ Test and improve site's mobile usability.

[Google Analytics](#) is another important tool from where you can **Measure your SEO Performance** by tracking your Organic Traffic, Keyword Rankings, Search Engine Visibility, Clicks, Impressions and Conversions.

Here are the few **critical metrics** which you can track and measure for your site through Search Console :

- ❑ **Clicks** - Count of clicks from a Google search result that landed the users to your web property.
- ❑ **Impressions** - These are how many links to your site a user saw on Google search results. Impressions are counted when the user visits the results page, even if the result was not scrolled into view. However, if a user views only page 1 but the result is on page 2, the impression is not counted.
- ❑ **Click Through Rate (CTR)** - Its the click count divided by the impression count. If a row of data has no impressions, the CTR will be shown as a dash (-).
- ❑ **Average position** - This is the average position of the topmost result from your site. Example : if your site has three results at positions 2, 4, and 6, the position is reported as 2.
- ❑ **Position** - The position value in the table represents the average position in search results for the item in that specific row. Example: when grouping by query, the position is the average position for the given query in results.

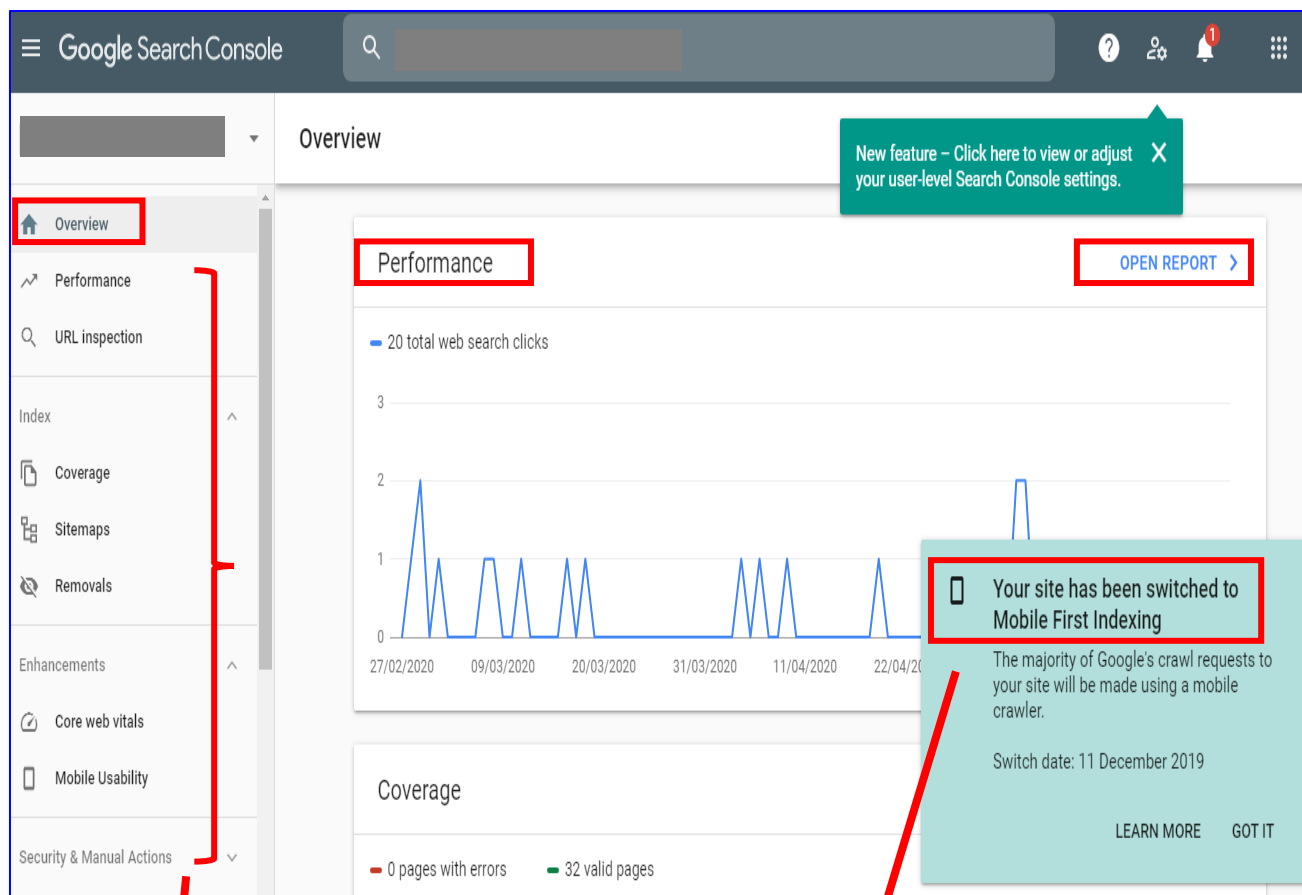
12.3 |

CONSOLE ANALYTICS REPORTS

S No	Report Type	Description	When to Use
1.	Performance	Displays last 16 months trend details for Impressions , Clicks and CTR for your site's Traffic .	Periodically review to check for spikes or dips in Clicks or Impressions.
2.	URL Inspection	Shows information about the URLs of the canonical page , any 'no index' and 'no crawl' blocks, and checks whether the URL is Indexed and offers to request for re-crawl of the pages.	Troubleshoot any crawling errors that Google encountered on your site. You can also use this report to fix and retest a page before resubmitting the page for indexing.
3.	Coverage	Shows index status and crawl errors at the site level.	Scan for spikes in errors, or drops in indexed counts to identify crawling problems on site.
4.	Sitemaps	Shows crawl errors at the URL level and tests the Sitemaps upon submission.	Check if Google could process your sitemaps, or use it for debugging if Google can't seem to find new pages on your site.
5.	Core Web Vitals	Shows how web pages perform based on real world usage data	Check how your pages perform for your users and fix poorly performing pages.
6.	Mobile Usability	Evaluates mobile usability for all indexed pages.	Check for mobile usability issues on site.

S No	Report Type	Description	When to Use
7.	AMP (Accelerated Mobile Pages)	Checks and displays any unexpected spike in errors in AMP pages and allows to Re-Index the fixed pages.	Check for issues affecting all AMP pages on your site.
8.	Links	Shows what the link text is and then combines 'Links to the Site' and to the 'Internal Links' to give reliable link count numbers.	Used to determine whether you are linked to by a spammy site or a useful site.
9.	Rich Results	Shows Rich Results test for individual URLs.	Check how many rich results of a given type Google is able to process and scan for errors and debug the issues.
10.	Crawl Stats	Shows how often Google is crawling your site , and how many requests it is making.	Track the crawl rates issues and request to reduce in case of overloaded.
11.	Robots.txt	Test the syntax of your robots.txt file, and whether it will block a given URL.	Test syntax of your robots.txt files, and also debugs / fixes blocked resources or pages on your site.
12.	Data Highlighter	Help Google extract data from similar template pages on your site.	If your site has many pages with template data and you aren't using Structured Data then you can use this tool to help crawlers extract similar data from pages.

Search Console – Overview Dashboard



**Analytics
Reports Menu**

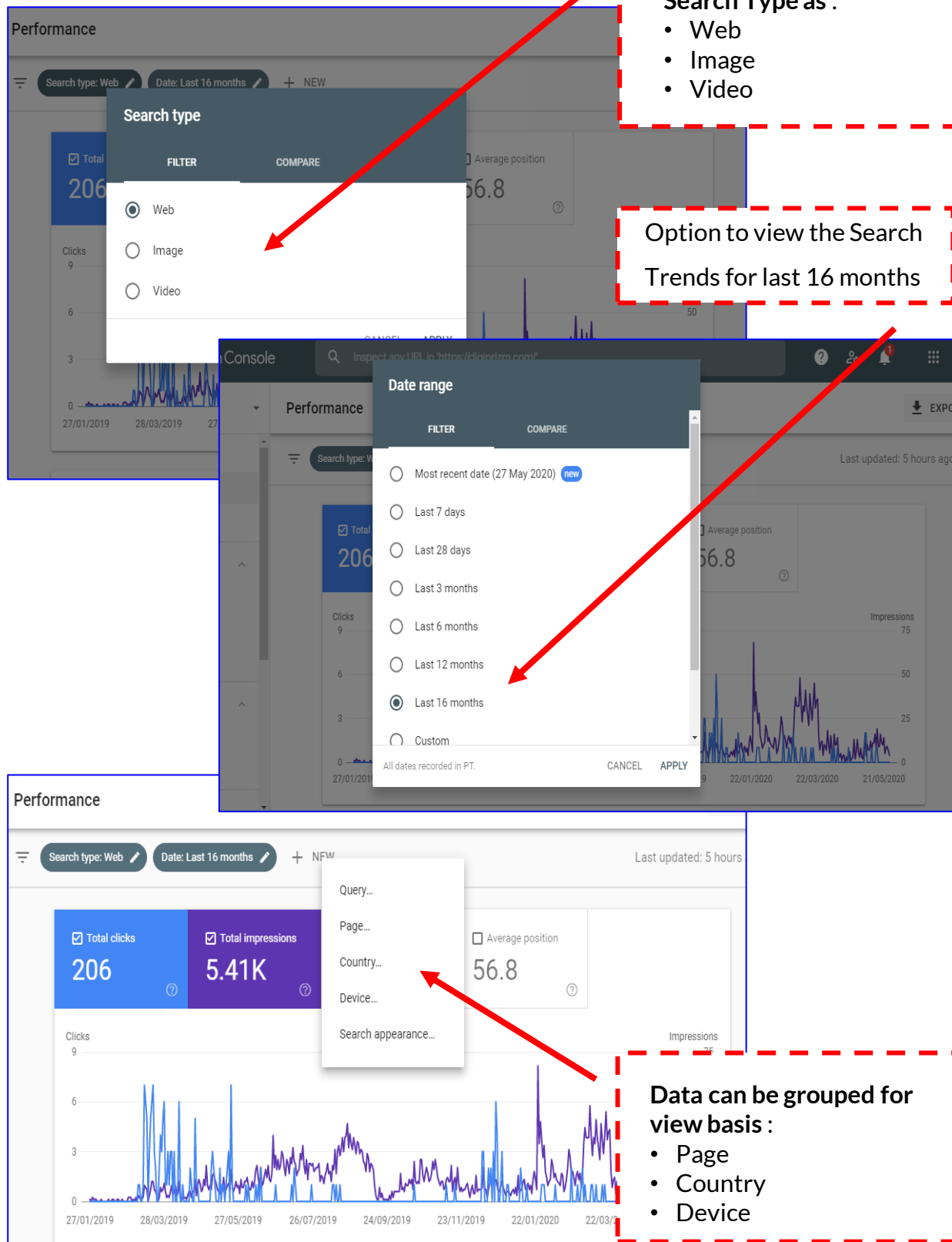
Mobile-first indexing means
Google now primarily uses
the **mobile** version of the content
for **indexing** and ranking.

Search Console – Performance Report

View the reports basis
Search Type as :

- Web
- Image
- Video

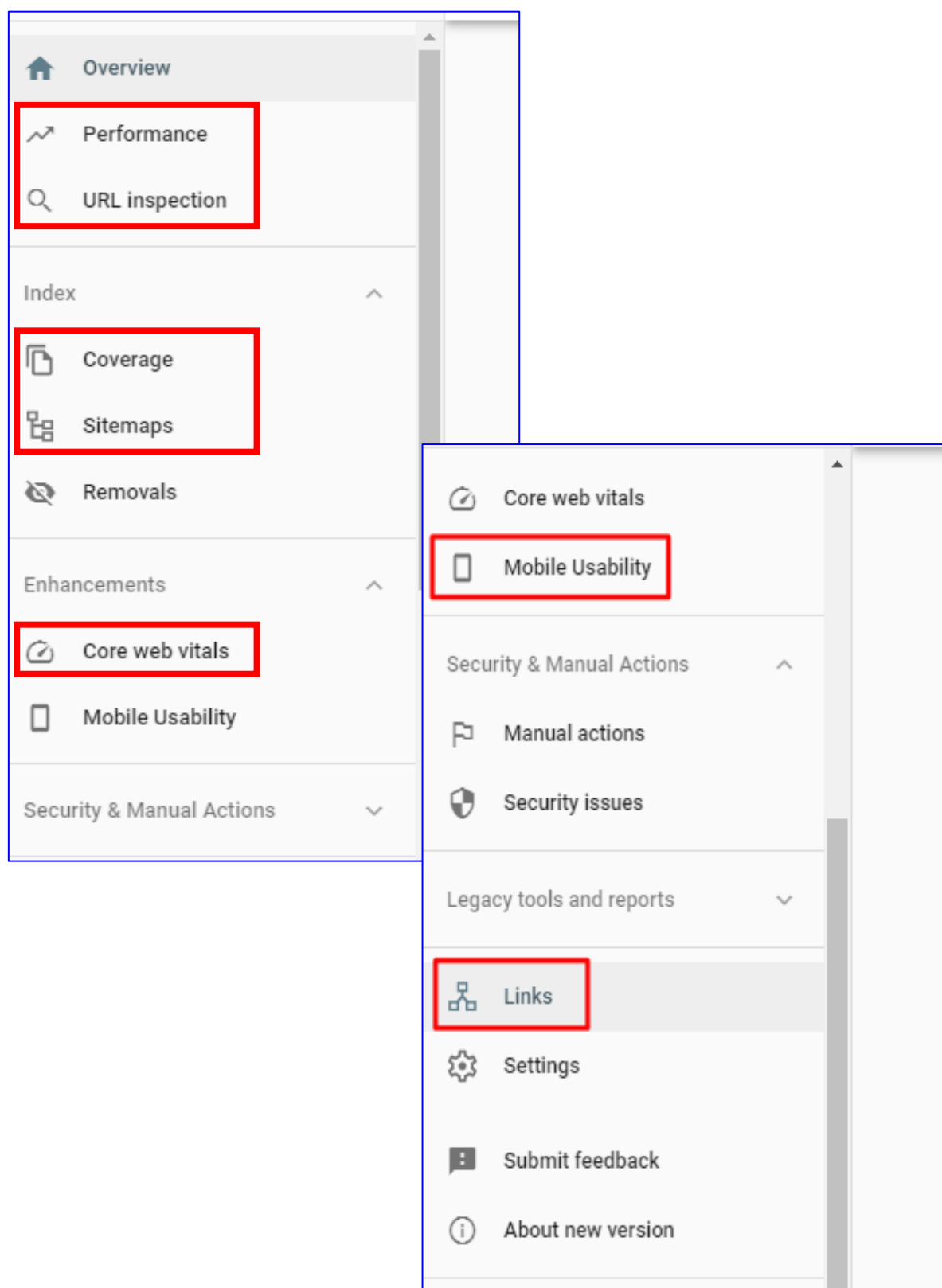
Option to view the Search
Trends for last 16 months



Data can be grouped for
view basis :

- Page
- Country
- Device

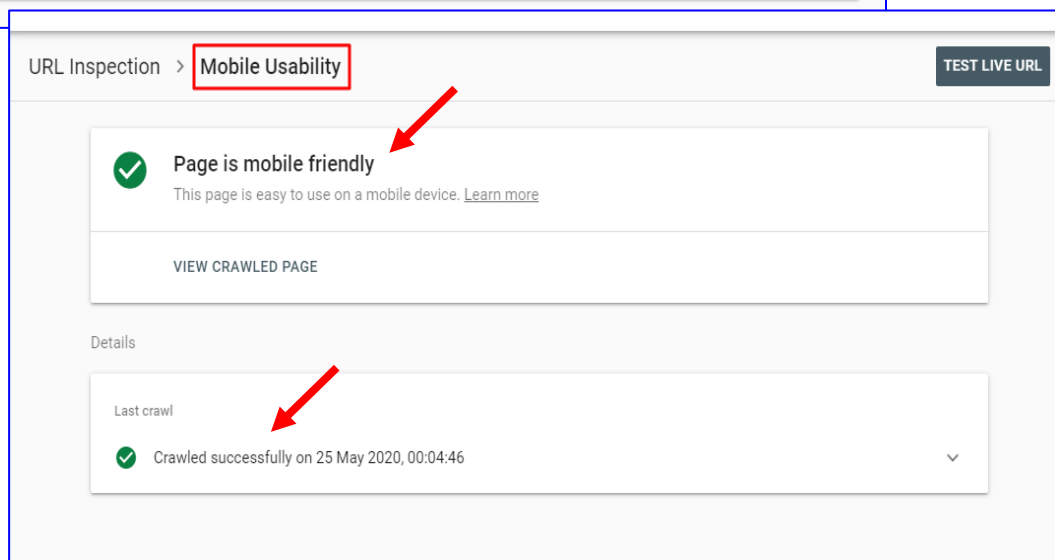
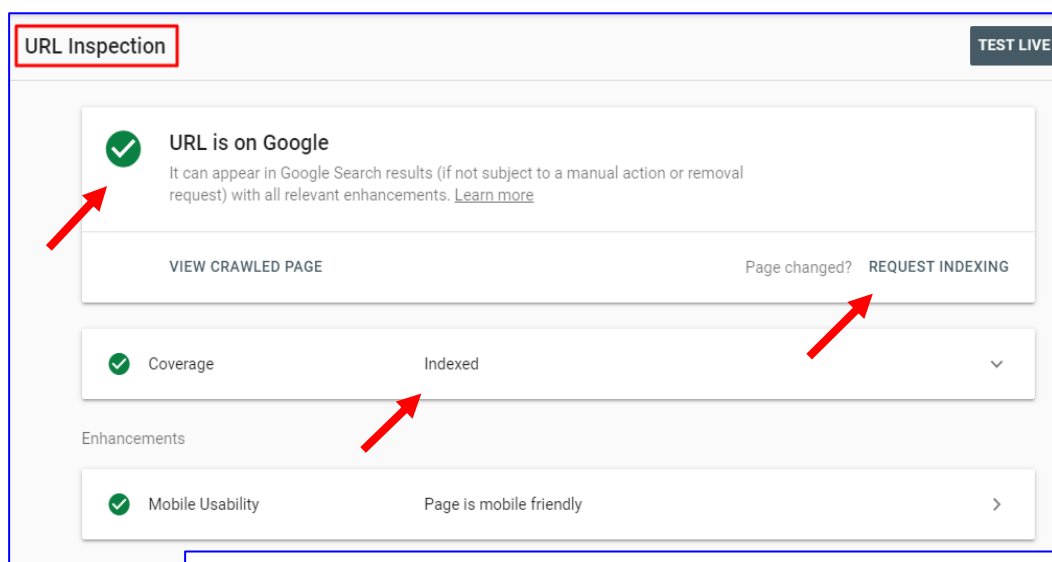
Search Console – Analytics Reports Menu



Search Console – URL Inspection and Mobile Usability Report

URL Inspection Report :

- Checks if URL is on Google
- Checks Coverage for Indexing
- Offers Request to Index in case of any updates



Mobile Usability Report :

- Checks if the Page is Mobile Friendly
- Shows the last Crawl status and Time



In times when there is such intense **Ranking** competition, it is imperative to get the right SEO insights to improve your site efficiencies. And luckily, you are spoilt for choice with numerous types of **SEO Tools** and **Plugins** available in the online market space. It is suggested that apart from **Google Search Console**, one must definitely use a combination of other additional online **Tools** (which ever best suits you on ease and purpose) and website **Plugins** (which ever is compatible with your site theme and page builder) for execution of SEO Strategies. Here are few of our **Top Recommended** picks in random order :

1. [Screaming Frog](#)

2. [Rank Checker](#)

3. [GTMetrix](#)

4. [Moz](#)

5. [SEMRush](#)

6. [Ubersuggest](#)

7. [XML Site Map Generator](#)

8. [Ahrefs Backlink Checker](#)

Web Tools



Site Plugins



1. [Yoast SEO](#)

2. [Rank Math](#)

3. [All In One SEO](#)

4. [W3 Total Cache](#)

5. [All In One Schema Org](#)

6. [WP Rich Snippets](#)

7. [Autopilot](#)

8. [Smush](#)

Further we have compiled an exhaustive list of recommended **SEO Tools and Plugins** under 25 critical SEO functions. You can also check out the [Keyword Research](#) and [Spying on Competition](#) sections for some more SEO Tools.



S No.	SEO Function	Tools	Plugins
1.	Optimise Site for overall SEO		<ul style="list-style-type: none">• Yoast SEO• Rank Math• All In One SEO
2.	Improve 'On Page' SEO - Meta Tags, Canonical Tags, Site Maps, Robots.txt, External Links, Site Speeds	<ul style="list-style-type: none">• Screaming Frog• SEO Site Check Up	
3.	Check for Site Rankings	<ul style="list-style-type: none">• Rank Checker• Site Info Tool• Search Engine Rank	
4.	Check for Website Page Size	<ul style="list-style-type: none">• Page Size Checker Tool	



S No.	SEO Function	Tools	Plugins
5.	Check Page Loading Speeds and the Impacting Factors	<ul style="list-style-type: none">• GTMetrix• Pingdom• Google Page Speed Insights	
6.	Improve Site Load Speeds and SEO Performance		<ul style="list-style-type: none">• W3 Total Cache
7.	Enhance Mobile Site Speeds		<ul style="list-style-type: none">• AMP Plugin
8.	Check if Site is Mobile Friendly	<ul style="list-style-type: none">• Mobile Friendly Test Tool	



S No.	SEO Function	Tools	Plugins
9.	Keyword Research and Ideas	<ul style="list-style-type: none">• Google Trends• Google Keyword Planner• Keyword.io• Ubersuggest• Keywords Everywhere• AnswerThePublic.com• Ahrefs• Moz• RankWatch• SEMRush• Word Stream	



S No.	SEO Function	Tools	Plugins
10.	Check for Competitor Keywords	<ul style="list-style-type: none">• CanIRank• Ahrefs• SEMRush• SpyFu• BuzzSumo• KWFinder	
11.	Generate LSI Keyword Ideas	<ul style="list-style-type: none">• LSI Keywords	
12.	Check for Domain Authority	<ul style="list-style-type: none">• DA Moz Tool• DA Small SEO Tool• RankWatch Tool	
13.	Check for Page Authority	<ul style="list-style-type: none">• PA Moz Tool• PA RankWatch Tool	



S No.	SEO Function	Tools	Plugins
14.	Optimize Images on the Site		<ul style="list-style-type: none">• Autoptimize• Smush
15.	Analyse the Site Headlines and Titles for SEO	<ul style="list-style-type: none">• Headline Analyzer	
16.	Add Structured Data Mark Up on Site		<ul style="list-style-type: none">• Yoast SEO• All In One Schema Org• WP Rich Snippets
17.	Test Structured Data Mark Up on Site	<ul style="list-style-type: none">• Structured Data Testing Tool	
18.	Test Robots.Txt File on Site	<ul style="list-style-type: none">• Robots.txt Tester Tool	




S No.	SEO Function	Tools	Plugins
19.	Create Site Maps for a Site	<ul style="list-style-type: none">• Web Site Map• XML Site Map Generator	
20.	Check for Duplicate Content and Broken Links in a Site	<ul style="list-style-type: none">• Site Liner	
21.	Check for Plagiarism Content in a Site	<ul style="list-style-type: none">• Plagiarism Checker Tool	
22.	Find and Build Citations for a Site	<ul style="list-style-type: none">• Moz Citations• Bright Local Citations	
23.	Disavow any Unnatural or Paid Backlinks in a Site	<ul style="list-style-type: none">• Disavow Links Tools	
24.	Check Site Status for Sand Box	<ul style="list-style-type: none">• Sand Box Checker Tool	



S No.	SEO Function	Tools	Plugins
25.	Discover Competitor Back Links	<ul style="list-style-type: none">• Ahrefs Backlink Checker• Check My Links• Broken Link Builder• Pitch Box• Buzz Stream• Monitor Backlinks• Uber Suggest• SEM Rush	



Here are few of the best used **On Page Winning Strategies** which can help you  **Steal a Rank on SERP and Increase your Web Traffic :**



Use of [Long Tail Keywords](#) in the content is likely to rank it high up in both **Text Search** and **Voice Search**.

Include terms such as '**Best**' or '**Nearest**' in your **Long Tail Keywords** as searchers are now increasingly using these phrases to search.



Use [LSI Keywords](#) in the Title tags, Image ALT texts, H1 headers, H2 and H3 sub headers and in the content body as they help Google to understand the page better to help it further rank up.



Overlap a Secondary Keyword with a [Primary Keyword](#), which means smartly use a primary keyword within the secondary term. Example : If primary keyword is '*Cake Baking*' then a secondary term can be '*Cake Baking Tips*'.


But avoid using more than **Five [Secondary Keywords](#)** in a single content.





Try to use **Short URLs** as much as possible and do include your **Primary Keywords** in the URL itself.





While **Designing** and **Optimizing** your website ensure that you do consider all the [75 Page Ranking Factors](#) across all levels of domain, site, page, keywords, links etc.

 [Spy on Your Competitor Keywords](#) and select the keywords with **Low SEO Difficulty** + pick the ones which have **High CPC in PPC campaigns** (since high CPC implies these keywords fetch high leads and high traffic) and smartly use them on your site for **Organic Rankings**.

 **Using Primary and Secondary Keywords** in the text of [Internal Links](#) on the site gets you that extra [Link Juice](#) for Ranking.

 Create a **Unique Content** and completely avoid using any kind of **Duplicate or Plagiarized Content** as this negatively hurts the rankings.

 Content optimized around **Synonyms** and **Closely Related Search** words will push up your Rank Scores.

 Google has moved on to [Mobile First Indexing](#) so it is important to put high focus on **Mobile Search Rankings** :

- Ensure the site is **mobile responsive**.
- Enhance site **loading speeds** on mobile.
- **Do not block** any JavaScript, HTML and CSS codes.
- **Avoid using** too many **re-directs** and using **interstitials or pop-ups**.
- **Design** and **structure** the site navigations such that it is **mobile user friendly**.

 Use a **catchy** [Meta Description](#) to attract users attention :

- Try to **use adjectives** such as 'excellent', 'amazing' etc in the description.
- Limit the **characters** in the description within the range of **150 ~170**.

 Put higher focus on H1,H2 and H3 [Title Tags](#) :

- The **closer you place the keyword at the start** of the title tag, better you rank on SERP.
- Title tags that contain '**How To**' type questions are likely to get **around 15% more** [Click Through Rate](#).

- Adding **brackets or parentheses** in the headlines and title tags increases the chances of clicks by almost **40% in search results**.


Example : A title tag such as 'How to make digital cards [**Step-By-Step Video**]' has the phrase '**step by step video**' within the brackets which makes it stand out in the search results and is likely to get higher clicks.

- Adding **numbers** to the headlines and title tags increases the chances of clicks in search results.

Example : A title tag such as 'Titan Watches – Up to **10% Off** ' will fetch higher clicks as it contains a number.

- Add **current year** in your Title and Description to show that your content is still relevant.
- **Short titles** within the **range of 40 to 60 characters** that clearly describe a page tend to get higher clicks.

Note : Make use of a [Headline Analyzer](#) tool to **analyze your Headlines and Titles** from SEO perspective.

 Choosing **Quality of Content** over its Quantity will get you that extra edge to rank high up on the search results.

 **Optimize your content for** [Web Stories](#) as this new feature has huge potential to rank on the 1st page of SERP as a Visual Story.



Drive traffic to your webpage through [FAQs Snippet](#) :

- ✓ **Add FAQs** (Frequently Asked Questions) on your site so that search engines can directly use these answers in form of a **FAQs Snippet** to give users a valid reply to their **Voice Search** or **Text Search** commands.
- ✓ Since only the **first 3 FAQs** are initially visible in a Snippet in the search results, so the **first 3 questions in the FAQs play an important role in drawing the users interest to click** on the 'Show more' button to view the remaining 7 FAQs in the Snippet.
- ✓ **Add links within your answers** to entice users to click through to visit your webpage for more details.

Note : More you drive traffic to your site, more likely it will be visible on rankings to your audience the next time.



To **Add** '[Structured Data Mark Up](#)' use plugins such as [All-In-One Schema.org](#) or [WP Rich Snippets](#) on your site to **optimize the content** so that :

- ✓ It helps you show up a [Rich Snippet](#) in search results.
- ✓ It gets you a slot in [Answer Box](#) or [Featured Snippet](#) in search results.
- ✓ It helps show up your [Site Links](#) in search results.

Note : More you **optimize your content for Snippets**, more likely it is that Google shall rank it high up on SERP.



Avoid Clickbait Links : These are **deceptive teaser like hyperlinks** which entice users to click and direct them to a misleading or misinformation page. Though these links do increase CTR in search results and lead to web traffic but we **do not recommend** them as they eventually **increase the bounce rates** at site pages.



Content Optimization for [Answer Box](#) can drive high quality traffic to your website which further helps you rank on SERP :

- ✓ Start your content writing steps by first **finding out what all questions people usually ask** about your related Keywords / Brand / Product / Services.
 - Pick up such related questions and ideas from '[People Also Ask](#)' box on the Google SERP.
 - Also make use of the tool called '[Answer the Public](#)' to find out what related questions are generally being asked by people.
- ✓ Structure your content to use more of **lists** and **sub headings**.
- ✓ Keep your answers **short, snappy** and around **45 words** but relevant.
- ✓ **Mark up** your article with **Structured Data** to make it helpful and easy for Google to understand.
- ✓ Try writing your answers in **ten or more bullet steps** on your site content. This will ensure that in the Answer Box in search results Google will add a 'Read more' button link which will **fetch you higher CTR**.
- ✓ Don't give away the complete answer immediately in the Answer Box, just try to **trigger people to visit your web page** for more details.



Competitor insights always help one to benchmark and improve our own Marketing and Ranking efforts.

The tools listed below will come handy to [check out the Web Traffic, the Keywords and the Backlinks](#) used by your **Competitors** on their **Website** and in their **Paid Ads**. Some of these tools also provide **Social Media** and **Email Marketing** insights about the competitor campaigns.



[SpyFu](#) – This tool **shows the Keywords** used Organically and the ones used in Paid Ads by your competitors. It also shows up the list of sites competing for same keywords and you may get to know your previously unknown rivals as well.

This tool also provides an overview of the **Organic** and **Inorganic traffic** of the competitors and their best performing pages. You can map your similar pages with them to compare and improve the content quality.



[Link Assistant – Spy Glass](#) – It's got everything to check for competitors starting from **SEO Analysis** to **Keyword Research** to **Backlinks** tracker to content editors to **PPC Ads Optimization**.



[Ahrefs](#) – This tool lets you study and analyze your competitors for their **Ranking Keywords**. It tells you which kinds of **Sites, Pages and Content** your rivals are using to acquire and gain growth through **Backlinks**.



[Moz Bar](#) – This tool helps you track the rankings of your competitors for specific keyword groups and provides **Keyword** and **Backlink Analysis** for your own and as well as you competitor sites. It works as a useful **chrome extension**.



[SimilarWeb](#) – This gives you comprehensive insights about **Content and SEO** of your competitors. It determines the source of their site's **Referral Traffic** and at the same time tracks where their site is further directing its visitors. It also shows **Topics the Visitors Search** and which all other relevant sites they visit.



[BuzzSumo](#) – This tool allows you to access the key information about competitor's **Keywords** and their most **Popular Content** and how it has been shared over **social platforms** such as Facebook, Twitter and Pinterest by the influencers. It also scores the overall competitor content to give you an outlook of its relevancy in future.



[Mention](#) – It tracks 'mentions' of your brand or competitors across the web by letting you **set alerts** to know when you or your rivals are picking up **Social Coverage**. This tool calculates the relative share of voice, reach, daily activity and geographic data about your competitors as compared to your social strategies.



[KWFinder](#) – This is an extremely effective tool to find easy-to-rank keywords. It covers both traditional and competitor keyword research to help you find the **long tail keywords with low SEO difficulty**.



[Meltwater](#) – This helps in **social media monitoring** across the web, with real-time access to social conversations with competitive monitoring and benchmarking.



[Awario](#) – It monitors and shows the real time **Social Insights** such as popularity, post frequency etc about the competitors on platforms such as Facebook, YouTube, Twitter and Instagram.

It allows you to set up key terms against which it maps down the competitors similar to your line of business.



[Keyhole](#) – This tool measures the **impact of Social Media Campaigns** of your competitors as against yours by pulling up trends and analysis of number of metrics like hashtags, keywords and social accounts. This tool lets you redefine your social strategy across various parameters like, whether the competitors are using more of videos or is it that their timing and frequency of campaigns is something specific which needs to be looked at.



[Mailcharts](#) – This tool allows you to access an **archive of Email Marketing** data from a wide range of brands. You can view the **email stats of your competitors**. It will show examples of emails, as well as key data such as popular days to send emails, average length of subject lines etc. and the historical trends will also show you insights when competitors usually begin their seasonal campaigns.



[Owletter](#) – It captures, stores and analyzes your **Competitor's Emails**. It shows their Spam reputation and the frequency and days when they send emails.



Google keeps on updating and improving its search engine algorithm to deliver best search results and in last two decades it has released various known and unknown **algorithm updates** till date. The real challenge for SEO experts comes when Google performs algorithm changes without giving concrete details of what's happening. These unnamed mystery updates are often referred to as **phantom updates**.

Here is a quick overview at some of the most important and well known **Google Algorithm Updates** till date :



This update was released in **2011** with an objective to **check for any duplicate, thin or plagiarized content** on the site and to reward it for its unique quality. Internally Google started giving quality scores to every page basis these parameters and this was factored for site rankings in SERP.

One must check and rectify his site for any duplicate and plagiarism content so as to align it with **Google Panda** update. The low quality content should be removed or re-written to reflect better quality with respect to syntax, grammar and relevance. Use canonical URLs to indicate Google which version of each page is to be prioritized in SERP.



This update was released in **2012** to overcome **Black Hat Backlinking** techniques when Google found out that SEO experts had started using too many spammy external links and keyword stuffed anchor texts so as to rank higher up on SERP. **Google Penguin** update ensured that only high-quality, trustworthy, and relevant links were getting rewarded.

To align your site with this update one must check and remove in case there are too many inbound links coming from one website with the same anchor text and must avoid using any Purchased Backlinks or PBN (Private Blog Network) schemes to generate external links as this may often lead to site penalties.

Google made answering questions a priority in the **Humming Bird** update in **2013**. The context of every word in the search query is now taken into consideration rather than just what the words represent or mean themselves.



This update was an improvement to **Knowledge Graph** and used natural language processing such as semantic indexing, synonyms, and other features to interpret queries and produce results. Hence it is more critical now to rightly structure the text in the content and also include different phrasings and similar terms while carrying out keyword research.



The objective of this update in **2014** was to reward local businesses that have a strong organic presence with better SERP visibility. **Google Pigeon** update considers searcher location while displaying SERP results, and allows searchers to treat Google Search and Maps the same way

It is important for local businesses to align themselves to this update to rank up on SERP and list it on **Google My Business (GMB)**. One must work upon its Local SEO and create content and media which is consistent across the web and which associates the business with a specific location.

This update started the era of considering **mobile friendliness** as one of the ranking signals. **Google Mobilegeddon** in **2015** was a step towards providing the best search experience for its mobile users.



This update penalizes sites that aren't mobile-responsive and rewards others by scoring them high on SERP. Use the [Mobile Friendly Test Tool](#) from Google to check and ensure that your site is mobile optimized.



Rank Brain update in **2015** is a machine learning artificial intelligence component of Google's algorithm and is an extension of Hummingbird update. It measures the searchers intent and how they interact with the results and then ranks the results accordingly. As per Google it is the third-most important signal.

Mobile First Indexing update in **2018** uses the **mobile version of the page for indexing** and ranking rather than desktop to help mobile users find what they're looking for. One must ensure that the site uses structured data and all pages are **mobile responsive**.



In this update in **2018** page speed became a **ranking factor** for mobile searches. **Mobile Page Speed** update logic impacts pages that deliver the slowest experience to users regardless of the technology used to build the page.

BERT stands for :

Bidirectional **E**ncoder **R**epresentations from **T**ransformers. This is a **neural network** based technique for Natural Language Processing (NLP).



The main objective of BERT update in **2019** was to recognize and consider the context of the word so that the user queries are understood much better. BERT update intends to also improve featured snippets. Currently the update is introduced only for the English language, but more languages will follow.



Core Vitals update in **2020** indicates that ‘**user experience**’ will now be considered as one of the prime ranking signals. It consists of three metrics :

a) Loading – how long it takes for the largest piece of content on the page to load.

b) Interaction – how responsive a page is when the user interacts with it like clicking a button, inputting a text in a field or selecting a drop down menu and **c) Stability** – how stable the content remains in its position at the time when various elements are getting loaded on the page. More details about this update has been covered in the earlier section on [Core Web Vitals](#).



17.1 |

WEB STORIES

In May 2020 Google renamed the previously known AMP Stories as **Web Stories** – a visual storytelling format in Google Search results. Web Stories can appear as a single result or as a grid result or may appear in Google images or can also be in form of a short video.

When one clicks on the story link on search results it redirects to a web page which opens up like a **Visual Story** similar to what we usually see on social networks such as Facebook or Instagram Stories. The only difference being that these **stories are searchable and can be indexed** on Google.

Web Stories can be embedded on a site or shared online anywhere as a URL and you can also place a CTA in your story, which can direct the user to the main site. Web Stories can be found through a Page Result or via Visual Stories on Google.

You can find few **examples of Web Stories** in the links below : [Soccer World Cup Goal](#) and a story by CNN about [Nelson Mandela](#).

You can Create your own **Web Stories** with the help of [AMP setup](#) or a [Visual Stories API](#) or through [Web Stories Wordpress Plugin](#) (currently this is in beta stage).

You can use audio, video, GIFs, text or images for creating Web Stories but do ensure that you adhere to the following [Google Guidelines](#) :

- | | |
|--|---|
| ✓ Create insightful and attractive content. | ✓ Add Alt Text to all the images. |
| ✓ Keep the story in the range of less than 20 pages . | ✓ Limit the Video Stories between 15 to 60 seconds . |
| ✓ Limit the Title to max. 40 characters . | ✓ Use portrait mode for both images and videos. |
| ✓ Limit the text on each page to 200 characters . | ✓ Add subtitles in Video Stories. |

Impact of Web Stories :

- **Boosts your rankings** by reframing and leveraging the valuable old content through a mobile-first visual story.
- Helps you **optimize your marketing efforts**.
- **Boosts your SEO** efforts and helps drive organic traffic.
- Establishes your **Domain Authority** basis the content.
- Helps edge out the competition by **expanding your reach** to audience.
- Enhances the **content engagement** with the audience.
- Helps **generate more leads**, conversions and sales.
- Helps in **fast loading of the content** as it uses the AMP framework.
- Helps **monetize your content** through affiliate links and Google Ads.



Google Keen is a **content discovery social network service** which creates a new source of referral web traffic. It's an experimental Web App (currently available for Android +4.4 users and desktop users) that allows users to curate content, share and grow their interests with other people. Keen also proactively searches and suggests relevant content back to users based on their interest. This way it makes the content **more popular** and thus helps **generate quality web traffic**.

Users can **create a Keen** for any interest by simply creating a title, saving related web searches, sharing their collection with others and in return getting to explore a feed for new related content. It's a kind of Google AI powered version of Pinterest and uses Google's organic search to help show up a content which is related to your interests. The Keens can be private or public, so you control what is shared and who can contribute. You can save and add links, text, images and web searches. These **Keens** automatically retrieve "resources" (webpages and articles) for the users and one can also invite others to add or collaborate on any Keen.

You can get started with [Keen](#) through your Google Account. It just requires you to pick a keyword or phrase and then a tap to create. Post this you'll get automatically-added content based on Keen's connections with Google Search.

17.3 |

PEOPLE CARDS

Google keeps bringing new features to improve its user's search experience. In one of its recent releases it now enables its mobile users to create their own **Virtual Visiting Cards** known as '**People Cards**' for Google search.

Through these cards users will be able to share their website, social media handle and other relevant information in Google search as a **Knowledge Graph**. The idea is to provide reliable information about people in the public domain in a simpler way as these digital visiting cards will always be visible at the top of search results so as to make the identity easily searchable for others. One user can make only one card and currently this feature is available only in India that too only in English language.

Here are the steps to create your own Virtual Visiting Card :

1. Sign in to your Google account
2. Search "add me to search"
3. Click on the "Add yourself to Google Search" option that appears on the screen.
4. Fill in the basic details required
5. Save and you are done !

OR

1. Directly visit the link to create the [People Card](#) through your Google account.
2. Follow the steps to edit or add your information as required.
3. Preview and Save the card for release to Google Search.

17.4 |

VOICE SEARCH



"By 2022, 50% of all Online Searches are expected to be Voice based queries !!"

Search engine usage stats already show that more than 20% of Google's searches come from Voice, and 31% of smartphone users worldwide use Voice search at least once a week.

People now use voice to search the web, play music, navigate home, order food or to get the latest news updates. **Voice Search Assistants** such as Amazon's **Alexa**, Apple's **Siri**, Microsoft's **Cortana** and Google's **Home** are the new generation of fast and sophisticated assistants which use long conversational search queries to answer the basic 5 Ws – Who, What, When, Where, Why and a How.

There is a significant shift towards use of **Voice Search** because :

- The **Fast** and **Contextual** based results as people speak more rapidly than they can generally type.
- The **Convenience** as one can search hands free and get instant results.



"Long Tail Keywords in the content play an important role to Rank on Voice Search !!"



Here is a quick **Checklist of Essential elements** which must be enabled for successful execution of any **SEO Strategy** :

✓ Enable SSL to ensure a Secured Site

✓ Activate GMB in case of Local SEO

✓ Activate Search Console Account

✓ Index the Site and Integrate GTag

✓ Enable Mobile First Indexing

✓ Add Schema and Submit Sitemaps

✓ Activate SEO Tools and Plugins

✓ Consider Page Ranking Factors

✓ Optimize for Core Web Vitals

✓ Spy Competition on SEO parameters

✓ Do a thorough Keyword Research

✓ Select the Related Keywords

✓ Ensure Quality of Keywords

✓ Use Long Tail Keywords

✓ Maintain Keyword Density

✓ Avoid Keyword Stuffing

✓ Optimize H1, H2 and H3 Tags

✓ Insert ALT text to Images and Videos

✓ Optimize for Snippets and Site Links

✓ Ensure required Page Load Speeds

✓ Use AMP for Mobile Site Speeds

✓ Create Quality Back Links



Click the links below to know the answers to few of the most **Frequently Asked Questions** about **Basics of SEO** :

- How To Check [Ranking](#) of a Site ?
- How To Check [Web Traffic](#) of a Site ?
- How To Check [DA](#) and [PA](#) of a Site ?
- How To Check [Keywords](#) used in a Site ?
- How To Initiate [Keyword Research](#) ?
- How To Check [Keyword Difficulty](#) ?
- How to Find [LSI Keywords](#) ?
- How To [Select Keywords](#) for a Site ?
- How To Check [Meta Tags](#) in a Site ?
- How To [Analyze Headlines](#) on a Site ?
- How To Check and [Index](#) a Website ?
- How To Submit a [Sitemap](#) ?
- How To Test [Robots.Txt File](#) in a Site ?
- How To Add [Structured Data](#) in a Site ?

- How To Test [Structured Data](#) for a Site ?
- How To [Optimize Images](#) on a Site ?
- How To Measure [Core Web Vitals](#) for a Site ?
- How To Make [Site Eligible for Site Links](#) ?
- How To [Optimize Content for Answer Box](#) ?
- How To Check [Plagiarism](#) in a Content ?
- How To Check [Back Links](#) of a Site ?
- How To [Disavow](#) Back Links ?
- How To Check for [Sand Box](#) Status of a Site ?
- How To Check [Page Load Speeds](#) ?
- How To Test whether Site is [Mobile Friendly](#) ?
- How To Enhance [Mobile Site Speeds](#) with [AMP](#) ?
- How To Search [Time Based Results](#) ?
- How To Measure [SEO Performance](#) ?



Hurray!

You have **Successfully Unlocked the SEO** concepts and you are on the right direction to further master the art of optimizing your site or blog for **Organic Search**.

We really hope this eBook has been a nice read and our effort to bring forth some valuable insights and learnings could help you transform your learnings about SEO basics.

This is just the start and the SEO trail is endless. Till now all through this trail you have extensively learnt and build up solid foundations and understandings about the **SEO Framework** to execute the **Growth Strategies**.

Now, we as **Digital Marketers**, must with full conviction, make the business owners and clients understand the **Significance of SEO** and its long term potential to reap benefits and help them **Shine Out in the Search Clutter**.

All upcoming new brands and established businesses must strive to **Earn their Rank** on the **1st Page of Google** by optimizing their content and keywords on quality and value parameters using **white hat SEO techniques**.

!! It's All About The 1st Page Sage !!

Key Facts And Take Aways

Here are few Important **Take Aways** and **Key Facts** we learnt during this trail of **Unlocking the SEO !!**

- Google has 92% share of the **Search Market** so align your strategies and focus your energies on Google SERP.
- On an average it takes 12 to 24 hours for a site to get **Indexed** post submission on Google.
- SERP allows maximum of 32 words to be typed for any query in its **Search Box**.
- 20% of search queries are currently done through **Voice Search** and the trend is increasing so get your site future ready for the same.
- 53% of web traffic is generated through **Organic Search**.
- Strive to earn your place in the Golden Triangle as 93% of users only search the **1st page of SERP**.
- **Average CTR** on 1st page of SERP is around 32%.
- A **FAQ Snippet** can show maximum of 10 FAQs.
- Ideal **Page Size** of website to load fast is recommended to be within the range of 1~2 MB.
- By default, a user **Session** on a site lasts until there is 30 minutes of inactivity.
- **Bounce Rate** must be controlled within the range of 30% to 40% for static sites and it must be much lower in case of transactional ecommerce sites.
- **Keyword Density** must be maintained within the range of 2% to 3% to avoid any Keyword stuffing.
- Keep **Titles** within the range of 40 to 60 characters.
- Maintain **Meta Descriptions** within the range of 150 to 170 characters.

Here is a quick **Recap** of all the critical elements we came across while **Unlocking the SEO !!**



This amazing trail continues further with our upcoming edition on the **Advance SEO Strategies** titled - '[Mining the SEO Gold](#)' which will help you scale up your business to the next level and to stay competitive !!

NEXT EDITION >>> MINING THE **SEO GOLD**

Now that you have learnt the basic tools and concepts of SEO, there is lot more exciting and amazing techniques coming your way in our next edition of **1st Page Sage** titled

'Mining The SEO Gold' !!

It covers in detail some extremely interesting but highly critical **Advance SEO Strategies**.



WEB BYTES – DID YOU KNOW



Web Bytes - A very special section on our site digiprizm.com/web-bytes/ brings out many amazing facts from the archives. For more such interesting bytes from the Digital World just Subscribe to the FREE [Web Bytes](#) Newsletter.

Web Bytes

A guy once bought [Google.com](#) for just \$12 from under Google's nose !!

To get it back, Google offered him \$6006.13, which is a numerical version of the word Google. But later the reward was doubled when Google learned that he intend to donate this money to a charity.



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#1

**DID
YOU
KNOW?**

Web Bytes

The 1st Web Page went live in August 1991 !!

It was dedicated to information on the World Wide Web project.

The Web Page was made by the English Scientist Tim Berners-Lee who invented the World Wide Web ([www](#)) in 1989.



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#2

**DID
YOU
KNOW?**

Web Bytes

'[Archie](#)' was the first Search Engine created in 1990 by Alan Emtage, a student at McGill University.

The name derives from the word "archive" without the 'v'. Archie had such a popularity at that time that one university group developed user interface '[Veronica](#)' and later '[Jughead](#)' for the same purpose.

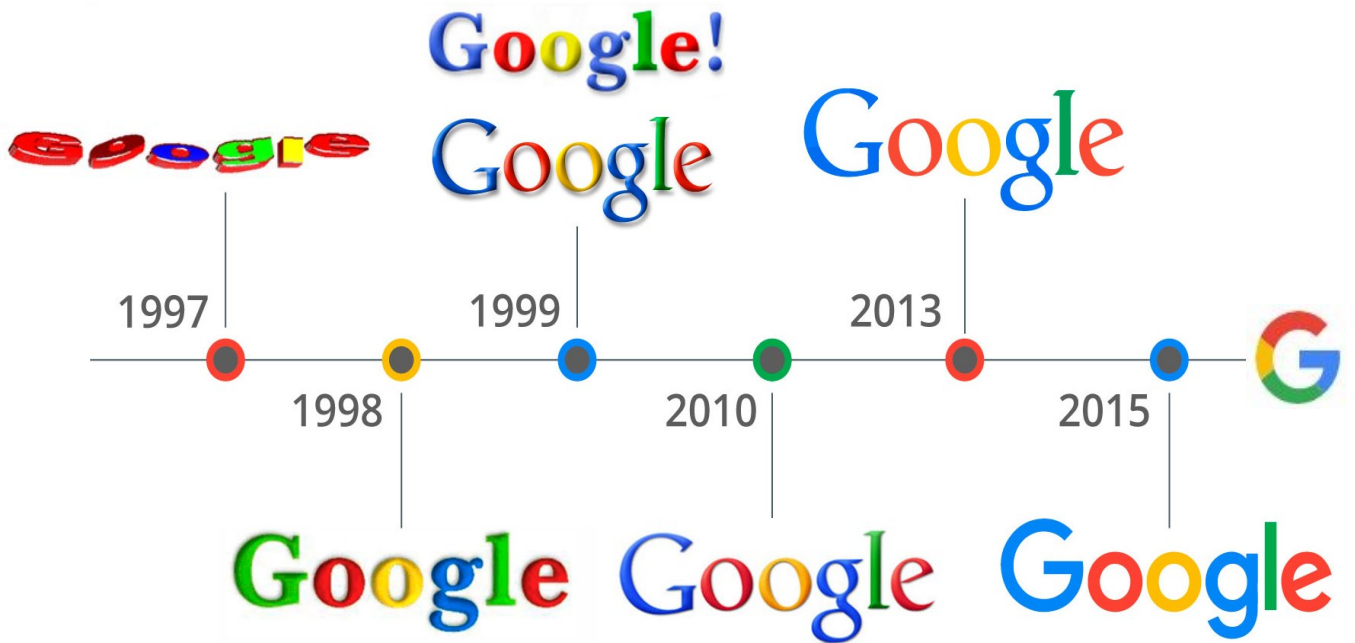


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#3

**DID
YOU
KNOW?**

GOOGLE LOGO EVOLUTION



GLOSSARY

<u>301 Redirect</u>	<u>Google Panda</u>
<u>302 Redirect</u>	<u>Google Penguin</u>
<u>404 Error</u>	<u>Google Pigeon</u>
<u>ALT Text</u>	<u>Google Search Timeline</u>
<u>Accelerated Mobile Pages (AMP)</u>	<u>Google Suggests</u>
<u>Anchor Text</u>	<u>Google Trends</u>
<u>Answer Box</u>	<u>Google Updates</u>
<u>Back Links</u>	<u>H1, H2, H3 Tags</u>
<u>BERT</u>	<u>How To Results</u>
<u>Bounce Rate</u>	<u>HTTPS</u>
<u>Breadcrumbs</u>	<u>Image Optimization</u>
<u>Broad Match Keywords</u>	<u>Image Tags</u>
<u>Broad Match Modifier</u>	<u>Impressions</u>
<u>Broken Links</u>	<u>Inbound Links</u>
<u>Canonical Tags</u>	<u>Indexing</u>
<u>Citations</u>	<u>Informational Search</u>
<u>Click Through Rate (CTR)</u>	<u>Internal Links</u>
<u>Clickbait Links</u>	<u>Keen</u>
<u>CLS (Cumulative Layout Shift)</u>	<u>Keywords</u>
<u>Content Optimization</u>	<u>Keywords Cannibalization</u>
<u>Contextual Links</u>	<u>Keywords Categories</u>
<u>Core Web Vitals</u>	<u>Keywords Clustering</u>
<u>Crawlers</u>	<u>Keywords Content Search</u>
<u>Deep Links</u>	<u>Keywords Density</u>
<u>Disavow Links</u>	<u>Keywords Difficulty</u>
<u>Do Follow Links</u>	<u>Keywords Parameters</u>
<u>Domain Authority (DA)</u>	<u>Keywords Prominence</u>
<u>Doorway Page</u>	<u>Keywords Proximity</u>
<u>Dwell Time</u>	<u>Keywords Research</u>
<u>Exact Match Content Search</u>	<u>Keywords Research Methodology</u>
<u>Exact Match Keywords</u>	<u>Keywords Selection</u>
<u>Exact Match Link</u>	<u>Keywords Stemming</u>
<u>External Links</u>	<u>Keywords Stuffing</u>
<u>FAQ Snippet</u>	<u>Keyword Types</u>
<u>Featured Snippet</u>	<u>Knowledge Graph</u>
<u>FID (First Input Delay)</u>	<u>LCP (Largest Contentful Paint)</u>
<u>Generic Link</u>	<u>Link Building Methods</u>
<u>Geo Targeting</u>	<u>Link Building Techniques</u>
<u>Golden Triangle Theory</u>	<u>Link Clicks</u>
<u>Google Autocomplete</u>	<u>Link Discovery Tools</u>
<u>Google Humming Bird</u>	<u>Link Equity</u>
<u>Google Keyword Planner</u>	<u>Link Juice</u>
<u>Google Mobilegeddon</u>	<u>Link Types</u>
<u>Google My Business (GMB)</u>	<u>Link Velocity</u>

GLOSSARY

<u>Local SEO</u>	<u>Search Engine Elements</u>
<u>Long Tail Keywords</u>	<u>Search Engine Marketing (SEM)</u>
<u>Latent Semantic Indexing (LSI)</u>	<u>Search Engine Optimization (SEO)</u>
<u>Meta Description</u>	<u>Search Engine Results Page (SERP)</u>
<u>Meta Tags</u>	<u>Search Engine Variants</u>
<u>Mobile First Indexing</u>	<u>Smart Search Hacks</u>
<u>Mobile Page Speed</u>	<u>Search Interface</u>
<u>Mobile Search</u>	<u>Search Process Cycle</u>
<u>Naked Link</u>	<u>Search Volume</u>
<u>Navigational Search</u>	<u>Searches Related To</u>
<u>Negative Match Keywords</u>	<u>Secondary Keywords</u>
<u>Neural Network</u>	<u>SEO Elements</u>
<u>No Follow Links</u>	<u>SEO Essentials</u>
<u>Off Page SEO</u>	<u>SEO Plugins</u>
<u>On Page SEO</u>	<u>SEO Tools</u>
<u>Organic Search</u>	<u>SEO Winning Strategies</u>
<u>Outbound Links</u>	<u>SERP Elements</u>
<u>Page Authority (PA)</u>	<u>SERP Landscape</u>
<u>Page Rank Factors</u>	<u>Session Time</u>
<u>Paid Search</u>	<u>Significance of SEO</u>
<u>Paid Social Platform</u>	<u>Site Content Search</u>
<u>Partial Match Link</u>	<u>Site Links</u>
<u>Pay Per Click (PPC)</u>	<u>Sitemap</u>
<u>People Also Ask</u>	<u>Slug</u>
<u>People Cards</u>	<u>Spiders</u>
<u>Permalink</u>	<u>Sponsored Search</u>
<u>Phrase Match Keywords</u>	<u>Spying On Competition</u>
<u>Plagiarism</u>	<u>Secure Sockets Layer (SSL)</u>
<u>Primary Keywords</u>	<u>Stop Words</u>
<u>Q&A Google</u>	<u>Structured Data Mark Up</u>
<u>Rank Brain</u>	<u>Three Way Link</u>
<u>Rankings</u>	<u>Time Based Content Search</u>
<u>Related Searches</u>	<u>Title Tags</u>
<u>Related Site Search</u>	<u>Transactional Search</u>
<u>Results Count</u>	<u>Trust Signals</u>
<u>Rich Snippets</u>	<u>Two Way Link</u>
<u>Robots.txt</u>	<u>Types of Search</u>
<u>Sand Boxing</u>	<u>Visual Story</u>
<u>Schema Mark Up</u>	<u>Voice Search</u>
<u>Schema.Org</u>	<u>Web 2.0 Property</u>
<u>Search Box</u>	<u>Web Scrapping</u>
<u>Search Console</u>	<u>Web Stories</u>
<u>Search Console Reports</u>	<u>Webmaster Tools</u>
<u>Search Engine</u>	<u>YMYL Pages</u>

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- [thinkwithgoogle](#)
- [searchenginehistory](#)
- [gs.statcounter](#)
- [datareportal](#)
- [smartinsights](#)
- [wordstream](#)
- [statista](#)
- [coschedule](#)

KNOW THE AUTHOR



ABHAY RAI

Abhay, is a Digital Marketing geek and a passionate **SEOprenneur !!**

He has a rich experience of successfully spearheading several SEO projects across various businesses and he has taken up all these opportunities to further strengthen his expertise.

“The 1st Page Sage” is simply the outcome of his zeal for continuous learning and his pursuit for extensive research in the SEO field.

He is a Google and Facebook Certified Digital Marketer and runs a Digital Solutions Start Up - [DigiPrizm](#) , where he leads a bunch of young and innovative Web Designers, PPC and SEO Experts and Social Media Specialists who help the SMEs to grow their business and revenues online.

Abhay brings forth more than two decades of expertise in Lead Generation, Online Marketing, Strategic Business Planning, Sales & Marketing Operations and Product Management across diversified industries. He is also the founder of [Style 'n Vibes](#) - an online shopping brand and [Xubrenz](#) - a vibrant affiliate market place.

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