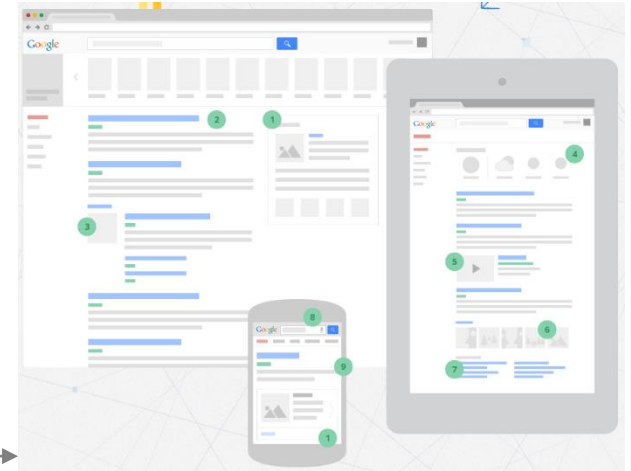


Content management and SEO basics

Essec – Web Marketing – class 6

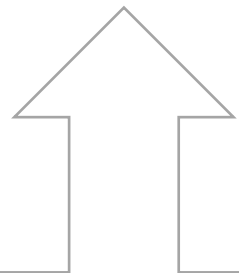
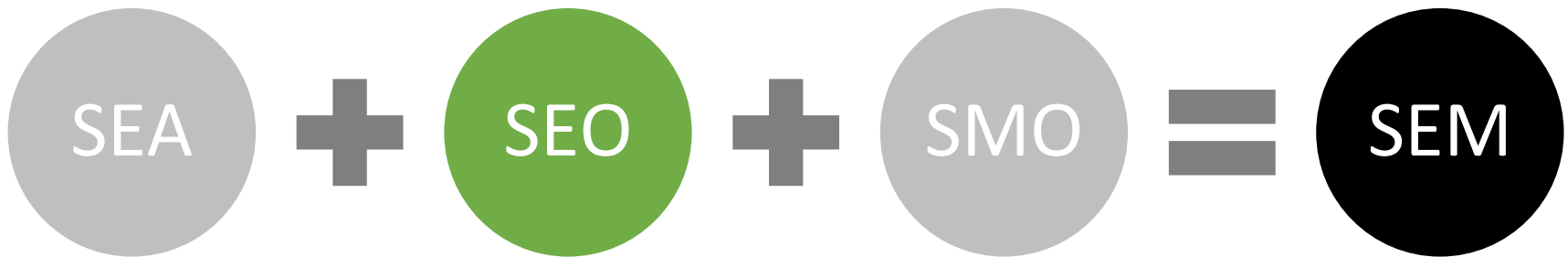
How does search work ?
Simply put :



A request is entered
in the search bar

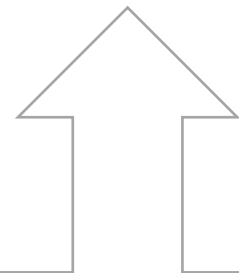
It is processed by
the user's search
engine

Results are provided
on the SERP.



Search Engine Advertising

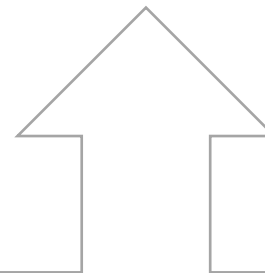
– Also known as “paid search”. Refers to all paid advertising that is triggered by people searches on the web.



Search Engine Optimization

is the ongoing process of making a site and its content highly relevant for both search engines and searchers.

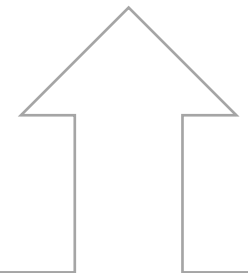
Source :
<http://www.lazworld.com>



Social Media Optimization [...]

process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity.

SMO is similar to SEO in that the goal is to drive traffic to your Web site. Source :
http://www.webopedia.com/TERM/S/social_media_optimization.html



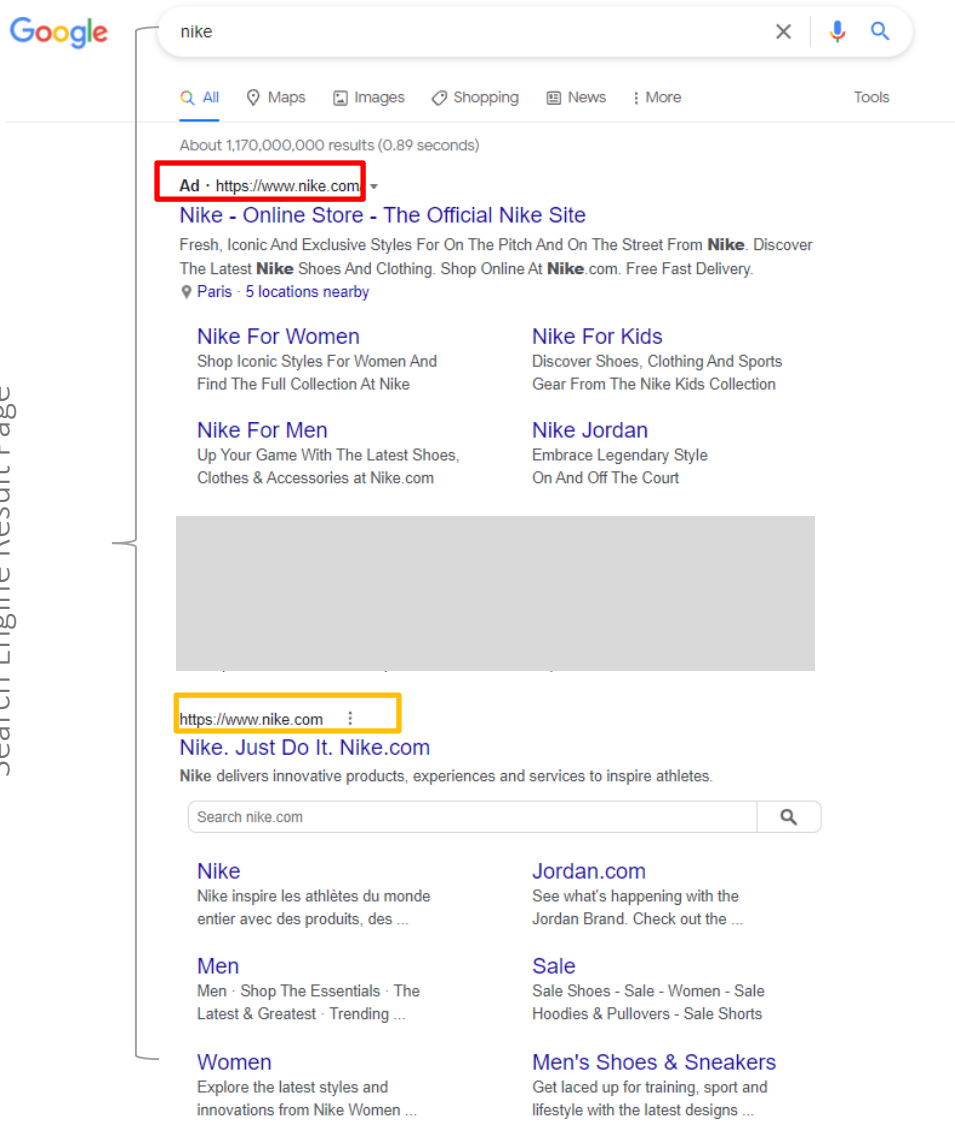
Search Engine Marketing

– All forms of marketing involving search engines – chiefly Search Engine Optimization and Paid Search Marketing. Sometimes this term will also be used to refer to Paid Search exclusively.

Source :
<http://www.directom.com>

SEA vs SEO

Search Engine Result Page



The screenshot shows a Google search for 'nike'. The search bar contains 'nike' and the results show 'About 1,170,000,000 results (0.89 seconds)'. The first result is an advertisement for Nike's online store, highlighted with a red box. Below it are four category links: Nike For Women, Nike For Kids, Nike For Men, and Nike Jordan. A large grey rectangular area obscures the middle of the page. Below this area is the organic search result for 'Nike. Just Do It. Nike.com', highlighted with a yellow box. At the bottom, there is a search bar on the Nike website and several more category links: Nike, Jordan.com, Men, Sale, Women, and Men's Shoes & Sneakers.

SEA

Search Engine Advertising
= Paid Search

-> stop paying means stop appearing
- > you are free to promote whatever you want, as

SEO

Search Engine Optimisation
= Organic Search

-> You don't have to pay to appear in the SERP, it's up to the search engine to decide whether it is relevant or not to display something about you
- > You don't decide what will appear, but just provide material I the hope that it will be taken into account



How search works

SEO is comparable to what happens when you are searching for a book in a library, except that the job is handled by robots and algorithms.

Searching for a book in real life ...



What you are searching for



Title

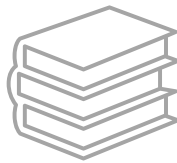
Indication of where
to search (what
shelve)



Summary



Table of content



Name of the author



Images and
illustrations

... Is comparable to a search online



The person you whom you ask your question
= search engine or search feature of social media



What you are searching for
= your search terms



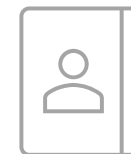
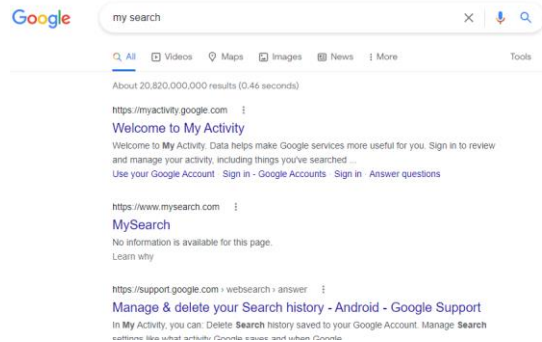
Criteria to fine-tune your selection

= search result snippet



Short-listed books

= Search Engine Result page (SERP)





What is SEO ?

Search Engine Optimization is the ongoing process of **making a site and its content highly relevant for both search engines and searchers.**

Successful search marketing helps a site gain top positioning for relevant words and phrases.

SEO includes technical tasks to make it easier for search engines to find and index a site for the appropriate keywords, as well as marketing-focused tasks to make a site more appealing to users.

What is SEO for ?

- The aim of the SEO practice is to **achieve good ranking in the search engine result pages (SERP)**.
- In other words, appearing at the most appropriate time : when the web users are searching for something related to your business, thus applying inbound marketing key principle.
- SEO is a complex process, it has a lot of factors (more than 200 for Google) and the algorithm of the search engines change from time to time, thus the position in the search engine result pages may vary, as well.
- NB : with universal search, the myth of 'reaching the first position' is completely irrelevant. Indeed, results are most often personalized according to browsing history, IP address, which makes each SERP almost unique.

Content

- To do: good quality and regularly updated content shall be written on the website, formulated around keywords people search for according to their various level of expertise.
- Content marketing strategy

Credibility

- To do: It is important to achieve that a lot of links point to your website from other good quality and topic-related websites.
- Netlinking and internal linking strategy

Crawlability

- To do: Enable search engine robots to crawl the website with certain settings and technical solutions.
- Technical optimizations

Simply put ...

In a nutshell



Organic Search result : overview

SportsShoes.com: Running Shoes, Cheap Sports Clothing ...



www.sportsshoes.com/ Traduire cette page



SportsShoes.com offer up to 80% off across a wide range of cheap running shoes, sports clothing and Sports Equipment. Next day delivery & free returns.

Running



Mens - Womens Running -
Running - Womens - Bags - ...

Sale



Come and explore The Sale Edit ... a
bargain from our sale ...

Womens



Womens Running Shoes, Trainers &
Sports Clothes. From women ...

Accueil



SportsShoes.com offre jusqu'à 75%
de réductions sur une ...

Mens



Men's Running Shoes - Clothing
Mens - Gym - Mens Gym - Asics

Daily Deals



Daily Deals. Loading... Quick Look ·
Support · ASICS GT-2000 2 ...

[Autres résultats sur sportsshoes.com](#)



Title tag

Meta description

Sitelinks



running shoes for women

Web Images Shopping Videos Maps More Search tools

About 55,200,000 results (0.63 seconds)

Women's Running Shoes - SportsShoes.com

www.sportshoes.com/Running
4.7 rating for sportshoes.com
Women's running shoes from all the top brands at really low prices.

Ads

Shoes Online Sale
www.aliexpress.com/shoes
A Range of Shoes for Men, Women & Kids at Factory Prices. Buy Now!

Chaussures Running ON
www.planetjogging.com/chaussures-on
Collection ON Running - 5€ de remise avec le code "letsrun"

Discount Running Shoes
www.wow.com/Discount+Running+Shoes
Cherchez Discount Running Shoes

Running shoes for women - LightInTheBox.com

www.lightinthebox.com/RunningBoots
4.6 rating for lightinthebox.com
Huge Selection Of Running Shoes. Up To 70% Off + 50% Off Shipping!

Women's Shoes
www.shopgoodwill.com
Designer Shoes At Affordable Prices

On - Running Shoes - Try the lightweight running shoe

www.on-running.com/
Made by runners. Free shipping

Run 10k for women
www.womenforwomen.org.uk/MyStep
Help women survivors of war rebuild their lives. Register today!

Women's Running Shoes. Nike.com
store.nike.com/us/en_us/pw/womens-running-shoes/7ptZbrk28yz
Shop for Women's Running Shoes at Nike.com.

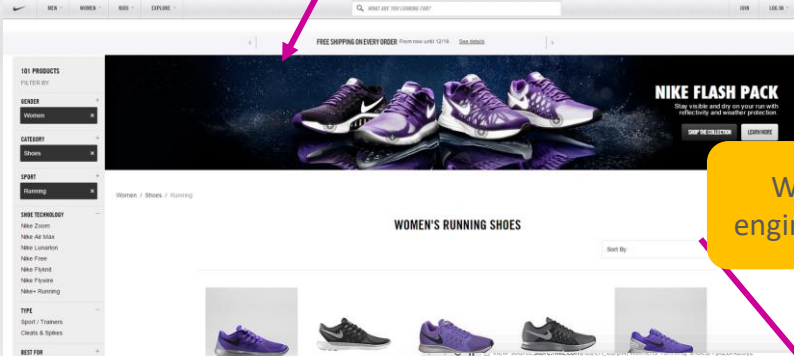
Women's Running Shoes| Finish Line

www.finishline.com/Products/Women's-Shoes
Women's Nike Zoom Structure 18 Running Shoes. Free shipping! Women's ...

See your ad here >

Women's Running Shoes | DICK'S Sporting Goods

www.dickssportinggoods.com/ExerciseEquipment/FitForHer



What search engine robots see

What people see

```

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51

```

Organic Search result : title

A title tag tells both users and search engines what the topic of a particular page is. The <title> tag should be placed within the <head> tag of the HTML document





running shoes for women



Web Images Shopping Videos Maps More Search tools

About 55,200,000 results (0.63 seconds)

Women's Running Shoes - SportsShoes.com

www.sportshoes.com/Running
4.7 ★★★★★ rating for sportshoes.com
Women's running shoes from all the top brands at really low prices. Brands: Nike, Adidas, Saucony, Mizuno, Hi-Tec, Reebok, Brooks, ...
Items Under £20
Saucony Running Shoes
Womens Running Shoes
Asics Running Shoes

Running shoes for women - LightInTheBox.com

www.lightinthebox.com/RunningBoots
4.6 ★★★★★ rating for lightinthebox.com
Huge Selection Of Running Shoes. Up To 70% Off + 50% Off Shipping!
Super Sale Ends In 2 Days - Ships In 24hrs
LightInTheBox has 1,109 followers on Google+
Prom Shoes - Wedding Shoes - Shoes Clearance - Fashion Boots

On - Running Shoes - Try the lightweight running shoe

www.on-running.com/
Made by runners. Free shipping
Cloud - Select your shoes - Clouddrunner - The On athletes

Women's Running Shoes. Nike.com

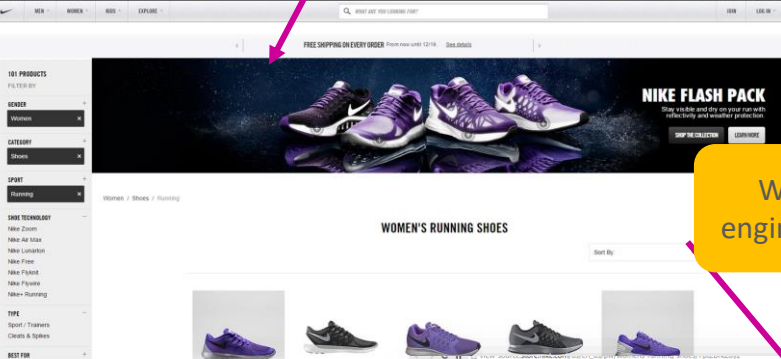
store.nike.com/us/en_us/pw/womens-running-shoes/7ptZbrk28yz
Shop for Women's Running Shoes at Nike.com. Browse a variety of styles and order online.

Women's Running Shoes| Finish Line

www.finishline.com/Home/Womens-Running-Shoes
Women's Nike Zoom Structure 18 Running Shoes. Free shipping! Women's ...
\$119.99. Women's Brooks Adrenaline GTS 14 Running Shoes. See Price in Cart.

Women's Running Shoes | DICK'S Sporting Goods

www.dicksportinggoods.com/Exercise/Equipment/Fit for Her



What people see

What search engine robots see

```

24 [{"Object.defineProperty&&Object.keys||var m=Object.keys||function(n){return n.
25   forEach(function(n){Object.defineProperty(e,n,{get:function(){return t[n];set:f
26   n[e.a]});e.catch||t[0]}for(var o in t)a.call(t,o)&&(e[o]=t[o]);return e}function u(e){try{e.
27   emit("internal-error:e")}catch(n){return t}}
28   title="Women's Running Shoes. Nike.com"/title>
29   <meta http-equiv="content-language" content="en">
30   <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
31   <meta name="description" content="Shop for Women's Running Shoes at Nike.com. Browse a variety of styles and order online." />
32   <meta name="keywords" content="Women's Running Shoes" />
33
34   <script type="text/javascript" src="http://store.nike.com/common/scripts/device_detect.js?build@ev=26d1b@e1ebd3ebac564b16de174e21d6ee9f89f"></script>
35   <script>
36   window.nike.exp.script.device_detect.redirectAgent&ismatch('false', 'http://m.nike.com/us/en_us/pu/womens-running-shoes/7ptZbrk28yz');
37   </script>
38
39
40   <script type="text/javascript">
41   var nsgConfig = {
42   HOST: 'https://www.nike.com',
43   PLACEMENT: 'prepend'
44   };
45   </script>
46   <script type="text/javascript" src="https://www.nike.com/styleguide/init/nsg.js"></script>
47
48   <meta name="viewport" content="width=device-width, initial-scale=1.0" />
49   <meta name="robots" content="index, follow" />
50
51

```

Organic Search result : title

Best Practices

Accurately describe the page's content

Choose a title that effectively communicates the topic of the page's content.

- Avoid:**
- choosing a title that has no relation to the content on the page
 - using default or vague titles like "Untitled" or "New Page 1"

Create unique title tags for each page

Each of your pages should ideally have a unique title tag, which helps Google know how the page is distinct from the others on your site.

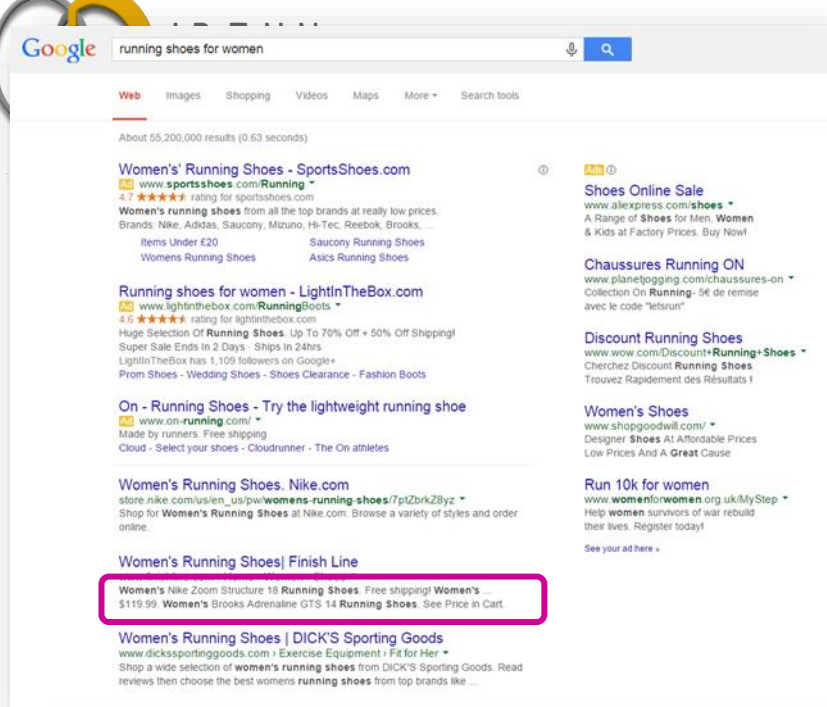
- Avoid:**
- using a single title tag across all of your site's pages or a large group of pages

Use brief, but descriptive titles

Titles can be both short and informative. If the title is too long, Google will show only a portion of it in the search result.

- Avoid:**
- using extremely lengthy titles that are unhelpful to users
 - stuffing unneeded keywords in your title tags





Organic Search result : meta description

The meta description may be used by search engines as the description of a page in search engine results. Offers an opportunity to 'pitch' your page. Should be unique for each page.

Best Practices

Accurately summarize the page's content

Write a description that would both inform and interest users if they saw your description meta tag as a snippet in a search result.

- Avoid:**
- writing a description meta tag that has no relation to the content on the page
 - using generic descriptions like "This is a web page" or "Page about baseball cards"
 - filling the description with only keywords
 - copying and pasting the entire content of the document into the description meta tag

Use unique descriptions for each page

Having a different description meta tag for each page helps both users and Google, especially in searches where users may bring up multiple pages on your **domain** (e.g. searches using the **site:operator**). If your site has thousands or even millions of pages, hand-crafting description meta tags probably isn't feasible. In this case, you could automatically generate description meta tags based on each page's content.

- Avoid:**
- using a single description meta tag across all of your site's pages or a large group of pages

Importance of links

What makes a good link ?

It points to a page dealing with a related topic / which has a logical connection

It is has an anchor text.

It points to a website of good quality.

The web is all about links. Sites are crawled following one link to another. You can have internal or external links.

American people could be venting their spleen on him. Be fearful of the blame game.

That leaves the Kentucky senator with some important tactical decisions to make.

Sopel: Obama's mid-term headache

464px × 18px

In addition to seats the party won from the Democrats, the Republicans retained seats in at least a dozen other states.

“translation” of the link, that gives robots and people a better idea of the content of the linked page.

Link to the page : barely explicit.

```
Elements | Network | Sources | Timeline | Profiles | Resources | Audits | Console  
[<!-- w-rights check -->  
[<!-- Empty country is used on test environment -->  
[<div class="videoInStoryB"></div>  
[<!-- end of the embedded player component -->  
[<p>  
[<a href="http://www.bbc.co.uk/news/world-us-canada-2998199">Sopel: Obama's mid-term headache</a>  
[</p>  
[<div class="caption body-width"></div>  
[<p></p>  
[</div>
```

Source = <http://www.bbc.com/news/world-us-canada-29910542>

Anchor text is the clickable text that users will see as a result of a link, and is placed within the anchor tag ``.

Anchor text

Links on the page can be internal or external. In either of these cases, the better the anchor text is, the easier it is for users to navigate and for the search engine robots to understand what the page you're linking to is about.



What is at stake

The very essence of search engine is to provide the best result. If not, it would not be used anymore. This is as simple as this.

Search engine constantly improve the relevancy of their SERPs to show appropriate content

Example for Google : evolutions of the algorithm



<http://www.journaldunet.com/solutions/seo-referencement/calendrier-google-penguin-et-panda-update-la-chronologie.shtml>

Google Search Timeline



Social media too constantly seek to improve the relevancy of their content



EdgeRank

$$\Sigma = U_e \times W_e \times D_e$$



Rank

=



Affinity

The score between the viewing user and the edge creator.

x



Weight

The weight for this edge type. (Comment, Like, etc)

x



Decay

The decay factor based on how long ago the edge was created.

A l'aide des Cookies, vous pouvez améliorer votre temps de navigation client sur notre site web. Merci d'autoriser l'utilisation des Cookies. [Plus](#)

OPEL CHARTRES

OUEST AUTOMOBILES CHARTRAINE - GROUPE BERTEAUX

Véhicules - Actualités Offres Après-vente -

Véhicules particuliers

Véhicules utilitaires

Véhicules d'occasion

Véhicules disponibles

Configurateur

Tarifs des véhicules

NOS VÉHICULES

In this example 'voiture' would do much better than 'vehicule'.

Wording

Content should be formulated around the right keywords (likely to be typed in the search bar).

Wording : the long tail



Wording

- Google trend
- Google search console.
- Google adwords keywords planner
- Yoast SEO plug in for WordPress

Use these tools to fine tune the choice of your words.


```
<h1> La géopolitique </h1> (longueur 16, ligne 343)
<h2> Aujourd'hui, la géopolitique est partout </h2> (longueur 43, ligne 378)
<h2> FESTIVAL DE GEOPOLITIQUE </h2> (longueur 24, ligne 402)
  <h3> Rendez-vous du 12 au 15 mars 2015 pour la 7ème édition : A quoi servent les frontières? </h3> (longueur 89, ligne 403)
    <h4> Appel à Communication </h4> (longueur 22, ligne 407)
  <h3> Retour sur la 6ème édition </h3> (longueur 28, ligne 410)
<h2> Blogs & Ressources </h2> (longueur 22, ligne 415)
<h2> Partenariats Géopolitiques </h2> (longueur 27, ligne 420)
  <h3> Institut de Relations Internationales et Stratégiques (IRIS) </h3> (longueur 61, ligne 421)
  <h3> Ecole Internationale des Sciences du Traitement de l'Information (EISTI) </h3> (longueur 74, ligne 423)
```

<http://www.grenoble-em.com/la-geopolitique-0>

Best Practices

Imagine you're writing an outline

Similar to writing an outline for a large paper, put some thought into what the main points and sub-points of the content on the page will be and decide where to use heading tags appropriately.

Avoid:

- placing text in heading tags that wouldn't be helpful in defining the structure of the page
- using heading tags where other tags like `` and `` may be more appropriate
- erratically moving from one heading tag size to another

Use headings sparingly across the page

Use heading tags where it makes sense. Too many heading tags on a page can make it hard for users to scan the content and determine where one topic ends and another begins.

Avoid:

- excessively using heading tags throughout the page
- putting all of the page's text into a heading tag
- using heading tags only for styling text and not presenting structure

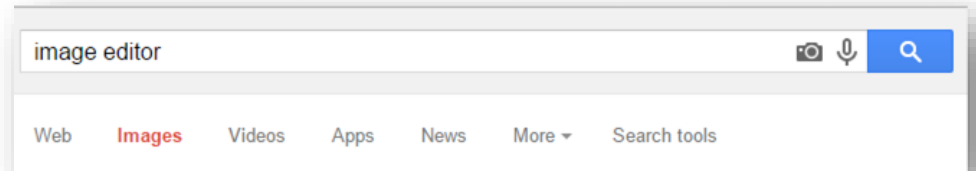


Structure your content

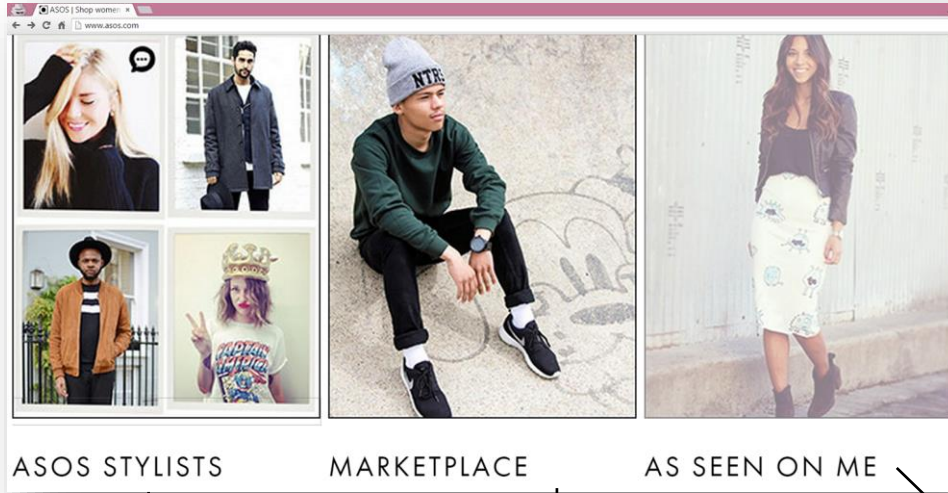
Remember when you were asked to produce dissertations at school... it's pretty much the same. Note that a page should be appr. 300 words long to start being considered as meaningful in terms of content

Images: alt tag (1/3)

Originally used to tell what the image is about if it does not show for some reasons. It can serve other purposes like being used as an anchor text if the image is used as a link, or help google image robot to easily identify and show the image.



Images: alt tag illustration (2/3)



```

<div class="generic-hp-shipping" style="background-position: 1349.8425872174
50%;">...</div>
<div class="generic-hp-middle">...</div>
<!-- generic-hp-middle -->
<div class="generic-hp-bottom">
  <h2 class="title">...</h2>
  <div class="cta">
    <a href="http://www.asos.com/discover/personal-stylist?
    CTARef=HP|gen|bottom|stylist" class="fade" style="opacity: 1;">
      
    </a>
  </div>
  <h3>
    over/personal-stylist?CTARef=HP|gen|bottom|asos-stylists"
    ade">View ASOS stylists</a>
  </h3>
  <div>
    >...</div>
    >...</div>
    last">...</div>
  </div>
</div>
<div class="generic-hp-social">...</div>
<div class="generic-hp-about">...</div>
</div>
  
```

```

<div class="cta">...</div>
<div class="cta">
  <a href="https://marketplace.asos.com?ctaref=HP|gen|bottom|mpuk" cla
  style="opacity: 1;">
    
  </a>
  <h3>
    //marketplace.asos.com?ctaref=HP|gen|bottom|mpuk" cla
    IEW MARKETPLACE</a>
  </h3>
  <div>
    >...</div>
    last">...</div>
  </div>
<div class="generic-hp-about">...</div>
<div class="generic-hp-social">...</div>
</div>
<script src="http://creativeassets.asoservices.com/is/jquery.CreativePlu
types="text/javascript"></script>
<script type="text/javascript">
$(document).ready(function () {
  $(".generic-hp .fade").FadeOpacity();
});
  
```

```

<div class="generic-hp-middle">...</div>
<!-- generic-hp-middle -->
<div class="generic-hp-bottom">
  <h2 class="title">...</h2>
  <div class="cta">
    <a href="http://www.asos.com/discover/personal-stylist?
    CTARef=HP|gen|bottom|stylist" class="fade" style="opacity: 1;">
      
    </a>
  </div>
  <h3>ASOS
  <div class="cta">
    <a href="http://www.asos.com/discover/personal-stylist?CTARef=HP|gen|bottom|asos-stylists" class="
    ASOS stylists">
  </a>
  </div>
  <div class="social">
    <div class="social">
      <a href="http://www.asos.com/homepage/150402-ASOS-Homepage/asom.jpg"
      alt="Outfits and Looks">
      
    </a>
    <h3>AS
  </h3>
  <div class="cta">
    <a href="http://www.asos.com/homepage/150402-ASOS-Homepage/asom.jpg"
    alt="Outfits and Looks">
  </a>
  </div>
  <div class="cta">
    <a href="http://www.asos.com/homepage/150402-ASOS-Homepage/asom.jpg"
    alt="Outfits and Looks">
  </a>
  </div>
  </div>
  </div>
  </div>
  
```

Images: alt tag best practices (3/3)

Best Practices

Use brief, but descriptive filenames and alt text

Like many of the other parts of the page targeted for optimization, filenames and alt text (for [ASCII languages](#)) are best when they're short, but descriptive.

Avoid:

- using generic filenames like "image1.jpg", "pic.gif", "1.jpg" when possible—some sites with thousands of images might consider automating the naming of images
- writing extremely lengthy filenames
- stuffing keywords into alt text or copying and pasting entire sentences

Supply alt text when using images as links

If you do decide to use an image as a link, filling out its alt text helps Google understand more about the page you're linking to. Imagine that you're writing anchor text for a text link.

Avoid:

- writing excessively long alt text that would be considered spammy
- using only image links for your site's navigation

Supply an Image Sitemap file

An [Image Sitemap](#) file can provide Googlebot with more information about the images found on your site. Its structure is similar to the XML Sitemap file for your web pages.

Text tags

Just like you would do in a regular dissertation, you need to structure your content with tags. `<H1> </H1>` stands for “Heading #1”. The weight of those words is higher than for the normal text (in `<p> </p>` tags).



Meta Robots Index:

Default for post type, currently: index ▾

Default for post type, currently: index

index

noindex

Meta Robots Follow

Be ... or not to be in the index

You would use 'no index' tag for pages that are results of a query, or pages with confidential information.

You may not want all your pages to potentially show in search results. You would put a specific tag to indicate search engine robots not to crawl and index the page

Robots.txt file
Allow / disallow

sitemap

"link" rel="canonical"



Canonical

If several urls point to the same page or content, then it is recommended to choose one favorite url, and define it as 'canonical'.



Structured Data Markup Helper

Website Email

This tool will help you add structured data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below.

Articles Book Reviews Events
 Local Businesses Movies Products
 Restaurants Software Applications TV Episodes
 TV Episodes with Ratings

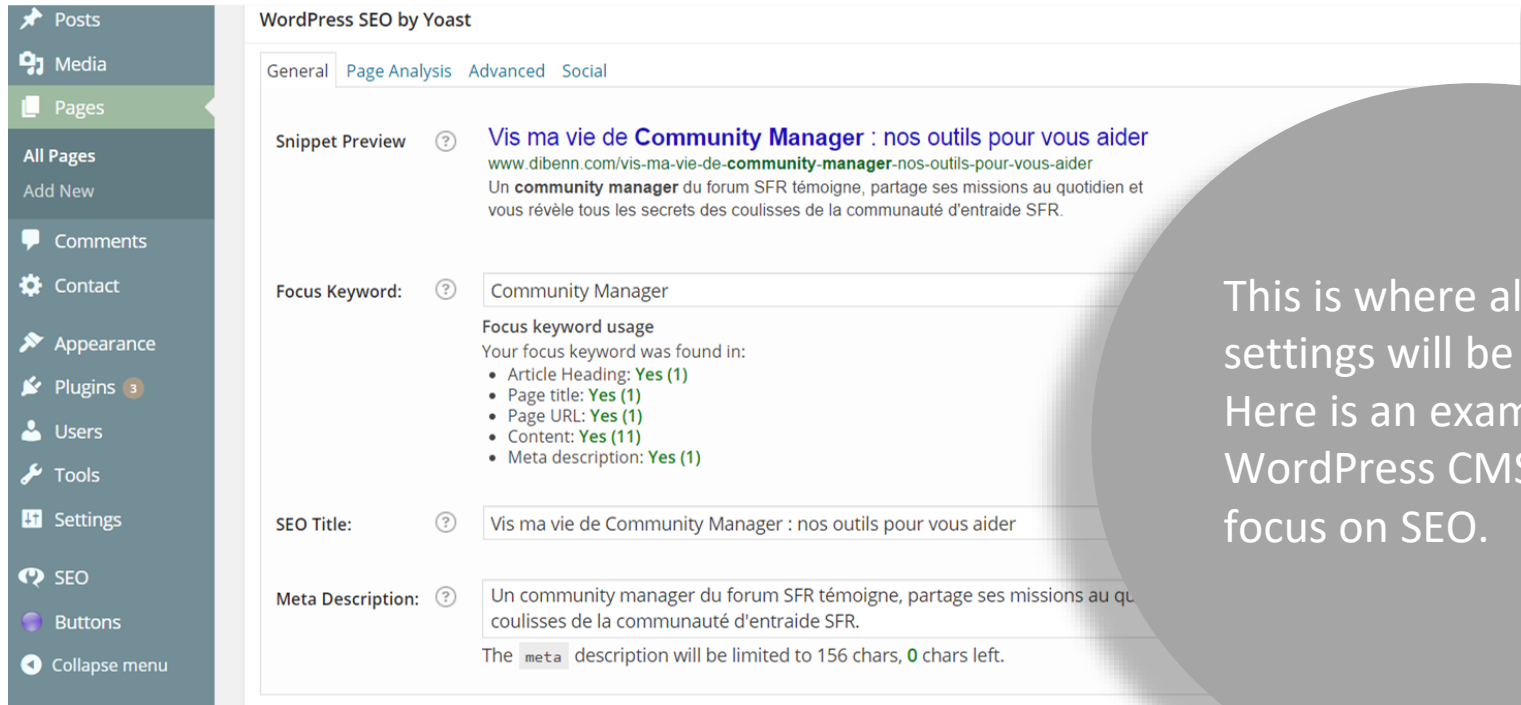
URL HTML

url

Google webmaster tool demo
Schema.org

To go further : structured data

How do you indicate search engine robots that 'jaguar' on your site actually refers to a car and not an animal ?
By using additional tags.



The screenshot shows the WordPress dashboard with the Yoast SEO plugin settings for a page. The left sidebar contains navigation options: Posts, Media, Pages (highlighted), All Pages, Add New, Comments, Contact, Appearance, Plugins (3), Users, Tools, Settings, SEO, Buttons, and Collapse menu. The main content area is titled 'WordPress SEO by Yoast' and has tabs for General, Page Analysis, Advanced, and Social. The 'General' tab is active, showing the following settings:

- Snippet Preview:** www.dibenn.com/vis-ma-vie-de-community-manager-nos-outils-pour-vous-aider
Un **community manager** du forum SFR témoigne, partage ses missions au quotidien et vous révèle tous les secrets des coulisses de la communauté d'entraide SFR.
- Focus Keyword:** Community Manager
Focus keyword usage:
Your focus keyword was found in:
 - Article Heading: **Yes (1)**
 - Page title: **Yes (1)**
 - Page URL: **Yes (1)**
 - Content: **Yes (11)**
 - Meta description: **Yes (1)**
- SEO Title:** Vis ma vie de Community Manager : nos outils pour vous aider
- Meta Description:** Un community manager du forum SFR témoigne, partage ses missions au quotidien et vous révèle tous les secrets des coulisses de la communauté d'entraide SFR.
The meta description will be limited to 156 chars, 0 chars left.

This is where all the settings will be done. Here is an example of WordPress CMS with a focus on SEO.

1/ What are most people doing on the web ?

-> search for information

2/ How do they proceed ?

-> they type in the request in the search bar, then let the search engine process the request. -> Thus search marketing

3/ How to stand out from your competitors ?

- Be interesting, relevant, say something unique, using the terms people type in in the search bar.
- Engage your audience, refresh frequently your content
- -> Thus content marketing

Wrap up Technical settings

Internal and external links

- Anchor texts, follow / no follow tags, canonical
- Breadcrumb-format urls

Structured content

- <h1>, <h2>, ...

Meta tags

- Title, description,

Key words

- Audience with various levels of knowledge and expertise

Page indexed

- Index, no index tags
- Sitemap
- Robots.txt file

Images

- Alt texts

More specific tags

- Schema.org

Readable urls

- Breadcrumb format

Thanks for your attention.