Content management and SEO basics

Essec – Web Marketing – class 6

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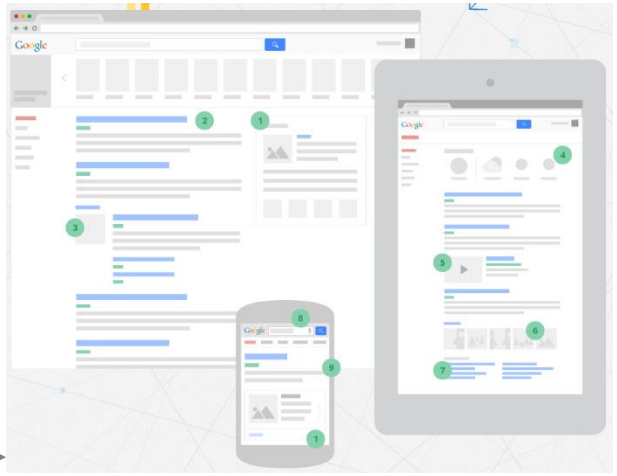
How does search work ?
Simply put :



A request is entered in the search bar

It is processed by the user's search engine

Results are provided on the SERP.

http://www.google.com/insidesearch/howsearchworks/thestory/index.html

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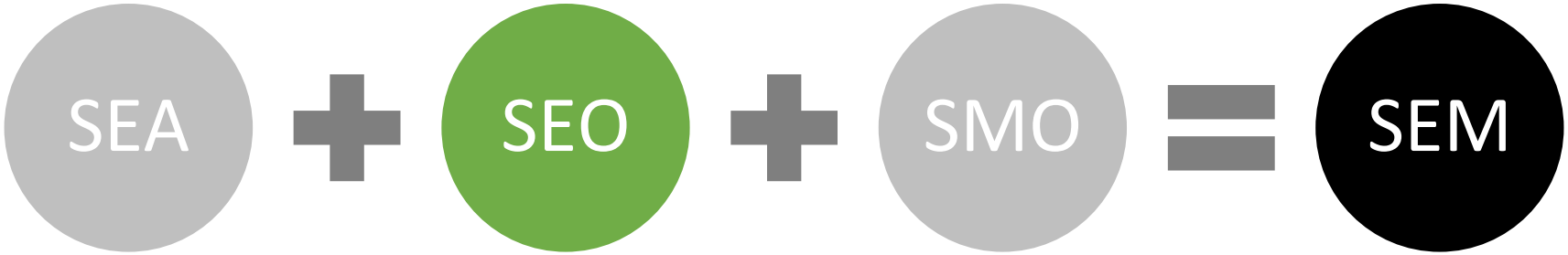
SEM definition



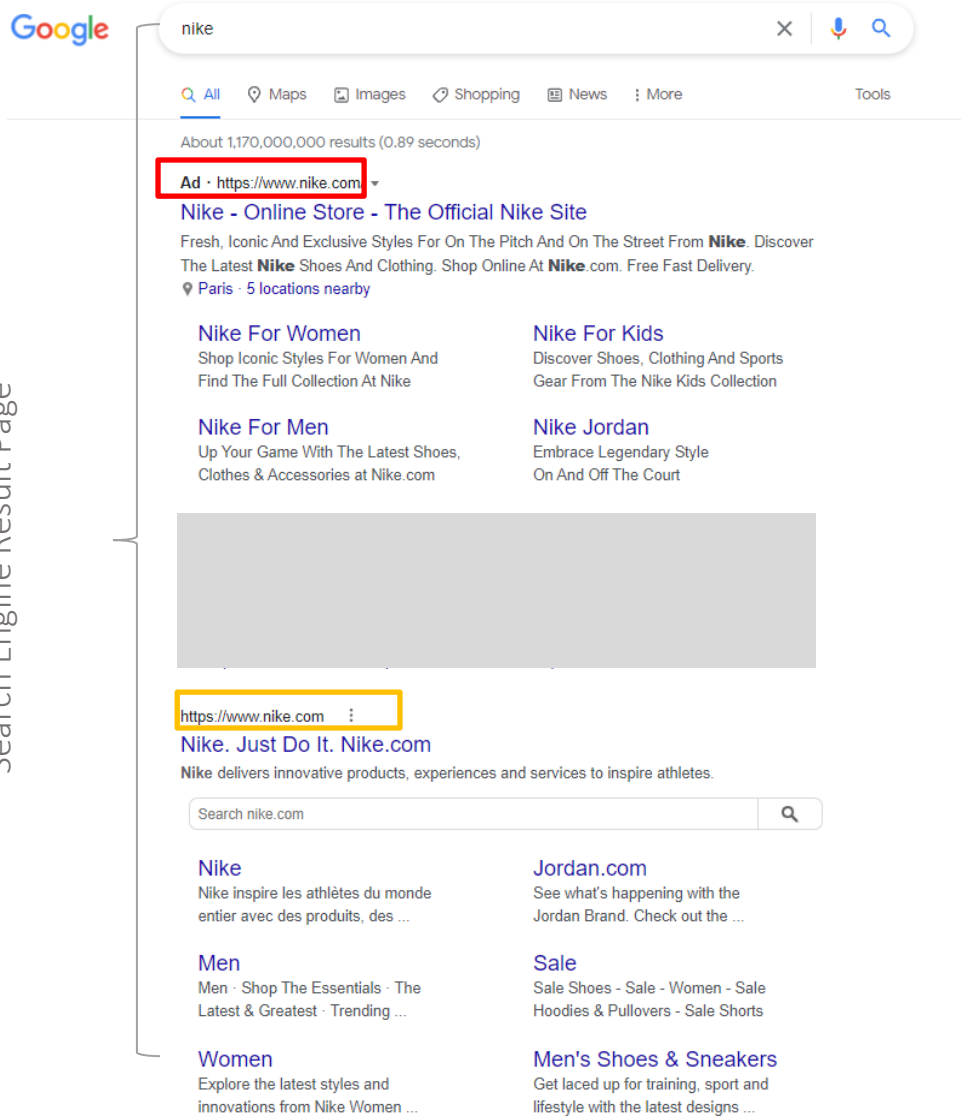
Search Engine Advertising – Also known as "paid search". Refers to all paid advertising that is triggered by people searches on the web.

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

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

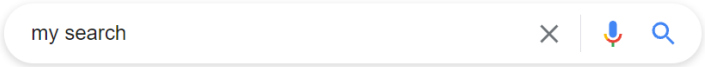
… Is comparable to a search online

The person you whom you ask your question

= search engine or search feature of social media

What you are searching for

= your search terms

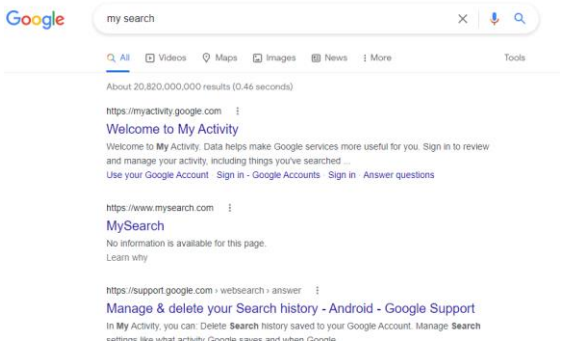


Criteria to fine-tune your selection

= 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.

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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.

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SEO three pillars

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

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Simply put …

In a nutshell

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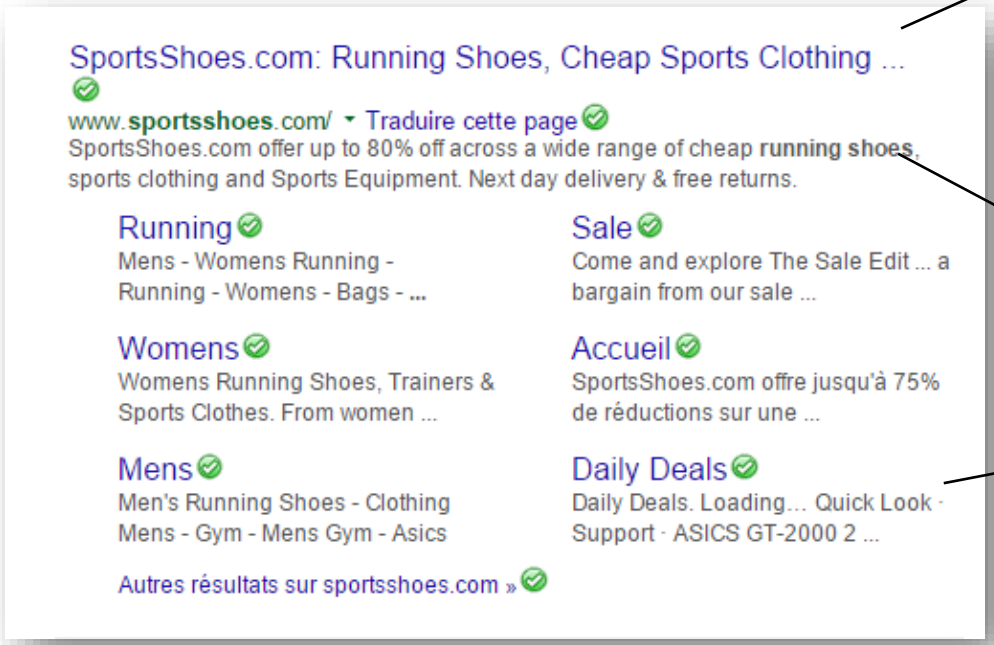
Organic Search result : overview

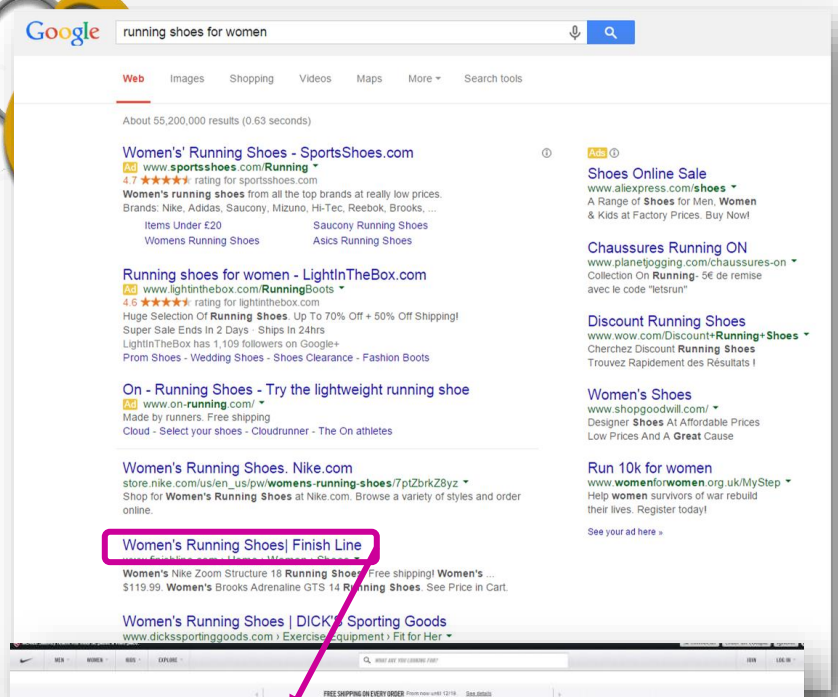


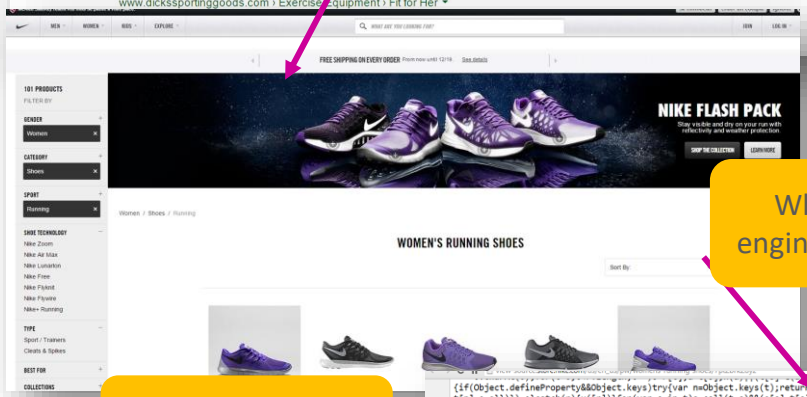
Title tag

Meta description

Sitelinks

Organic Search result : title



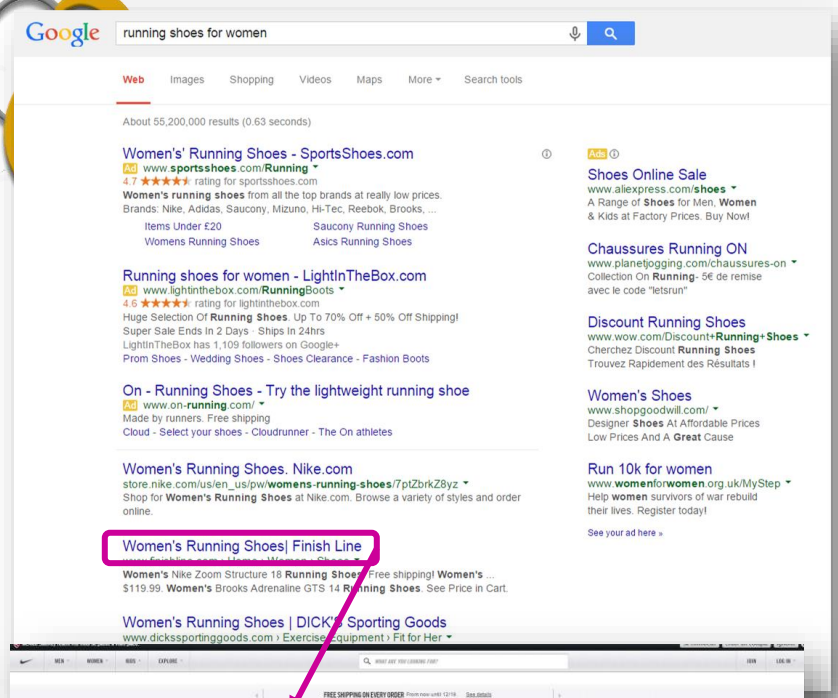


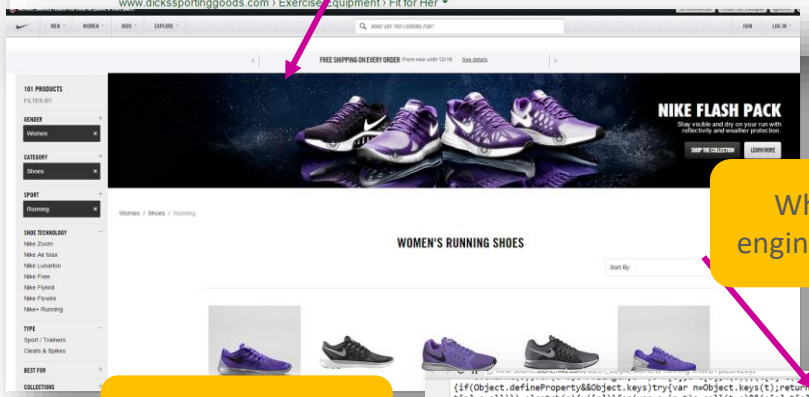
What people see

What search engine robots see

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

Organic Search result : title





What people see

What search engine robots see

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.

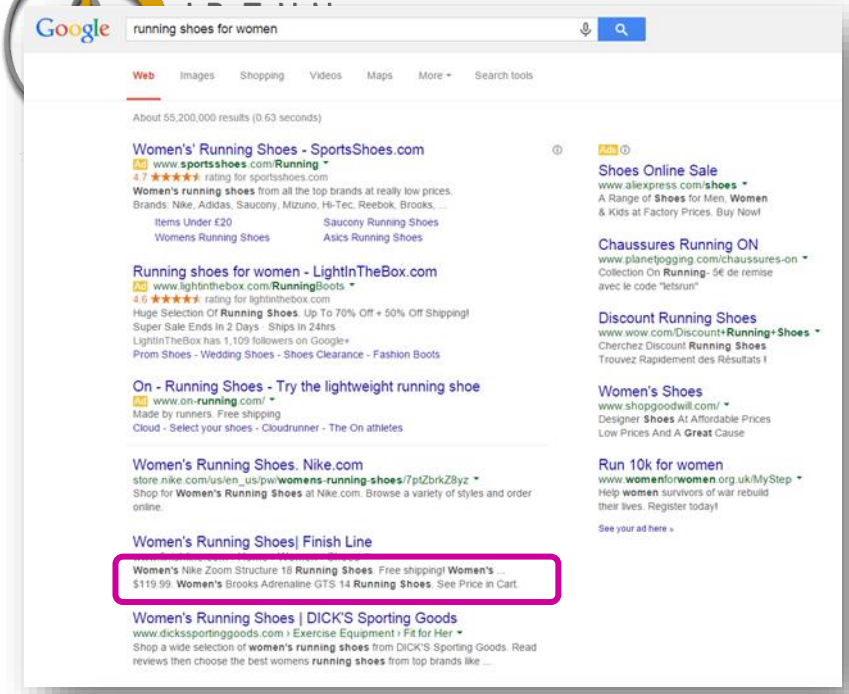
Avoid:
- using a single title tag across all of your site's pages or a large group of pages

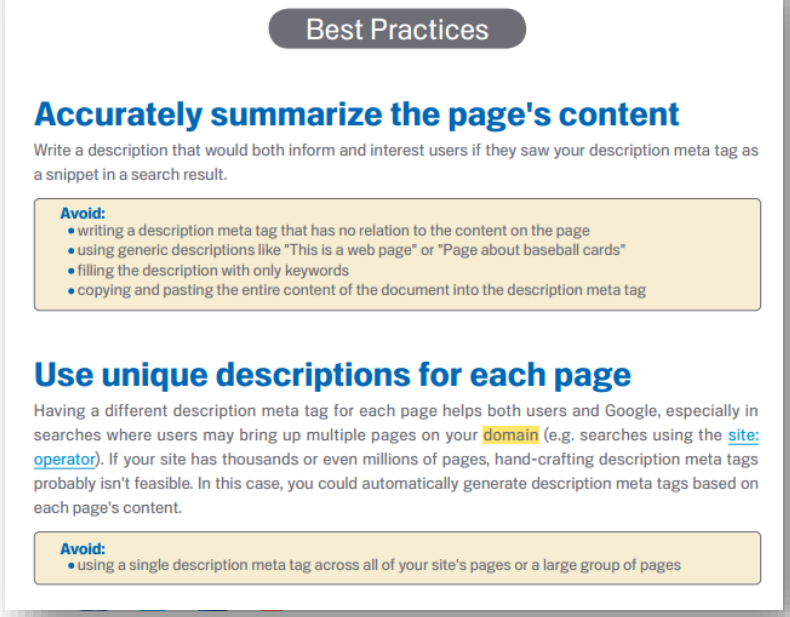
Use brief, but descriptive titles

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.

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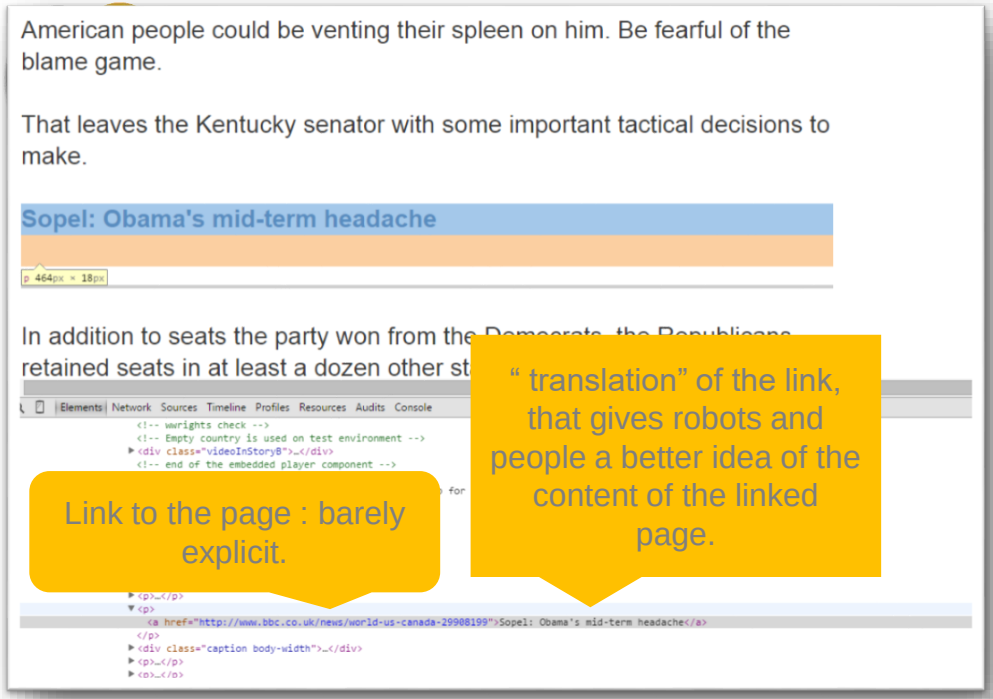
Importance of links

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.

Anchor text



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

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.

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

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.

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

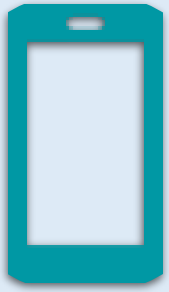
Example for Google : evolutions of the algorythm

Popularity (linking)

Content

Conversatio -nal search

Rank Brain



Mobilegadd on

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

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Google Search Timeline

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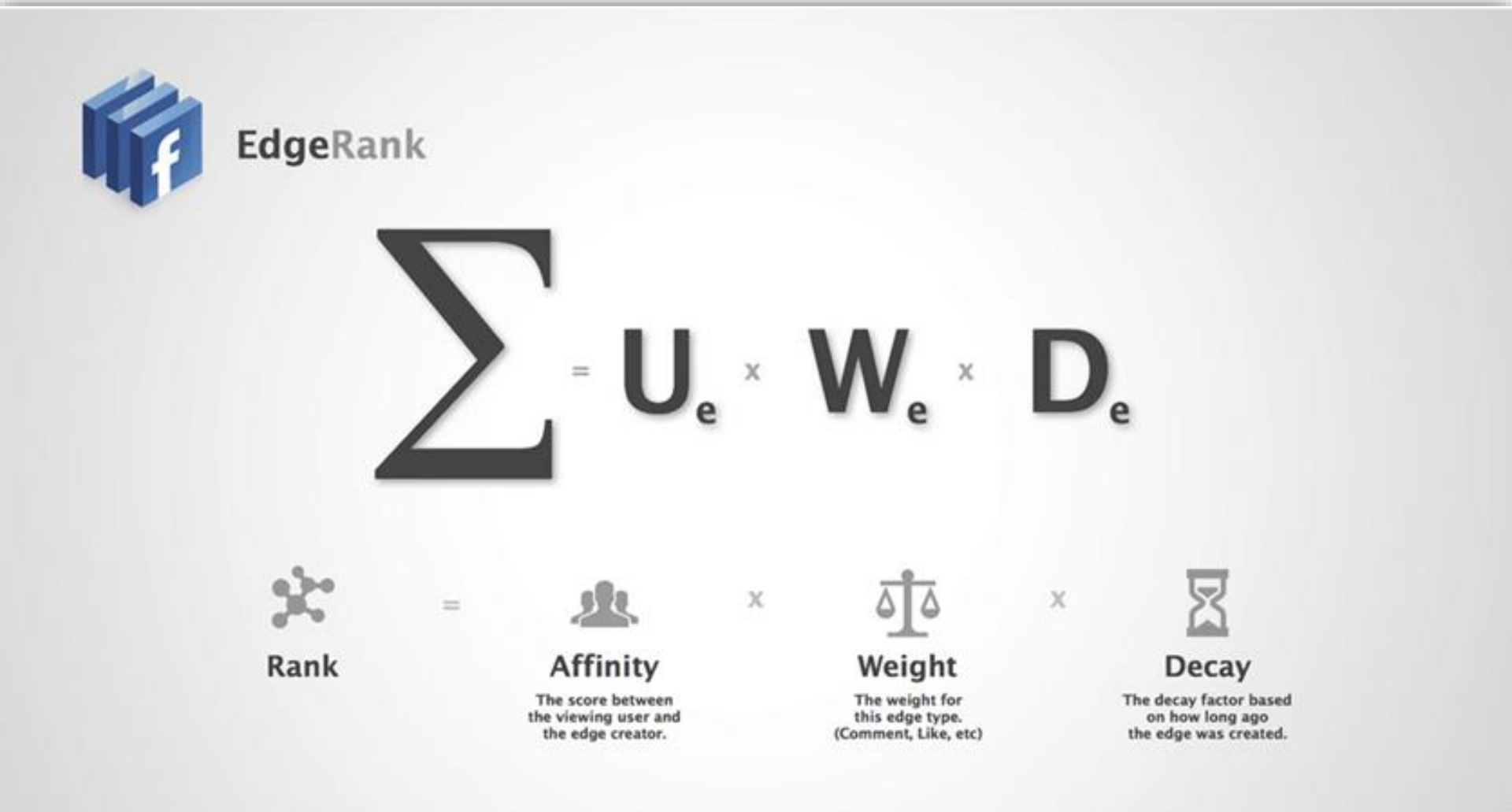
Social media too constantly seek to improve the relevancy of their content



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).

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Wording : the long tail

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Wording

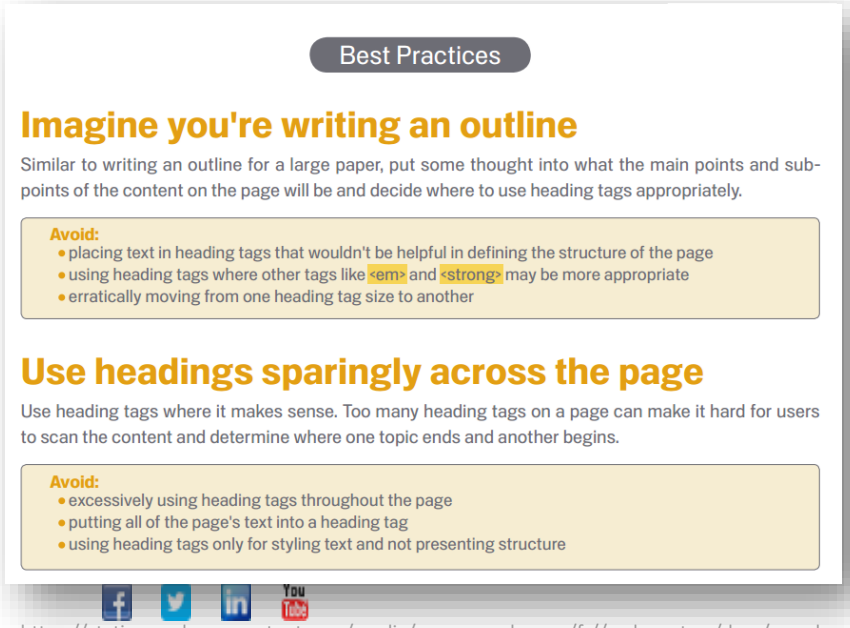
- Google trend
- Google search console.
- Google adwords keywords planner
- Yoast SEO plug in for WordPress

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

Structure your content

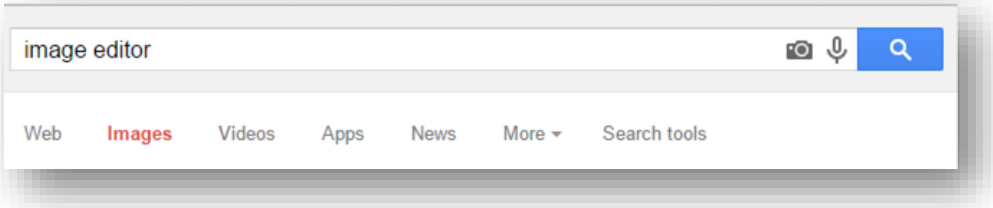
http://www.grenoble-em.com/la-geopolitique-0

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 if content



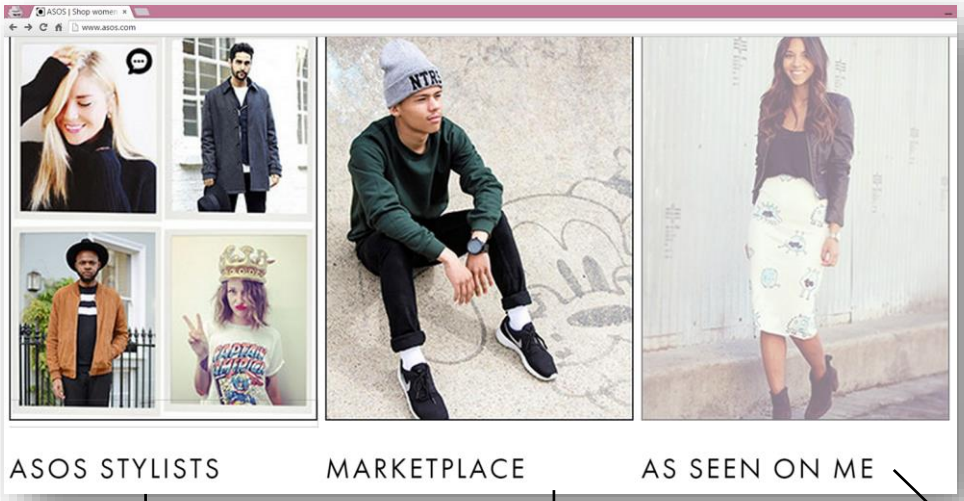
https://static.googleusercontent.com/media/www.google.com/fr//webmasters/docs/search-engine-optimization-starter-guide.pdf

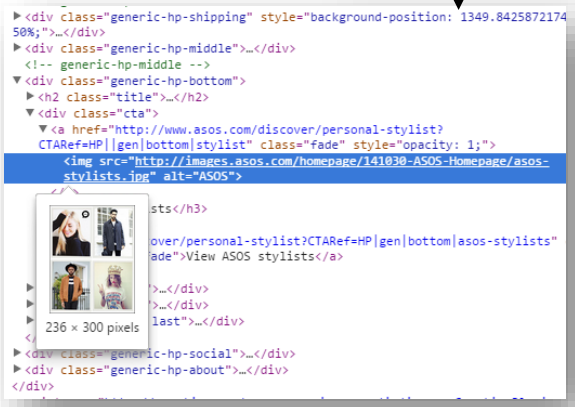
Images: alt tag (1/3)

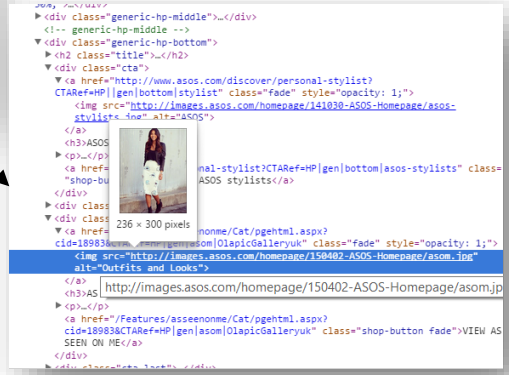


Originally used to tell what the image is about if it does not show for some reasons.
It can serve other purposes like being used as an anchor text if the image is used as a link, or help google image robot to easily identify and show the image.

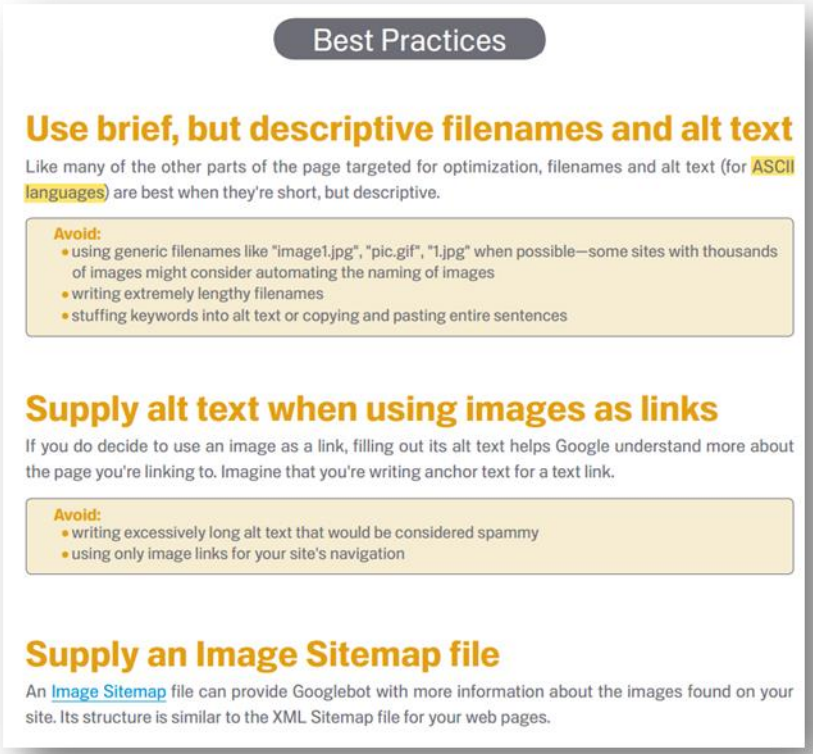
Images: alt tag illustration (2/3)







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.

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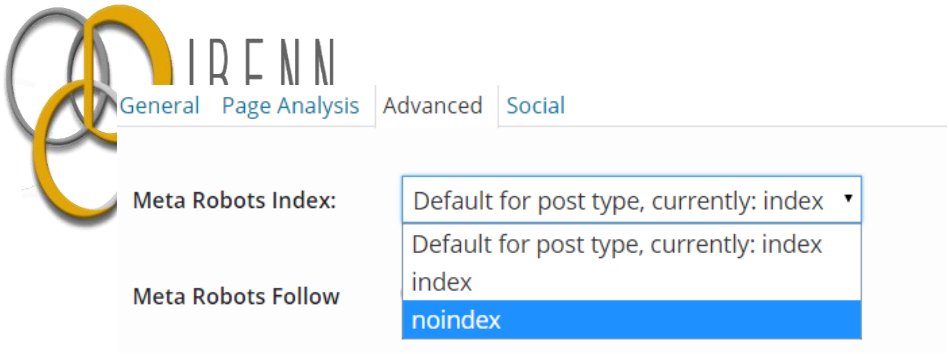
Text tags

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 that for the normal text (in   tags).



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’.

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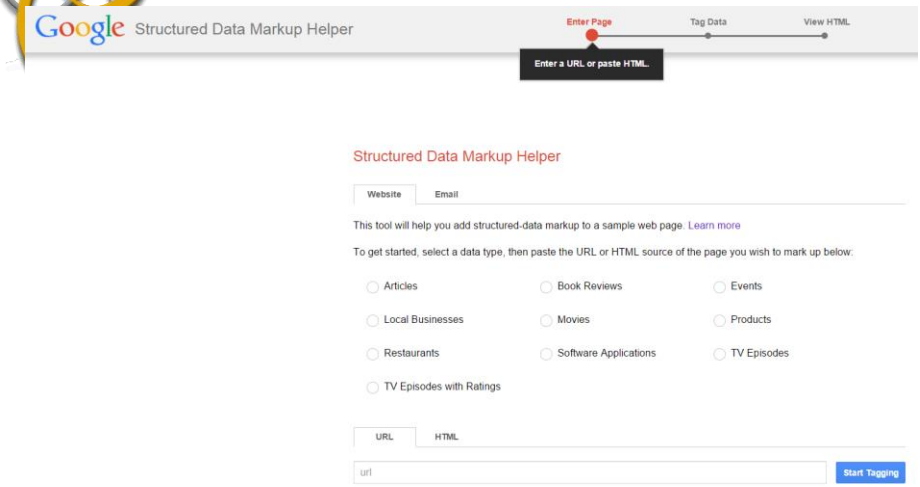
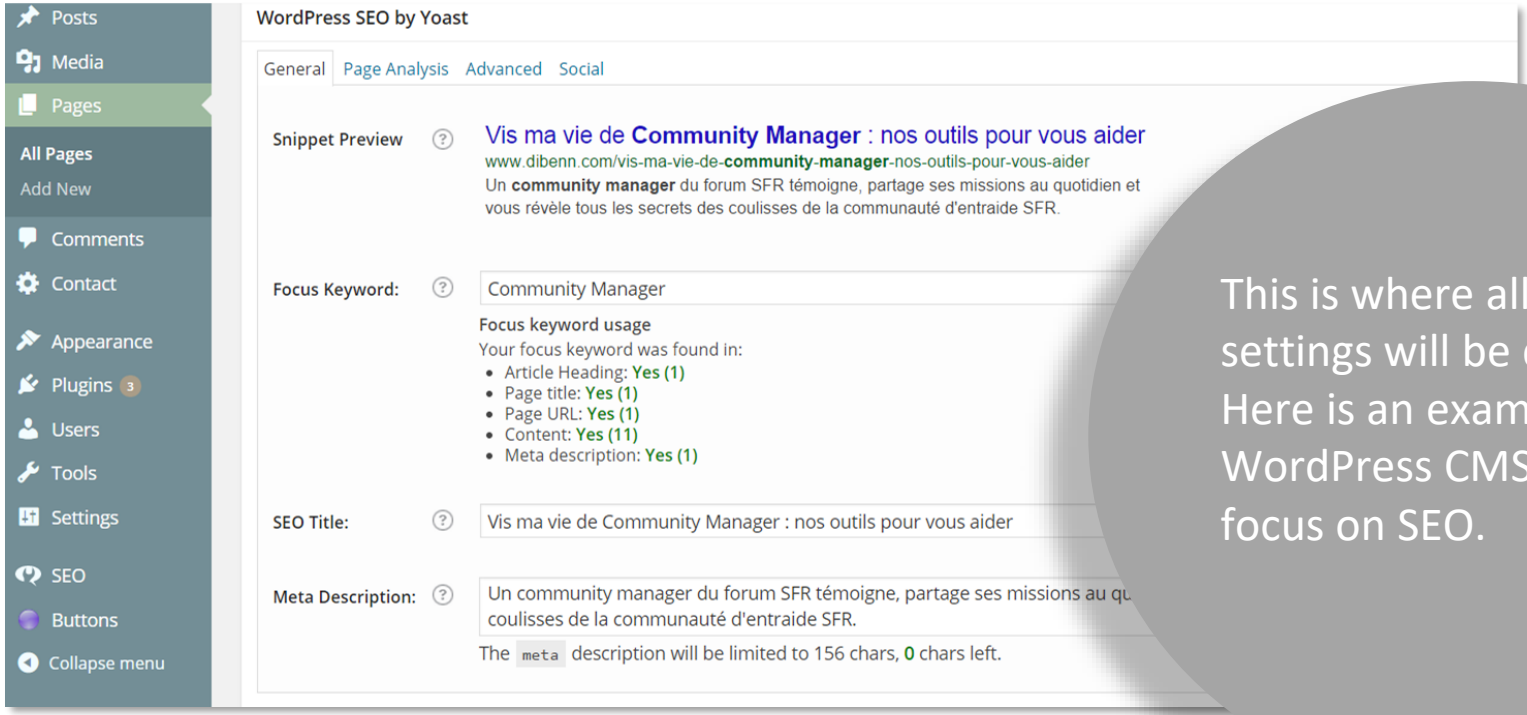
To go further : structured data



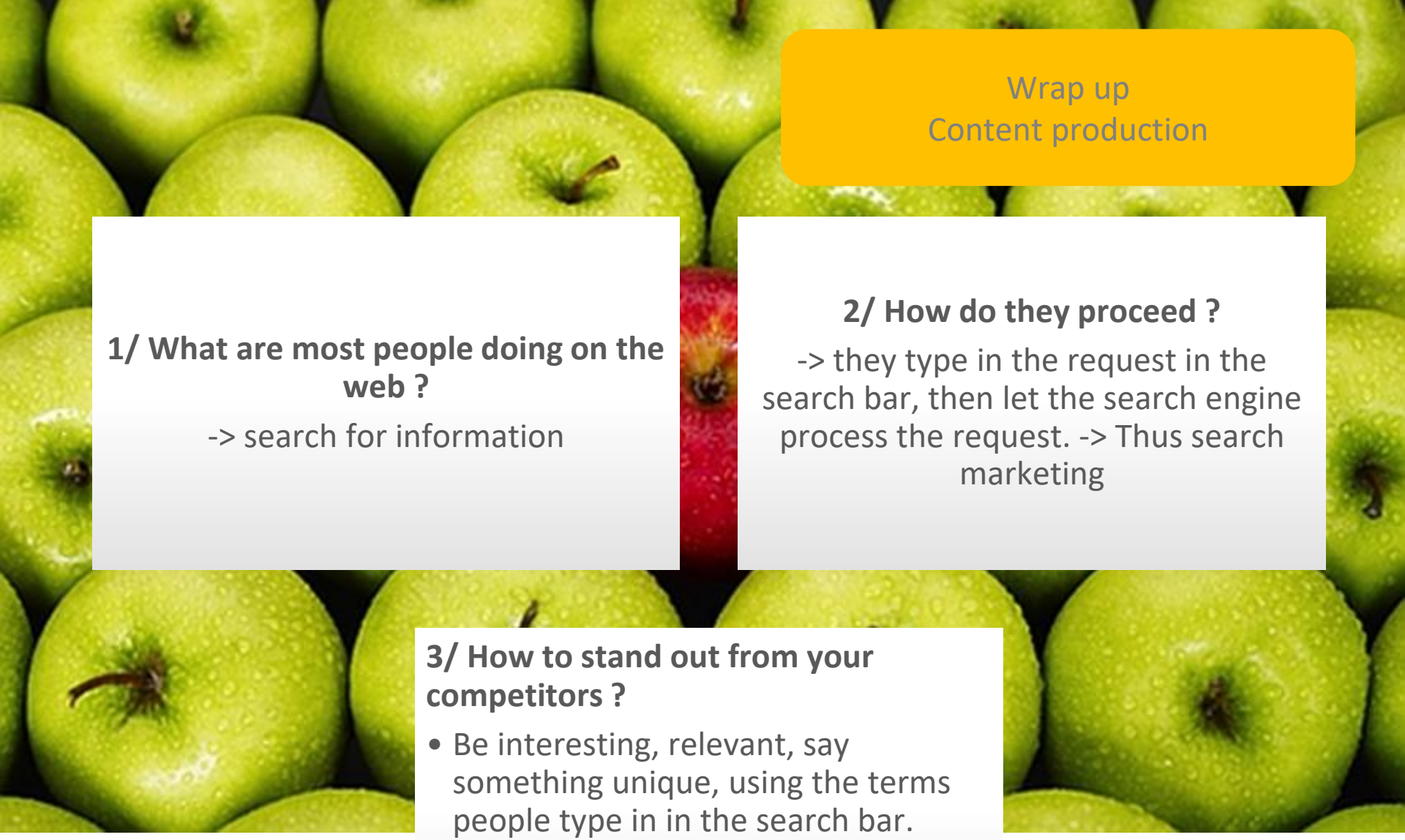
Google webmaster tool demo
Schema.org

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.

Content management system



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



Wrap up
Content production

1/ What are most people doing on the web ?

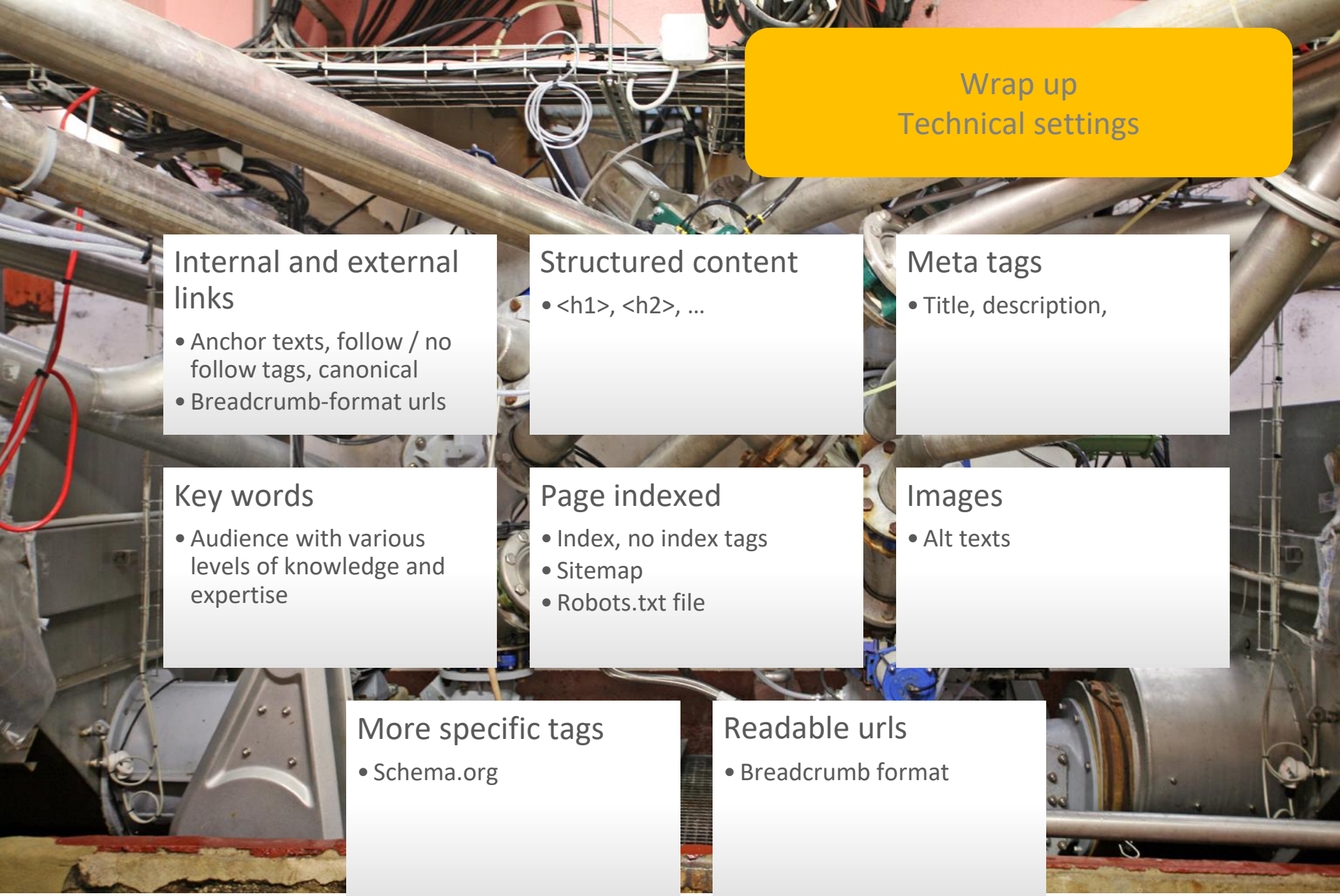
-> search for information

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

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Thanks for your attention.