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# NIDM Koramangala

## Module A : SEO

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Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communications.

It is a mode of communication.

### **History:**

- The Internet started in the 1960s as a way for government researchers to share information.
- Another catalyst in the formation of the Internet was the heating up of the Cold War. The Soviet Union's launch of the Sputnik satellite spurred the U.S. Défense Department to consider ways information could still be disseminated even after a nuclear attack. This eventually led to the formation of the ARPANET (Advanced Research Projects Agency Network), the network that ultimately evolved into what we now know as the Internet.
- ARPANET was a great success but membership was limited to certain academic and research organizations who had contracts with the Defense Department. In response to this, other networks were created to provide information sharing.
- January 1, 1983 is considered the official birthday of the Internet.
- The first well documented search engine that searched content files, namely FTP files, was Archie, which debuted on 10 September 1990. Web 1.0

- In 1993, the first clickable banner went live, after which HotWired purchased a few banner ads for their advertising.
- 1994 [Yahoo](#) was launched and the first e-commerce transaction was done
- 1996 saw the launch of a couple of more search engines Backrub and tools like HotBot, LookSmart, and Alexa.
- Six Degrees is widely considered to be the very first social networking site. Launched by Andrew Weinreich in May 1997
- 1998 saw the birth of [Google](#). Microsoft launched the MSN search engine.
- 2000, Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business.
- Then came Web 2.0, where people became more active participants rather than remain passive users, allowed users to interact with other users and businesses.

- **Six Degrees** profile uploading service in 1997.
- 2001 by **Friendster**- Users could share videos, photos, messages, and comments with other members
- In 2002, **LinkedIn** was founded as a networking site for career-minded professionals.
- In 2003, **Myspace** launched.

By 2006, it was the most visited website on the planet, spurred by users' ability to share new music directly on their profile pages.

- By 2004, **Facebook**. By 2008 fb overtook Myspace
- By 2005 **YouTube**- video sharing platform
- 2006 **Twitter**- microblogging site
- 2007 **Tumblr**- share everything
- 2010 **Instagram & Pinterest**- home for visual story telling

## Difference Between Traditional and Digital

- Cost efficient:
- Measurable:
- Targeting:
- Conversions:
- Tweaking:
- Reach:
- Results:
- Communication

## **ABC of Digital Marketing:**

1. Audience/ insights
2. Algorithm
3. Analytics
4. A/B Testing
5. Brand awareness/ reputation/ equity / loyalty / persona
6. B2b B2C C2C
7. Conversion rate
8. Call to action
9. Competitive analysis
10. Customer experience / acquisition cost
11. Digital marketing channel/ Funnel/ proposa

12. Engagement/ Impressions / Reach

13. Keywords

14. Lead generation conversion

15. Landing page

16. Lookalike audience

17. Niche

18. Objective of the campaign / goal

19. Organic/ paid

20. Remarketing/ Retargeting

21. ROI

22. Traffic

23. Target audience

24. USP

# What is SEO?

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

## Components of SEO:

- On Page SEO
- OFF Page SEO
- Technical SEO

On-page SEO (also known as on-site SEO) refers to the practice of optimizing webpages to improve a website's search engine rankings and earn organic traffic. In addition to publishing relevant, high-quality content, on-page SEO includes optimizing your headlines, HTML tags (title, meta, and header), and images.

# Google Revenue plans:

- Free
- CPC
- Percentage of app sales & subscriptions
- Monthly or annual fees/per usage fees

# Googles Revenue:

- Advertising: Google ads, G-shopping, G-ad sense, G-ad mob, Youtube
- Google Pixel
- YouTube Premium
- Google cloud: cloud computing is the delivery of computing services—including servers, storage, databases, networking, software, analytics, and intelligence.

# What is a server?

- A server is a computer or system that provides resources, data, services, or programs to other computers, known as clients, over a network.
- It can be web server for website, email server like outlook, database server etc.
- Server is a role that a computer plays, even a desktop computer can be setup as a server.
- They should be running 24/7
- The processor differs like Xeon processor for server which can connect multiple processors at the same time and support ECC (Error correcting code) RAM and desktop intel core series.

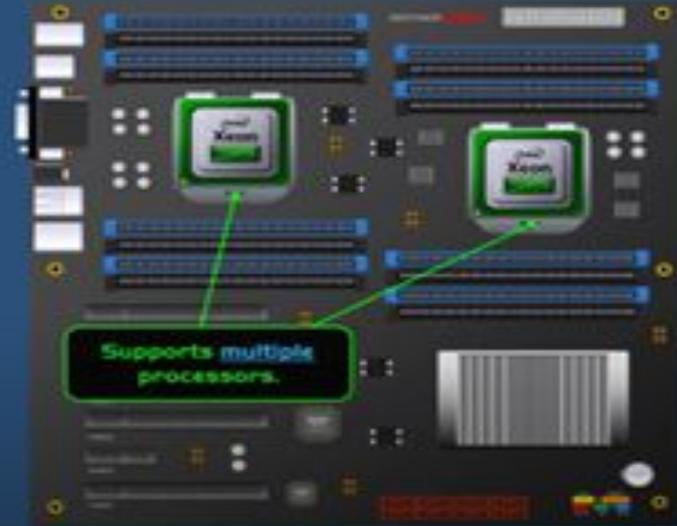
A processor (CPU) is the logic circuitry that responds to and processes the basic instructions that drive a computer.



## Desktop CPU and motherboard



## Server CPU and motherboard



- Server will have multiple swappable hard drive connected to it.
- server also uses an OS linux, windows, mac os

# What is a web browser? – Its an application

A web browser, or browser for short, is a computer software application that enables a person to locate, retrieve, and display contents such as webpages, images, video, as well as other files on the World Wide Web.

Ex: Google Chrome, Apple safari, Microsoft Internet Explorer and Edge, Mozilla Firefox, Opera

## Difference between search engine vs browser.

A search engine is essentially a type of website that stores searchable information about other websites. However, to connect to a website's server and display its web pages requires a browser. Some examples of browsers can be found below.

(common examples of search engines are Google, Bing, Yahoo, and Baidu).

- **Domain** : address of your website, if website house- domain-address
- **Hosting**: Web hosts are companies that provide space on a server owned or leased for use by clients, as well as providing Internet connectivity, typically in a data centre.
- A **web hosting service** is a type of Internet hosting service that hosts websites for clients, i.e. it offers the facilities required for them to create and maintain a site and makes it accessible on the World Wide Web.
- **IP address** : An Internet Protocol address (IP address) is a numerical label such as 192.0.2.1 that is connected to a computer network that uses the Internet Protocol for communication. An IP address serves two main functions: network interface identification and location addressing.

## What is Search engine & Its Functions? It is a website

A program that **searches for and identifies items in a database** that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.

- The number of searches performed each year = At least 2 trillion but less than a quadrillion.

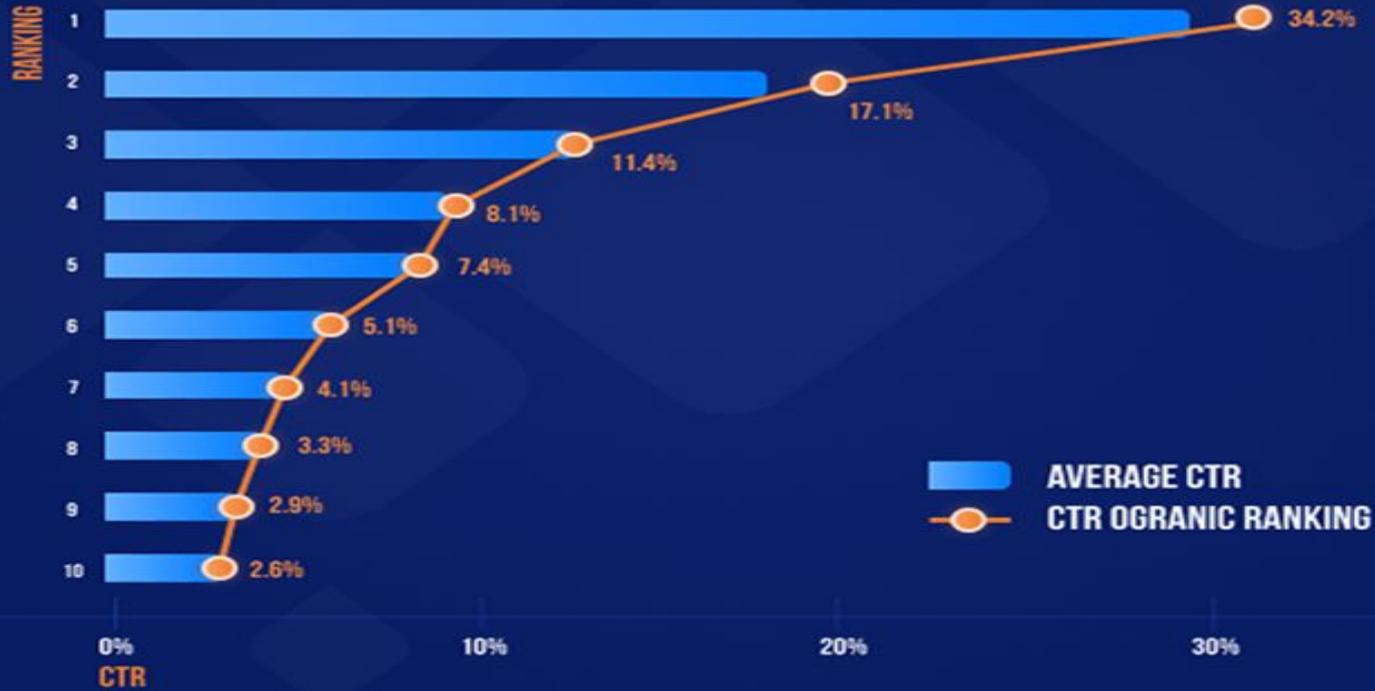
# Functions:

The 4 main functions of a search engine are

## Crawling- Indexing- Storing- Ranking/Serving

- **Crawling:** The crawler, or web spider, is a vital software component of the search engine. It essentially sorts through the Internet to find website addresses and the contents of a website for storage in the search engine database.
- **Indexing:** Once the search engine has crawled the contents of the Internet, it indexes that content based on the occurrence of keyword phrases in each individual website.
- **Storing:** Storing web content within the database of the search engine is essential for fast and easy searching. The amount of content available to the user is dependent on the amount of storage space available.
- **Results/Rank:** Results are the hyperlinks to websites that show up in the search engine page when a certain keyword or phrase is queried. When you type in a search term, the crawler runs through the index and matches what you typed with other keywords.

# Google CTR: Organic



# What is SEO?

The process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines.

## Types of SEO?

**(1) On-page SEO:** On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized

**(2) Off-page SEO:** Off-page SEO refers to **anything done outside of your website with the potential to affect search engine rankings.**

**(3) Technical SEO:** Technical SEO refers to **website and server optimizations** that help search engine spiders crawl and index your site more effectively (to help improve organic rankings).

## 03 Techniques of SEO

(1) White-hat

(2) Black-hat

(3) Grey-hat

### What is keywords?

Keywords are ideas and topics that define what your content/webpage is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

# Type of keywords

## Based on length

**Short-tail:** These are search terms that have a very high volume of search traffic. These terms are usually one or two words, and they are typically the most competitive SEO keywords. (1 or 2 words – DM Company)

**Medium-tail:** Mid-Tail Keywords are usually two to three words and are slightly more descriptive than generic seed keywords. These keywords are likely to be less competitive than broad keywords because they are more descriptive.

3 words – Best DM company

**Long-tail:** Long-tail Keywords are highly targeted to a specific topic or audience and typically consist of multiple words, giving them their name. Because long tail keywords are more specific, they tend to be less competitive and can lead to higher click through rates.

Example: Best DM companies with free web audit in Bangalore

# Types of Buyer/User Keywords

Buyer keywords are the terms a searcher uses when they are looking to purchase a product or service. These types of keywords are categorized by where a searcher is in the purchase funnel. Each type of buyer keyword represents a different type of search intent.

There are three types of buyer keywords:

## Informational Keywords

Informational keywords, or “know” keywords, are terms users search for when they want to find general information about a topic. Searchers use informational keywords when they are in the awareness phase of the purchase funnel. They are aware they have a need or problem, are aware they want a solution, and are looking for ways to do that.

Example: what’s the best running shoe

# Navigational Keywords

Navigational keywords, or “go” keywords, are terms users search for when they want to visit a website for a specific brand. Searchers often use navigational keywords when they are in the consideration phase of the purchase funnel. They are researching different brands to see which offers the best solution to their problem.

Example: Nike running shoes

# Transactional Keywords

Transactional keywords, or “do” keywords, are terms users search for when they are ready to make a purchase. Searchers use transactional keywords when they are in the conversion phase of the purchase funnel. They already know what they want to buy, and they use very specific buying keywords to help them find the right place to make their purchase.

Example: best deals on Nike running shoes

# Types of On-Site Keywords

On-site content keywords refer to the types of keywords in SEO that are used to create content like a new blog post or landing page. These types of keywords are:

## Primary Keywords

A primary keyword is the main term you target on a webpage. Each page of SEO content should have at least one primary keyword assigned to it. The page should follow keyword optimization best practices to send clear signals to search engines and readers that the page is about that keyword. Following these best practices will help improve your search traffic and rank for that content and keyword.

Example: women's running shoes

# Related Keywords or LSI Keywords

Related keywords or LSI keywords (latent semantic keywords) are terms or phrases that are semantically related to, or variations, or synonyms of, a primary keyword. They are used to support a primary keyword in a piece of content. Each webpage should be assigned one primary keyword and three to four related keywords that give additional context to the page, which helps search engines understand and better rank the page. You can find related keywords using Alexa's Competitor Keyword Matrix or Keyword Difficulty Tool.

Example: If the primary keyword is women's running shoes, then related keywords could be: Ladies running shoes, women's running shoes reviews, women's running shoes sales, and best women's running shoes.

## Types of Targeting Keywords

Targeting keywords are the phrases and terms tied to your industry, offerings, and audience.

# Market Segment Keywords

Market segment keywords are generic keywords associated with an industry or brand. They are terms a target audience uses to search for general information within a vertical. Terms may be broadly associated with an industry or more defined for niche marketing purposes.

Example: running shoes

# Customer-Defining Keywords

Customer-defining keywords are search phrases that identify a specific subset of customers or audience. In these searches, customers use words or phrases to define themselves.

Example: running shoes for women

# Product Keywords

Product keywords are terms related to specific brand offerings. These types of keywords are phrases that directly reference a company's products or services. Brands should have a keyword strategy for each of their products and services so customers and prospects can find their offerings through search.

Example: Nike Flex Contact

# Branded Keywords

Branded keywords are search phrases that include a brand's name or other branded terms. These types of keywords may include only the brand name or the brand name along with a product type, product name, or another descriptive search phrase.

Example: Nike running shoes

# Competitor Keywords

Competitor keywords are types of keywords that target brand names of competing businesses, products, or services. It's beneficial for a brand to research competitor keywords because it gives the brand an opportunity to attract a similar audience of interested, potential buyers.

Example: For Nike, a competitor keyword could be Reebok running shoes.

# Geo-Targeted Keywords

Geo-targeted keywords are search phrases that identify a location. Searchers who use these terms are looking for results that are near them, or in another area they are interested in.

Example: Tampa running shoe store

# Parameters to consider keyword research?

- Business Intention
- Search Volume
- Competition: High comp (0.67-10)
- Medium comp (0.34 – 0.66)
- Low comp (0- 0.33)

## What is keyword research?

Keyword research is the process by which you research popular search terms people type into search engines like Google, and include them strategically in your content so that your content appears higher on a search engine results page (SERP).

# How to perform keyword research?

Brainstorm>Google-out>Instant-suggest>Related research

<p><b><u>Brainstorm</u></b></p> <p>More or less medium term keyword</p>	<p><b><u>Ask friends&amp;family</u></b></p>	<p><b><u>Google out</u></b></p> <p><b><u>Wiki—x</u></b></p> <p><b><u>.gov---x</u></b></p> <p><b><u>.edu---x</u></b></p> <p><b><u>Ads</u></b></p> <p><b><u>Competitor</u></b></p>	<p><b><u>Instant/suggest</u></b></p> <p>After medium tail keyword</p> <p>Enter space bar</p> <p>Then type</p> <p><b><u>A,b,c,d</u></b></p> <p><b><u>Tool—</u></b></p> <p><b><u>Ubersuggest.io</u></b></p>	<p><b><u>Related</u></b></p> <p><b><u>Pick related keywords from the bottom of the SERP—SEA RCH ENGINE RESULT PAGE</u></b></p>	<p><b><u>Trends</u></b></p> <p><b><u>Optional</u></b></p> <p>Tool-Trends.google.com</p> <p>Or</p> <p>Keywordtool.io</p>
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# Keyword Research with Tools

Keyword Research process with tools:

- Instant Suggest/End of SERP
- Ubersuggest.io
- LSI graph ( Latent semantic indexing)

(<https://ahrefs.com/blog/lsi-keywords/>)

## Google Keyword Planner

- Google Trends

# Meta Tags

The “meta” stands for “metadata,” which is the kind of data these tags provide – data *about* the data on your page. meta tags only exist in HTML, usually at the “head” of the page, and so are only visible to search engines.

## Meta Title

- The meta-title refers to the title of a HTML document/web page that is displayed both in Search Engine result snippets as well as the page's tab in browsers.
- The meta-title is an important element for both users and search engines as it conveys the document's primary topic and purpose.
- It is used to form the headings of entries in SERPs (Search Engine Result Pages) and can therefore increase clicks through to a ranking web page or document.
- the ranking algorithm of Google and other popular Search Engines calculate the value of the keywords in the meta title very highly, so it can provide positive ranking signals.

# Rules/To-follow

- The main topic or keyword to describe the page semantically. For large websites with many pages, a so-called bulk optimization could be ideal to describe the content and cover long-tail-keywords.
- Inclusion of the company, brand or the service, to target branding effects.
- The site's relevance for the user, or the value which the content brings. This can be a stimulating factor to visit the site and therefore to increase the CTR.
- **clear, concise and descriptive title of the page's contents within the 50-60 character limit to help searchers make the best selection on the SERP**
- Use ' | ' to separate
- **NOTE--512 px ideal size for title**

# To-Avoid

- Sequences of keywords. This is seen by Google as Keyword Stuffing and therefore as spam which can lead to a manual penalty and loss of rankings.
- Irrelevant keywords, for example spelling terms differently, or using keywords that are very general and don't describe the content.
- Keywords which don't differentiate between other pages.
- Search engine crawlers shouldn't be disallowed access to the pages via Robots.txt. In such cases, Google uses external data sources to generate a page title.
- Avoid copying from competitors

## Meta Description:

- The meta description is an attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates.

- Opportunity to "advertise" content to searchers, and gives searchers chance to decide whether the content is relevant and contains the information they're seeking from their search query.
- A page's meta description should intelligently (read: in a natural, active, non-spammy way) employ the keywords that page is targeting, but also create a compelling description that a searcher will want to click. It should be directly relevant to the page it describes, and unique from the descriptions for other pages.
- Google announced in September of 2009 that neither meta descriptions nor meta keywords factor into Google's ranking algorithms for web search.
- Meta descriptions can however impact a page's CTR (click-through-rate) on Google which can positively impact a page's ability to rank.

## RULES FOR META DESCRIPTION

- 155-160 characters max
- Use researched, targeted keywords in your meta descriptions.

- Readable, attractive & Engaging
- Communicate benefits and urgency.
- Compel users to click to showing them value and appealing to emotion.

## Avoid

- Spammy, irrelevant, keyword stuffing

### 4 Times When You Absolutely Should Provide a Meta Description

**(Every page can have Meta description but it is not compulsory)**

- Your homepage is probably your most critical webpage, so the homepage deserves a great meta-description.

- Product & Category Pages
- Content That is Getting Seen on Google
- Pages Found in Natural Search but Lacking Text Content

## Blackhat-Technique:

### 1. Keyword Stuffing

Keyword stuffing refers to the practice of filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results pages. Adding multiple variations of keywords where they add no value creates a bad experience for users. It may also cause your page to rank for irrelevant queries.

# Google explains keyword stuffing as:

- Lists of phone numbers without substantial added value.
- Blocks of text listing cities and states a web page is trying to rank for
- Repeating the same words or phrases so often that it sounds unnatural.

## 2. Cloaking

Cloaking involves showing one piece of content to users and a different piece of content to search engines. Websites practicing black hat SEO will do this in order to make content rank for a variety of terms irrelevant to their content. Spam websites will often do this to try and avoid a search engine bot finding out the spam content they serve to users.

### 3. Invisible Text

To put this straight, invisible text means implementing white text, a list of keywords, on a white background.

This method makes keywords completely invisible to a visitor, but search engines can still detect and index them.

## URL: Uniform Resource Locator

### RULES FOR URL STRUCTURE

1. Begin with the primary keyword
2. Use hyphen to separate content ( digital-marketing-courses)

3. No dynamic characters ie “?” “,” “\_” or special characters (each has a special meaning)
4. No too long URLs (URL should be shorter than 115 characters)

\*primary Keywords in URL

**\*www.NIDMINDIA.IN/Digital-Marketing-courses**

**Domain Name            Page Name**

**\*www.flipkart/make-up/Lipstick: division of categories with primary keywords**

**\*www.DigitalMarketingAgency.com: costly and direct keyword.**

### **Notes:**

If your website is like a house, then your website's URL is like that house's address. It defines where your website lives online, similar to how your home address determines where you live in a neighbourhood, helping your visitors easily find your site. URLs also help Google understand what your website's pages are about.

# Parts of a URL



URL: <https://blog.hubspot.com/marketing/parts-url>

**-Subdomain:** If your website is like a house, your subdomains are like specific rooms in that house.

**- Second-level Domain:** Your second-level domain (SLD) is the name of your website. It helps people know they're visiting a certain brand's site. For instance, people who visit "Flipkart.com" know they're on Major League Baseball's website, without needing any more information.

**- Top-level Domain:** The top-level domain (TLD) specifies what type of entity your organization registers as on the internet.

.com: commerce

.edu: education

**- Sub-directory:**

A subdirectory — also known as a subfolder — helps people as well as web crawlers understand which particular section of a webpage they're on.

- **The Hypertext Transfer Protocol:** is an application protocol for distributed, collaborative, hypermedia information systems that allows users to communicate data on the World Wide Web.

As a request-response protocol, HTTP gives users a way to interact with web resources such as HTML files by transmitting hypertext messages between clients and servers. HTTP clients generally use Transmission Control Protocol (TCP) connections to communicate with servers.

<https://shop.yourstore.com/hats>

## Notes:

Headers- <https://brandstory.in/>

- DMA
- Porcoyo

# Header Tags

The "H" in H1, H2, etc. officially stands for "heading element" though the SEO community also commonly calls these tags "header tags." The numeral indicates the hierarchal relationship between each one (with H1 being the most important, H2 being less important, and so on).

When you put text into a header tag, you're signalling that this text is important, and Google will use these to determine the context of the page, which then helps Google serve up results that are relevant to searchers' queries.

(H1) MAIN TOPIC (/H1)

(H2) SUB TOPIC (/H2)

(H3) SUB TOPIC OF ST (/H3).....upto (H6)

NOTE---READ-- <http://www.wordstream.com/exact-match>

- **H1-** The title of a post. They're usually keyword-centric, focused around the "big idea" of a page or post, and crafted to grab a reader's attention.
- **H2-** These are sub-headers that classify the main points of your paragraphs and separate sections.  
Consider using semantic keywords related to the "big idea" in your H1 while also helping the reader easily find the sections they want to read.
- **H3 —** These are subsections that clarify the points made in the H2 further. Alternatively, they can be used in formatting lists or bullet points.
- **H4 —** These are subsections that clarify the points made in the H3 further. Alternatively, they can be used in formatting lists or bullet points.

# RULES FOR HEADINGS

1. Use primary & secondary keywords
2. Readable, attractive and engaging, relevant if not bounce rate is higher
3. Each heading must be unique & alternative
  - \*H1 is mandatory for each page and most important
  - \*Only one H1 in a page
  - \*No character Limit
  - \***H tags improves readability and SEO**
  - \***Readable, attractive and engaging, relevant if not bounce rate is higher**

**\*Try using numbers**

**\*Common grey hat- engaging content above H1 and below keyword as \*Lalitha jewellery example using meta keywords stuffing – Black hat**

**URL: <https://blog.hubspot.com/marketing/header-tags>.**

### **Examples:**

1. <https://www.digitalmarketingagency.com/>
2. <https://neilpatel.com/>
3. <https://ittisa.com/>

# Image ALT – Geo Tagging

## Image optimisation

- The origin of setting alt text was developed in order to help the blind and visually impaired understand
- alt text is crucial in enabling your website images to be accurately appreciated and acknowledged by search engines when they analyse your content in response to a search- for ranking factor
- Alt tags provide context to what an image is displaying, informing search engine crawlers and allowing them to index an image correctly.
- Alt tags provide context to what an image is displaying, informing search engine crawlers and allowing them to index an image correctly.
- Alt text is also important when browsers are unable to render a page properly, meaning the web page does not display the images. In place of images the website will return the alt attributes instead, describing what image should be showing.

(img src = “/images/keyword.jpg” alt= “DigitalMarketing” Title= “keyword”/)

What can be added to image URL, File name, Alt text, Title, Size

## Content Related Ranking Factors

### 1. **Keyword Density:**

- 2-4% only per page

### 2. **Content Strength:**

- Amount of content in a web page, ideal is 1700-1800 words
- Thin quality and high quality

- Service page not less than 600-800 words per page
- Product page not less than 400
- The Google Panda 4.1 algorithm update was put in place to reward longer, more informative content and to penalize thin content.

### **3. Plagiarism:**

- Original content, 20% is ok
- Tools check for sentence,
- Article spinning, process of using others content by rephrasing and using it.
- Google translate for rephrasing and creating Unique content

#### 4. Freshness of content:

- Regular Update of content

#### Two Types of people will visit your website

BASIC----SHOULD COVER 40%

ADVANCED—should cover 60%

- Each page should have Call To Action
- Content should educate, entertain and engage

#### Content

70 % create

10% curate

20% repurpose

- Blogging
- Ghostwriting
- Articles
- Interviews
- Brand stories
- Press releases
- Internal communications
- Copywriting
- Infographics
- Product description
- Technical writing
- White papers
- Ebooks
- Social media writing
- PR outreach
- Email writer
- Scriptwriter
- Long-form content, and so on

# Golden Rules for Content Writing:

## 1. Know your audience:

- Who is my primary audience? What about a secondary audience who can influence and inform my primary audience? How will they find my site online?
- You'll need to make sure your content is both accessible and interesting to all of these audiences. What kind of questions might these groups ask about a particular topic? Where are they most active online? What kind of information do they need?
- Text could be extremely well-written and informative, but if it's not optimized for search engines, chances are few people will find it.

## 2. Follow the “inverted pyramid” model:

- Web readers have short attention spans—they’ll decide whether your site has the information they need in seconds.
- The most important messages go at the top of the page. Then, gradually drill down to the more specific, supporting information.

## 3. Write short, simple sentences & common language

- the short attention span of today’s reader demands sentences of 35 words or fewer. Paragraph within 70 words
- online readability tool: The Readability Test Tool

#### 4. Stick to active voice:

- For example, rather than writing “products can be ordered on our website,” say “You can order products on our website.”
- You can do it; it can be done.

#### 5. show, don't just tell, Real-World Examples:

- Specific, real-world examples help readers better understand and visualize your messages. Consider these two descriptions:

Tata cars are really safe

Vs

A tata car survived an accident at the speed of 100km where as an Honda civic car failed at 70km

## **6. Avoid being too technical, be professional and human:**

- Make sure information is understandable for the educated non-specialist. Spell out acronyms on first reference. Avoid insider language. Explain complex or niche terms.

Reader's don't like to be talked at instead talk with them.

- Crypto- intraday, scalping etc

## **7. Make web page easily scannable:**

- Easy understand on a glance
- Points, divide into sections

## **8. Incorporate multimedia:**

- Research shows that most the human brain is visual, and people process visual information many times faster than text.

## 9. Link your web-pages with hyperlink texts and also add valuable links

- make your audience move to the other web pages of your site, by linking the content. Example: Wikipedia

The great thing about a website is that it's easy to direct readers from one page to another. Help readers find more great content by hyperlinking certain words or phrases to other relevant resources, especially those on your own website. This will help keep people engaged with your content and moving through your site.

## 10. Leave them wanting more:

- Keep these calls-to-action succinct, and start them with action verbs like “Download,” “Share,” “Join,” “Sign Up,” “Learn More” or “Watch.” And of course, make sure to include a link that actually allows readers to fulfill the action you're asking them to take.

## Creative ad campaigns:

<https://creativethinksmedia.com/10-best-brand-campaigns-of-india-to-encourage-you/>

<https://www.bluleadz.com/blog/20-of-the-best-marketing-campaigns-of-all-time>

## Black-Hat Technique-

<https://blog.hubspot.com/marketing/black-hat-seo>

### 4. Keyword Stuffing

Keyword stuffing refers to the practice of filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results pages. Adding multiple variations of keywords where they add no value creates a bad experience for users. It may also cause your page to rank for irrelevant queries.

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- Repeating the same words or phrases so often that it sounds unnatural.

## 5. Cloaking

Cloaking involves showing one piece of content to users and a different piece of content to search engines. Websites practicing black hat SEO will do this in order to make content rank for a variety of terms irrelevant to their content. Spam websites will often do this to try and avoid a search engine bot finding out the spam content they serve to users.

## 6. Sneaky Redirects

A redirect involves sending someone to a different URL than the one they initially clicked. Black hat SEO uses redirects outside of the purpose they are intended for. Along the same lines as cloaking, this might include redirecting a search engine crawler to one page and all other users to another page.

7. **Paid Links :** Search engines like Google strictly ban the buying and selling of links. They state on their website that “any links intended to manipulate PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google’s Webmaster Guidelines.” This includes sending a website free products in exchange for links.
8. **Doorway spam:** Doorway pages are a form of cloaking.They’re designed to rank for particular keywords but then redirect visitors to other pages.
9. **Hidden content:** Like a hidden link, hidden content is content that’s made the same color as the background.

It’s a tactic that intends to include as many keyword phrases, long-tail keywords, and semantically-linked words as possible in a page.

# Google penalised bmw, firefox, wordpress, forbes, bbc and google. Find why.

BMW---- FOR CLOAKING

FIREFOX—FOR USER GENERATED CONTENT SPAM

WORDPRESS—FOR DOORWAY PAGES

FORBES— for selling links on their website

BBC--- FOR UNNATURAL LINKS

GOOGLE ITSELF--- for mostly cloaking

## Tools for Content Creation:

### Images

- **Canva**
- **Picmonkey**

### Infographics

- **Piktochart**
- **Canva**
- **Infogram**

### Videos

- **Ripl (app)**
- **Adobe spark(app)**
- **Avidemux**
- **We.video (cloud based)**
- **Wondeshare filmora**
- **Blender**
- **Lightworks**
- **Hitfilm**
- **Shotcut**

## HD Images

- **Unsplash**
- **Pickjumbo**
- **Pixels.com**
- **Pixabay**
- **Blogphoto.tv**

## Audio

- **Audacity (for editing)**
- **Upload in soundcloud.com**
- **Audible.com (audiobook)**

## Animation

- **Legend (app)**
- **Google photos**
- **Picplaychart**
- **Rawshorts**
- **Theanimator.co.uk**
- **Wideo**
- **Explaindio**

Wordcounter.net

Plagiarism

Grammarly

**<6<sup>th</sup> Class>**

**Content Marketing**

**Content Writing**

**<7<sup>th</sup> Class>**

**Anatomy of SERP**

<https://www.link-assistant.com/news/serp-guide.html#part-1>

# Technical SEO

Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively (to help improve organic rankings).

## 1. Page Speed

- Specifically refers to the loading time of a singular webpage.
- People wait for 4secs on average
- PS Should be less than 4 sec

- **Many Factors like:**

**1. Connection Speed-** The type of internet connection you have will directly affect the speed at which any website loads.

**2. Server/Hosting:** Your web hosting company and the server it chooses to place your website on can have a major impact on the speed at which your website loads for visitors.

**3. File Types and Sizes:** Generally speaking, the larger your file sizes are and the more files you have to load on a page, the longer it will take to load in the browser.

Ideal web page size 2-3mb.

**4. Plugins:** A plugin is a piece of software containing a group of functions that can be added to a WordPress website. The number of plugins and their functions also have an effect.

Unfortunately, there's no magic number for the maximum number of plugins you should have on your website. It really depends on your website and which plugins you're using. One bad plugin can load more than 10 files, while several good plugins can add just a few extra files. Well-coded plugins keep the files they load to a minimum, but ultimately it depends on the plugin developer.

**5. Browser:** The browser you're using can affect the speed at which websites load. Older versions of browsers may struggle to load certain assets and code because they're not compatible. For best results, make sure you are always using the most up-to-date version of your favourite browser.

**6. PC Cache:** The computer used to access the website can also have an effect on website speed. **The cache on your computer functions to store information you've recently used, so it can be accessed quickly.** The cache stores items from the websites you visit to your hard drive. When you revisit the website, the data is already stored, allowing the website to load faster. If you clear your cache, you may notice sites that used to load quickly take a bit longer to load again. If your computer itself is slow because of RAM issues or you're running too many processes at once, you may also notice slower page load times.

**7. Traffic Volume:** Many websites have a set amount of bandwidth. This refers to the amount of data transferred over a certain period of time – typically a month. If you've got high traffic volume, that's a good sign, but if you don't have a host with bandwidth that can accommodate that, you'll not only risk a slower website speed.



As page load time goes from:

**1s to 3s** the probability of bounce **increases 32%**

**1s to 5s** the probability of bounce **increases 90%**

**1s to 6s** the probability of bounce **increases 106%**

**1s to 10s** the probability of bounce **increases 123%**

## Tools for page speed

a. Page speed Insight/ Lighthouse- desktop & mobile (highly suggested)

b. gtmetrix: mostly desktops data

- FCP (First Contentful Paint): First Contentful Paint marks the time at which the first text or image is painted.

- (Largest contentful Paint): Largest Contentful Paint marks the time at which the largest text or image is painted

## 2. Mobile Responsiveness:

- Mobile Friendly
- Mobile responsiveness refers to whether a website is optimised to be functionally and aesthetically pleasing on devices of different sizes.
- A responsive website is one with a layout that adjusts to the screen based on the device it's viewed from. The content on the page automatically changes to fit the difference in screen size.
- There are four screen sizes responsive design focuses on:  
Desktop monitors, smaller desktop, Tablets, Mobile phones
- Here are two major motives why you should invest in a responsive design for your website.

# 1. User- Experience:

Before you think about the quality of your content or the services you provide, think about the user and their experience.

What does their experience feel like when browsing your website?

The majority of online visitors will leave a website if they find it hard to browse.

Mobile responsive websites, on the other hand, enhance trust through positive interactions. They load much faster and provide better browsing options.

This often leads to higher conversions and profits.

## 2. Search-Engine Rankings: Crucial Ranking Factor (2015):

- Today it's almost impossible for a non-responsive website to be at the top of SERPs.
- That's why content alone isn't enough?
- Google cares a lot about user experience, and it's only willing to reward websites that believe the same thing.
- If you go to Google right now and type in any search query that comes to mind, the top 10 results are almost always guaranteed to be mobile responsive websites.

### Tools for MFW/MRW:

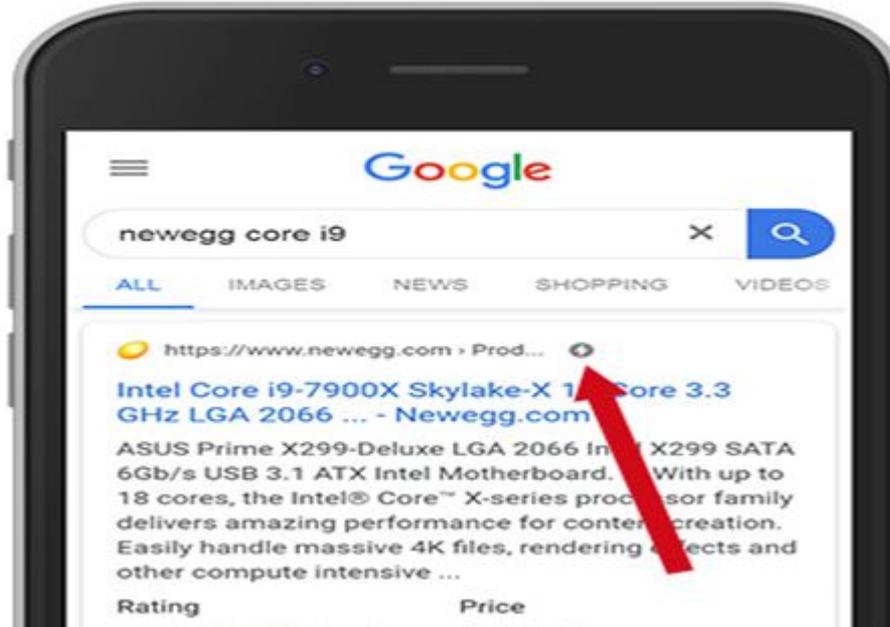
Mobile Friendly Test

### 3. Accelerated Mobile Page:

- It's a code that turns your normal web page into an lighter version AMP improving speed & responsiveness to mobile users.
- In early tests, we found that AMP pages load four times faster and use eight times less data than traditional mobile-optimized pages.
- Thunder symbol
- It was originally created by Google as a competitor to **Facebook Instant Articles** (Buzz-Feed) and Apple News. AMP is optimized for mobile web browsing and intended to help webpages load faster.
- The technology behind AMP enables lightweight pages that load more quickly for smartphone and tablet users.
- AMP test by google

- AMP test by google

- Accelerated Mobile Pages, also called AMPs, are an open-source coding project created by Google to help websites load faster on mobile devices. AMP works by stripping pages down to their most essential parts and storing a cached version on Google servers, which allows them to deliver content almost immediately.



- **DOM ready time:** **Document Object Model** (DOM) is a programming API for HTML and XML documents. It defines the logical structure of documents and the way a document is accessed and manipulated.

- full-page load time

**To know more:**

<https://www.stxnext.com/blog/googles-amp-future-mobile-explained-examples/>

## 1. Canonicalization

<https://developers.google.com/search/docs/advanced/crawling/consolidate-duplicate-urls>

- A canonical tag (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page.

- When Googlebot indexes a site, it tries to determine the primary content of each page. If Googlebot finds multiple pages on the same site that seem to be the same, it chooses the page that it thinks is the most complete and useful, and marks it as canonical. The canonical page will be crawled most regularly; duplicates are crawled less frequently in order to reduce Google crawling load on your site.

- Google uses the canonical pages as the main sources to evaluate content and quality.
- Practically speaking, the canonical tag tells search engines which version of a URL you want to appear in search results.

### **Valid reasons for keeping similar or duplicate pages:**

1. If you have a single page that's accessible by multiple URLs, or different pages with similar content (for example, a page with both a mobile and a desktop version), Google sees these as duplicate versions of the same page.
2. To support **multiple device types**
3. If content you provide on a blog for **syndication** to other sites is replicated in part or in full on those domains:
4. If your server is configured to serve the **same content for www/non-www http/https variants**

5. If your blog system automatically saves **multiple URLs** as you position the same post under multiple sections.

6. To enable **dynamic URLs** for things like search parameters or session IDs.

Dynamic URLs or dynamic sites are generated at the moment a user submits a search query. Unlike static websites, they are not stored as a whole on the relevant server, but are generated with the stored data on the server and an application. A program or application accesses a database and a website is created based on the request of the user. Dynamic URLs are mainly used in web forms, product lists, sessions or interactive websites.

- pages that are constantly updated

## Reasons to choose a canonical URL:

1. To specify which URL that you want people to see in search results.
2. To consolidate link signals for similar or duplicate pages.
3. To simplify tracking metrics for a single product or topic.
4. To manage syndicated content.
5. To avoid spending crawling time on duplicate pages.

<http://www.example.com>

<https://www.example.com>

<http://example.com>

<http://example.com/index.php>

<http://example.com/index.php?r...>

## - why canonicalization is imp?

Duplicate Content is a complicated subject,

but when search engines crawl many URLs with identical (or very similar) content, it can cause a number of SEO problems.

First, if search crawlers have to wade through too much duplicate content, they may miss some of your unique content.

Second, large-scale duplication may dilute your ranking ability.

Finally, even if your content does rank, search engines may pick the wrong URL as the "original." Using canonicalization helps you control your duplicate content.

- Facebook.com & m.facebook.com / m.youtube.com

## 5. SSL : <https://www.digicert.com/what-is-an-ssl-certificate>

- It is an encryption secure layer between your client browser and server. It turns your HTTP into HTTPS.
- It is a certificate that need to be installed from a provider.( 3k-4k for year)
- \*explain what is encryption and decryption\*

### My Notes

- Secure Sockets Layer (SSL) is a standard security technology for establishing an encrypted link between a server and a client—typically a web server (website) and a browser, or a mail server and a mail client (e.g., Outlook).

- It is more widely known than TLS, or Transport Layer Security, the successor technology of SSL.
- SSL allows sensitive information such as credit card numbers, social security numbers, and login credentials to be transmitted securely.
- Normally, data sent between browsers and web servers is sent in plain text—leaving you vulnerable to eavesdropping. If an attacker is able to intercept all data being sent between a browser and a web server, they can see and use that information.
- It is more widely known than TLS, or Transport Layer Security, the successor technology of SSL.
- SSL allows sensitive information such as credit card numbers, social security numbers, and login credentials to be transmitted securely.
- Normally, data sent between browsers and web servers is sent in plain text—leaving you vulnerable to eavesdropping. If an attacker is able to intercept all data being sent between a browser and a web server, they can see and use that information.

## 6. XML Sitemap:

- An XML sitemap is a file that lists a website's important pages, making sure Google can find and crawl them all. It also helps search engines understand your website structure. You want Google to crawl every essential page of your website.
- It is a must for all web pages.
- Types: XML site map, ROR( Resource of Resource site map( advanced version)

### My notes

- A good XML sitemap acts as a roadmap of your website that leads Google to all your important pages.
- An XML sitemap is a file that lists a website's important pages (URL's), making sure Google can find and crawl them all.
- Helps search engines understand your website structure.

## You might need a sitemap if:

- **Your site is really large.** As a result, it's more likely Google web crawlers might overlook crawling some of your new or recently updated pages.
- **Your site has a large archive of content pages that are isolated or not well linked to each other.** If your site pages don't naturally reference each other, you can list them in a sitemap to ensure that Google doesn't overlook some of your pages.
- **Your site is new and has few external links to it.** Googlebot and other web crawlers crawl the web by following links from one page to another. As a result, Google might not discover your pages if no other sites link to them.
- **Your site has a lot of rich media content (video, images) or is shown in Google News.** If provided, Google can take additional information from sitemaps into account for search, where appropriate.

### Create a sitemap:

<https://www.xml-sitemaps.com/details-nidmindia.in-8e4249477.html>

### submit sitemap:

[https://search.google.com/search-console/sitemaps?resource\\_id=https%3A%2F%2Fnidmindia.in%2F](https://search.google.com/search-console/sitemaps?resource_id=https%3A%2F%2Fnidmindia.in%2F)

**XML:** [https://www.w3schools.com/xml/xml\\_what\\_is.asp](https://www.w3schools.com/xml/xml_what_is.asp)

# XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap Index file contains 21 sitemaps.

Sitemap	Last Modified
<a href="https://yoast.com/post-sitemap.xml">https://yoast.com/post-sitemap.xml</a>	2021-04-29 12:15 +00:00
<a href="https://yoast.com/page-sitemap.xml">https://yoast.com/page-sitemap.xml</a>	2021-04-29 11:47 +00:00
<a href="https://yoast.com/wpkb-article-sitemap.xml">https://yoast.com/wpkb-article-sitemap.xml</a>	2021-04-29 08:11 +00:00
<a href="https://yoast.com/yoast_courses-sitemap.xml">https://yoast.com/yoast_courses-sitemap.xml</a>	2021-04-26 15:24 +00:00
<a href="https://yoast.com/yoast_employees-sitemap.xml">https://yoast.com/yoast_employees-sitemap.xml</a>	2021-04-28 14:23 +00:00
<a href="https://yoast.com/yoast_events-sitemap.xml">https://yoast.com/yoast_events-sitemap.xml</a>	2021-04-28 11:36 +00:00
<a href="https://yoast.com/yoast_jobs-sitemap.xml">https://yoast.com/yoast_jobs-sitemap.xml</a>	2021-04-29 09:40 +00:00
<a href="https://yoast.com/yoast_banen-sitemap.xml">https://yoast.com/yoast_banen-sitemap.xml</a>	2021-04-26 15:23 +00:00
<a href="https://yoast.com/yoast_plugins-sitemap.xml">https://yoast.com/yoast_plugins-sitemap.xml</a>	2021-04-28 11:29 +00:00
<a href="https://yoast.com/yoast_videos-sitemap.xml">https://yoast.com/yoast_videos-sitemap.xml</a>	2021-01-11 15:21 +00:00
<a href="https://yoast.com/yoast_webhost-sitemap.xml">https://yoast.com/yoast_webhost-sitemap.xml</a>	2021-03-22 10:01 +00:00
<a href="https://yoast.com/yoast_feature-sitemap.xml">https://yoast.com/yoast_feature-sitemap.xml</a>	2021-04-23 10:40 +00:00
<a href="https://yoast.com/yoast_care_fund-sitemap.xml">https://yoast.com/yoast_care_fund-sitemap.xml</a>	2021-04-02 13:13 +00:00
<a href="https://yoast.com/yoast_release-sitemap.xml">https://yoast.com/yoast_release-sitemap.xml</a>	
<a href="https://yoast.com/yoast_podcast-sitemap.xml">https://yoast.com/yoast_podcast-sitemap.xml</a>	2021-04-28 08:58 +00:00
<a href="https://yoast.com/yoast_webinar-sitemap.xml">https://yoast.com/yoast_webinar-sitemap.xml</a>	2021-04-21 15:08 +00:00
<a href="https://yoast.com/yoast_wordpress_core-sitemap.xml">https://yoast.com/yoast_wordpress_core-sitemap.xml</a>	2021-04-29 10:59 +00:00
<a href="https://yoast.com/post_tag-sitemap.xml">https://yoast.com/post_tag-sitemap.xml</a>	2021-04-29 12:15 +00:00
<a href="https://yoast.com/yoast_series-sitemap.xml">https://yoast.com/yoast_series-sitemap.xml</a>	2021-04-28 08:58 +00:00
<a href="https://yoast.com/video-sitemap.xml">https://yoast.com/video-sitemap.xml</a>	2021-04-29 10:02 +00:00
<a href="https://yoast.com/news-sitemap.xml">https://yoast.com/news-sitemap.xml</a>	2021-04-29 10:59 +00:00

## 7. Robots.TXT:

- A robots.txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests;
- A robots.txt file is used primarily to manage crawler traffic to your site, and *usually* to keep a file off Google, depending on the file type:

### robots.txt effect on different file types

- Web page, Media file etc.
- The process of preventing the search engine bot from crawling specific pages from our website.
- The robots.txt file is part of the robots exclusion protocol (REP)<sup>2</sup>
- Google crawls this first and then goes to sitemap.
- Syntax:

User Agent: \*

Disallow: /page-1/

Disallow: /page-2/

Disallow: /page-3/

### - **The main purpose**

1. This is used mainly to avoid overloading your site with crawl requests or crawler traffic
2. **Block Non-Public Pages:** Sometimes you have pages on your site that you don't want indexed. For example, you might have a staging version of a page. Or a login page. These pages need to exist. But you don't want random people landing on them. Private pages.
3. **Maximize Crawl Budget:** If you're having a tough time getting all of your pages indexed, you might have a crawl budget problem. By blocking unimportant pages with robots.txt, Googlebot can spend more of your crawl budget on the pages that actually matters.

 robots.txt - Notepad

File Edit Format View Help

---

User-agent: \*

Disallow: /wp-admin/

Disallow: /wp-includes/

Disallow: /wp-content/plugins/

Disallow: /wp-content/themes/

Sitemap: <http://www.example.com/sitemap.xml>

## My notes:

- Robots.txt is a text file webmasters create to instruct web robots (typically search engine robots) how to crawl pages on their website. The robots.txt file is part of the the robots exclusion protocol (REP), a group of web standards that regulate how robots crawl the web, access and index content, and serve that content up to users.

## 8. Favicon:

A favicon is a small 16×16-pixel icon that serves as branding for your website. Its main purpose is to help visitors locate your page easier when they have multiple tabs open.

### Where can you see:

- Bookmarks drop down menu
- Browser tabs
- Toolbar Apps
- History drops down menu
- Browser history

### Why are Favicons Important:

- It adds legitimacy to your site and helps boost your online branding as well as trust from potential consumers.
- They are an immediate visual marker for the website which enables easy and quick identification for web users as well as unifies all of the various browser components into a well branded browsing experience.

**9. G-zip:** is a file format and a software application used for file compression and decompression.

**10. Minification:** is the process of minimizing code and markup in your web pages and script files. It's one of the main methods used to reduce load times and bandwidth usage on websites. Minification dramatically improves site speed and accessibility, directly translating into a better user experience. It's also beneficial to users accessing your website through a limited data plan and who would like to save on their bandwidth usage while surfing the web.

**11. The deprecated tags:** or attributes are those attributes which are replaced by some other attributes. The tag or attributes depreciated when the same attributes is achieved by some other way.

**12. IP-Canonicalization:** Ideally, the domain IP should redirect to your website's URL or to a page

**13. Schema mark-up:**

- Schema markup is code that helps search engines to understand your content better represent it in the search results.

## Why schema markup is important

- Schema markup powers rich snippets, which often have higher clickthrough rates than 'regular' search results. That means more traffic to your site.
- However, the primary function of the markup is to help search engines better understand your content.
- Providing easy-to-read information and connecting the dots about you, your company, products and content benefits everyone involved:
  - § Google understands it much better than plain text.
  - § Users get more relevant search results.
  - § Website owners get rich snippets and can become an entity in the Knowledge Graph.

# 1. First, you can get a Knowledge Panel when people search for your brand:

The image shows a Google search for "esp guitars". The search results include an advertisement for Thomann, a snippet from the official ESP Guitars website, and a Knowledge Panel. The Knowledge Panel, highlighted with an orange border, provides a comprehensive overview of the company, including its history, products, and social media links. Below the Knowledge Panel, there are "People also ask" questions and a list of related brands.

**Google** esp guitars

About 78 results (0.68 seconds)

**Ad** - www.thomann.de/esp •  
**ESP Guitars and Basses - Welcome to Thomann**  
All trending models from 2020 3 years guarantee and money back! Satisfaction guarantee, 3-year warranty. Highlights: Founded In 1975, 3-Year Warranty, Multiple Payment Options Available.

**Top Sellers**  
Browse Through Our Top Selling Products. See Our Current Trends.

**Hot Deals**  
Check Out Our Various Deals On Musical Instruments. Shop Online!

**New Products**  
Check Out the New Products In Our Inventory. Choose the One You Need!

**Blow Outs**  
Browse Various Instruments In Blow-Outs. Explore By Categories.

www.espguitars.com •  
**The ESP Guitar Company**  
One of the world's leading manufacturers of high quality guitars and basses.  
Guitars · ESP USA · Basses · ESP USA Configurator

**People also ask**

- Are ESP Guitars good?
- What does ESP guitars stand for?
- Where are ESP guitars made?
- Does Gibson own ESP?

Feedback

www.espguitars.com · products · categories=ftd •  
**Products - LTD Guitars - The ESP Guitar Company**  
The LTD MH Series takes the carved-top body and neck feel of the ESP ...

www.anderlons.co.uk · Brands •  
**ESP Guitars & Basses - Andertons Music Co.**

**ESP Guitars**  
Instrument company

ESP Company, Limited is a Japanese guitar manufacturer, primarily focused on the production of electric guitars and basses. They are based in both Tokyo and Los Angeles, with distinct product lines for each market. Wikipedia

**Customer service:** 00 1 818-766-2097

**Founded:** 1975, Tokyo, Japan

**Subsidiaries:** LTD Guitars, Grassroots Guitars, Edwards Guitars; Navigator Guitars

**Headquarters:** North Hollywood, California, United States

**Founder:** Hisatake Shibuya

**Type of business:** Privately held company

Disclaimer

**Profiles**

- Twitter
- Instagram
- Facebook
- YouTube

**People also search for** View 15+ more

- Ibanez
- Schecter
- Gibson
- PRS
- Fender
- Guitar
- Brands,
- Guitars
- Musical
- Research
- Inc.
- Instrument...

Claim this knowledge panel

Feedback

## 2. Second, your brand can appear as a relevant solution for some non-branded queries:

how to do keyword research

backlinko.com › Blog  
**Keyword Research for SEO: The Definitive Guide (2020 Update)**  
Today I'm going to show you exactly how to do SEO keyword research. In this comprehensive guide I'll cover: How to find keywords; How to choose the right ...

blog.alexam.com › how-to-do-keyword-research  
**How to Do Keyword Research: A Comprehensive Guide ...**  
Steps for a Comprehensive **Keyword Research** Process. Here are the steps we recommend following for a comprehensive **keyword research** strategy. Brainstorm ...

www.crazyegg.com › blog › seo › how-to-do-keyword...  
**How to Do Keyword Research - Secrets You Didn't Know | The ...**  
Understanding how to do keyword research can be a challenge. There's no getting around it, though. Keywords are a critical part of any SEO strategy — so if you ...

People also search for

SEO softwares list

 Ahrefs	 Google Trends	 Google Search Console	 SEMrush	 Google Analytics	 Moz
---	--	--	---	---	--

→ See more

Feedback

**3. In the bigger picture, schema markup is a crucial part of structured data** that makes the semantic web and search possible. In layman's terms, it allows URLs to convey the actual meaning of their content to machines like the Googlebot.

## **13. Iframes:**

The iFrame, a shortened version of “inline frame,” is a segment of HTML syntax. They are commonly implemented when using resources from one website on your own without creating duplicate content. Essentially, iFrames allow you to embed another website in the code of your website, like a page within a page.

## **Schema Types:**

<https://wpschema.com/howto-schema/>

plugin: All in one schema rich snippets

## **Anatomy of SERP:**

<https://blog.reputationx.com/anatomy-of-search-results>

<https://www.link-assistant.com/news/serp-guide.html>

<https://yoast.com/what-is-a-snippet/#:~:text=The%20snippet%20is%20a%20single,highlighted%20in%20the%20snippet%20description.>

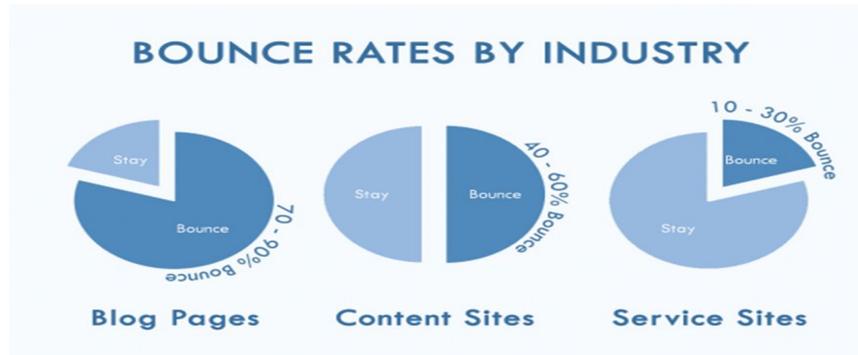
# Terminology:

## 1. Bounce rate/CTR/Dwell time

- **Bounce-Rate:** 20-40% bounce rate ideal

Bounce Rate is defined as the percentage of visitors that leave a webpage without taking an action, such as clicking on a link, filling out a form, or making a purchase.

Bounce rate is the percentage of single-engagement visits to your site. That means, what Google Analytics is actually tracking is the number of visitors who come to your page and leave without viewing any other page on your website or engaging with your page in any meaningful way.



## 2. Dwell Time:

The amount of time spent by a user on your website.

## 3. Click Through Rate:

Number of clicks gained from the impressions.

To improve CTR, improve your Meta title and Meta descriptions.

## Colors:

<https://99designs.com/blog/creative-inspiration/psychology-color-web-design/>

Dynamic URLs or dynamic sites are generated at the moment a user submits a search query. Unlike static websites, they are not stored as a whole on the relevant server, but are generated with the stored data on the server and an application. A program or application accesses a database and a website is created based on the request of the user. Dynamic URLs are mainly used in web forms, product lists, sessions or interactive websites.



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# Thank You!!

[hello@nidmindia.in](mailto:hello@nidmindia.in)

140/C, Koramangala 4th Block, Bangalore - 560034