

Search Engine Optimization 101

Janette Toral

Search engine optimization (SEO) is the science/art of increasing traffic to a website by helping it rank higher in organic (non-paid) search results.

THE JOB OF SEO

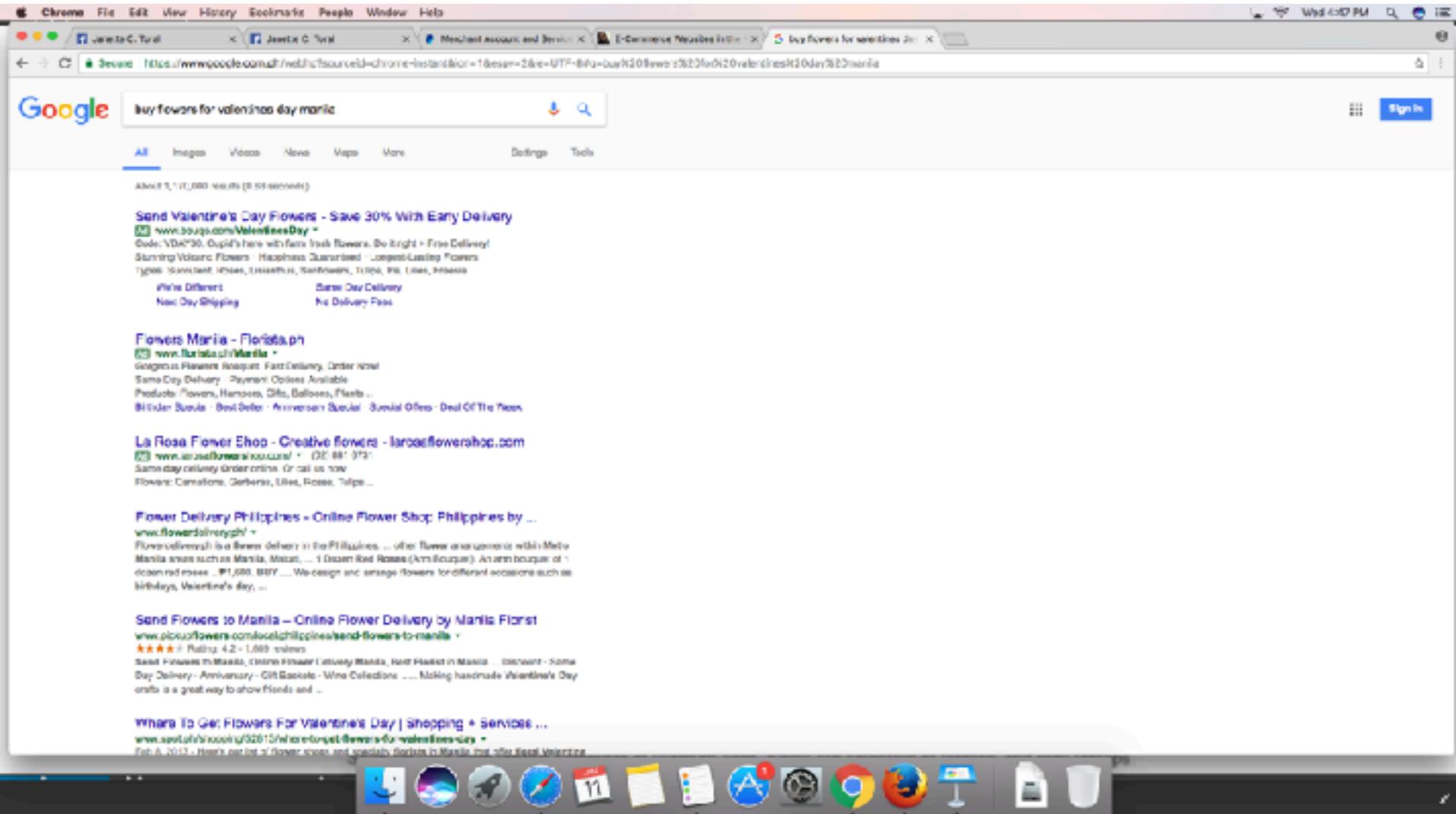
It is not the job of search engine optimization to make a pig fly.

It is the job of SEO to genetically re-engineer the website so that it becomes an eagle.

- *Bruce Clay*



Mobile Look / Paid vs. Organic



Types of search engine results

- Local serp features
 - local carousel (a)
 - Global knowledge panel (g)
 - Pack results (j)
 - Near results (m)
 - Google maps + pins (y)
- Ads and paid results
 - ads top (c)
 - shopping results left (d)
 - ads bottom (r)
 - shopping results right (t)
 - ads right (w)

Types of search engine results

- Knowledge graph
 - list carousel (b)
 - answer box (e)
 - info (u)
 - brand (v)
 - disambiguation box (x)
- Vertical search
 - image mega block (f)
 - video results (i)
 - image results (n)
 - news results (o)
 - in-depth articles (q)

Types of search engine results

- Miscellaneous
 - site links (h)
 - authorship (k)
 - review mark-up (l)
 - social results (p)
 - related searches (s)

<https://moz.com/blog/mega-serp-a-visual-guide-to-google>



Does “search suggest” affect how you search?



order flowers online



order flowers online

order flowers online **manila**

order flowers online **free delivery**

order flowers online **cebu**

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of amp indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADINGS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization – SEO – seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Ta ⁻³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Cr ⁺³ Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁻² History	Ln ⁻¹ Numbers	Ph ⁺⁰ History	
Cf ⁺² Fresh	As ⁻¹ Speed	Hh ⁻¹ Headers	Ti ⁻¹ Identity	Vp ⁻³ Paid	Ps ⁺² Social	
Cv ⁺² Vertical	Au ⁻¹ URLs	Vs ⁺² Spelling	Vd ⁻¹ Privacy	Vi ⁻³ Spam		
Ca ⁺¹ Answers	Ah ⁺³ HTTPS	Vh ⁻⁴ Hidden	Va ⁻¹ Ads			
Vt ⁻² Thin	Vc ⁻³ Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by visitors, visitors & other publishers

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	SPAM	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created links by spamming blogs, forums or other places?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or rural area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

Written By: [Search Engine Land](#)

Design By: [COLLIER FIVE](#)

Learn More: <http://seind.com/seo101>

Copyright: Third Door Media

SkinPhilosophie.com

The image shows a screenshot of the SkinPhilosophie.com website. At the top, the browser address bar displays "skinphilosophie.com". The website's tagline, "Experience Immaculate Correction™", is positioned in the upper left. The navigation menu, set against a dark purple background, includes links for HOME, SERVICES, ABOUT, SHOP, CONTACT, and PACKAGES. The main content area features a large, soft-focus photograph of a woman with her hair styled in a bun, gently touching her face. To the left of the woman, the text reads: "Crafting beauty is an art. Be our masterpiece." Below this, a smaller line of text states: "Get safe and reliable skin & laser treatments that are customized to fit your priorities, lifestyle and resources." In the bottom right corner, there is a "Leave a Message" button with an envelope icon.

Experience Immaculate Correction™

1-63-917-8840648

SKIN PHILOSOPHIE
MEDICAL AESTHETIC & LIFESTYLE SOLUTIONS

HOME SERVICES ABOUT SHOP CONTACT PACKAGES

Crafting beauty is an art.
Be our masterpiece.

Get safe and reliable skin & laser treatments that are customized to fit your priorities, lifestyle and resources.

Leave a Message

[All](#)[Maps](#)[News](#)[Images](#)[Videos](#)[More ▾](#)[Search tools](#)

About 39,000 results (0.46 seconds)

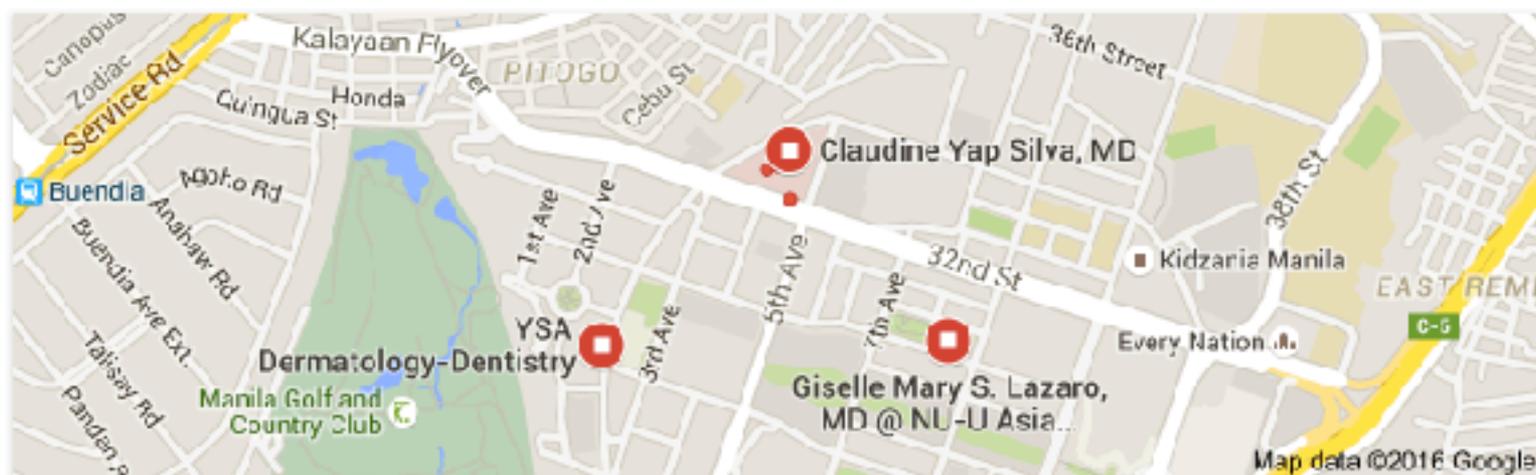
Dermatologists in Taguig City, Metro Manila - Book Appointment

Ad www.practo.com/ ▾

Clinics < 2 Kms From Your Location. Book an Appointment Instantly!

Free & Reliable · Write Reviews & Opinions · Recommend Doctors · Instant Appointments

[How Searches Are Ordered](#) · [What is Practo?](#)



Giselle Mary S. Lazaro, MD @ NU-U Asia Center of Dermatology and C...

4.5 km · 32nd Street corner 5th Avenue, Bonifacio Global City Taguig City · (02) 497 3978



Directions

Claudine Yap Silva, MD

No reviews · Dermatologist



[Dermatology Clinics Taguig City - Find a better Dermatologist in ...](#)

www.whatclinic.com/dermatology/philippines/taguig-city ▼

Results 1 - 10 of 10 - Find Taguig City Dermatology Clinics. Compare all 9 Dermatologists in Taguig City, with phone numbers, reviews, prices, maps and pictures.

[dermatologist in bonifacio global city – kellymisa.com](#)

<https://kellymisa.com/tag/dermatologist-in-bonifacio-global-city/> ▼

And so once or twice a month I head over to a dermatologist to get a facial. ... Bonifacio Global City a few months ago and I was pretty excited because I've heard ...

[Dermatologists in Taguig City, Metro Manila - Book Appointment, View ...](#)

www.practo.com > Metro Manila > Dermatologists ▼

604 matches - Dermatologist near you in Taguig City, Metro Manila. Book Appointment Online, View Doctor Fees, User feedbacks, List of dermatologists in Taguig ...

[Facials: Best Done at SKIN Dermatology & Laser Center | When In ...](#)

www.wheninmanila.com/facials-best-done-at-skin-dermatology-laser-center/ ▼

Sep 21, 2012 - Located inside The Spa Wellness In Bonifacio Global City, the SKIN Dermatology and Laser Center is the beauty arm of the luxurious The Spa ...

[Skin Philosophie Medical Aesthetic and Lifestyle Solutions by Dr. Kyla ...](#)

skinphilosophie.com/ ▼

Aesthetic Dermatologist Doctor of Medicine, University of the Philippines – Philippine General Hospital Diploma in Clinical Dermatology, Cardiff University, United ...

[Belo Medical Group](#)

www.belomed.ccm/ ▼

Lower Ground Flr., 28th St., Bonifacio High Street Central, BGC, Taguig City Telephone : 621 4030 / 621 4031 Fax : 621 4032 Mobile : 0917 840 9268 / 0999 ...

You visited this page on 6/13/16.

SEO Strategy

- Do keyword research
- Create content around your keywords
- Optimize content around a primary keyword.
- Promote your content.
- Earn links to your content.

BLACK HAT



BLACK HAT STRATEGIES

- Duplicate content
- Invisible text and stuffed keywords
- Cloaking or re-directing the user to another site or page
- Links from sites with non-relevant content

WHITE HAT



WHITE HAT STRATEGIES

- Relevant content
- Well labeled images
- Relevant links and references
- Complete sentences with good spelling and grammar
- Standards-compliant HTML
- Unique and relevant page titles

SEO & Your Website

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

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Do keyword research

- Keywords are the words typed in the search engines. They are the topics that searchers are trying to learn about.

Use Searcher Intent

- Make a list of keywords your buyer personas would search for.
- Expand the list by searching the web for alternatives
- Determine which keywords people are using to find your site.
- Decide which keywords you have the best opportunity to rank for.

The Buyer's Journey

- Categorize keywords by the stages of the buyer's journey.
 - Awareness stage
 - Problem based keywords
 - Consideration stage
 - Solution keywords
 - Decision stage
 - Branded keywords

Mimic the language that your
buyer personas use.

How to do keyword research?

- Make a list of keywords your buyer personas would search for.
- Expand that list by searching the web for alternatives.
 - Type one of your keywords into a search engine and see what the results are.

Keyword Research

- keywordtool.io
- <https://www.semrush.com/>
- similarweb
- moz kw explorer
- ubersuggest
- answer the public

 **None of your ads are running** - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) [Learn more](#)

Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category

- ▶ Get search volume data and trends

- ▶ Multiply keyword lists to get new keywords

Before you begin

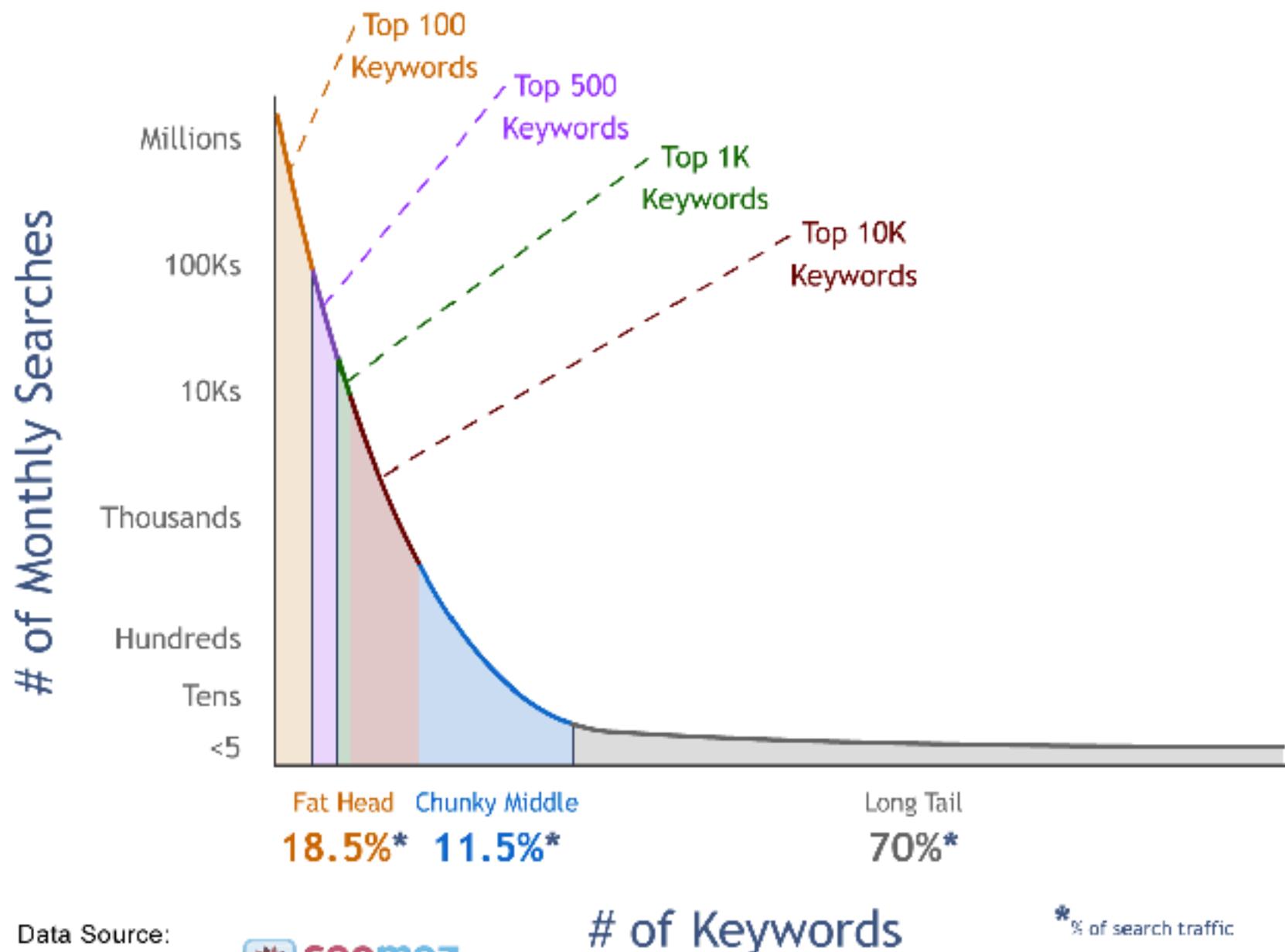
- [How to use Keyword Planner](#)
- [How to see your organic data](#)
- [Building a Display campaign? Try Display Planner](#)

Plan your budget and get forecasts

- ▶ Get click and cost performance forecasts

Important: You can use this tool to generate ad group and keyword ideas. It doesn't guarantee improved performance. You are responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

The Search Demand Curve



Data Source:
 Experian
Hitwise

seomoz.org
The Web's Best SEO Resources

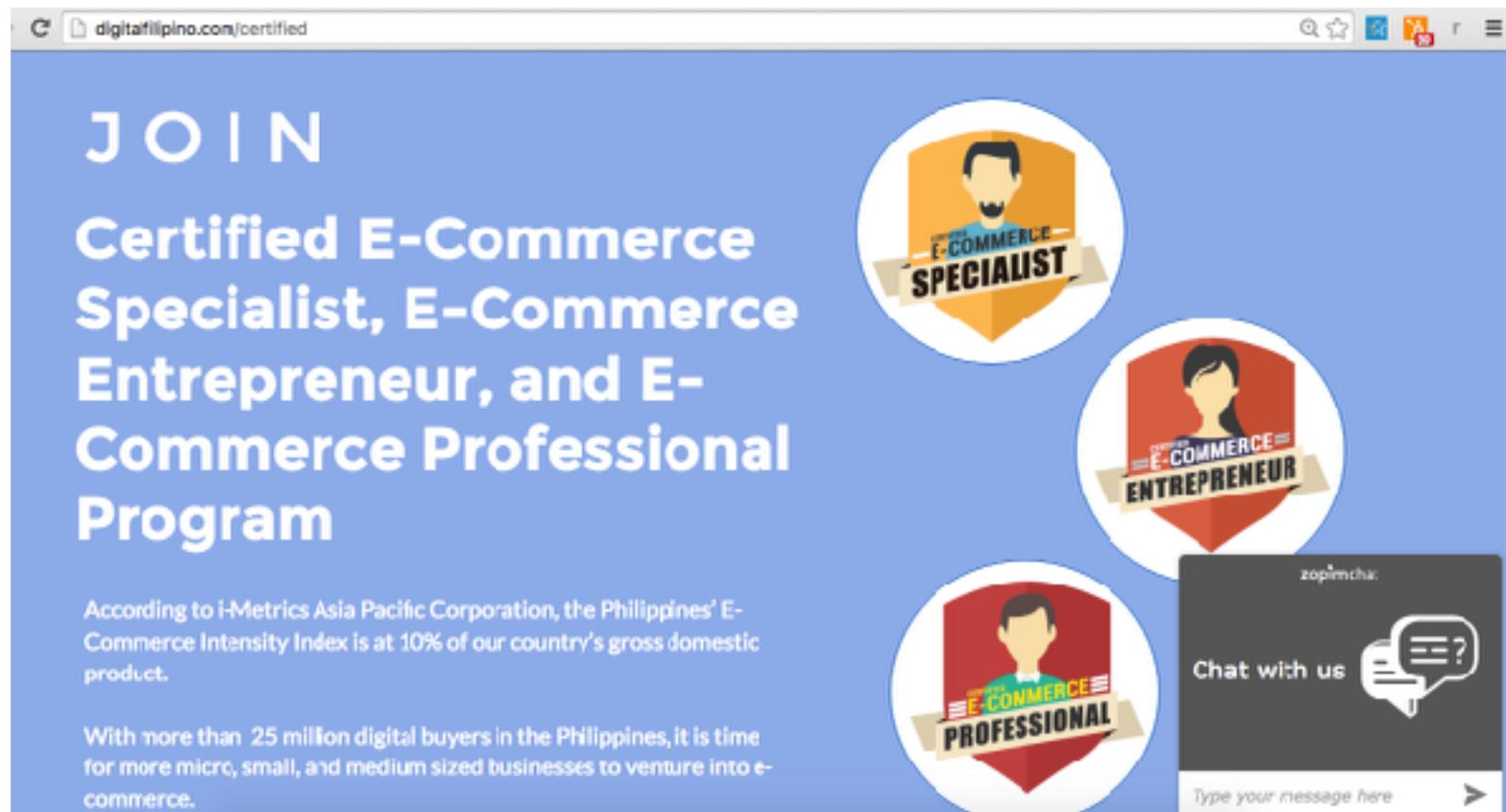
of Keywords

* % of search traffic

Long tail keyword sources

- Google search results
- Google Analytics
- Google Webmaster Tools

Create unique, accurate page titles



JOIN

Certified E-Commerce Specialist, E-Commerce Entrepreneur, and E-Commerce Professional Program

According to i-Metrics Asia Pacific Corporation, the Philippines' E-Commerce Intensity Index is at 10% of our country's gross domestic product.

With more than 25 million digital buyers in the Philippines, it is time for more micro, small, and medium sized businesses to venture into e-commerce.

Chat with us

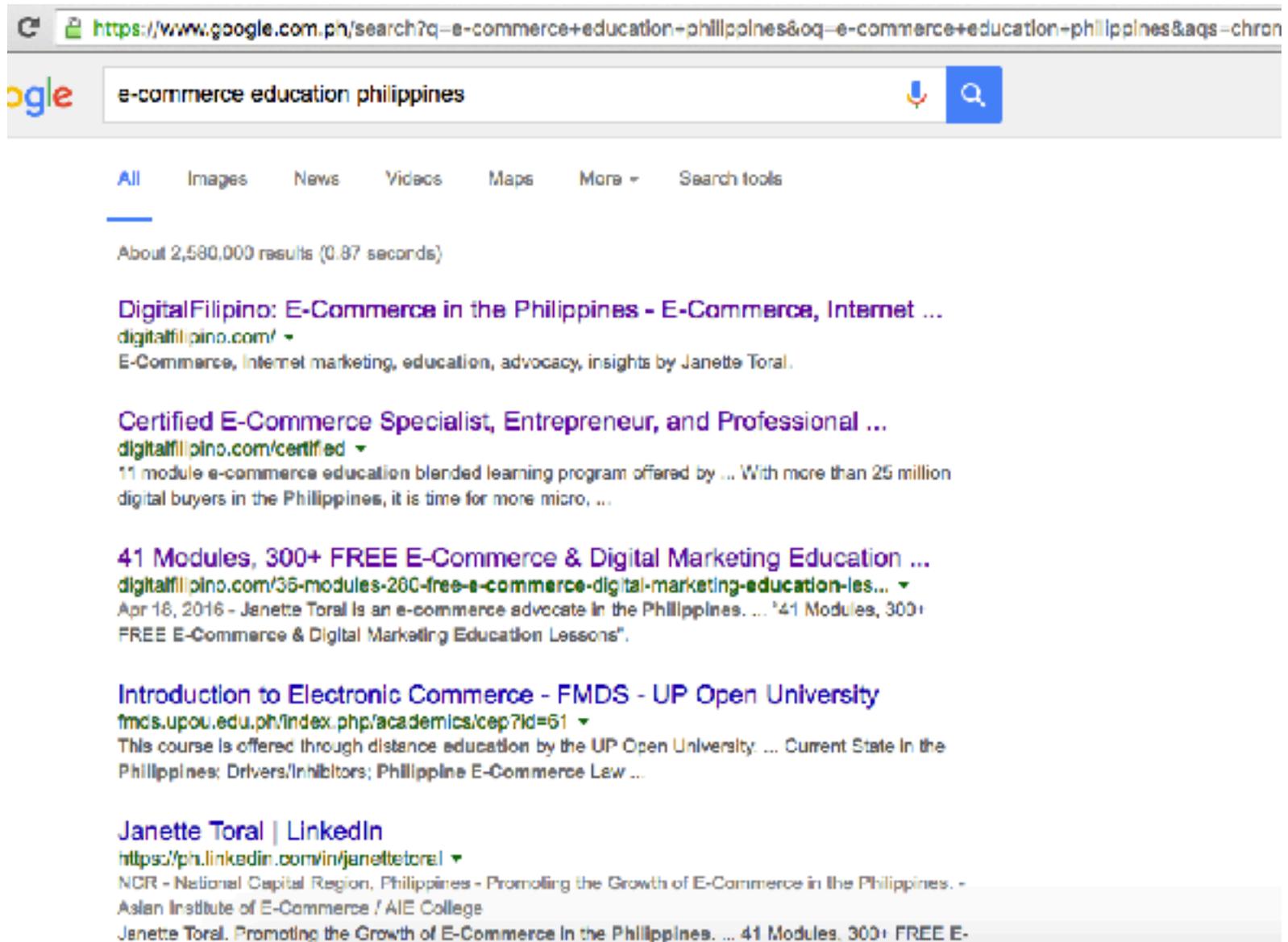
Type your message here

```
<title>Certified E-Commerce Specialist, Entrepreneur, and Professional Program</title>
```

```
<meta name="description" content="1: module e-commerce education blended learning program offered by DigitalPilipino in partnership with Asian Institute of E-Commerce and ATR College. " />
```

```
<meta name="keywords" content="e-commerce education, e-commerce philippines" />
```

Useful Description & Web Address



The image shows a Google search results page. The search bar contains the text "e-commerce education philippines". Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Maps", "More", and "Search tools". The search results are displayed below, showing about 2,580,000 results found in 0.87 seconds. The first result is from digitalfilipino.com, titled "DigitalFilipino: E-Commerce in the Philippines - E-Commerce, Internet ...". The second result is also from digitalfilipino.com, titled "Certified E-Commerce Specialist, Entrepreneur, and Professional ...". The third result is from digitalfilipino.com, titled "41 Modules, 300+ FREE E-Commerce & Digital Marketing Education ...". The fourth result is from fmcis.upou.edu.ph, titled "Introduction to Electronic Commerce - FMDS - UP Open University". The fifth result is a LinkedIn profile for Janette Toral, titled "Janette Toral | LinkedIn".

<https://www.google.com.ph/search?q=e-commerce+education+philippines&aq=chrome>

Google

e-commerce education philippines

All Images News Videos Maps More Search tools

About 2,580,000 results (0.87 seconds)

DigitalFilipino: E-Commerce in the Philippines - E-Commerce, Internet ...
digitalfilipino.com/ ▾
E-Commerce, Internet marketing, education, advocacy, insights by Janette Toral.

Certified E-Commerce Specialist, Entrepreneur, and Professional ...
digitalfilipino.com/certified ▾
11 module e-commerce education blended learning program offered by ... With more than 25 million digital buyers in the Philippines, it is time for more micro, ...

41 Modules, 300+ FREE E-Commerce & Digital Marketing Education ...
digitalfilipino.com/35-modules-200-free-e-commerce-digital-marketing-education-les... ▾
Apr 16, 2016 - Janette Toral is an e-commerce advocate in the Philippines. ... "41 Modules, 300+ FREE E-Commerce & Digital Marketing Education Lessons".

Introduction to Electronic Commerce - FMDS - UP Open University
fmcis.upou.edu.ph/index.php/academics/cep?id=61 ▾
This course is offered through distance education by the UP Open University. ... Current State in the Philippines; Drivers/Inhibitors; Philippine E-Commerce Law ...

Janette Toral | LinkedIn
<https://ph.linkedin.com/in/janettetoral> ▾
NCR - National Capital Region, Philippines - Promoting the Growth of E-Commerce in the Philippines. - Asian Institute of E-Commerce / AIE College
Janette Toral. Promoting the Growth of E-Commerce in the Philippines. ... 41 Modules, 300+ FREE E-

Best Practice

- Be accurate in describing the page content.
- Create unique title tags and description for each page.
- Be brief but descriptive.
- URLs
 - Use words instead of numbers.
 - Don't go too deep in your directory structure

Make your site easy to navigate

The screenshot displays the Lazada website interface. At the top, there is a navigation bar with links for 'GET THE APP', 'SELL ON LAZADA', 'CUSTOMER CARE', 'TRACK MY ORDER', and 'JANETTE TO...S ACCOUNT'. Below this is the Lazada logo and a search bar with the text 'Search for products, brands, shops'. To the right of the search bar are icons for a shopping cart, '100% Buyer Protection', and 'Cash on Delivery'. A secondary navigation bar lists various product categories: Electronics, Women's Fashion, Men's Fashion, Home & Living, Health & Beauty, Baby & Toys, Sports & Travel, Automotives, Music & More, Highlights, and Shop Brands. The main content area shows the seller page for 'Roanne Joy Enterprises'. It includes a 'SELLER DETAILS' section with the seller's name, a star rating, and a 'Rate the seller' button. There are also sorting options (Sort by: Relevance) and view options (grid and list). Below this, there are three product images: a 'FabFoil' product, two 'WOW!' lip products, and three yellow circular items. The page also shows the seller's location and shipping information.

www.lazada.com.ph/roanne-joy?offer_id=286&affiliate_id=71613&offer_name=PH+DeepLink+Generator_0&affiliate_name=PH+Janette+Toral&tran...

GET THE APP SELL ON LAZADA CUSTOMER CARE TRACK MY ORDER JANETTE TO...S ACCOUNT

LAZADA -COM-PH

Search for products, brands, shops

100% Buyer Protection Cash on Delivery

Electronics Women's Fashion Men's Fashion Home & Living Health & Beauty Baby & Toys Sports & Travel Automotives, Music & More Highlights Shop Brands

Home / Roanne Joy Enterprises

SELLER DETAILS

Roanne Joy Enterprises

Roanne Joy

Sort by: Relevance View

Rate the seller

Seller's products: Best Prices in the Philippines Your shipping location: Metro Manila-Quezon City, Quezon City, Pasong Tamo, 1107

BROWSE BY

- > Woman (2)
- > Makeup (5)
- > Accessories (8)
 - Camera Accessories (1)
- > Kitchen & Dining (3)
- > Storage & Organisation (1)

FabFoil Create Your Own Stickers for the moment

WOW! Lip Liner Lip Balm

WOW! Lip Liner Lip Balm

Yellow circular items

GET THE APP

SELL ON LAZADA

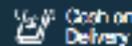
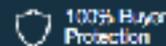
CUSTOMER CARE

TRACK MY ORDER

JANETTE TO...S ACCOUNT



Search for products, brands, shops



Electronics

Women's Fashion

Men's Fashion

Home & Living

Health & Beauty

Baby & Toys

Sports & Travel

Automotives, Music & More

Highlights

Shop Brands

Home / Roanne Joy Enterprises

SELLER DETAILS

Roanne Joy Enterprises



Rate the seller

FILTER BY

CATEGORY: WOMENx

BROWSE BY

CLEAR ALL

Women (2)

Clothing (1)

Shoes (1)

BRAND

Roanne Joy Enterprises

Roanne Joy

Sort by: Relevance

View



Women: Best Prices in the Philippines 2 results

Your shipping location: Pasong Tamo, 1107, Metro Manila-Quezon City, Quezon City



Waterproof Rain Shoes Cover

Add to wishlist Share

Be the first to review this product

Brand: Unbranded | More Women from Unbranded



No More Wet Shoes! You can use this waterproof shoe cover for rainy seasons.

more

Choose Size

Size

Size Guide [View](#)

₱ 258.00

Before ₱ 400.00, You save 36%

ADD TO CART

Prepare 2 site maps

SYNTACTICS, INC. [PH] <https://www.syntacticsinc.com>

Inquiries@syntacticsinc.com

Syntactics Home About Us Services Portfolio Contact Us News & Articles

Empower Your Business with IT Solutions that have **REMARKABLE RESULTS**

For **16 years** and counting, our clients have been entrusting their projects and campaigns to us. We are confident that even at affordable rates, we can stay committed, dedicated and hardworking enough to ensure they will benefit from our outsourcing services.

Get Your Free Quote Today!

ADVENTURE ONE TRAVEL AND RESTAURANTS

with Memorable Experiences Through Quality

Leave a Message

Sitemap for site visitors



- Home
- About Us
- Services
- Portfolio
- Contact Us
- News & Articles

Syntactics Info:

Pages

- About Us
- Business Applications Development
- Careers
- contact
- Contact Us
- Content Creation
- Dedicated Virtual Assistant
- Hire Dedicated Developers
- Homepage
- Local Listing
- News & Articles
- Online Marketing
- Portfolio
- Privacy Policy
- SIU Get started thank you
- SIU Order Thank you
- Student Hosting Plan

Categories

- Articles
- Business Applications Development
- Content Creation
- Dedicated Developers
- Local Listing
- News
- Online Marketing
- Virtual Assistant
- Web Design and Development

Tags

- application development
- business applications developer
- event
- IT company
- IT company in Cagayan de Oro
- IT Company in Philippines
- mobile web designs
- outsource web design in Philippines
- outsource your web design in philippines
- outsourcing
- outsourcing companies in the philippines
- outsourcing in philippines
- outsourcing IT company
- Outsourcing Philippines
- Philippines SEO

Authors

- airilz
- Anthony
- Jalou Batlong
- webSales

Leave a Message

Sitemap for search engine

 SYNTACTICS, INC. [PH] https://www.syntacticsinc.com/sitemap_index.xml

XML Sitemap

Generated by **Yoast's WordPress SEO plugin**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 13 sitemaps.

Sitemap	Last Modified
https://www.syntacticsinc.com/post-sitemap.xml	2015-12-29 01:54
https://www.syntacticsinc.com/page-sitemap.xml	2016-07-13 07:42
https://www.syntacticsinc.com/portfolio-sitemap.xml	2015-12-22 22:34
https://www.syntacticsinc.com/team-sitemap.xml	2016-06-14 01:53
https://www.syntacticsinc.com/clients-sitemap.xml	2015-03-30 23:31
https://www.syntacticsinc.com/testimonials-sitemap.xml	2016-01-10 22:55
https://www.syntacticsinc.com/news-articles-pct-sitemap.xml	2016-06-10 00:09
https://www.syntacticsinc.com/category-sitemap.xml	2016-06-10 00:09
https://www.syntacticsinc.com/post_tag-sitemap.xml	2016-06-10 00:09
https://www.syntacticsinc.com/portfolio-categories-sitemap.xml	2015-12-22 22:34
https://www.syntacticsinc.com/team-categories-sitemap.xml	2016-06-14 01:53
https://www.syntacticsinc.com/clients-categories-sitemap.xml	2015-03-30 23:31
https://www.syntacticsinc.com/testimonials-categories-sitemap.xml	2016-01-10 22:55

SEO & Your Content

- Quality
- Research
- Keywords
- Freshness
- Easy to read
- Optimize your images
- Use proper heading tags
- Use Robots.txt to block areas you don't want to be accessed.

Robots.txt - what not to crawl

```
14 # For more information about the robots.txt standard, see:
15 # http://www.robotstxt.org/wc/robots.html
16 #
17 # For syntax checking, see:
18 # http://www.sxw.org.uk/computing/robots/check.html
19
20 User-agent: *
21 # Directories
22 Disallow: /includes/
23 Disallow: /misc/
24 Disallow: /modules/
25 Disallow: /profiles/
26 Disallow: /scripts/
27 Disallow: /sites/
28 Disallow: /themes/
```

NoFollow on Comments & Links

```
<a href="http://example.com/article" rel="nofollow">Article Example</a>
```

NoFollow on Comment Spam

https://wordpress.org/plugins/search.php?q=nofollow



Search WordPress.org

Showcase Themes **Plugins** Mobile Support Get Involved About Blog Hosting

Download WordPress

Plugin Directory

Username Password [Log in](#) (forgot?) or [Register](#)

Search Results Featured Popular Favorites Beta Testing

Developers

Keyword

Showing 1-30 of 304 plugins

1 2 ... 11 Next »



Ultimate Nofollow

Adds a checkbox in the insert link popup box for including rel="nofollow" in links as you create them; as well as other tools that provides

By: *Luke Misra and keesromkes.*

★★★★☆ (18)

30,000+ active installs

Last Updated: 3 months ago

Compatible up to: 4.5.3



NoFollow Link

NoFollow Link adds a button to the post editor to add nofollow attribute to any links in the post.

By: *Alex Jose.*

★★★★★ (1)

2,000+ active installs

Last Updated: 1 year ago

Compatible up to: 4.2.9

Test if your site is Mobile-Friendly

→   <https://www.google.com/webmasters/tools/mobile-friendly/>    



Mobile Guide [Get Started](#) [Documentation](#)  [Mobile-Friendly Test](#)

Mobile-Friendly Test

Enter a web page URL

ANALYZE

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google's search results by reading our [blog post](#).

JOIN

Certified E-Commerce Specialist, E-Commerce Entrepreneur, and E-Commerce Professional Program



According to i-Metrics Asia Pacific Corporation, the Philippines' E-Commerce Intensity Index is at 10% of our country's gross domestic product.

With more than 25 million digital buyers in the Philippines, it is time for more micro, small, and medium-sized businesses to venture into e-commerce.

Use it as a means to promote their products and services online. A new revenue channel.

Through the Philippines E-Commerce Roadmap 2015 to 2020, the government and private sector views e-commerce as a strategic means to achieve economic growth. If the growth of e-commerce will be sustained and supported, it can reach up to 25% of our GDP.

Speed Test

https://developers.google.com/speed/pagespeed/insights/



Products > PageSpeed Insights

PageSpeed Insights



Make your web pages fast on all devices.

Enter a web page URL

ANALYZE

Web Performance

Learn more about [web performance tools at Google](#), including browser extensions and APIs for Insights, PageSpeed Service, and our optimization libraries.

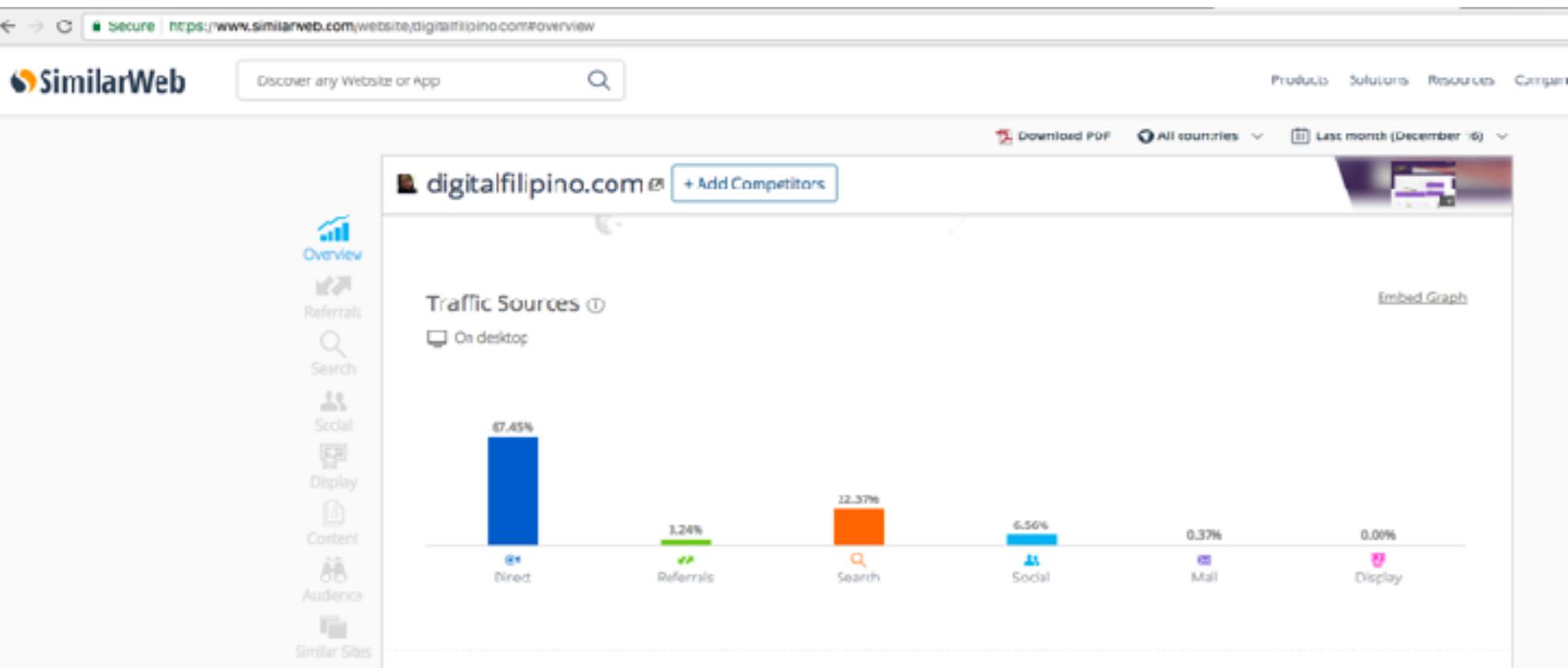
Give Feedback

Have comments or questions about PageSpeed Insights? [Send feedback](#) or [discuss on our mailing list](#).

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

Diversify your traffic sources



Link strategy

- Link goals
 - rank in search for chosen keywords
- Strategic approach
 - create articles, slides, videos, infographic
 - encourage students to share and link it from their sites.
- Tactical initiatives
 - outreach to government, bloggers, educational institutions
- Kpi metrics
 - search ranking and traffic generated from it.

DigitalFilipino Flywheel

- Grow domain authority
- Grow social, email, word of mouth channels
- Earn direct, search, referral traffic
- Rank for more competitive e-commerce keywords
- Publish content
- Push to email and subscribers
- Promote via social media
- Earn links and shares

Build Credible Links

- Blogs
- Social media
- Google Places, Maps
- Email / newsletter
- Related forum

**If location specific, create a
Google+ local listing page.**

This will tie your page to a
specific location, which Google
will use in its search results.

Create content with input from industry thought leaders.

- They'll share the content, giving you new visitors, and a new link.
 - Create a “best of” resources list.
 - Interview an industry thought leader.
 - Write crowdsourced content.
 - Ask an industry thought leader to write the forward or give a quote for an ebook.

Building Credible Links

Google  

[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More ▾](#) [Search tools](#)

About 18,700 results (0.55 seconds)

[Images for kyla talens](#) [Report Images](#)



[More images for kyla talens](#)

Skin Philosophie by Dr. Kyla Talens | Facebook
www.facebook.com > [Places](#) > [Taguig, Philippines](#) > [Skin Care ▾](#)
★★★★★ Rating: 4.6 - 89 votes
Skin Philosophie by Dr. Kyla Talens, Taguig. 18386 likes · 7343 talking about this · 386 were here. Skin Philosophie Medical Aesthetic & Lifestyle...

Skin Philosophie Medical Aesthetic and Lifestyle Solutions by Dr. Kyla ...
[skinphilosophie.com/ ▾](http://skinphilosophie.com/)
KYLA M. TALENS, M.D., DCD, MSc. Aesthetic Dermatologist/Doctor of Medicine, University of the Philippines – Philippine General Hospital/Diploma in Clinical ...

About Dr. Nikita Kyla Talens - Skin Philosophie Skin Care, Medical ...
[skinphilosophie.com/about-us/about-dr-kyla-talens/ ▾](http://skinphilosophie.com/about-us/about-dr-kyla-talens/)
KYLA M. TALENS, M.D., DCD, MSc. Aesthetic Dermatologist, SKIN PHILOSOPHIE, Medical Aesthetic...

SKIN PHILOSOPHIE by Dr. Kyla Talens | Philippine Primer

primer.com.ph/beauty-fashion/2015/09/12/skin-philosophie-by-dr-kyla-talens/ ▼

★★★★★ Rating: 4.6 - 184 reviews

SKIN PHILOSOPHIE by Dr. Kyla Talens. Sponsored link: Posted on September 12, 2015. Having immaculate skin doesn't have to be just a dream.

My Skin Philosophie Experienced With Dra. Nikita Kyla Talens ~ Get ...

www.getbeauteous.com/2015/02/my-skin-philosophie-experienced-with.html ▼

Feb 12, 2015 - I was invited to try a new skin care clinic where I am very much impressed with the credentials of their Doctor non-other than Dra. Kyla Talens ...

Dr Nikita Kyla Talens of Skin Philosophie talks on what her clinic has ...



<https://www.youtube.com/watch?v=R1F4XJEmycQ>

Feb 7, 2015 - Uploaded by Emiliana Sison

Skin Philosophie is your One-Stop Shop for Immaculate Correction and Aesthetic Needs More at ...

Why I trust Dr. Kyla Talens of Skin Philosophie | Health Junkie

www.healthjunkie.ph > Live ▼

Jul 25, 2015 - Dr. Kyla Talens of Skin Philosophie has never made me feel insecure and I've always felt more beautiful and confident after leaving her clinic.

Turn Your Scars Into Stars With Skin Philosophie - BAKLA PO AKO ...

baklapoakc.com/turn-scars-stars-skin-philosophie/ ▼

Fortunately, I met with someone who has been in our shoe that is ready to help us with our daily aesthetic needs—Dr. Kyla Talens. Dr Kyla Talens is the owner of ...

Skin Philosophie by Dr. Kyla Talens: Be Among Their Masterpieces ...

www.wazzupphilipinas.com/2015/02/skin-philosophie-by-dr-nikita-kyla.html ▼

Feb 10, 2015 - Skin Philosophie Medical Aesthetic and Lifestyle Solutions by Dr. Kyla Talens promises to make you their masterpiece - because they believe

References

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- <https://moz.com/beginners-guide-to-seo>
- <http://www.bruceclay.com/jp/seo/search-engine-optimization.htm>
- <http://neilpatel.com/what-is-seo/>
- <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>
- <http://www.advancedwebranking.com/blog/how-to-identify-long-tail-keywords-for-your-seo-campaign/>
- <https://codex.wordpress.org/Nofollow>

Exercise

- Create a list of 10 keyphrases - more than 3 words each.
 - Know your top 3 competitors based on exact phrase search --- example ---- “real estate for sale in mandaluyong”
- Do a [semrush.com](https://www.semrush.com) to profile your top 3 competitors
- Share your findings.