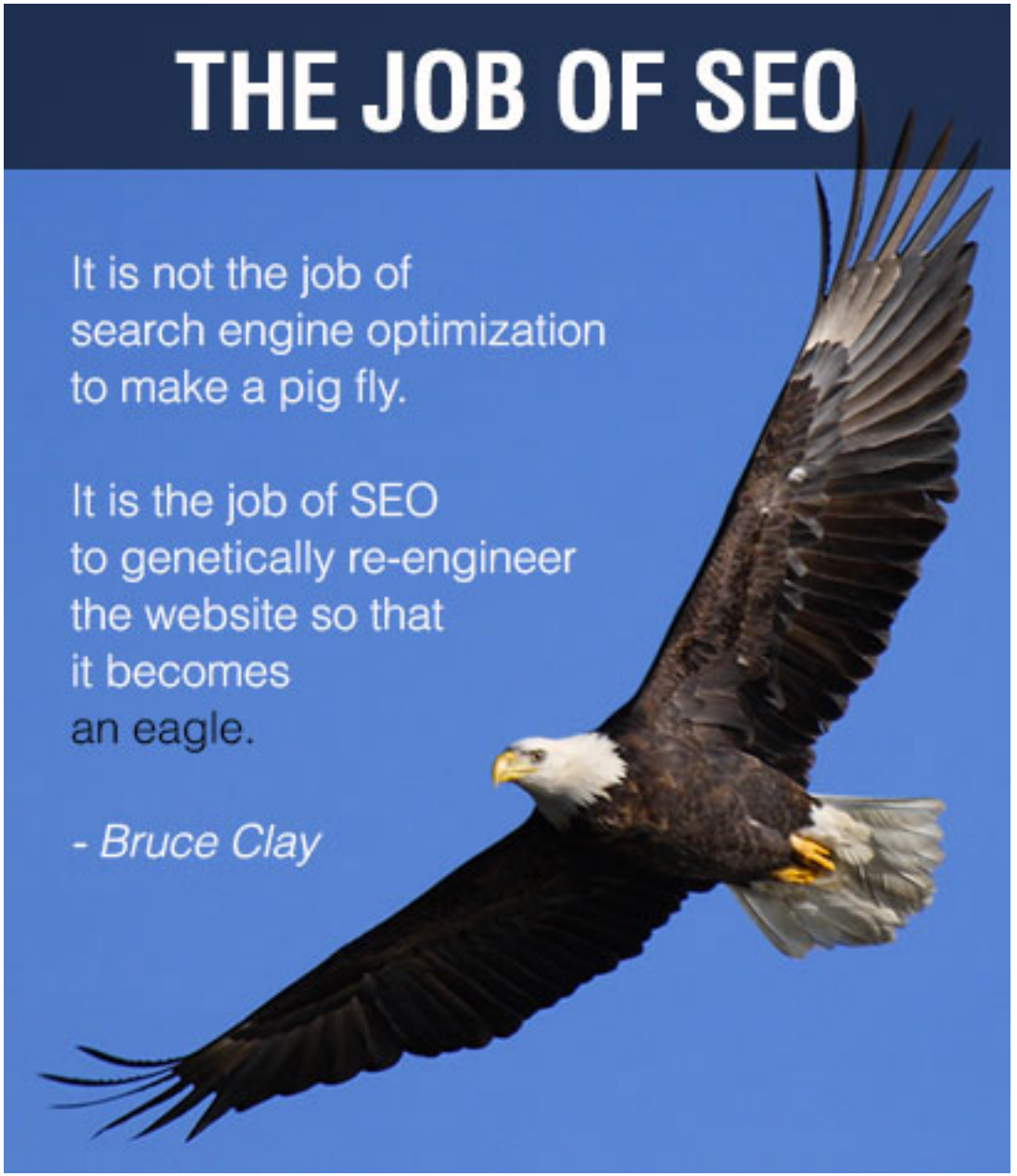
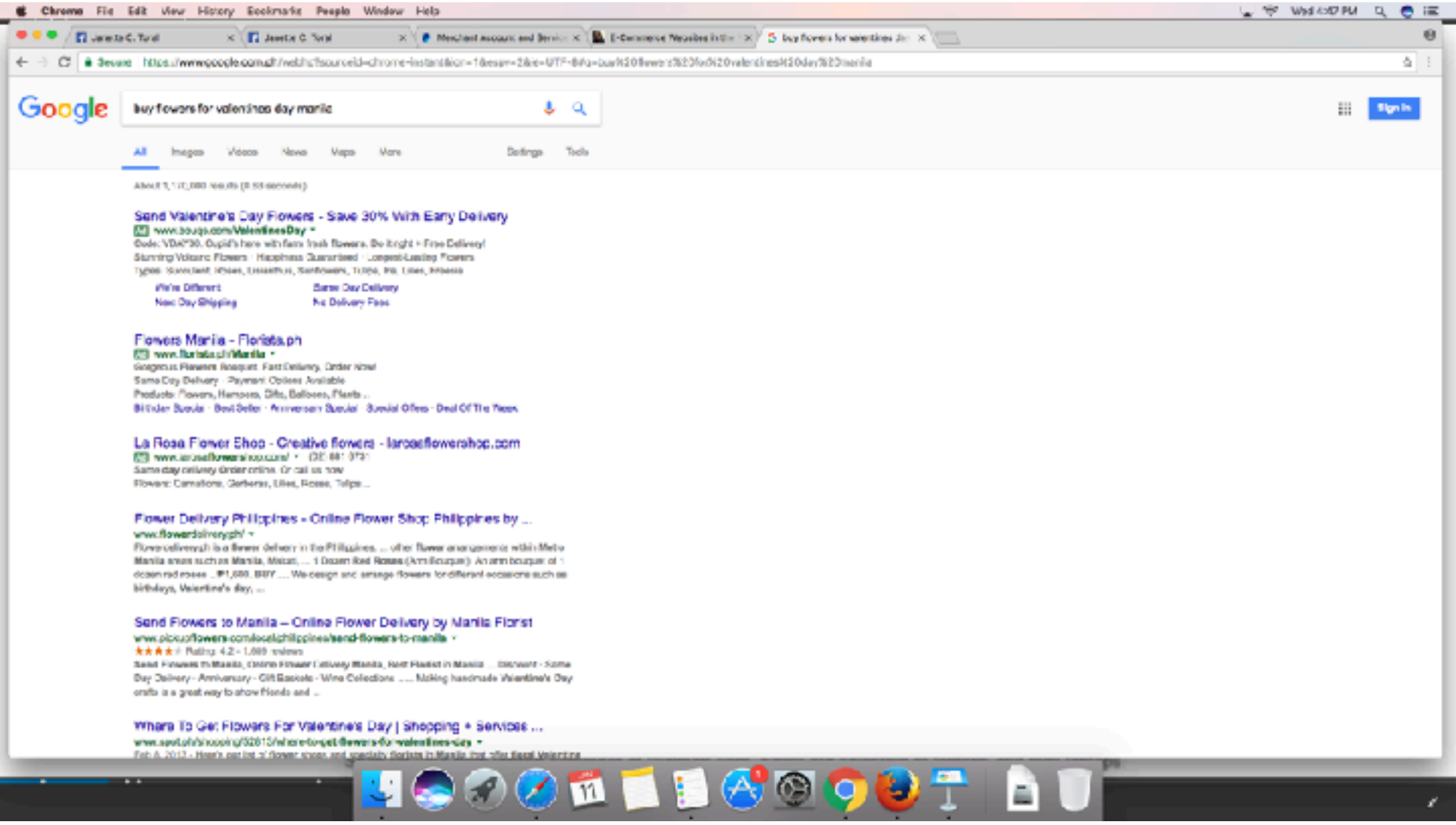
Search Engine Optimization 101

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.



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)

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

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)

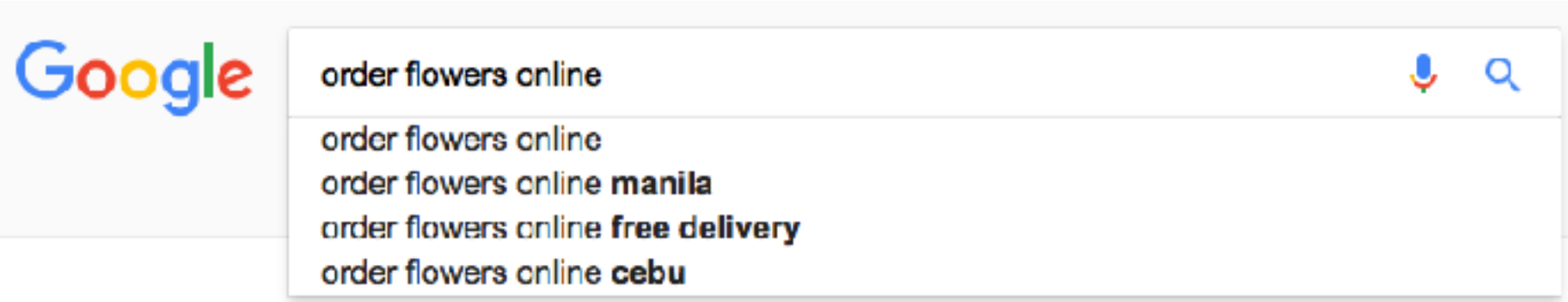
https://moz.com/blog/mega-serp-a-visual-guide-to-google

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?



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.

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.

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 app 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	HEADERS	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?

OFF-THE-PAGE FACTORS

Elements influenced by readers, 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	PIRACY	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?
Vl	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 local 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?

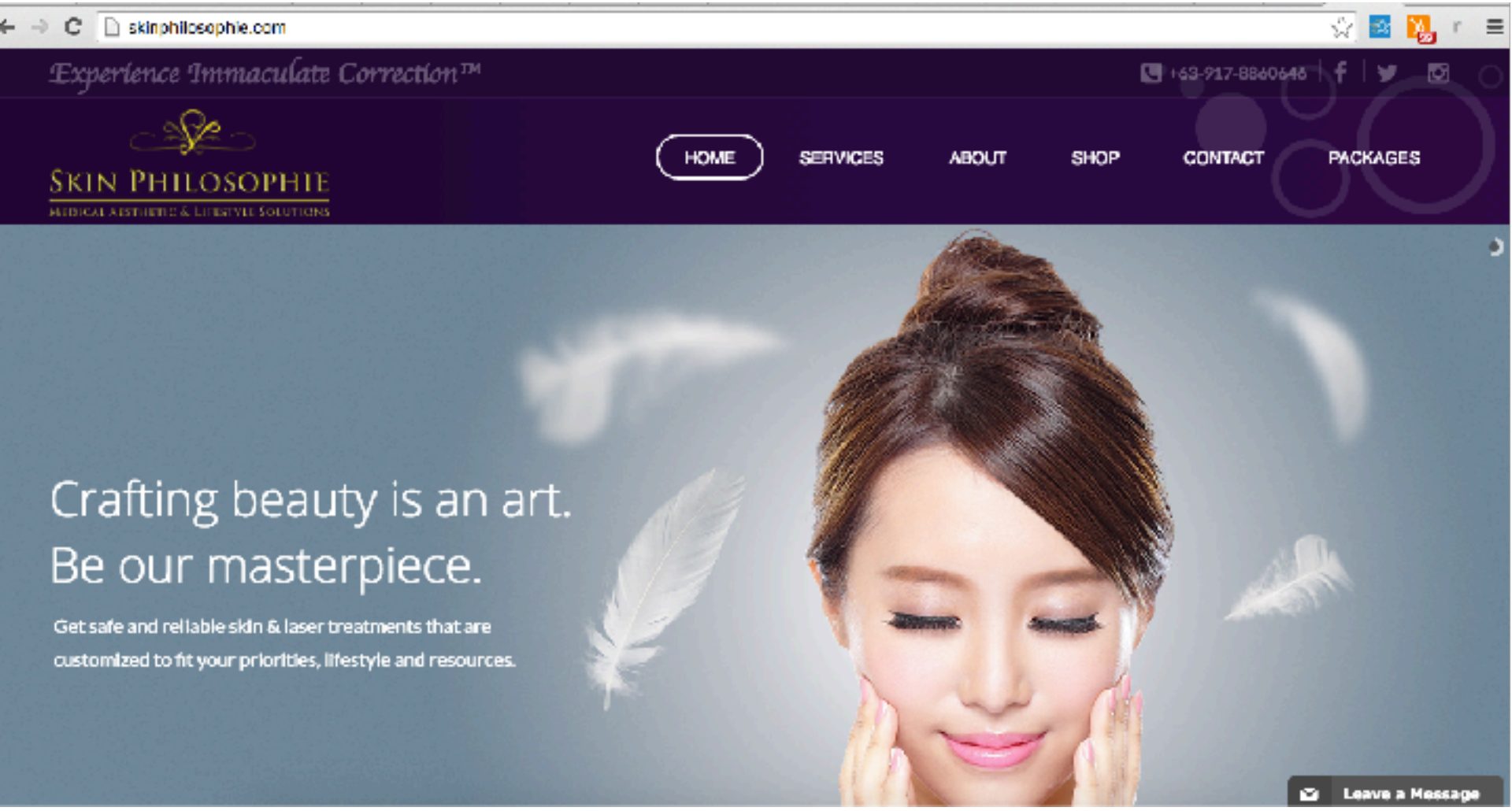
SOCIAL

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: ORGANIC FIVE
Learn More: http://selnd.com/seotable

Copyright: Third Door Media

SkinPhilosophie.com



Google dermatologist in bgc

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 HospitalDiploma in Clinical **Dermatology**, Cardiff University, United ...

Belo Medical Group
www.belomed.com/ ▾
Lower Ground Flr., 28th St., Bonifacio High Street Central, **BGC**, **Taguig** City Telephone : 621 4030 / 621 4031 Fax : 621 4032 Mobile : 0917 640 9266 / 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

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

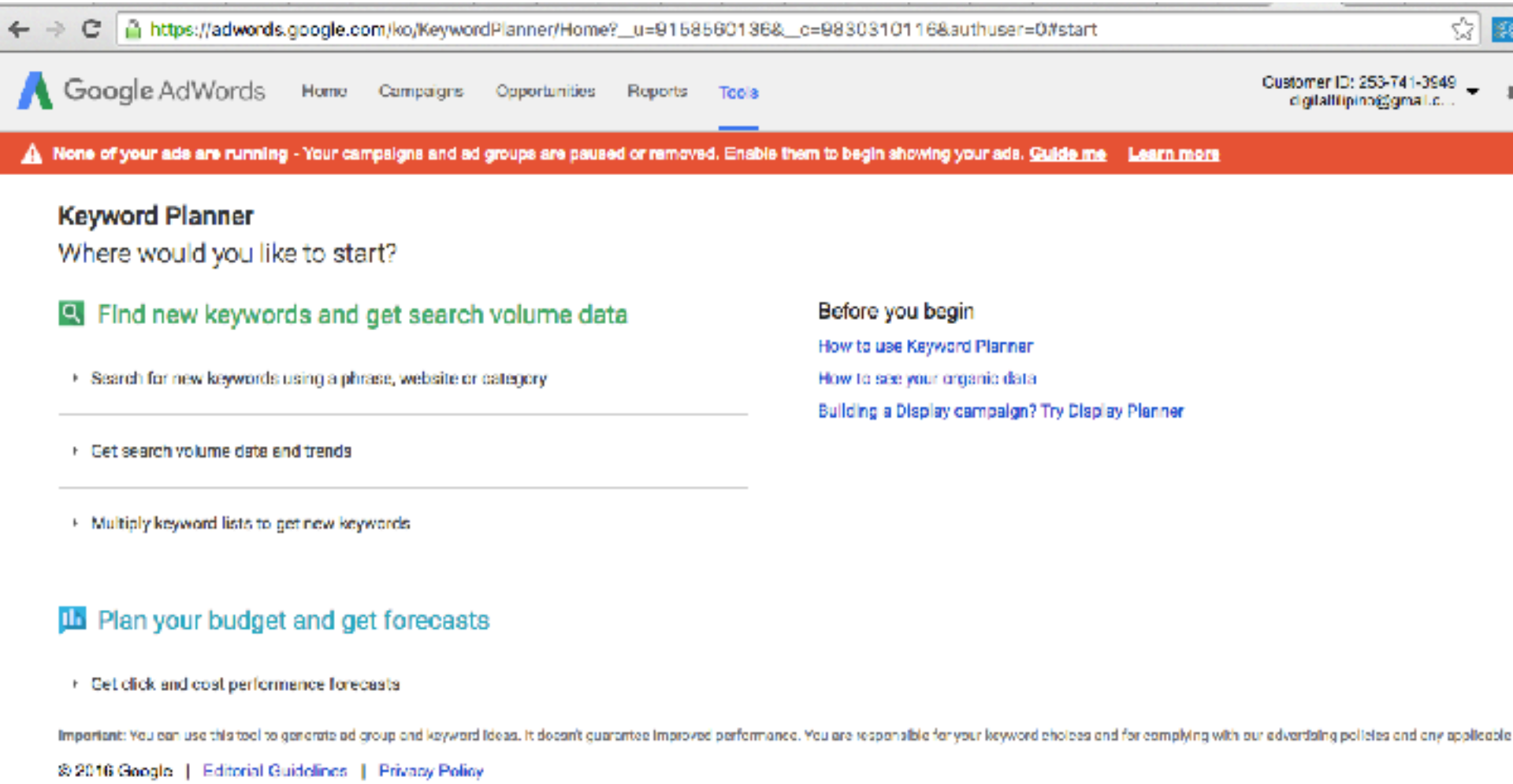
Mimic the language that your buyer personas use.

How to do keyword research?

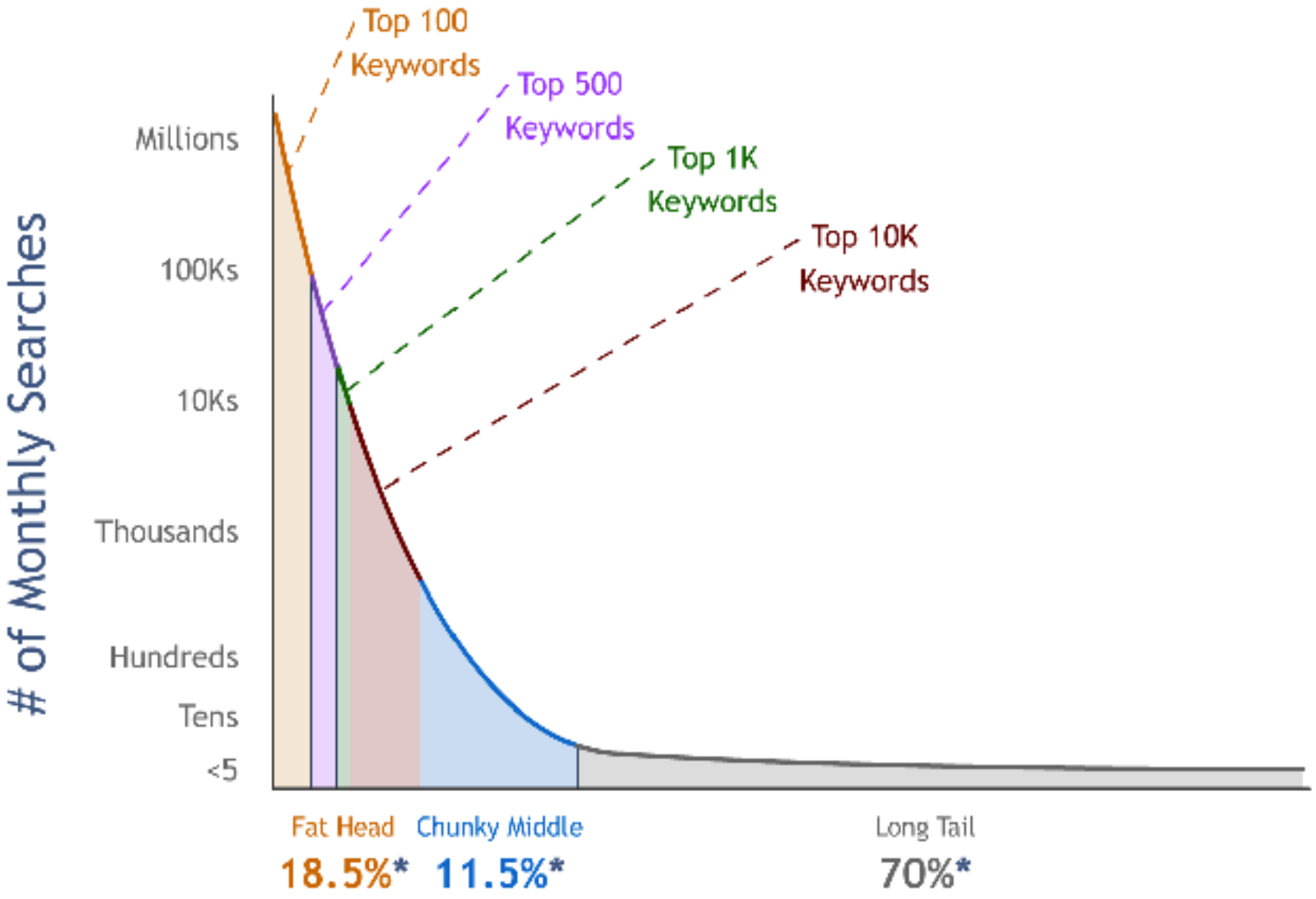
- Make a list of keywords your buyer personas would search for.
- Expand that list by searching the web for alternatives.
  - Type one of your keywords into a search engine and see what the results are.

Keyword Research

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


https://adwords.google.com/ko/KeywordPlanner/Home?__u=9158560136&__c=9883010116&authuser=0#start
Google AdWords
Home
Campaigns
Opportunities
Reports
Tools
Customer ID: 253-741-3949
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
© 2016 Google | Editorial Guidelines | Privacy Policy

The Search Demand Curve



Data Source:

Experian Hitwise

seomoz.org The Web's Best SEO Resources

Long tail keyword sources

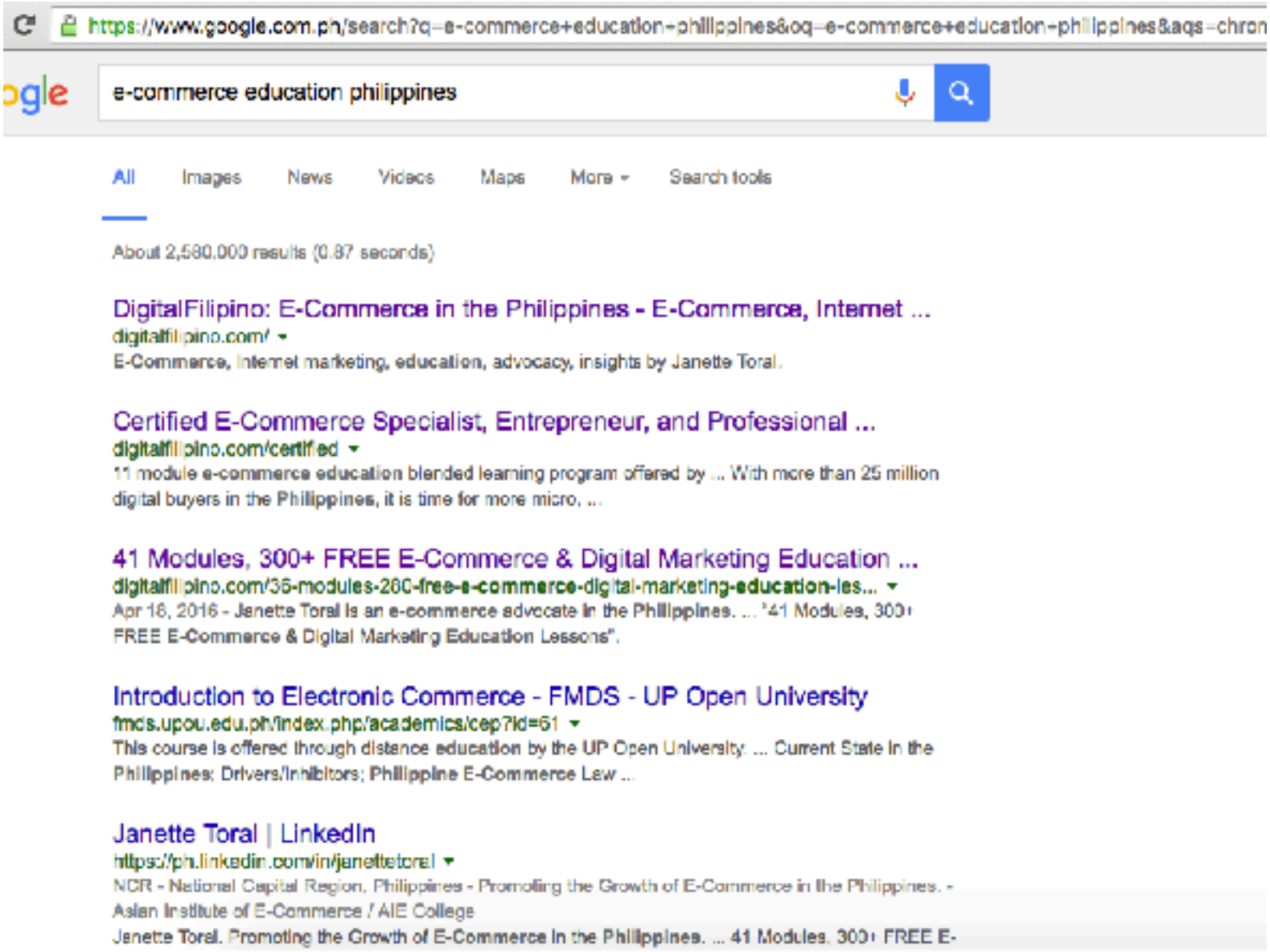
- Google search results
- Google Analytics
- Google Webmaster Tools

Create unique, accurate page titles

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

<meta name="description" content="11 module e-commerce education blended learning program offered by DigitalFilipino in partnership
with Asian Institute of E-Commerce and ATR College. " />
<meta name="keywords" content="e-commerce education, e-commerce philippines" />
```

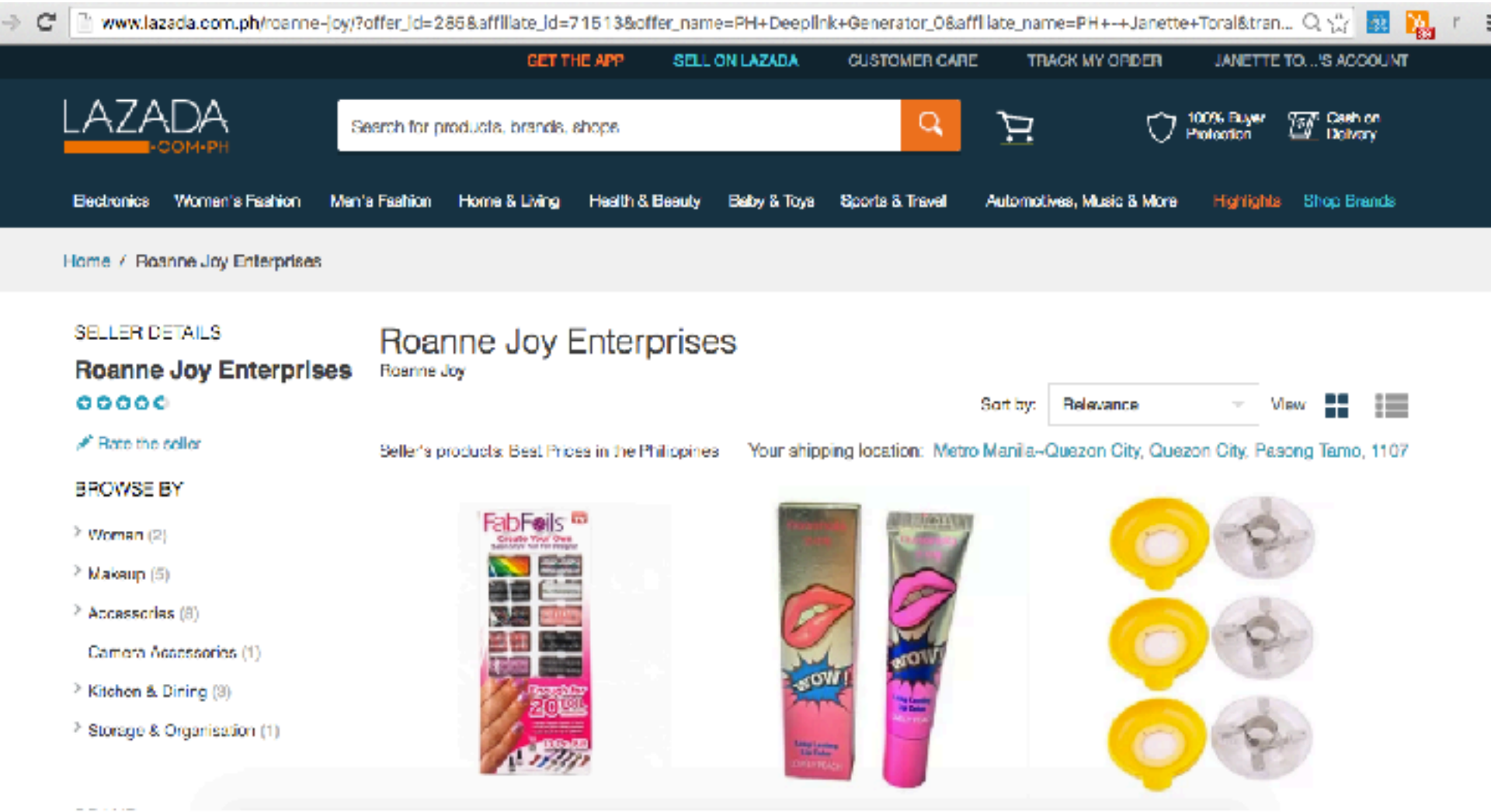
Useful Description & Web Address



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



www.lazada.com.ph/shop-womens-fashion/?roanne-joy

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

Rate the seller

FILTER BY

CATEGORY: WOMEN×

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

www.lazada.com.ph/waterproof-rain-shoes-cover-5511005.html?mp=1

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

Fashion / Women / Shoes / Shoes Accessories / Waterproof Rain Shoes Cover

Waterproof Rain Shoes Cover

Add to wishlist | Share 0

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

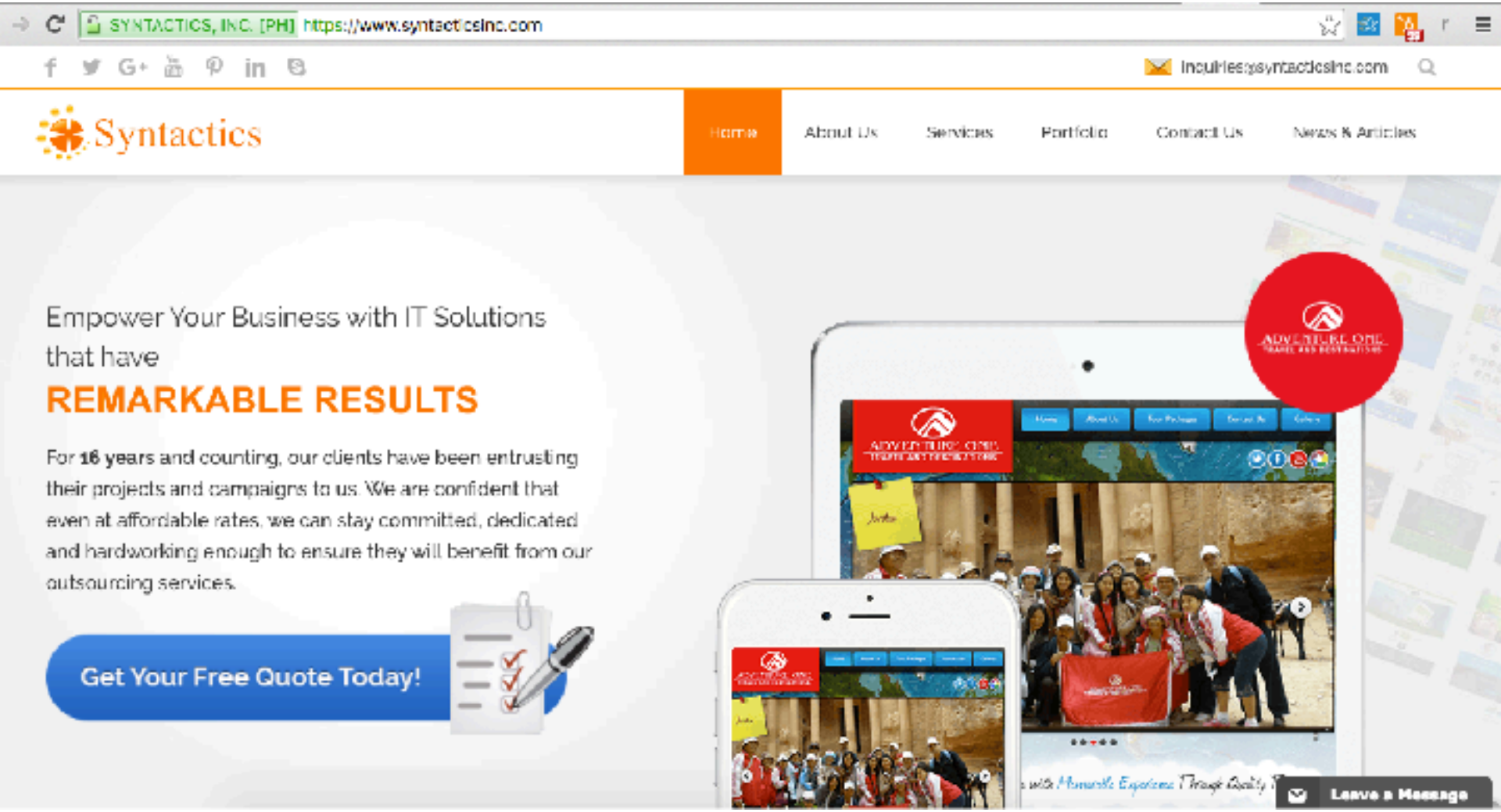
Size Guide

₱ 258.00

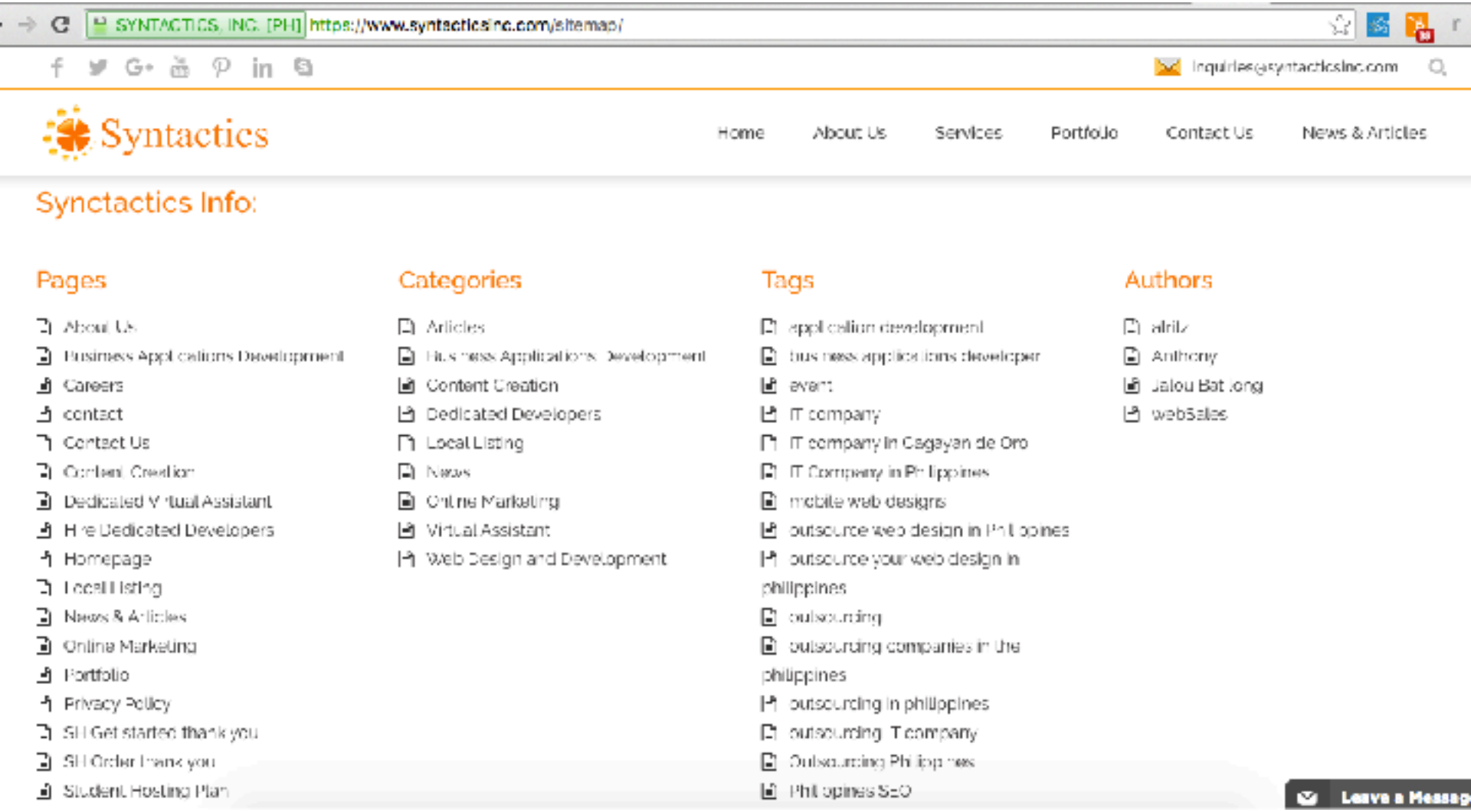
Before ₱ 400.00,
You save 35%

ADD TO CART

Prepare 2 site maps



Sitemap for site visitors



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-sct-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.

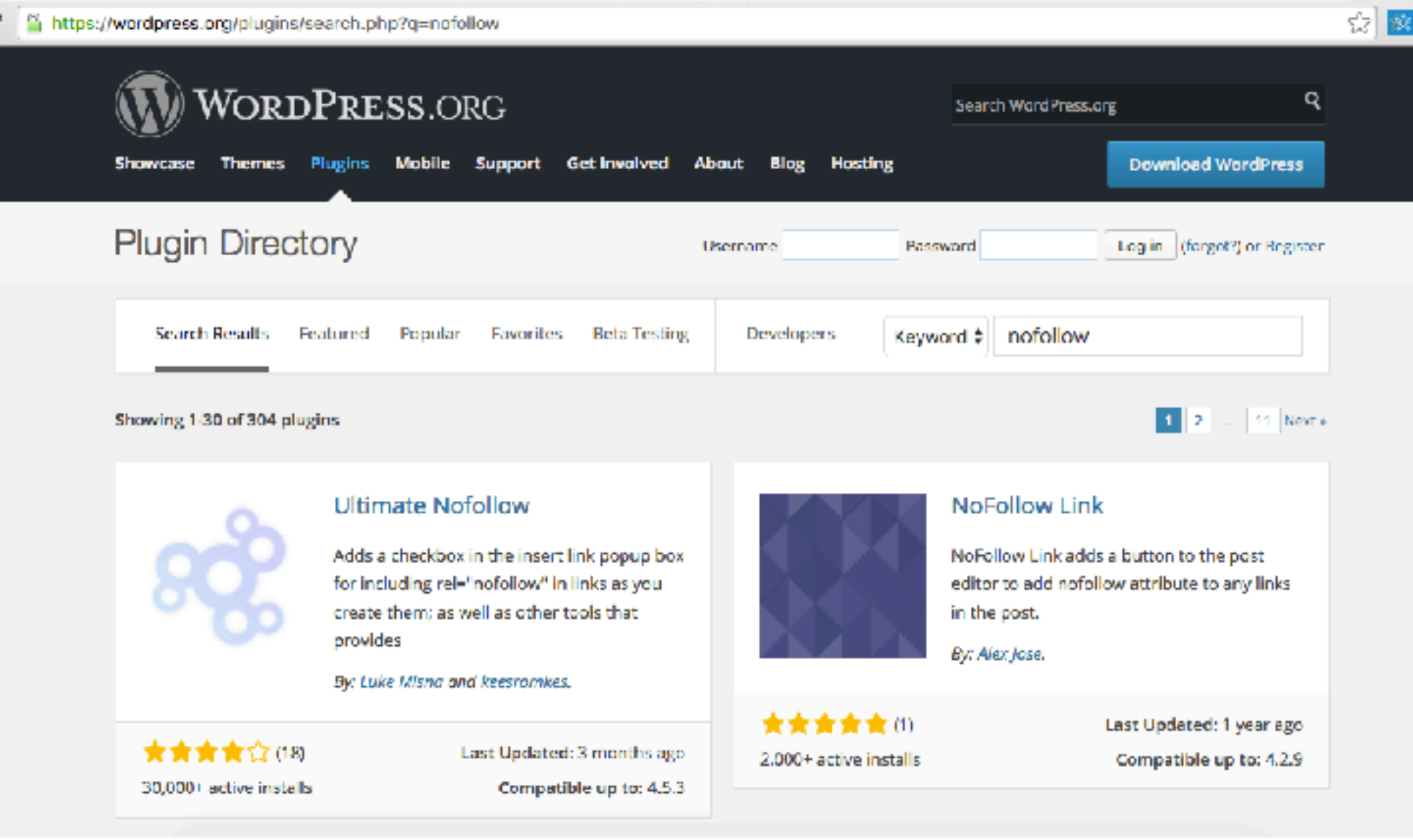
Robots.txt – what not to crawl

```
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/
```

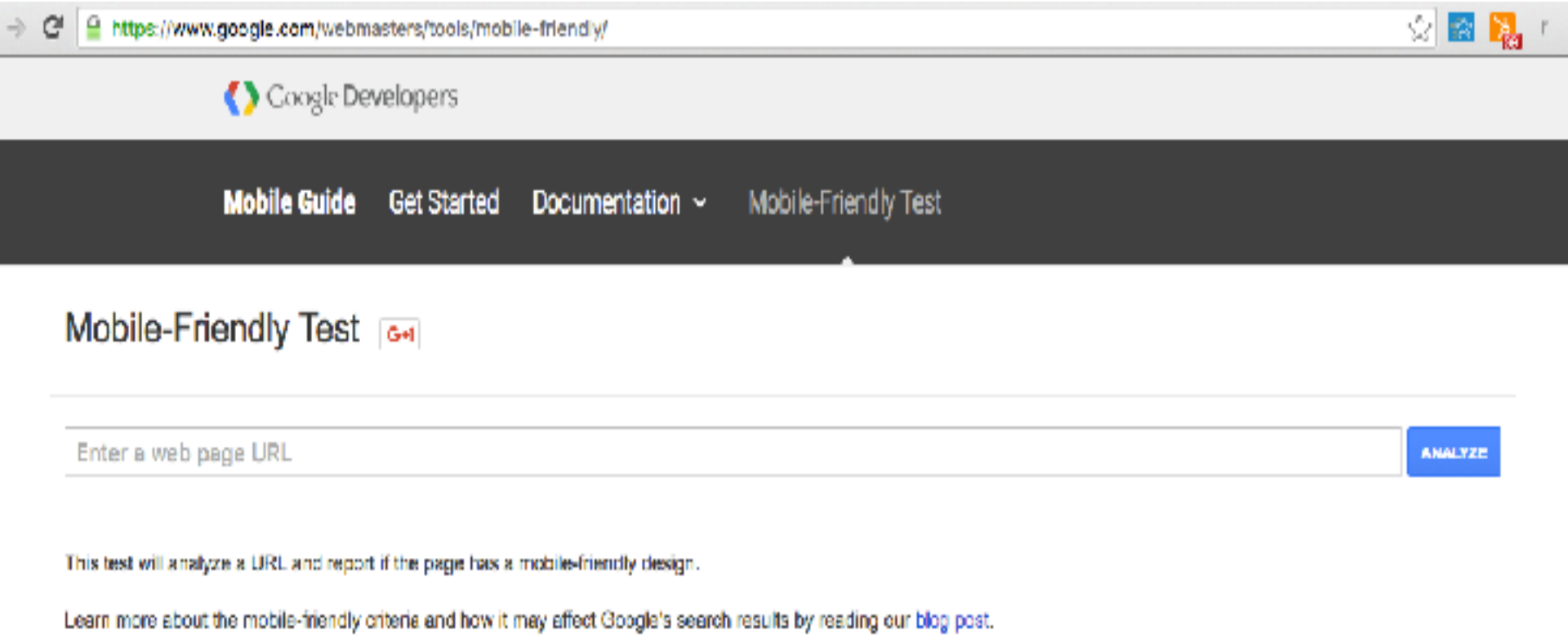
NoFollow on Comments & Links

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

NoFollow on Comment Spam

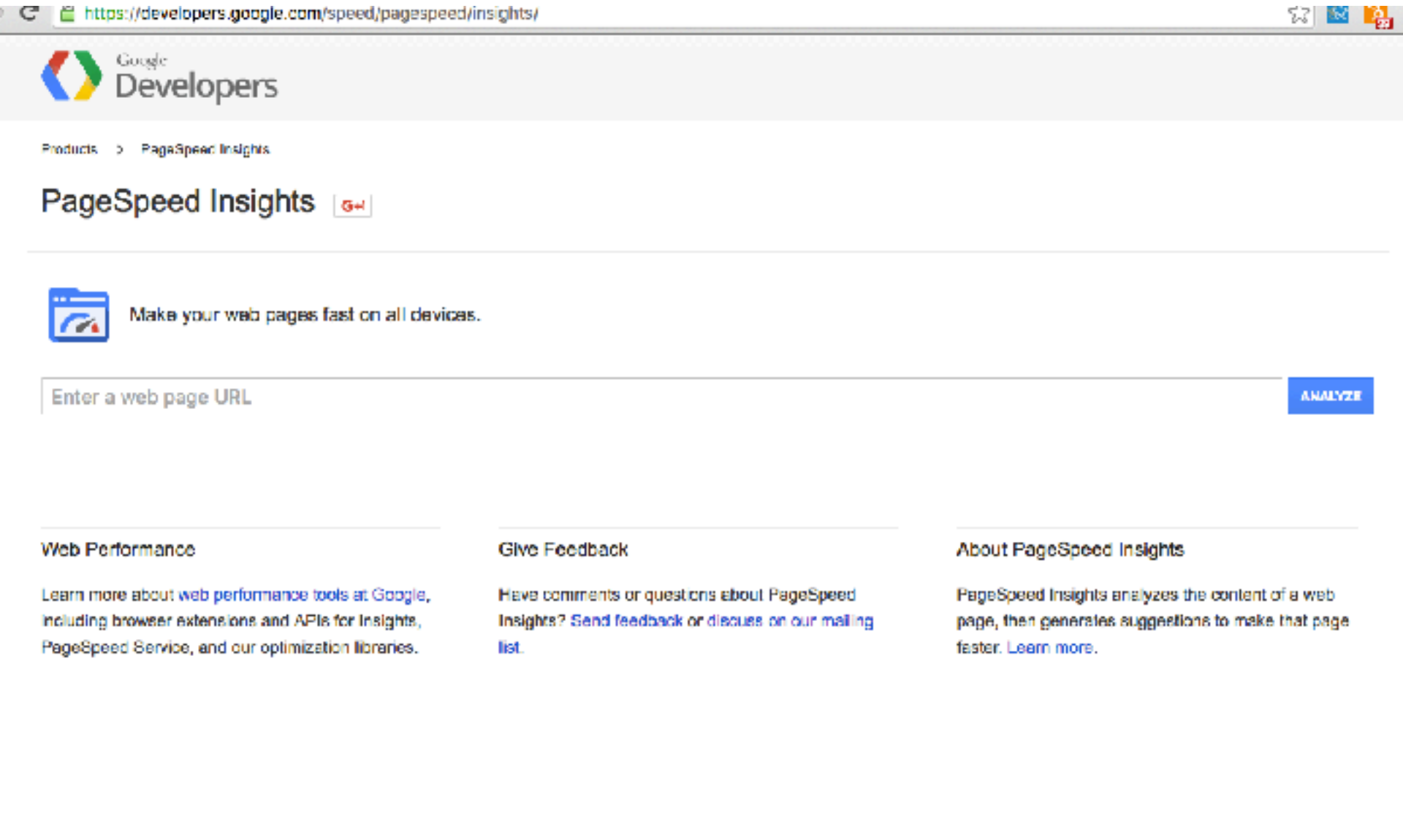


Test if your site is Mobile-Friendly

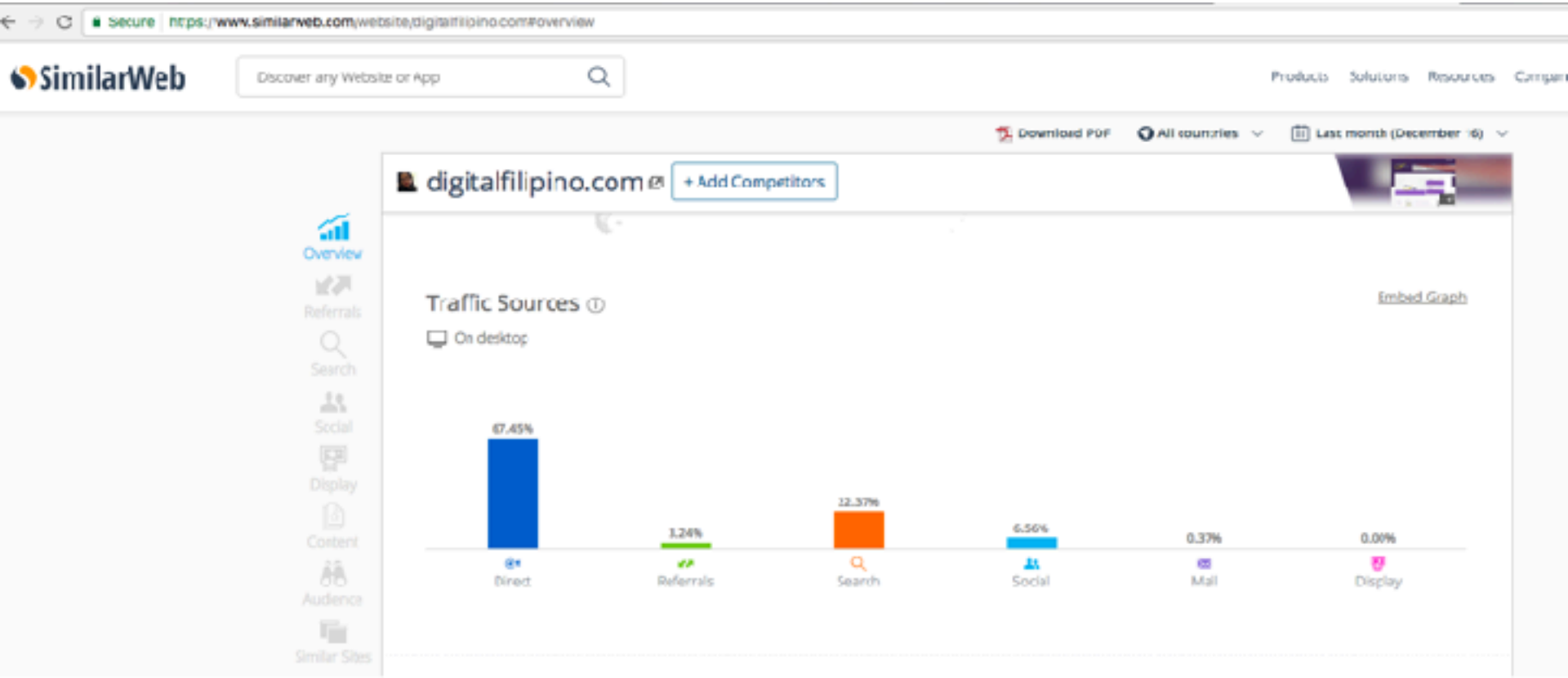


MobileTest.me
1.6k
Log In
Sign up
Options
Devices
http://digitalFilipino.com/certified
JOIN
Certified E-Commerce Specialist, E-Commerce Entrepreneur, and E-Commerce Professional Program
According to i-Metrics Asia Pacific Corporation, the Philippines' E-Commerce Intensity Index is at 10% of our country's 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 2016 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/
Google Developers
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

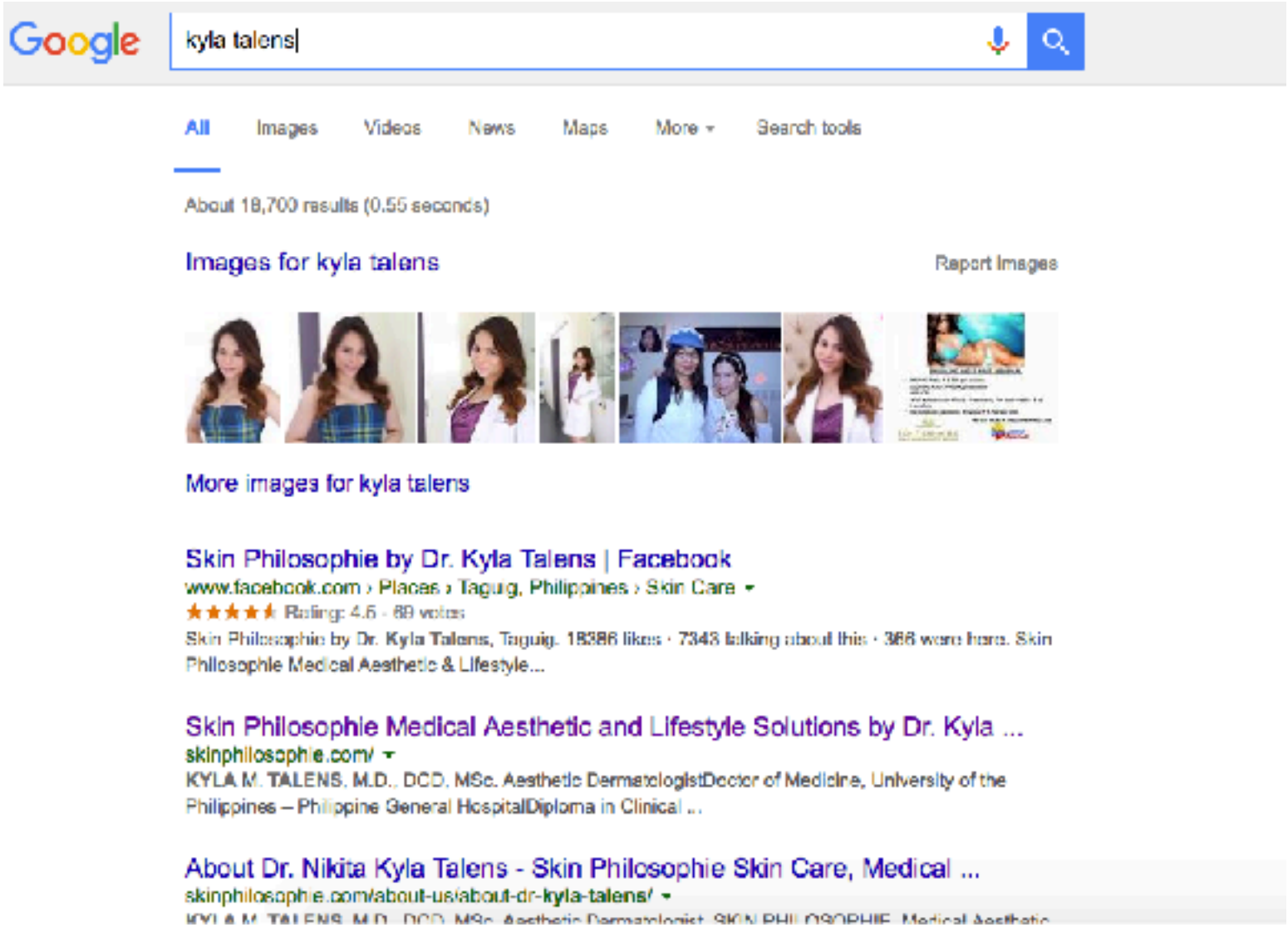
If location specific, create a Google+ local listing page.

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



SKIN PHILOSOPHIE by Dr. Kyla Talens | Philippine Primer

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

★★★★½ 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 ...

baklapoako.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.wazzuppilipinas.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

- http://searchengineland.com/guide/seo
- 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 to profile your top 3 competitors
- Share your findings.