

SEO Optimization Techniques Tutorial 2023



SEO

- **SEO On Page**

- 1) Url Structure
- 2) Title Tag
- 3) Meta Description
- 4) Meta Keywords
- 5) Alt Tag /Alt Text
- 6) Headers Tag – h1 to h6 – h1>3
- 7) Anchor Text
- 8) Canonical Form – Canonical URL
- 9) Robots.text file
- 10) Xml site Map(Search Engine Purpose)
- 11) Google Analytics
- 12) Search console
- 13) 301,302 Direct And 403 Forbidden , 404 Error

- **SEO Off Page**

Social Book Markings Classifieds Article Submissions
Image Optimizations Video Marketing Google Sites

- SEO On page refers to all the activities performed within the websites to get higher ranking and more relevant traffic and views from the search engines.
- On page SEO is related to the optimization of the content as well as the HTML, Wordpress,PHP source code of any web page. Some of its aspects include meta tags, title tags, alt, header tag, anchor text
- SEO – Organic traffic
- Referral Traffic
- Direct Traffic

Topics –

- 1) Url Structure
- 2) Meta Title Tag
- 3) Meta Description
- 4) Meta Keywords
- 5) Alt Tag /Alt Text
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- 7) Anchor Text
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1) URL STRUCTURE

Domain Selections – Domain Authority

Domain + Domain Extension = URL

Domain+domain ext = URL + URL EXT = Page Authority

Mysite.com/services – correct page

Mysite.com/index?menu – wrong url

- **Syntax - SEO Onpage**

- `<title> </title>`

- `<meta name= "Description" content=" " />`

- `<meta name= "Keyword" Content= " " />`

- `<meta name="author" content=" " />`

- `<meta content="all" name="Slurp"/>`
- `<meta content="all" name="Googlebot-Image"/>`
- `<meta name="rating" CONTENT="General"/>`
- `<meta content="all" name="Scooter"/>`
- `<meta content="ALL" name="WEBCRAWLERS"/>`
- `<meta name="revisit-after" CONTENT="2 days"/>`
- `<meta name="robots" content=" ALL, index, follow"/>`
- `<meta name="distribution" content="Global" />`
- `<meta name="rating" content="Safe For All" />`
- `<meta name="language" content="English" />`
- `<meta http-equiv="window-target" content="_top"/>`

- `<meta http-equiv="pics-label" content="for all ages"/>`
- `<meta name="rating" content="general"/>`
- `<meta content="All, FOLLOW" name="GOOGLEBOTS"/>`
- `<meta content="All, FOLLOW" name="YAHOOBOTS"/>`
- `<meta content="All, FOLLOW" name="MSNBOTS"/>`
- `<meta content="All, FOLLOW" name="BINGBOTS"/>`
- `<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=iso-8859-1"/>`

Meta Title Tag

When Search engines crawl the web pages first they go through the title of the page . So title is very important factor in Search engine optimization. In On Page SEO title plays a very important role in optimizing the page in google SERP results. They search for the keywords in the title and understand the topic of the webpage. The search engines decides for what keywords should the page must be displayed in the SERP Results. Title is the introduction to your webpage. So Title Optimization plays an very important role in SEO. Google concentrates more in the title rather than meta keywords.

Title information is written in between the <title> ... </title> tags in head section of the page.

<title>Primary Keyword |Secondry Keyword |Ternary Keyword </title>

Note:Secondry keyword,ternary keyword Should be supported primary keyword

<title> Keyword 1| Keyword 2 | keyword3 </title>

<title>Online Movies | Free Online Movies | Watch Online Movies</title>

Meta Description in SEO

- These are very important in optimizing. We must use meta description in every web page. This is the best part after the title tags.

The description should be meaningful along with the inclusion of the keywords. The character limit for the Google is 300 display only 160 characters. For Yahoo is 165. MSN is 200+. So it would be better not to exceed 300.

Example:

```
<meta name="description" content="This is the description of this webpage. The description should be included with the targetted keywords for this page."/>
```

```
<meta name=" description" content=" Online Watch Movies, films Online Watch, Online Movie, Watch cinema Online, Free Movies Online, Hindi, Hollywood Movie, Telugu, Tamil, Malayalam."/>
```

Meta Keywords in SEO

- We write meta keywords in the page to inform the search engines about the main keywords. Google search is not considering the meta keywords in optimizing the web page. But yahoo is considering the keywords in the meta tag. Use limited keywords separated with commas(,).

Example:

```
<meta name="keywords" content="keyword1, keyword2, keyword3,etc../">
```

```
<meta name="keywords" content="online movies,free online movies,watch online movies,online movies free to watch,online movie streaming, free online movies,free online movies download, online movies free,free new online movies./>"
```

ALT TAG

- The term "ALT tag" is a common shorthand term used to refer to the ALT attribute within the IMG tag

Definition: An alt tag, also known as "alt attribute" and "alt description," is an HTML attribute applied to image tags to provide a text alternative for search engines. Applying images to alt tags such as product photos can positively impact an ecommerce store's search engine rankings.

- ``
- ``

Headers Tag

- Header Tags SEO is a part of using the header tags in the webpage while writing the HTML code.

It is recommended to use atleast one `<h1>` tag in every web page. Upto **3** `<h1>` tags are allowed in a page.

Using of header tags increases the importance of that word. Google crawler when reads our pages it highly concentrates on the heading texts(words written in heading tags). Keep the targetted keywords in header tags.

In SEO it is very important to keep the targetted keywords in the header tags like h1 tag. This increases the importance of the targetted keyword and help in seo to get top ranks in SERP results.

Header tags includes `<h1>`, `<h2>`, `<h3>`, `<h4>`, `<h5>`, `<h6>`. All the header tags have importance in seo.

- Priority of header tags SEO:
- The order of priority given to the tag by google search engine is :
- `h1 > h2 > h3 > h4 > h5 > h6 >`
- Syntax - `<h1> name </h1>`
- `<h1> name </h1>`

Anchor text

- Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you're linking to, rather than generic text. The blue, underlined anchor text is the most common as it is the web standard, although it is possible to change the color and underlining through html code
- Syntax
- `<i class="fa fa-arrow" aria-hidden="true"></i> Watch Now `
- ` name `

What is a canonical URL?

- Every page on your web site should be referred to using one and **ONLY** one URL. This single URL for a page is called the canonical (preferred) URL.
- `http://example.com/somefolder`
`http://example.com/somefolder/`
<http://example.com/somefolder/index.html>

```
<link href=" https://www.abc.com/ " rel="canonical" />
```

- Why implement URL canonicalization?
- Avoid duplicate content and split link juice/split page rank. This is not optimal from an SEO perspective. And if you're an SEO then you do get paid to "optimize", right? Let me explain...
- For example, you may have a page on your site – an index.html default document – that lives in a folder off the root of your web called somefolder. That page may be accessible using many different URLs

Robots.txt file

Robots, Crawlers, Spiders etc are all recognized with the same. These crawlers indexes our website in their search engine databases. Google robots are called as Googlebot, Yahoo robots are called as Yahoo Slurp and MSN robots are called as MSN bot.

How to create a robots.txt file ?

Example: robots.txt example

User-agent: *

- Allow: /
- Sitemap: <https://www.example.com/sitemap.xml>

If there are many files which you don't want them to be crawled. we can give many Disallow: command for every file.

Example:

User-agent: *

Disallow: /examples_folder/example.html

Images

Images Folder

Xml site Map (Search Engine Purpose)

- This free and easy to use site map creator is fast, efficient and allows you to generate a sitemap that can instantly be submitted to Google. This tool will crawl your site and find pages automatically. The only requirement is a popular browser that supports java, such as Internet Explorer, Firefox and others

Xml Site Map Generator;

- Enter your full website URL and some optional parameters in the form below.

Press 'Start' button and wait until the site is completely crawled.

You will be redirected to the generated sitemap details page, including number of pages,

broken links list, XML file content and link to a sitemap file. Download the sitemap file using that link and put it into the domain root folder of your site.

Go to your Google Webmaster account and add your sitemap URL.

Click on Link <http://www.xml-sitemaps.com/> Generate your website xml code

What is a Redirect?

- A redirect is a way to send both users and search engines to a different URL from the one they originally requested. The three most commonly used redirects are 301, 302, and Meta Refresh.
- Types of Redirects
 - 301, "Moved Permanently"—recommended for SEO
 - 302, "Found" or "Moved Temporarily"

403 Forbidden

- 403 Forbidden error Means
- Website Hosting And Domain Active
- Website No Data
- Means 403 Forbidden Error

Redirect And 404 Error

- •404 File Not Found Error
- •Fix .htaccess File
- **HTML Site Code**
- ErrorDocument 404 /index.html
RewriteEngine On
RewriteCond %{HTTP_HOST} !^www\
RewriteRule ^(.*)\$ http://www.%{HTTP_HOST}/\$1 [R=301,L]
- Notepad File Save = .htaccess

- 404 File Not Found Error - Fix .htaccess File

- PHP Website Code

- ErrorDocument 404 /index.php

RewriteEngine On

RewriteCond %{HTTP_HOST} !^www\.

RewriteRule ^(.*)\$ http://www.%{HTTP_HOST}/\$1 [R=301,L]

- Wordpress Website

- Wordpress 404 ERROR Syntax

- # BEGIN WordPress

```
<IfModule mod_rewrite.c>
```

```
RewriteEngine On
```

```
RewriteBase /
```

```
RewriteRule ^index\.php$ - [L]
```

```
RewriteCond %{REQUEST_FILENAME} !-f
```

```
RewriteCond %{REQUEST_FILENAME} !-d
```

```
RewriteRule . /index.php [L]
```

```
</IfModule>
```

- # END WordPress

- save as file .htaccess.txt as notepad

Google Search Console

In our Google Webmaster Tools Tutorial we will introduce the included services, give hints on how to use them, and explain how to create a Google Webmaster Tools account.

Google Webmaster Tools provides the following very useful services for your website:

- Submit/check the sitemap for your website.
- Adjust the crawl rate of the Google bots for your website and view the statistics.
- Generate/check the robots.txt file for your website.
- List the internal and external pages that link to your website.

- Check what keyword searches led the site to being displayed in the Google search engine results pages and click-through rates for them.
- Check statistics about how Google has indexed your website and whether it has found any issues while doing so.
- Set a preferred domain name (e.g. yourdomain.com over www.yourdomain.com or vice versa) which will determine how the site URL will be displayed in search engine results pages.

Google Analytics

- A free service from Google that enables Web masters and site owners to freely access Web analytics data. Google Analytics tracks visitors through your site and also tracks of the performance of your marketing campaigns.
 - set up an account with them. This will provide you with a unique identifier to add to your site. You can only access information about your own site; you will not be allowed access to information for other sites unless the site owner explicitly grants it to you. The only people with access to your information will be yourself, and those you give special permissions to.
1. Go to the Google Analytics website ([Google.com/Analytics](https://www.google.com/analytics)).
 2. If you do not have a Google account, click "Sign Up Now," which is located to the left of the sign-in box. This will take you to a page where you can sign up for a Google account.
 3. If you have a Google account already, use your email address and password to sign in.
 4. Click the Sign Up button to continue.

- 5. In the next window, provide Google with the URL of the site you wish to analyze.
- 6. Give the site an account name that is easy to remember. If you will be tracking multiple sites, this is especially important.
- 7. Select the country your site is based in, or the country it is serving. Then select the appropriate time zone.
- If your site is based in India but all your users are in the U.S., you can either select a U.S. time zone to figure out when in their day most choose to use your site, or you can set it to your city's time zone to see when you need the most workers on staff.

8. Click Continue.

9. In the next window, provide your contact information.

10. Click Continue.

11. In the next window, read the Google Analytics terms of service. If you agree with them, click the Yes box.

12. Click Create New Account.

13. Google will provide you with a block of code. Copy this - you'll need to insert it into your web site.

Step 2: Insert Google Analytics JavaScript Into Your Pages

You must insert the code that Google Analytics provides you with into every page you want tracked. If you have a technical person who takes care of your pages, you can have them add the code for you.

Inserting Google Analytics Code for Most Sites

- To insert the Google Analytics code, you need to get into the HTML of your page.
 - If you are using a service like WordPress, you'll need to open the footer.php file to place this code.
1. Find the `</body>` tag at the very bottom, just above the `</html>` page.