



INTRODUCTION TO:

# SEO

# SEARCH ENGINE OPTIMIZATION

Market

ooo

Trends



Ads

Digital Literacy Lab



Feedback

WELCOME  
BACKO

The image features the text "WELCOME BACKO" in a vibrant, hand-drawn style. "WELCOME" is in a smaller, red, rounded font, while "BACKO" is significantly larger and more expressive, with a thick red outline and a blue shadow. The letters are surrounded by colorful brushstrokes in blue, orange, and red. The background is a light cream color, accented with large, abstract shapes in yellow, pink, and blue.

# LET'S GET YOUR HOMEWORK



# **SEO**

## **SEARCH ENGINE OPTIMIZATION**



# INTRODUCING SEO

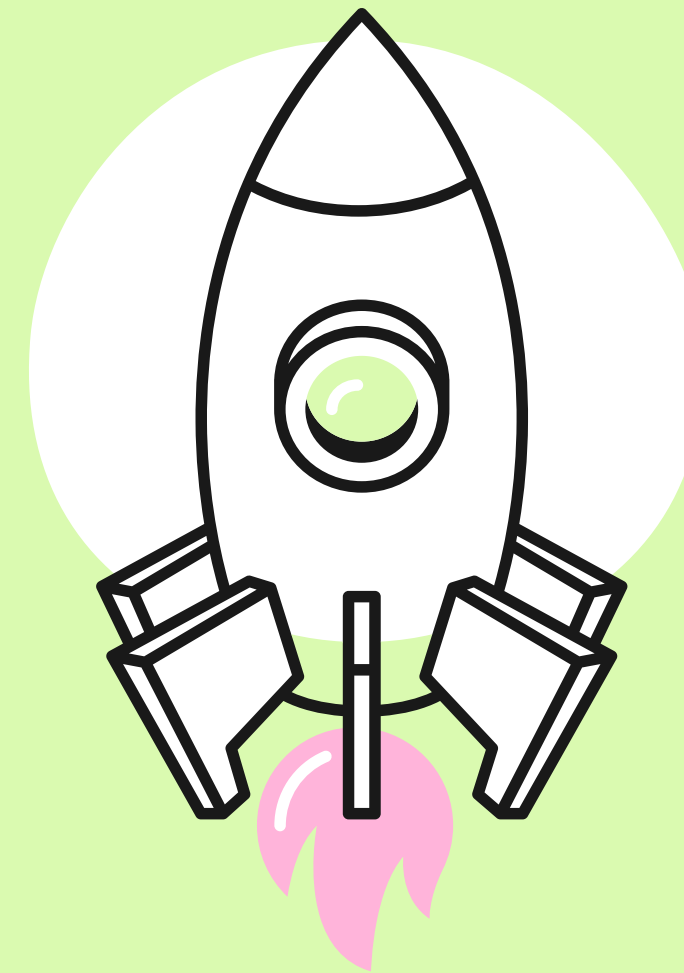
Search Engine Optimization (SEO) is a fundamental aspect of digital marketing that focuses on **improving a website's visibility and ranking in search engine results pages** (SERPs). By optimizing various elements of a website, such as its **content, structure, and user experience**, SEO aims to attract **organic, high-quality traffic** from search engines.

This involves employing keyword research, *on-page optimization*, *technical optimizations*, and *building authoritative backlinks\** to enhance the website's relevance and credibility in the eyes of search engines. With effective SEO strategies, businesses can increase their online presence, reach a wider audience, and drive valuable organic traffic to their website.

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Marketing

Social  
Media

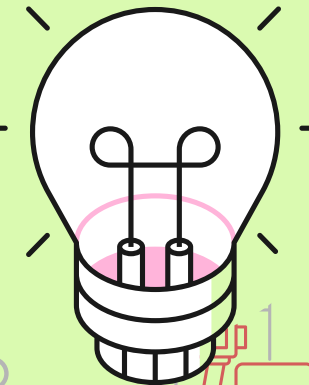
Digital  
Campaign



Mobile  
Apps

Content  
Marketing

SEO



# THE ROLE OF THE KEYWORDS

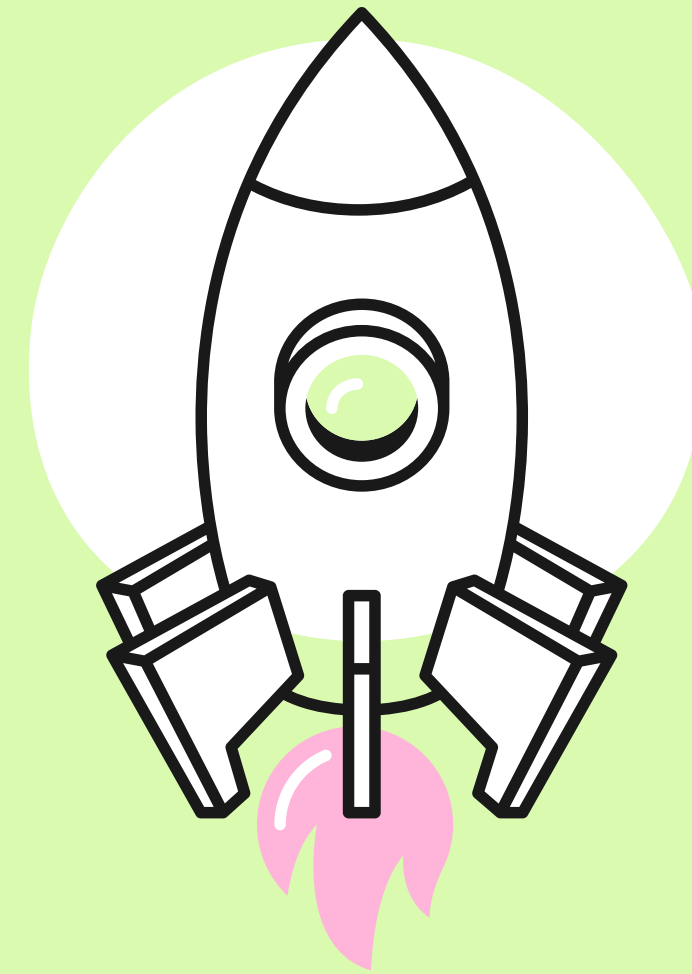
Keywords play a crucial role in search engine optimization (SEO) as they are the **words and phrases** users enter into search engines when looking for information, products, or services.

However, it's important to note that **keyword usage should be done naturally and avoid overstuffing or spamming keywords**, as search engines can penalize websites for such practices. Focus on providing valuable, informative, and user-friendly content that aligns with users' search intent while incorporating relevant keywords in a natural and strategic manner.

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SEO

# RELEVANCE

Keywords help search engines **understand the content and purpose of your web pages**. By using relevant keywords in your website's content, titles, headings, and meta tags, you signal to search engines that your website is relevant to specific search queries. This increases the likelihood of your website appearing in **search engine results pages (SERPs)** when users search for related topics.

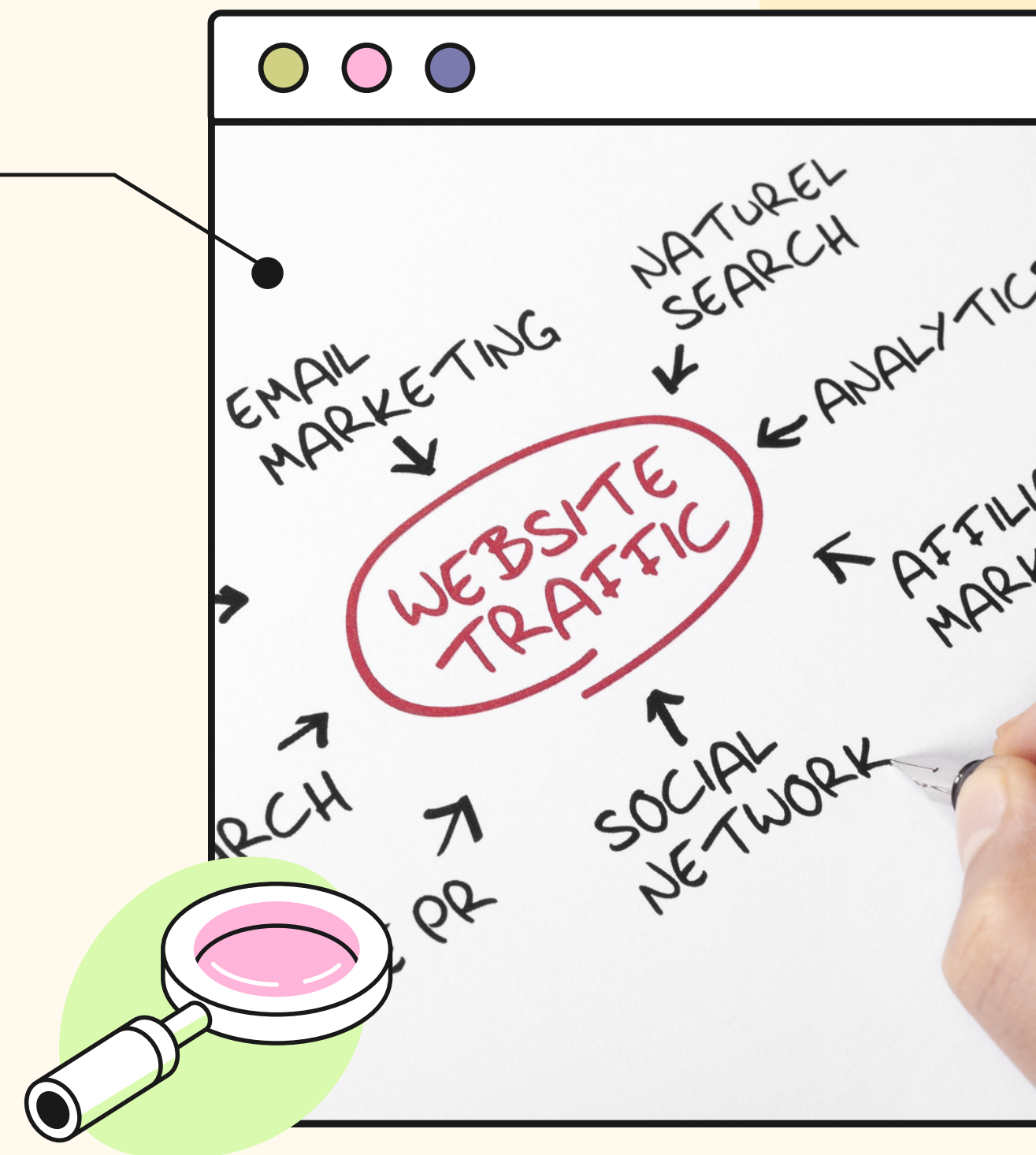




# TARGETED TRAFFIC

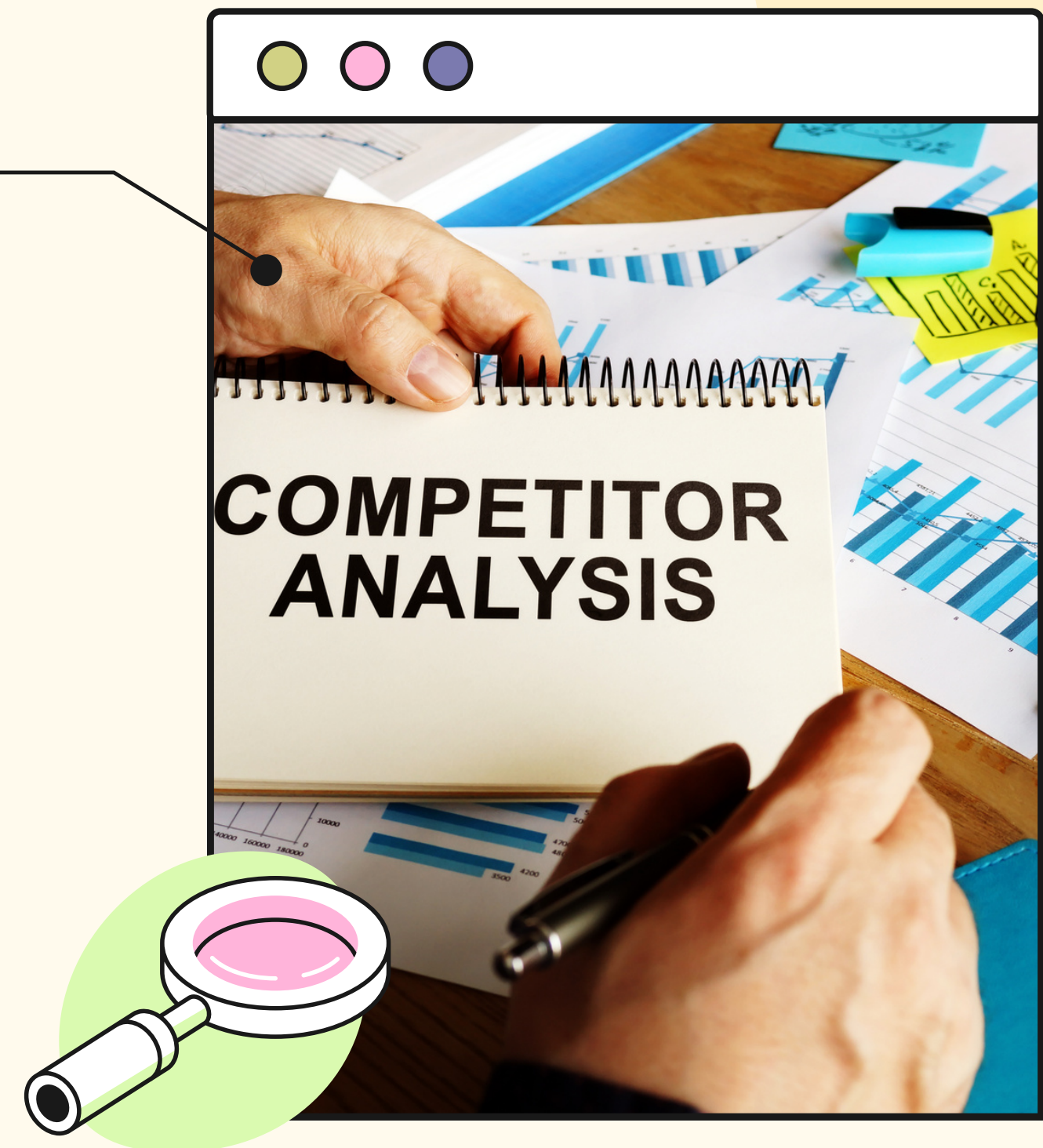
Optimizing your website for relevant keywords helps attract targeted traffic. When your website ranks higher in SERPs for specific keywords, it **increases the visibility of your site to users actively seeking information or solutions related to those keywords.**

This drives qualified traffic to your website, increasing the chances of conversions and achieving your business goals.



# COMPETITION ANALYSIS

Conducting keyword research allows you to analyze the search volume and competition associated with different keywords. This information helps you **identify high-demand, low-competition keywords** that present opportunities for ranking well and gaining a competitive advantage.





# CONTENT OPTIMIZATION

Keywords guide the creation and optimization of your website's content. By incorporating relevant keywords naturally and strategically into your content, you **improve its readability and relevance for both users and search engines**. This can positively impact your website's ranking and visibility in SERPs.



# ON PAGE OPTIMIZATION

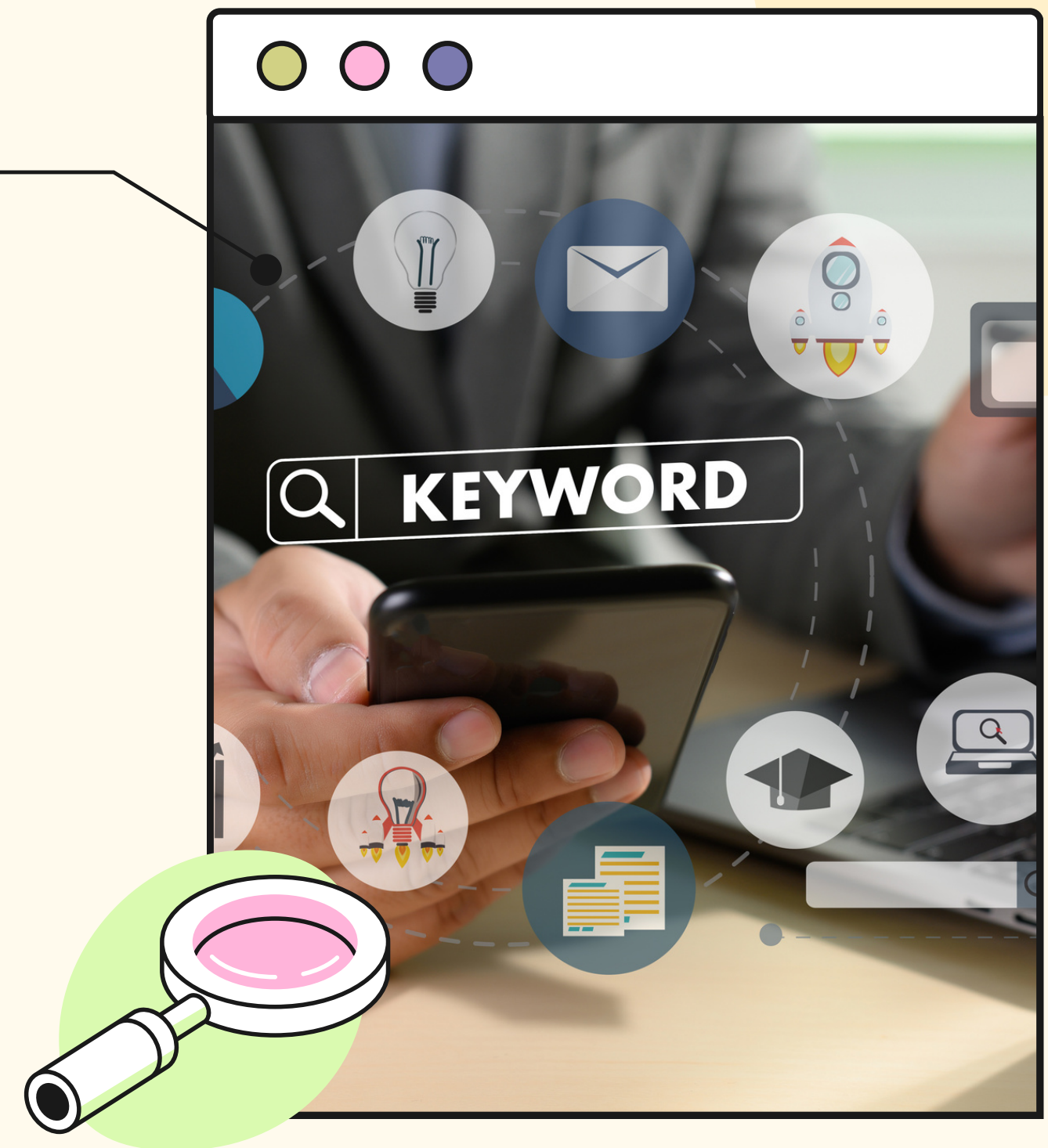
Keywords are essential for optimizing various on-page elements, such as meta tags, headings, image alt tags, and URLs. Optimizing these elements with relevant keywords helps search engines **understand the context of your content** and improves the overall SEO performance of your web pages.





# LONG-TERM VISIBILITY

Keywords are the foundation for establishing long-term visibility in search engine rankings. By consistently optimizing your website for relevant keywords, monitoring its performance, and adapting your SEO strategy, you can maintain and improve your website's ranking over time, attracting ongoing organic traffic.





# **ELEMENTS OF A WEBSITE**

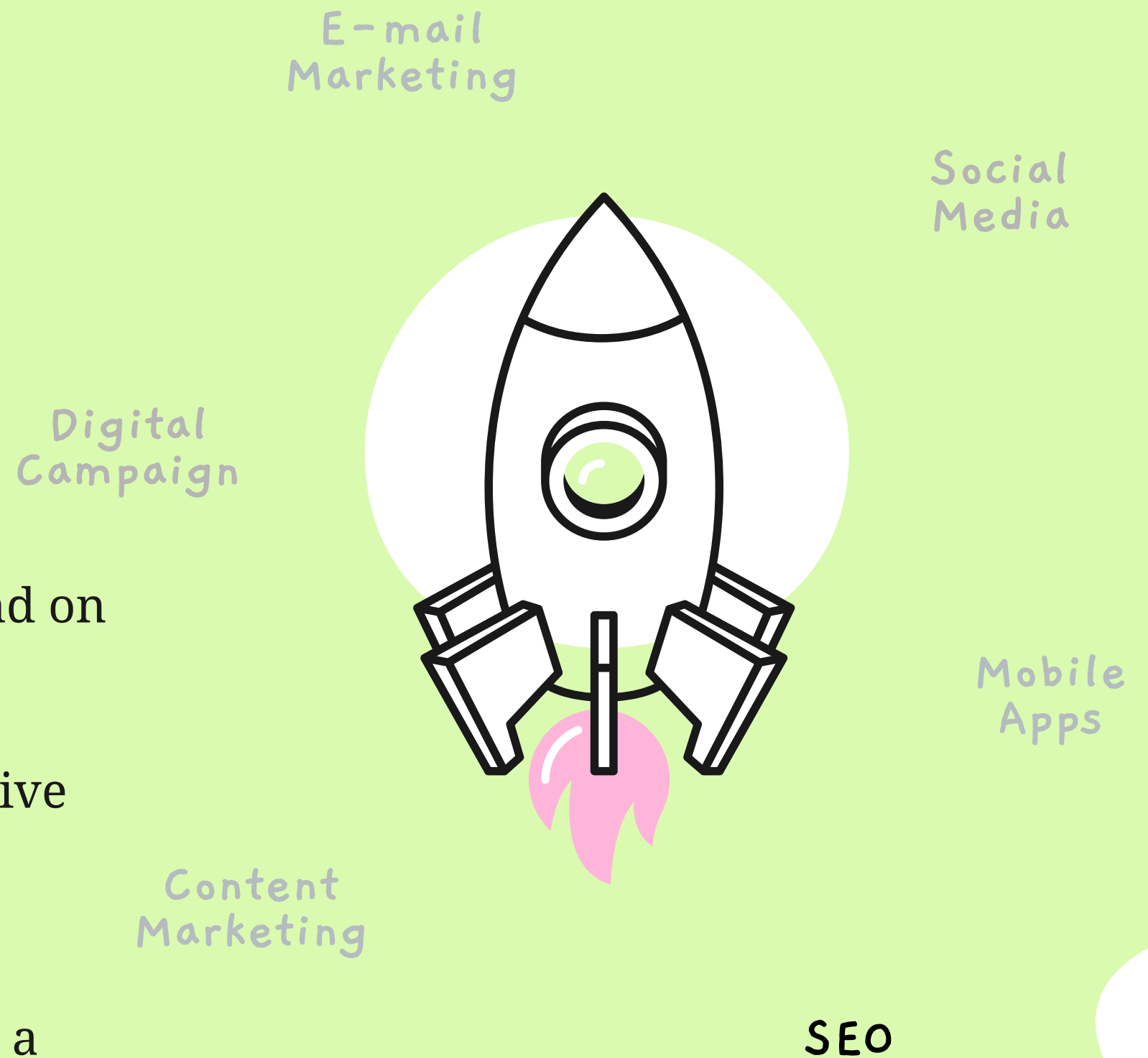
## **AND RELATIONSHIP TO SEO**

# WEBSITES AND ITS ELEMENTS

We will discuss about some of the basic elements you'll find on a website.

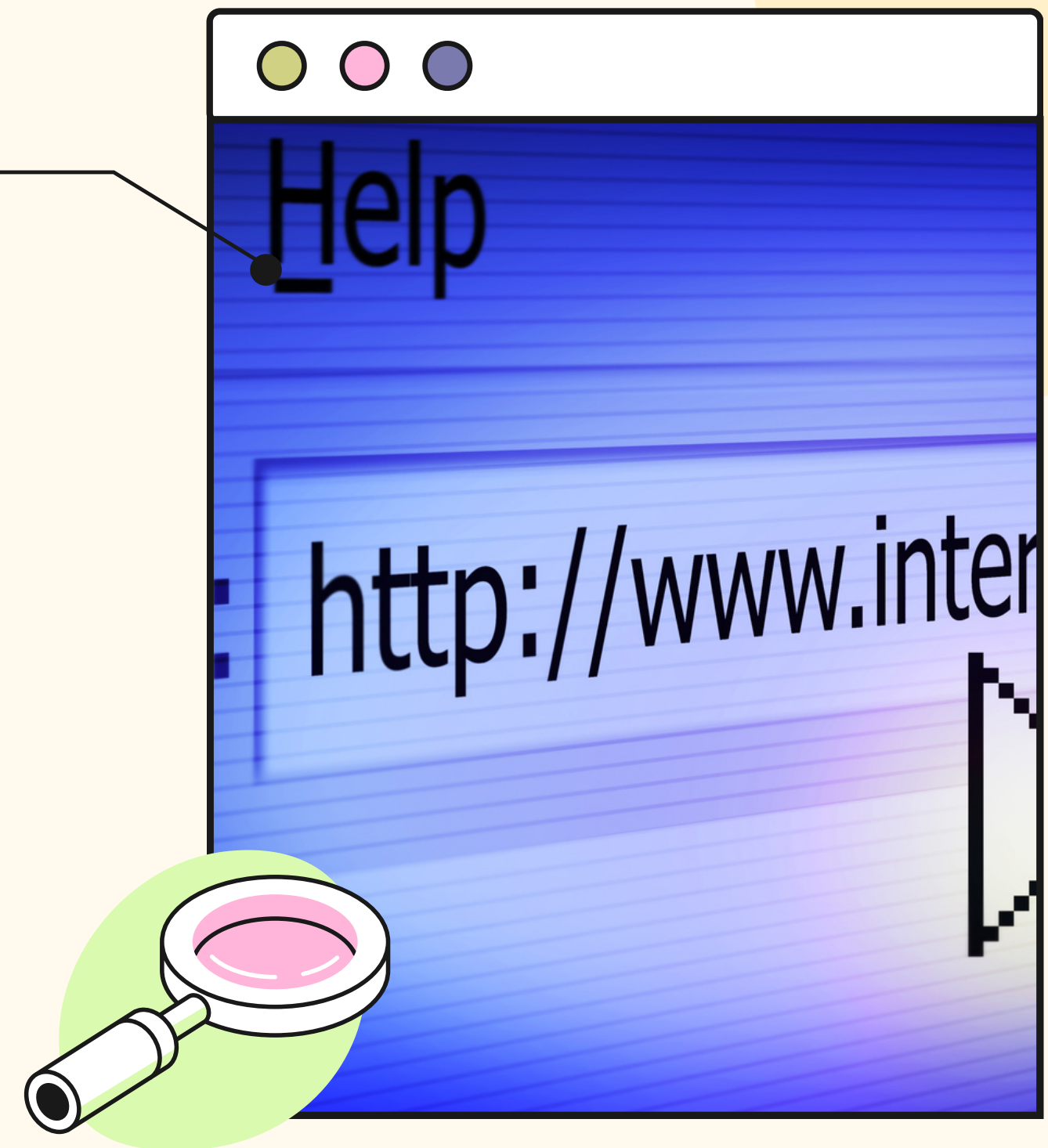
They work together to create a user-friendly and informative online experience.

Websites can have many other elements and features, but understanding the fundamental components will give you a good starting point in navigating and understanding the structure of a website in order to apply SEO strategies.



# WEB ADDRESS (URL)

A web address, also known as a URL (Uniform Resource Locator), is like the address of a house. It tells your web browser where to find a specific website on the internet. For example, [www.example.com](http://www.example.com) is a web address.





# HOMEPAGE

The homepage is like the front door of a house. It's the main page of a website that you see when you first visit it. It usually contains an overview of what the website is about and provides navigation to other pages.



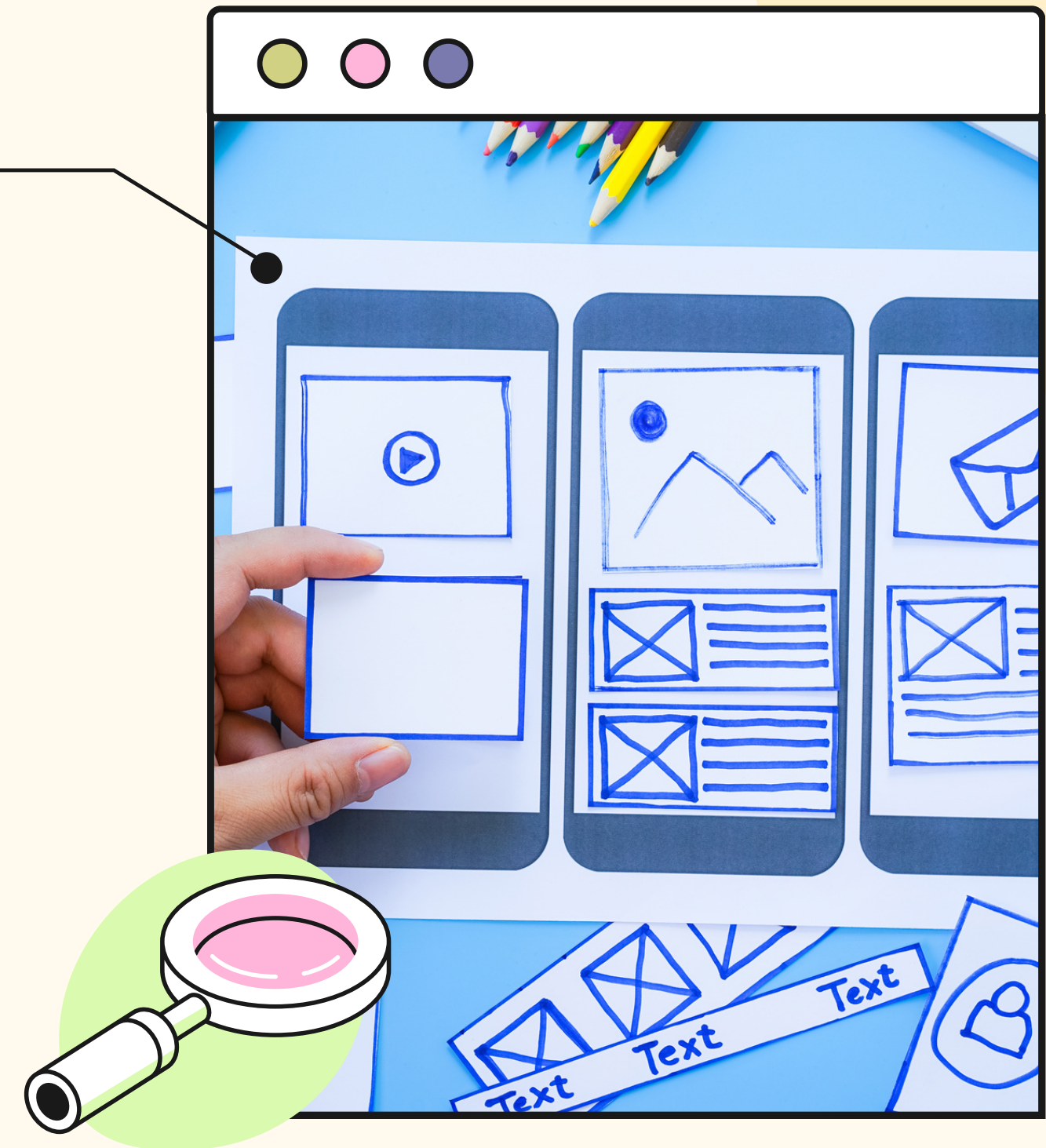
# NAVIGATION MENU

The navigation menu is like a roadmap inside a house. It helps you move around a website and access different pages. It usually appears as a list of links at the top or side of a webpage.



# CONTENT

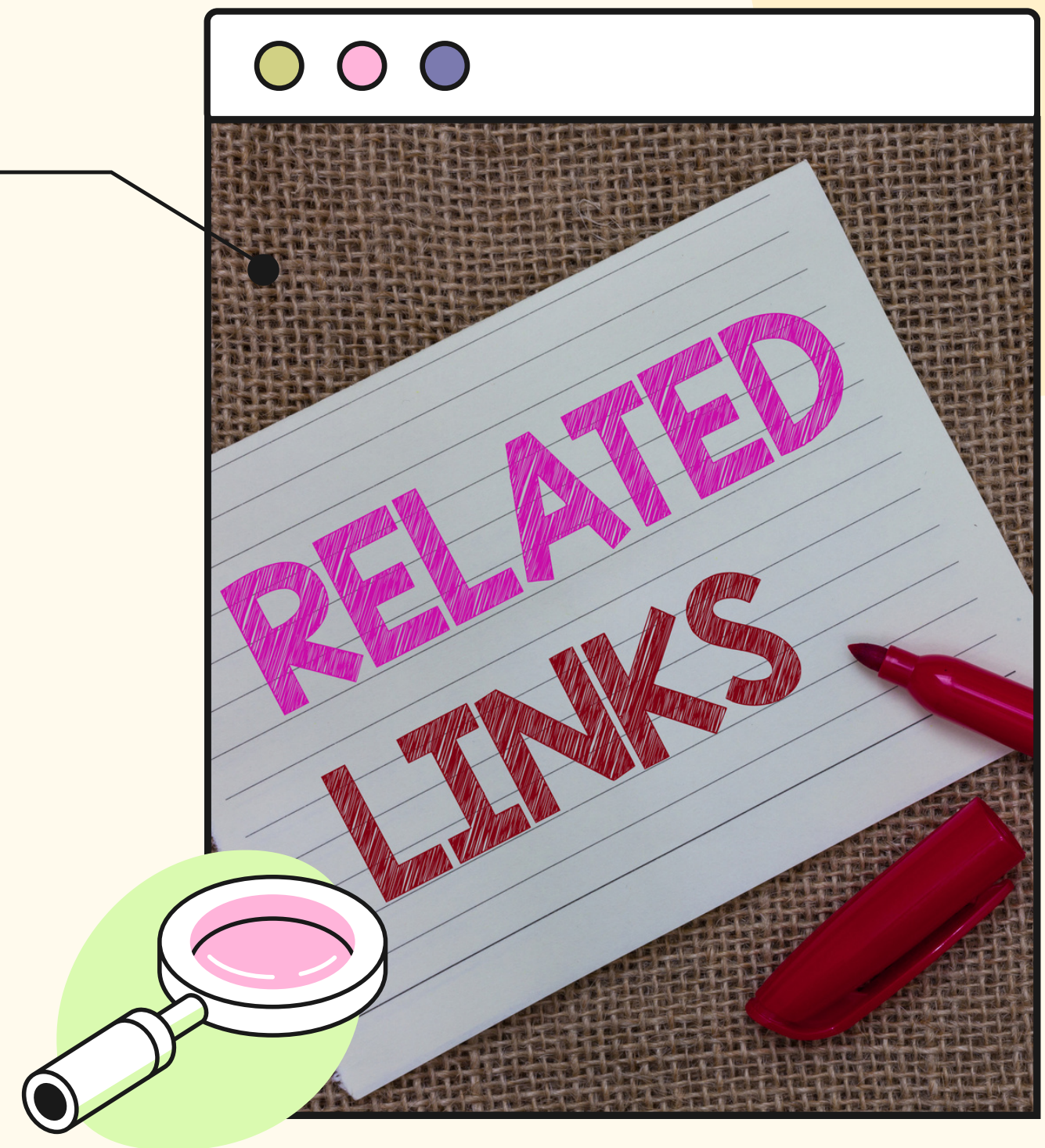
Content is the information or material that is displayed on a website. It can include text, images, videos, articles, blog posts, and more. Each page of a website has its own content.





# LINKS

Links are like doorways that connect different rooms in a house. They are clickable elements on a webpage that take you to another webpage when you click on them. Links can be used to navigate within a website or to external websites.





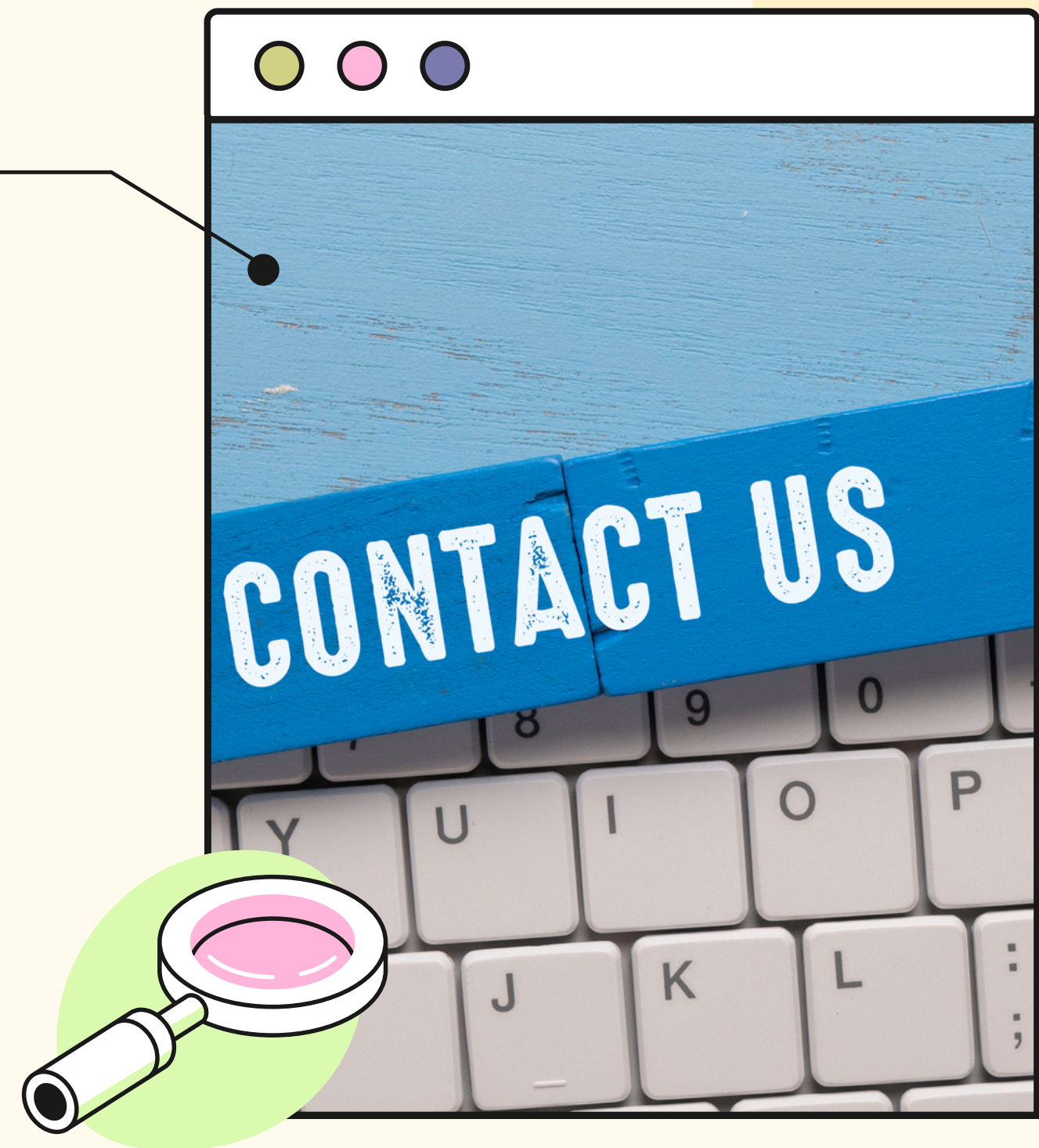
# IMAGES

Images are like pictures hanging on the walls of a house. They add visual appeal to a website and help convey information or enhance the content. Images can include photographs, illustrations, icons, and graphics.



# CONTACT INFORMATION

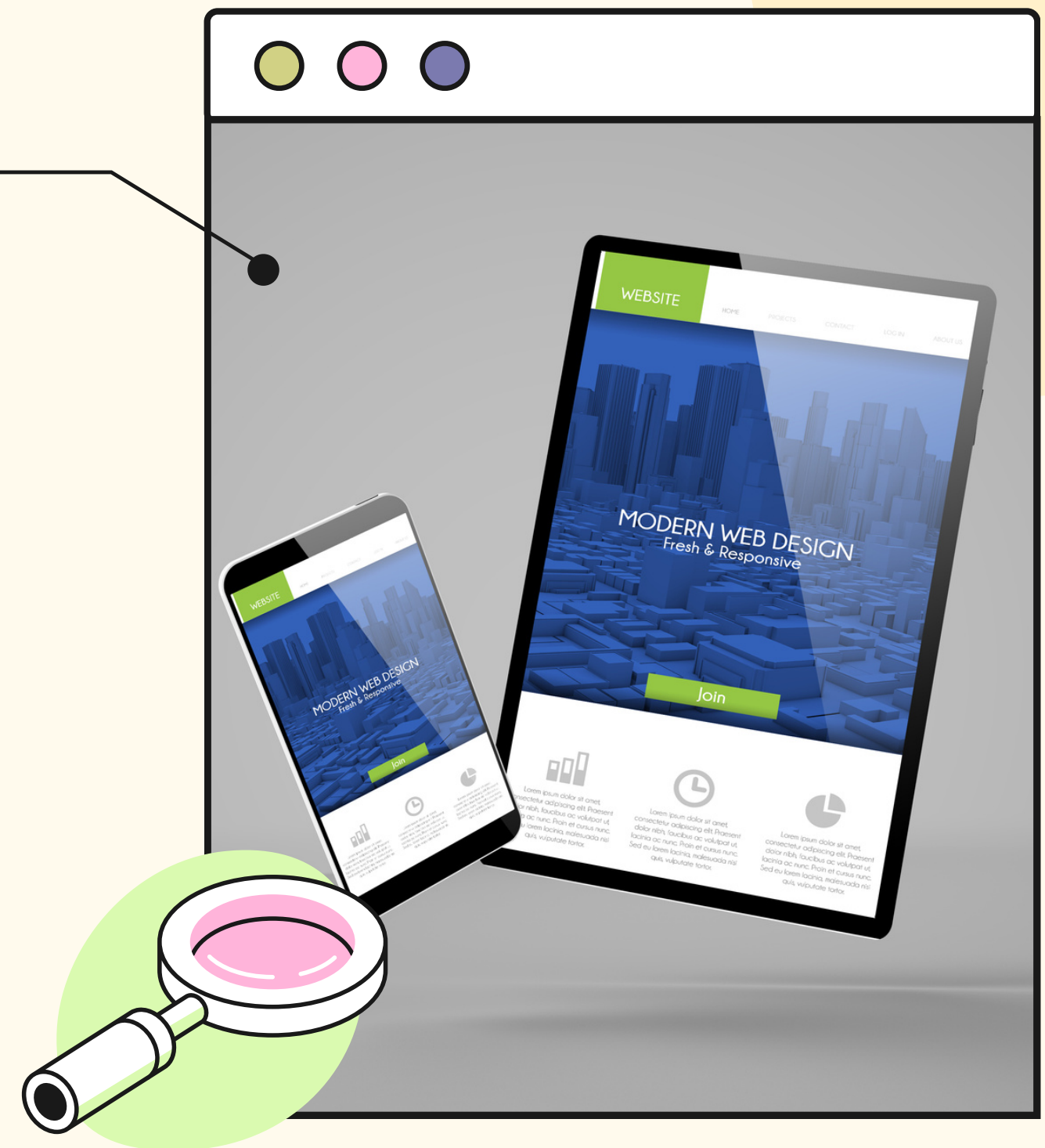
Contact information is like having a phone number or address for a house. It allows visitors to get in touch with the website owner or business. Contact information can include email addresses, phone numbers, social media links, or a contact form.





# FOOTER

The footer is like the foundation of a house. It appears at the bottom of each webpage and usually contains additional links, copyright information, and sometimes, important legal notices or privacy policies.





# THIS IS A WEBSITE AND ITS COMPONENTS

**URL: EXAMPLE.COM**

**THIS IS AN EXAMPLE PAGE!  
WELCOME**

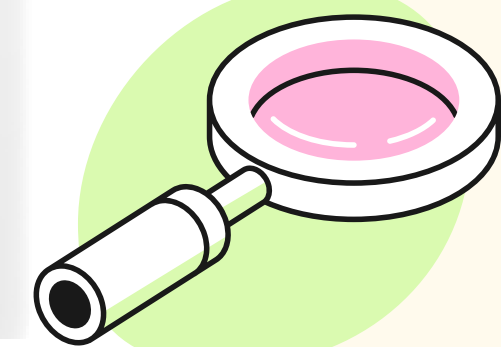
⋮  
NAVIGATIONAL  
MENU EXAMPLE

**LINKS EXAMPLES   LINKS EXAMPLES   LINKS EXAMPLES**

THIS IS AN EXAMPLE OF THE CONTENT YOU CREATE  
ON A WEBSITE



**THIS IS A FOOTER EXAMPLE WITH MORE INFORMATION ABOUT US AND OUR  
SOCIAL CHANNELS**



The background is a light green field filled with various line-art icons in yellow, blue, and red. These icons represent concepts like technology (laptops, servers, lightbulbs), business (dollar signs, storefronts), and communication (megaphones, speech bubbles). There are also abstract shapes like a gear and a person icon. Large, soft-edged shapes in white, pink, and purple are positioned around the edges of the frame.

# **TECHNICAL SEO**

## **WHAT IS AND HOW TO USE IT**

# TECHNICAL SEO: WHAT IS THAT?

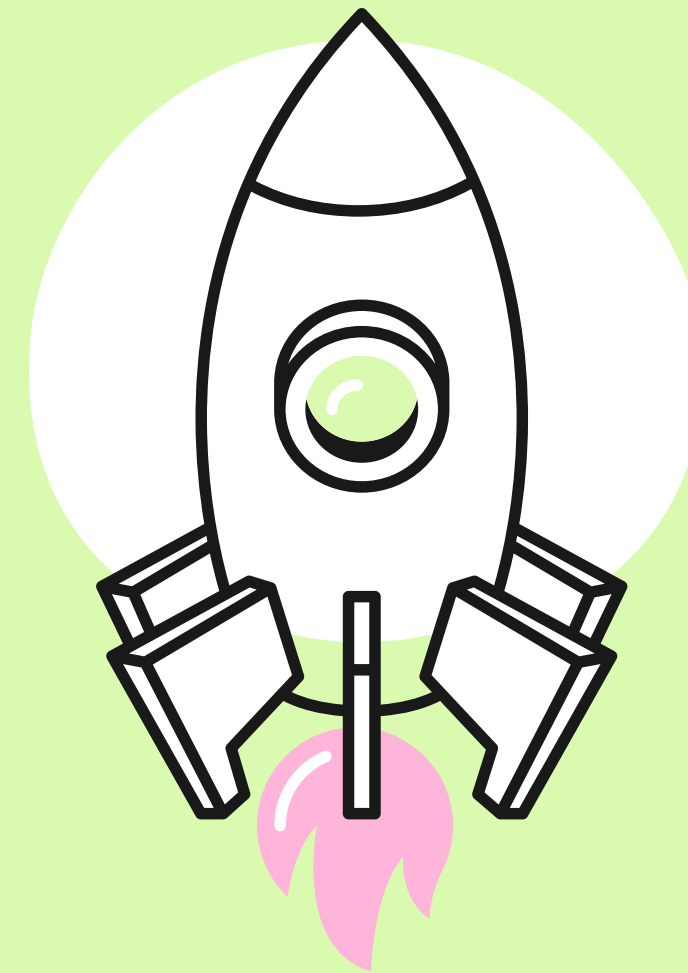
Technical SEO refers to the optimization of the technical aspects of a website to improve its visibility and performance in search engine rankings. It involves making adjustments and optimizations behind the scenes to ensure that search engines can easily crawl, understand, and index your website's content.

Think of technical SEO as the foundation of a house. Just as a strong foundation is necessary for a stable and secure house, **technical SEO is crucial for a website's visibility and success in search engines**. It focuses on the technical elements of your website that affect how search engines interact with and understand your content.

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# WEBSITE ACCESSIBILITY

Ensuring that your website is accessible to users (mobile and desktop versions of it) and to be also accessible to search engines.

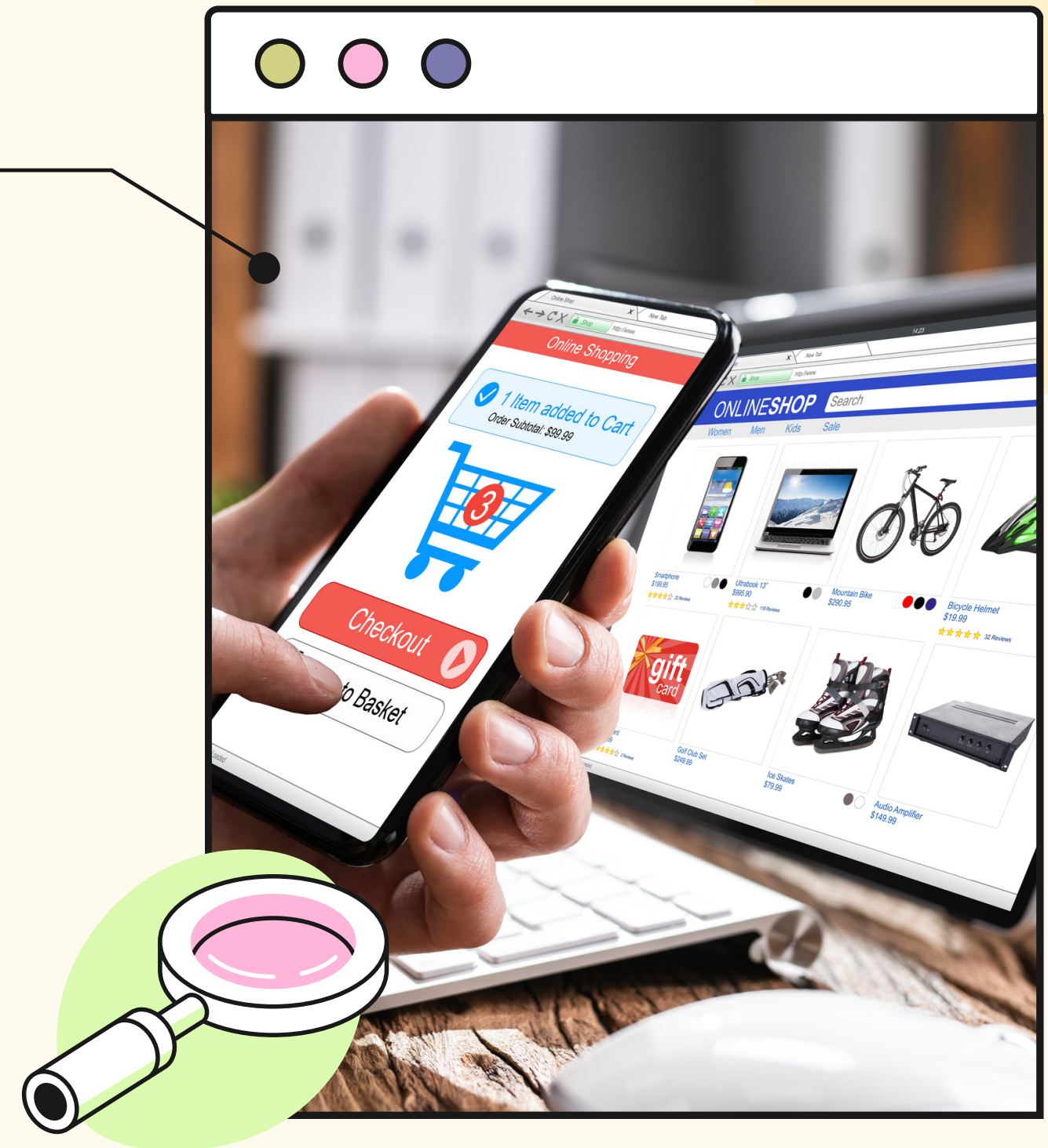
This involves proper HTML coding, optimized site structure, and user-friendly navigation.



# WEBSITE SPEED

Optimizing your website's loading speed to provide a fast and seamless user experience.

This includes optimizing images, minimizing code, and leveraging caching techniques.





# MOBILE FRIENDLINESS

Ensuring that your website is responsive and easily accessible on mobile devices.

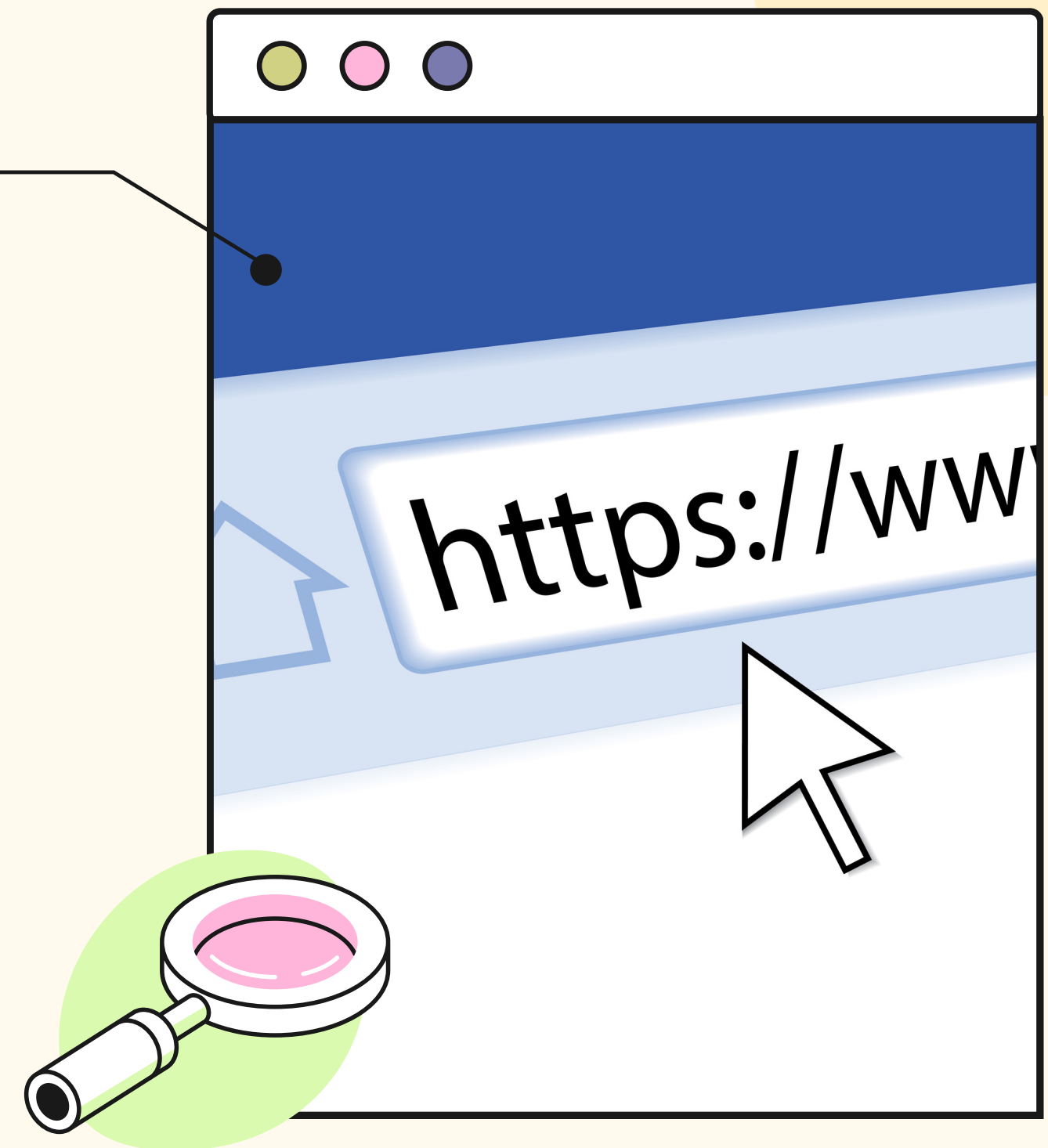
With the increasing use of smartphones, search engines prioritize mobile-friendly websites in their rankings.



# INDEXING AND CRAWLABILITY

Ensuring that search engines can effectively crawl and index your website's pages.

This involves creating a clear and organized website structure, using proper URL structures, and implementing XML sitemaps.



# WEBSITE SECURITY

Implementing necessary security measures, such as SSL certificates (https), to protect user data and establish trust with both users and search engines.





# **APPLYING SEO TO WEBPAGES**

# HOW DO YOU ACTUALLY USE SEO

You want your website to be reachable and discoverable by the people looking for whatever you have to offer and the best way to do it is to ensure you apply SEO to your site and your strategies.

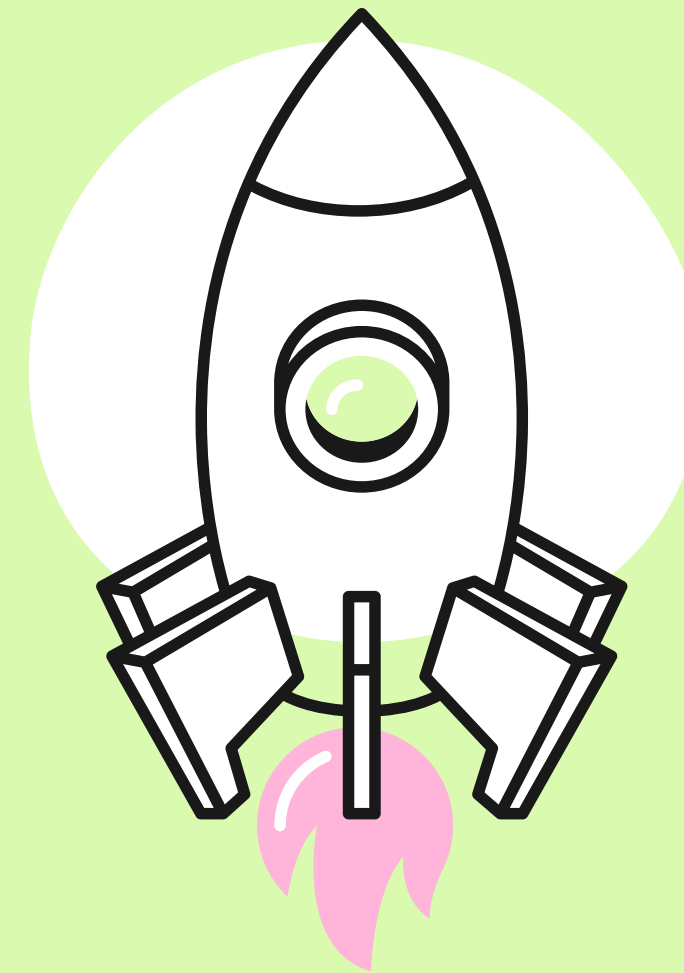
Applying SEO (Search Engine Optimization) to a regular website involves several steps aimed at improving the visibility and ranking of the site on search engines.

Remember, SEO is a long-term strategy. It may take months to see improvements, so be patient and consistent. Lastly, SEO isn't a set-it-and-forget-it strategy. Search engine algorithms change frequently, so it's crucial to keep up with the latest SEO news and practices.

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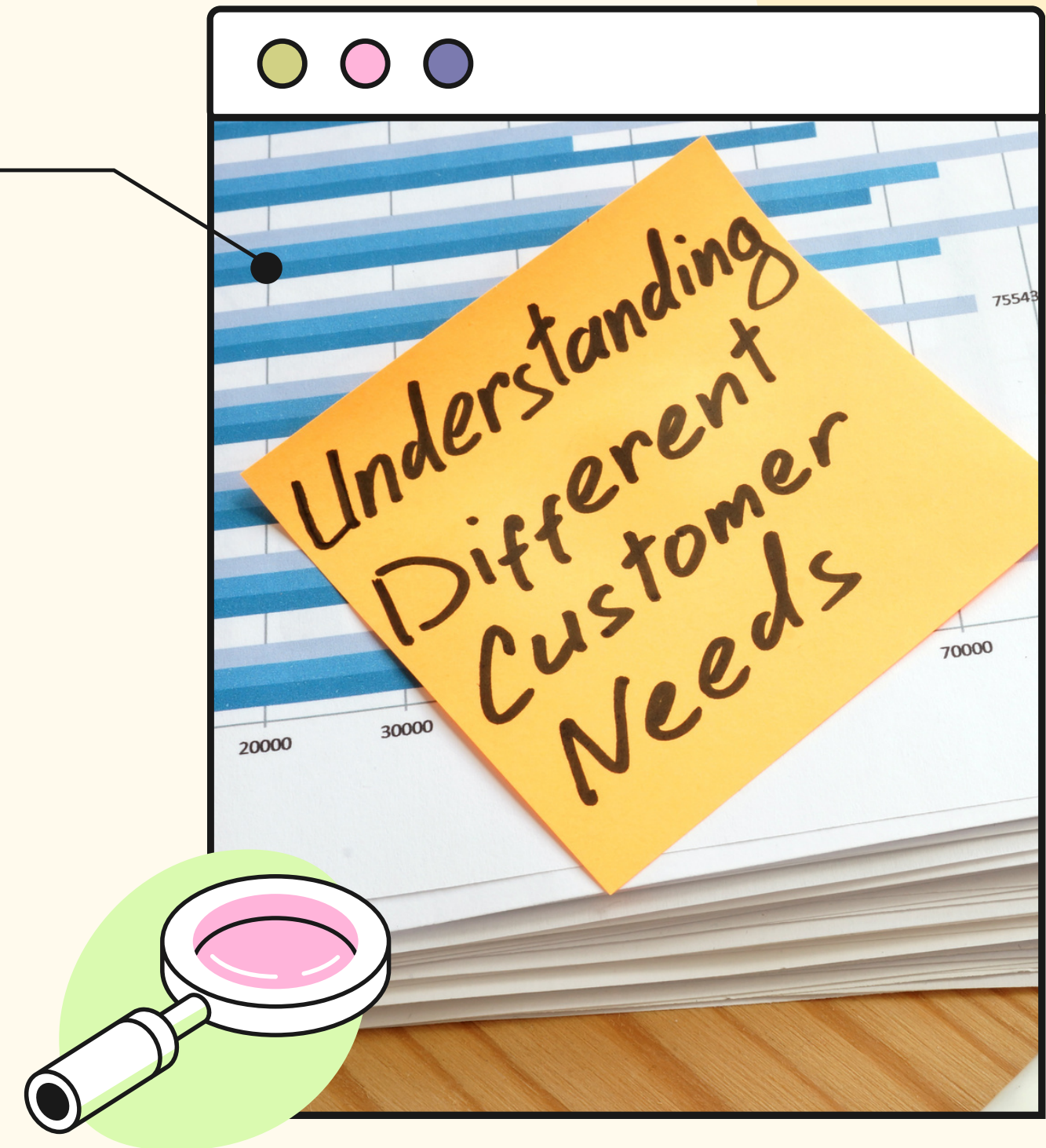
SEO



# AUDIENCE UNDERSTANDING

Your SEO efforts should start with understanding what your audience is looking for, how they search, what words they use, what kind of content they consume, etc.

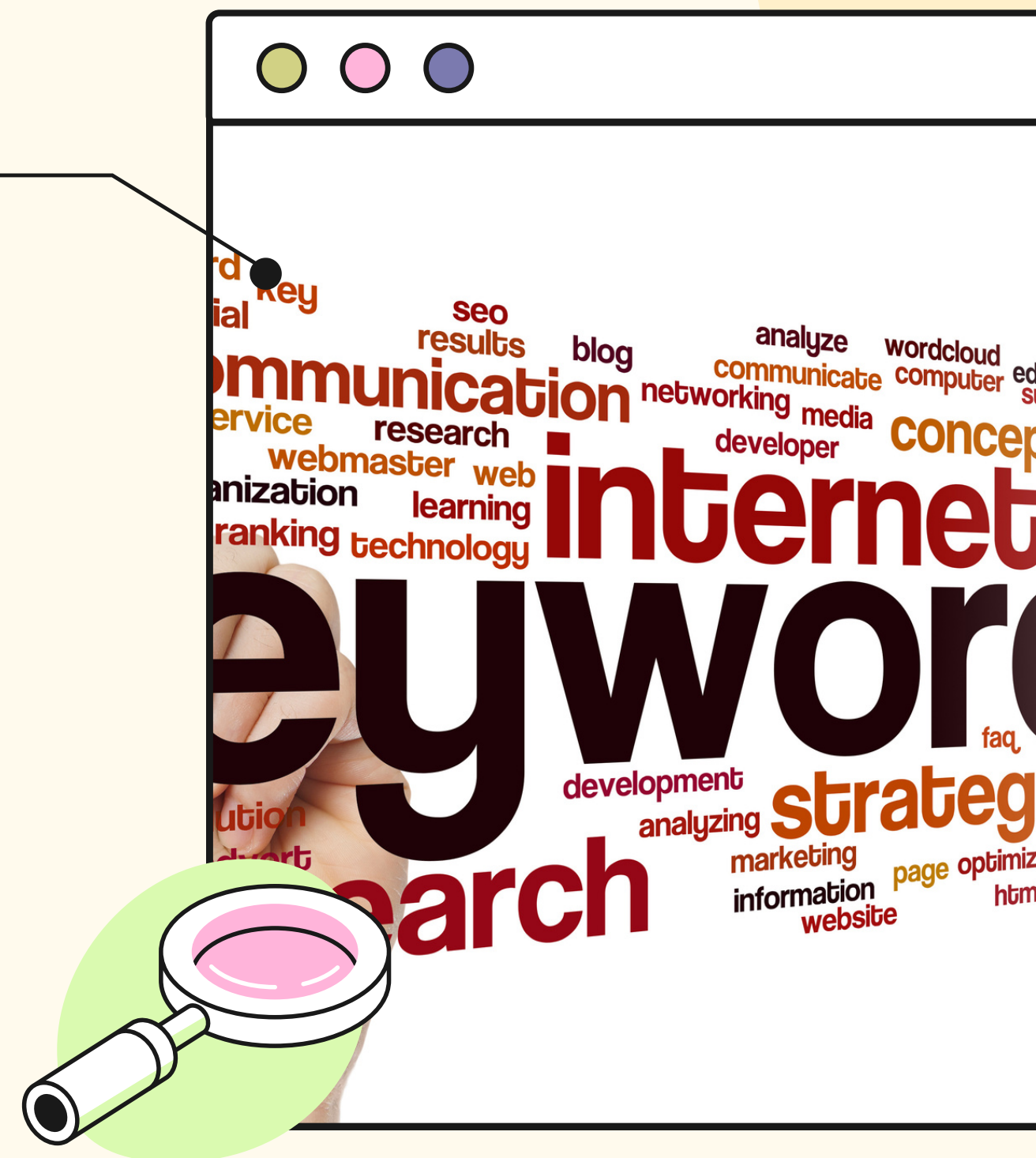
Use keyword research tools to identify popular and relevant keywords.



# BUILD A KEYWORD LIST

After understanding your audience, compile a list of relevant keywords.

Keywords are words and phrases that people type into search engines. You can use keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to do this.

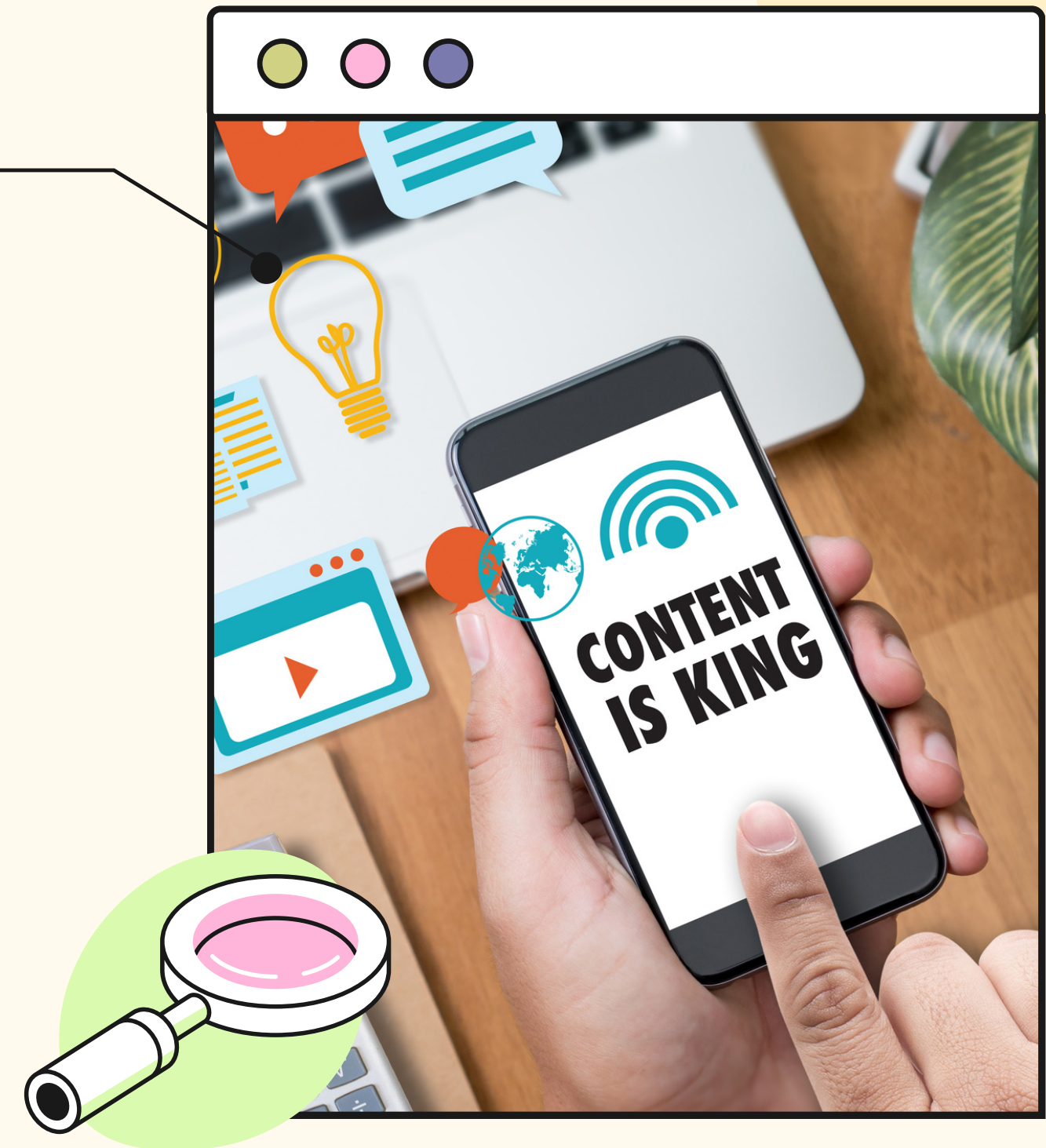




# OPTIMIZE YOUR CONTENT

Your web pages should be optimized around the keywords you identified. This includes your titles, meta descriptions, headings, and the content itself.

Remember, content is king in SEO. So, ensure your content is high-quality, relevant, and adds value to your audience.

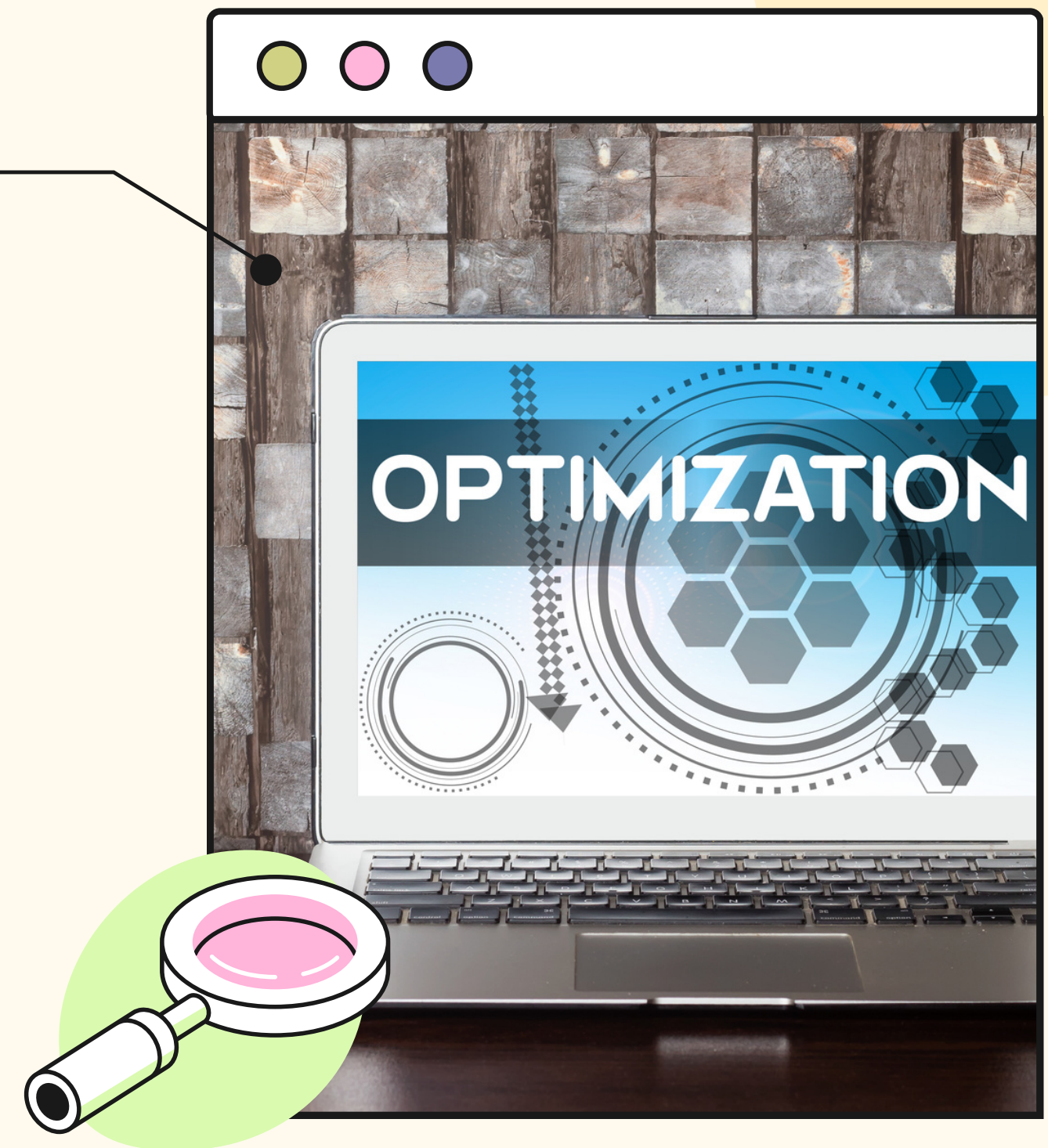




# OPTIMIZE IMAGES

Ensure all your images have relevant file names and alt text. This helps search engines understand the content of the images.

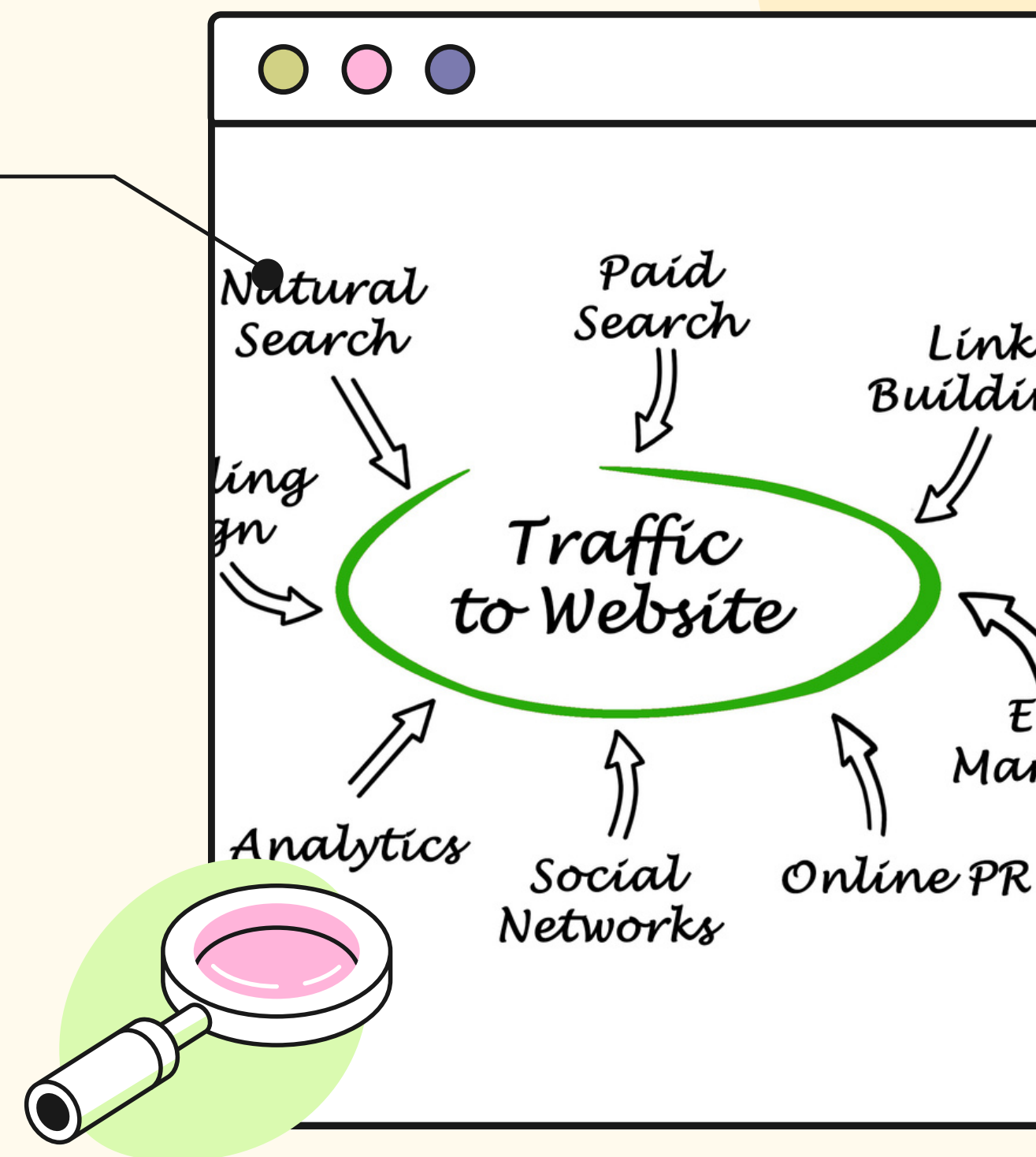
Also, compress your images to improve page load speeds.



# INTERNAL LINKING

Linking to your own articles or website pages helps search engines understand the context and relationship between different pages on your site.

It also improves the time a user spends on your site as they may click these links to read more about a related topic.



# HIGH QUALITY BACKLINKS

Backlinks are a critical part of SEO. They signal to search engines that other websites vouch for your content. However, strive for quality over quantity. Links from high-authority websites will benefit your SEO more than numerous links from low-authority sites.





# TRACK YOUR RESULTS

Use SEO tools and analytics to monitor your website's performance. Google Search Console and Google Analytics can provide valuable insights.

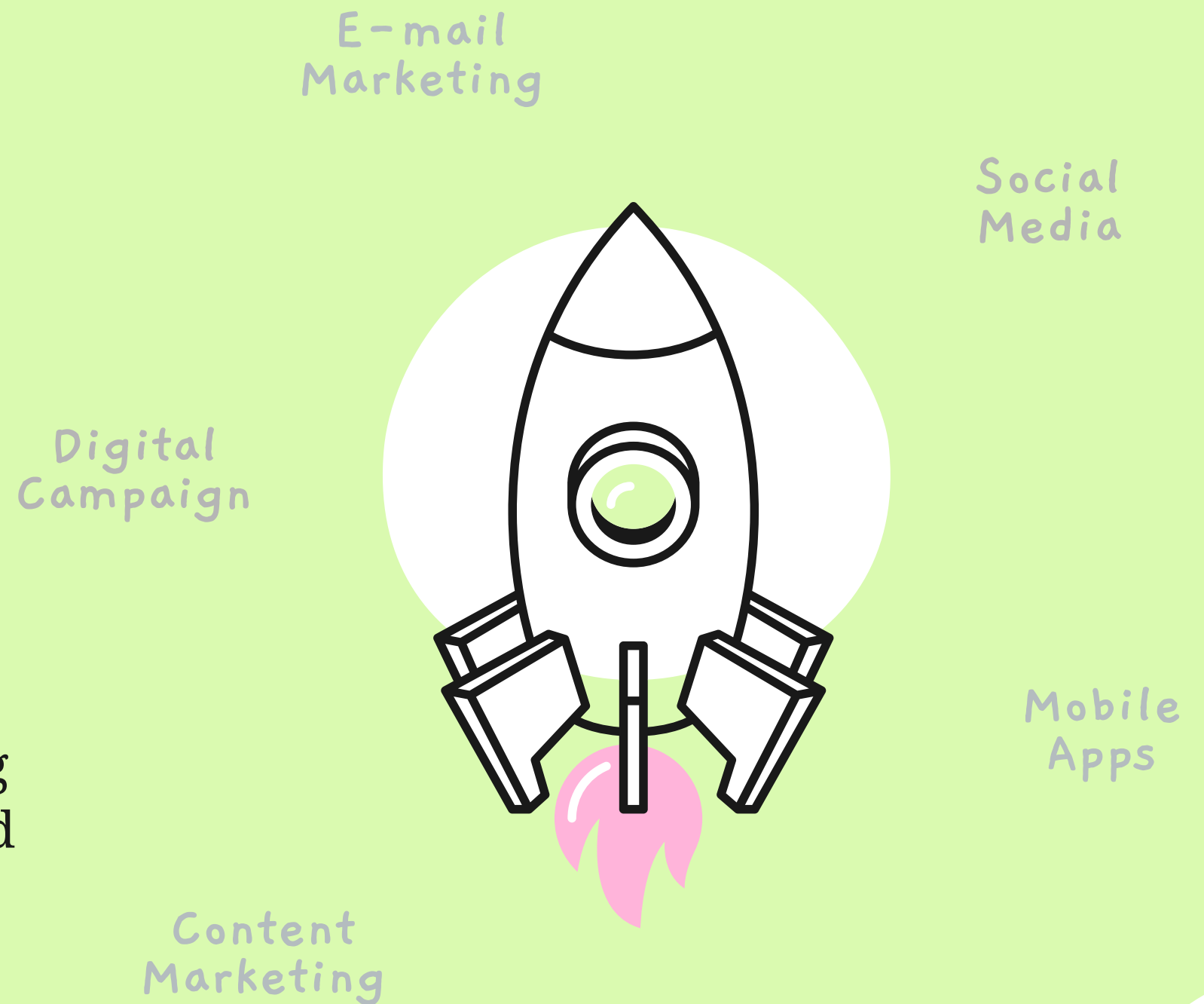


## TO SOCIAL MEDIA STRATEGIES

# SEO AND SOCIAL MEDIA

When we talk about SEO we are generally thinking about websites and landing pages, but since Google indexes results from social media as well, and the internal algorithms of the social channels are giving more relevance to its internal SEO analysis, we need to also understand its uses for social media and how to take advantage of the visibility of our channels.

You need to create an ecosystem around your brand where all your channels can be easily found.



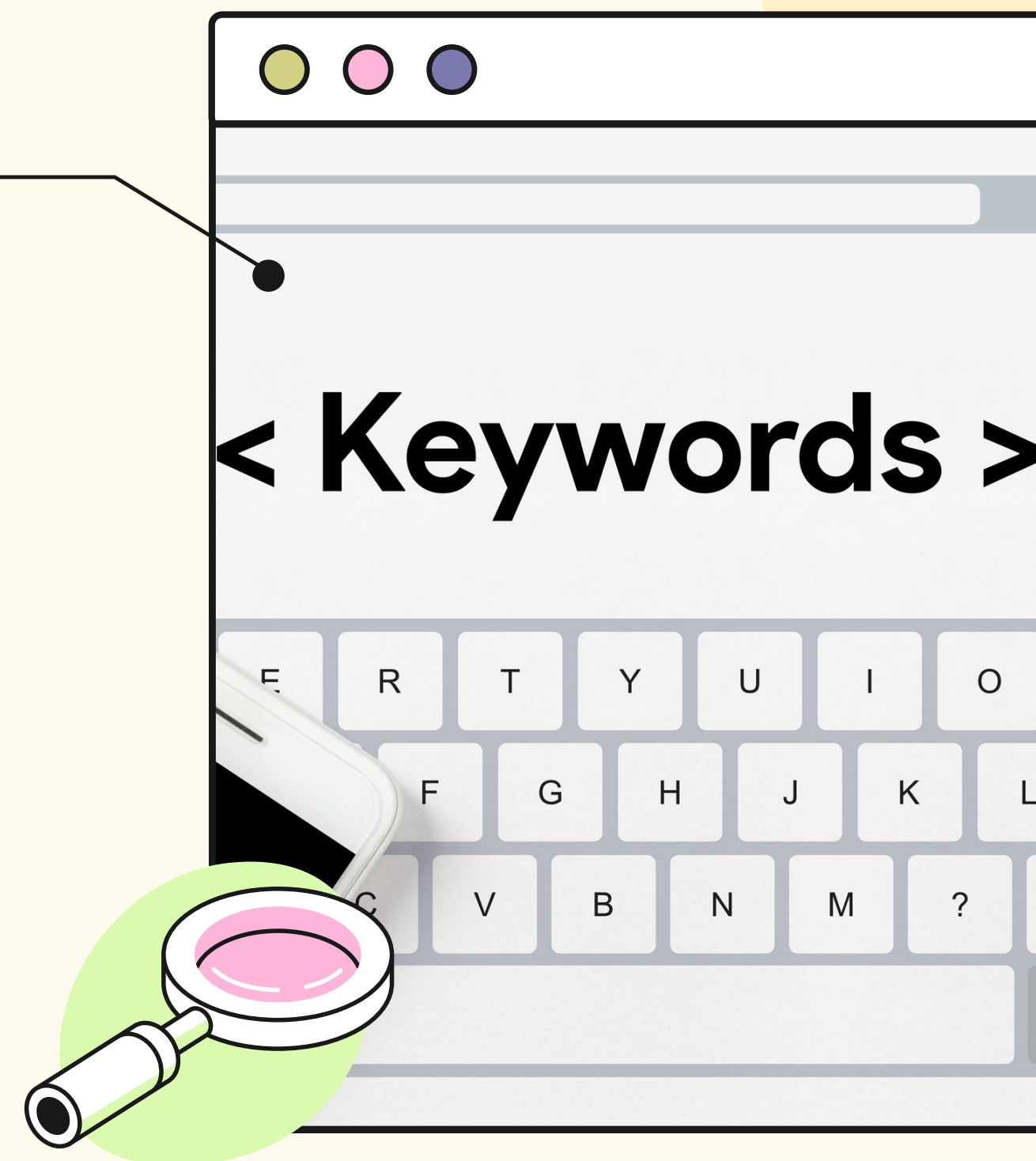
**SEO**



# KEYWORDS

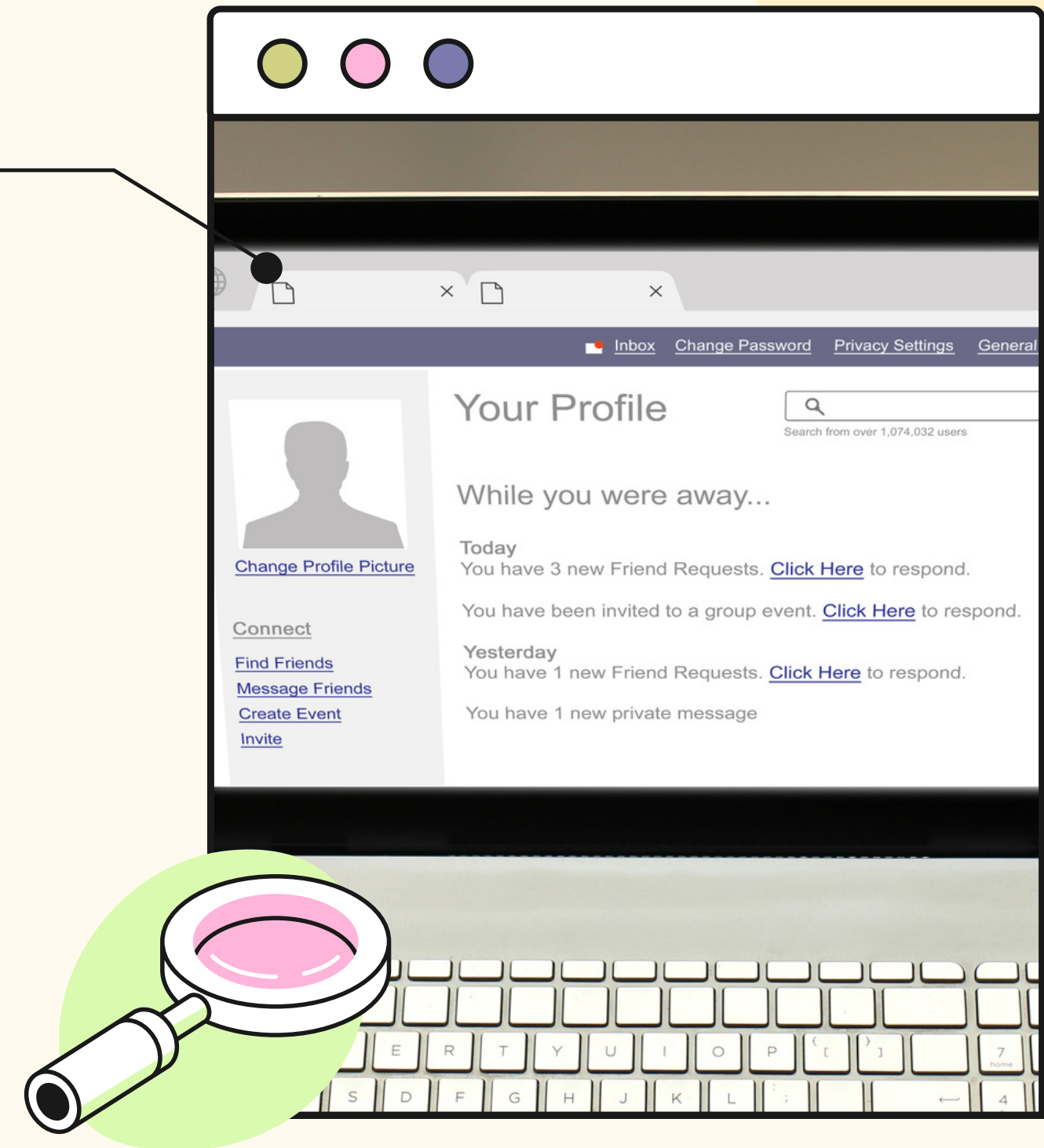
Just like with traditional SEO, keywords are crucial on social media. Include relevant keywords in your profiles, posts, and even hashtags. Social media platforms have search functions, and using keywords can help people find your content.

Use a combination of hashtags and keywords when the social channel allows it.



# PROFILE OPTIMIZATIONS

Optimize your social media profiles for search, both within the platform and on search engines. Use a recognizable profile picture (like a company logo), with a proper file name on it. Fill out all information fields with relevant details, and include keywords related to your business in your bio/description.



# CONSISTENT NAP

NAP = Name, Address, Phone Number.

For businesses, consistency in presenting your name, address, and phone number across all social platforms (and your website) can improve local SEO.





# CONTENT SHARING

Sharing quality content is key. Content that provides value is more likely to be shared, increasing its reach. More shares mean more visibility and potentially more backlinks, which are beneficial for SEO.



# LINKING

Include links to your website in your social media profiles, and vice versa. Also, share links to your website's content in your social media posts when relevant. This can drive traffic to your website and potentially improve your site's SEO.





# LOCAL SEO

If you have a local business, take advantage of location tagging in your social media posts. This can make your posts more discoverable to people in your area.





# VIDEO CONTENT

Platforms like YouTube are huge search engines in themselves. Optimizing video content with keywords, tags, and detailed descriptions can make your videos more discoverable.



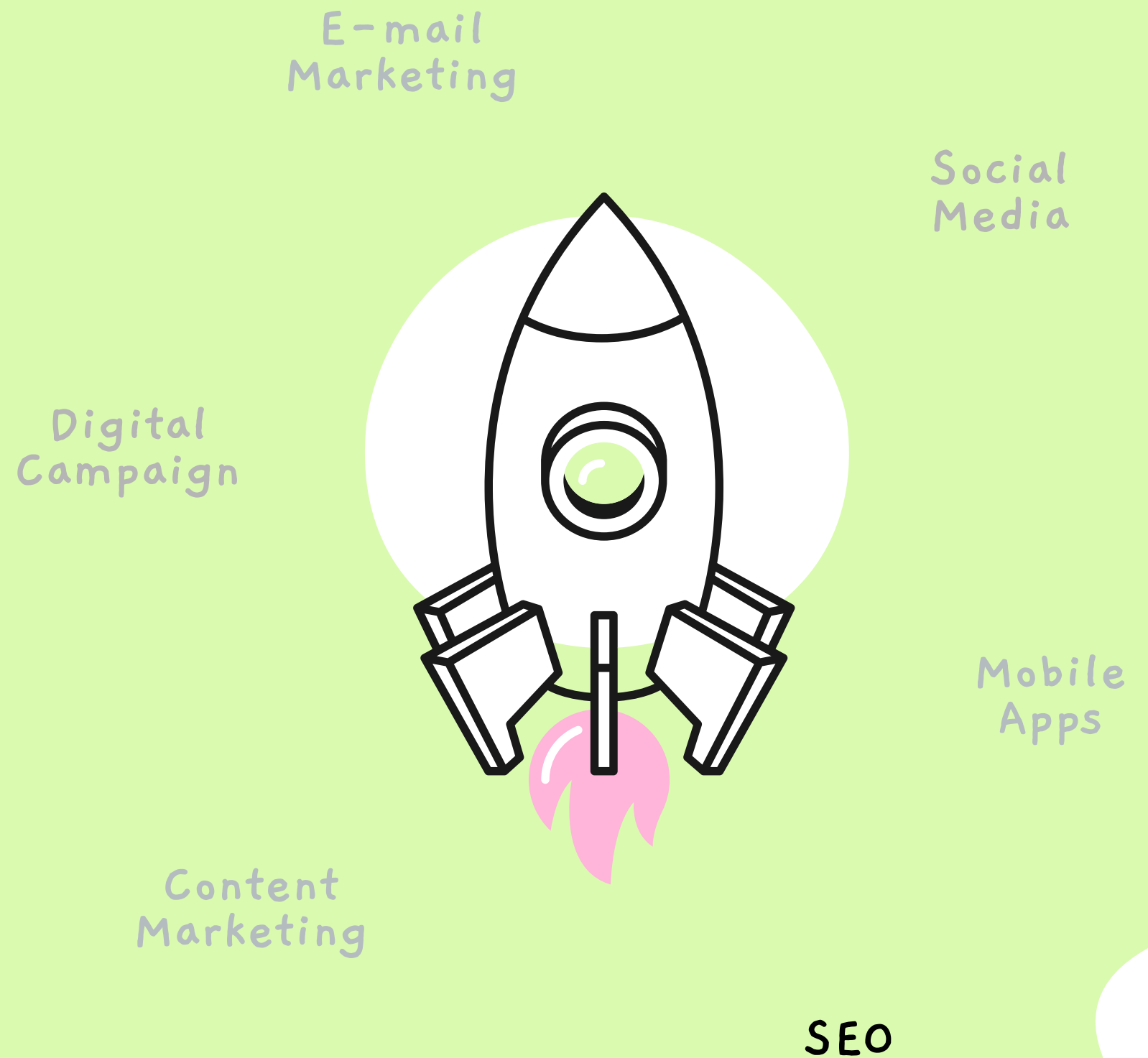


# **SEO TOOLS AND RESOURCES**

## **FREE AND PAID**

# WE NEED TOOLS FOR SEO PURPOSES

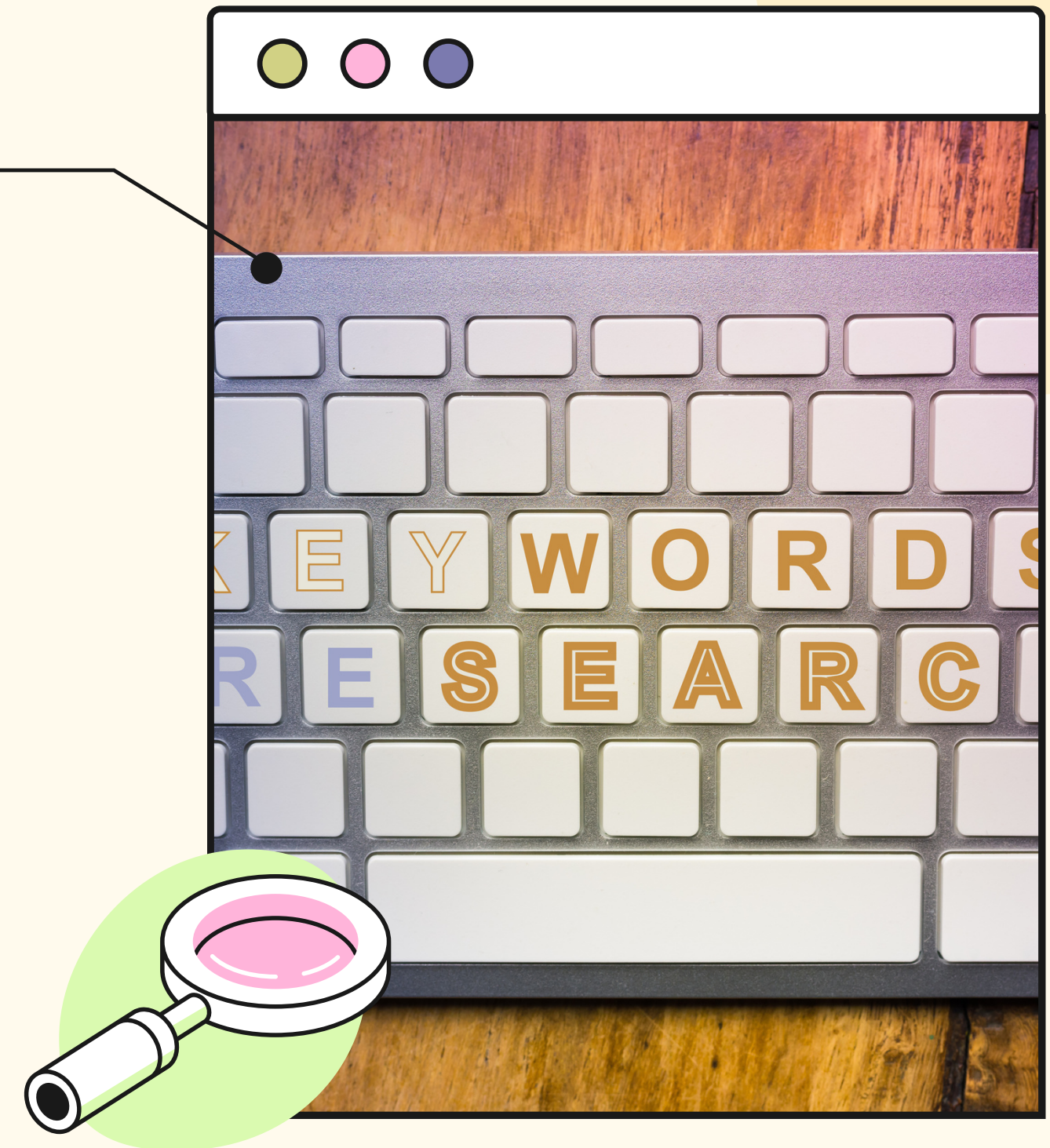
SEO tools are essential for improving and managing the optimization of your website. They are designed to help you understand how your website performs and provide insights into how to improve its ranking on search engine results pages (SERPs).





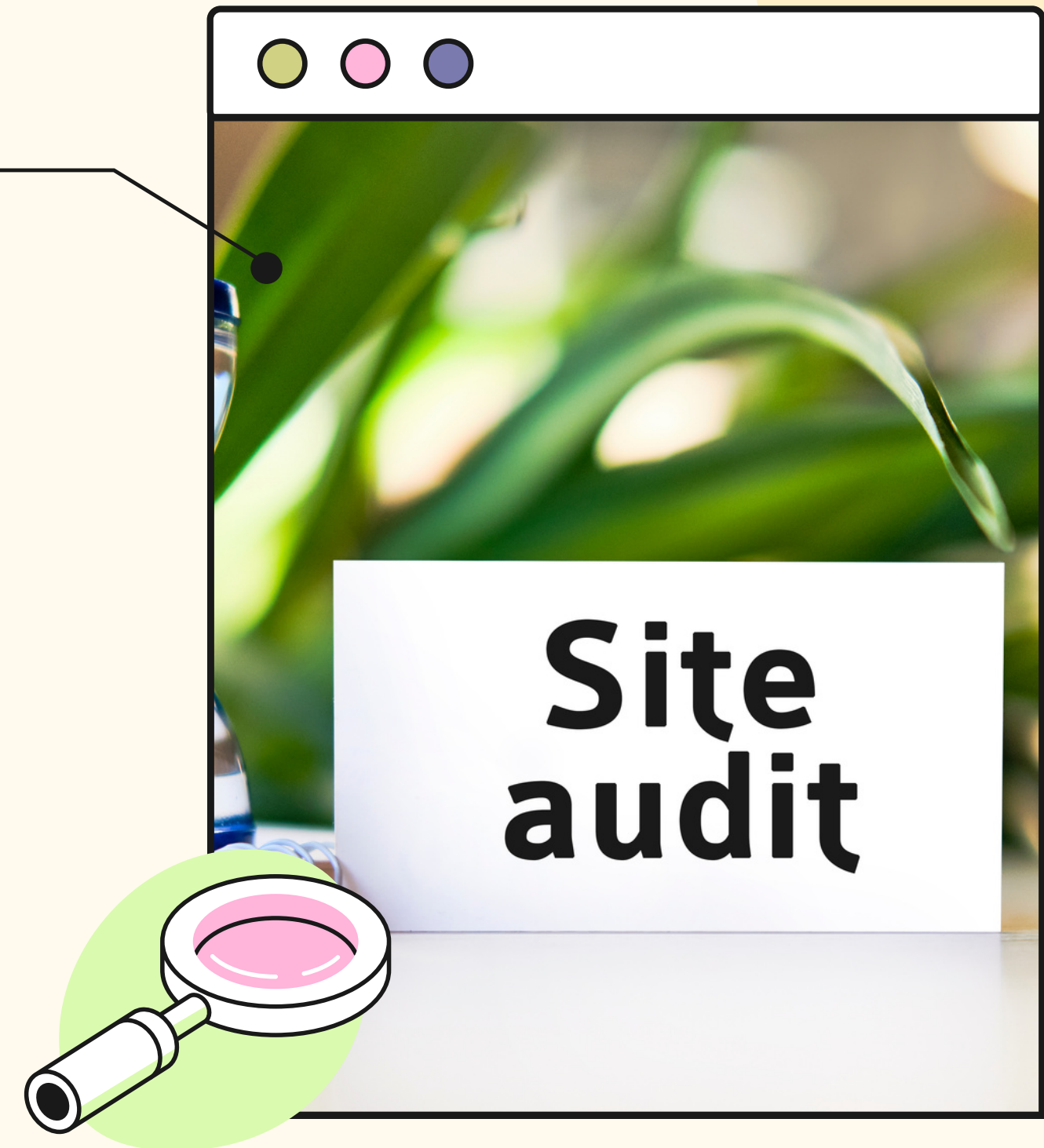
# KEYWORD RESEARCH

SEO tools can help you identify the most effective keywords for your website, giving you insights into search volume, competition, keyword difficulty, and related phrases. This allows you to optimize your content for these keywords and improve your site's visibility.



# SITE AUDITS

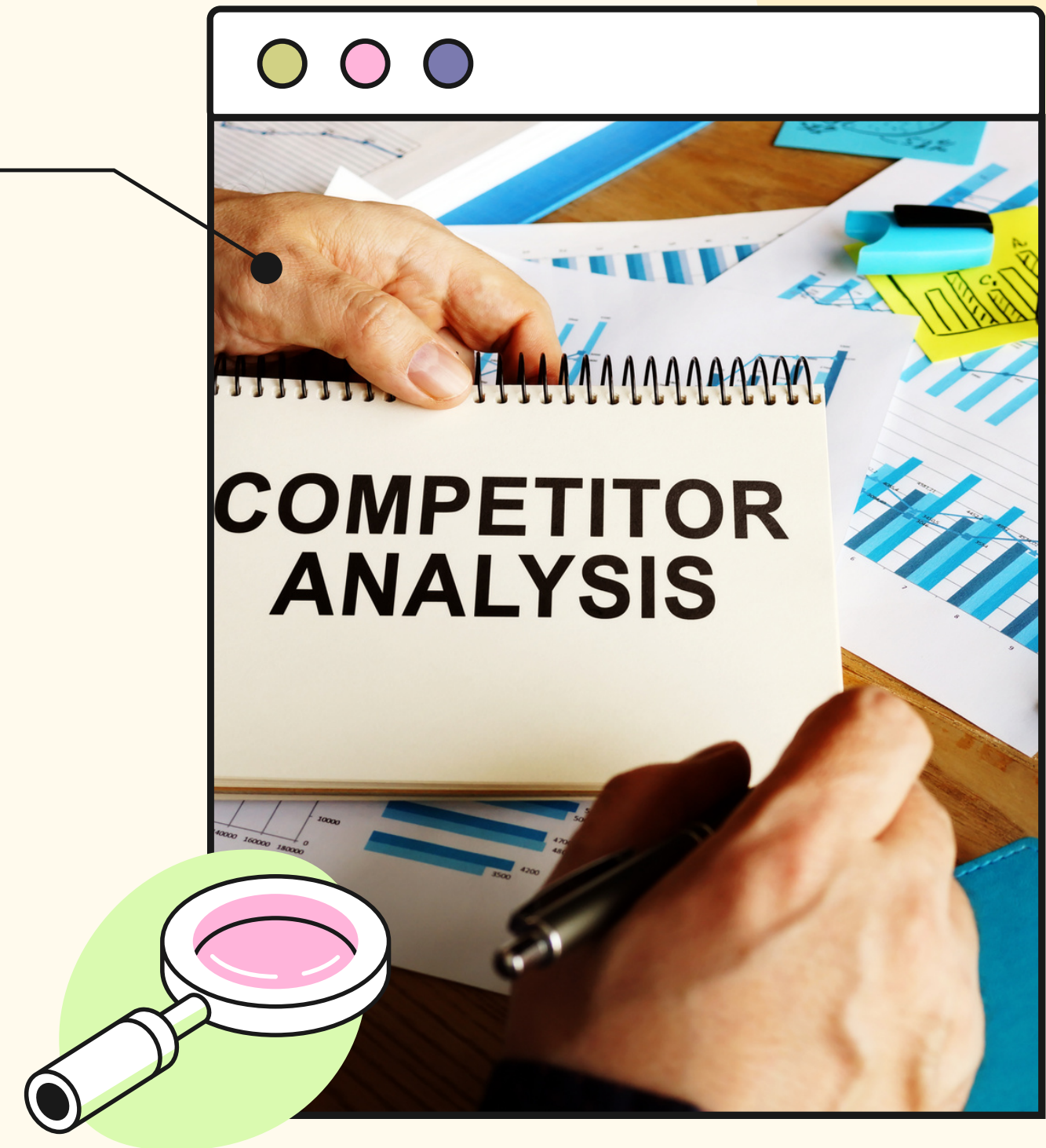
SEO tools can crawl your website the way a search engine would and provide an audit. This will show you what's working well and what needs to be improved, such as broken links, duplicate content, missing meta tags, or slow-loading pages.





# COMPETITOR ANALYSIS

You can use SEO tools to see what strategies your competitors are using. You can analyze their backlink profile, the keywords they are ranking for, and the content that's performing best for them. This can give you a competitive edge.





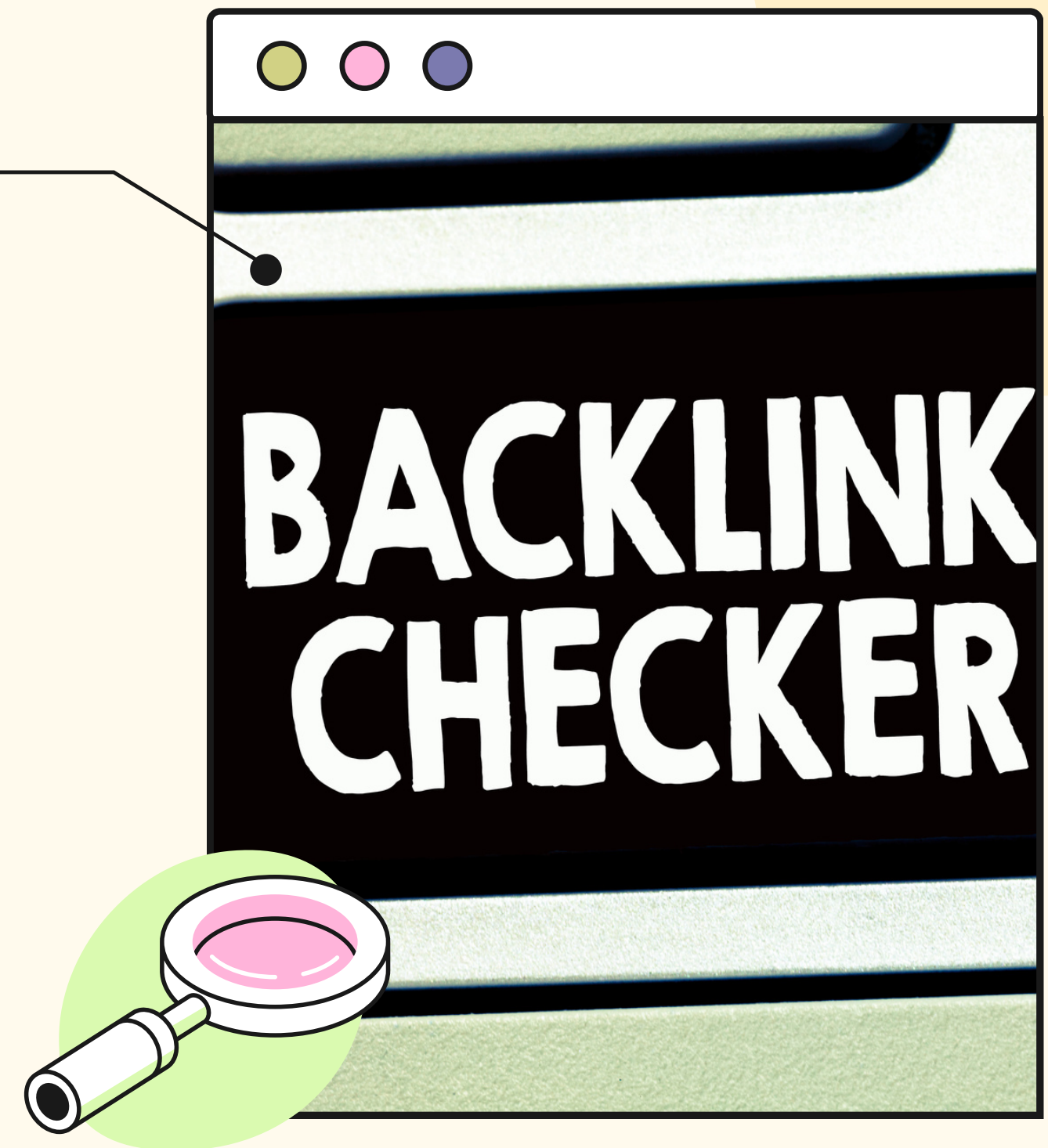
# TRACKING AND REPORTING

SEO tools allow you to track your site's performance over time. You can see how changes you've made have affected your rankings, and you can generate reports to present this data in an easily digestible way.



# BACKLINK ANALYSIS

Backlinks are a critical part of SEO. SEO tools can help you understand your own backlink profile, find new opportunities for backlinks, and identify potentially harmful backlinks that you may want to disavow.



# ON-PAGE SEO

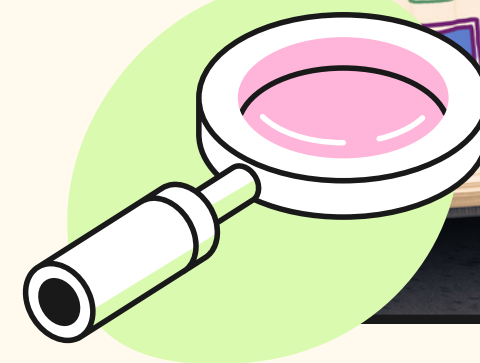
SEO tools can help you optimize your content and meta tags, use internal and external links effectively, and ensure that your site is mobile-friendly.





# CONTENT IDEAS

Many SEO tools can help you find content ideas that will resonate with your audience and have the potential to rank well in SERPs.





## DIGITAL MARKETING

**SEE YOU**

**TOMORROW**

We will talk about PPC  
and Content Marketing

