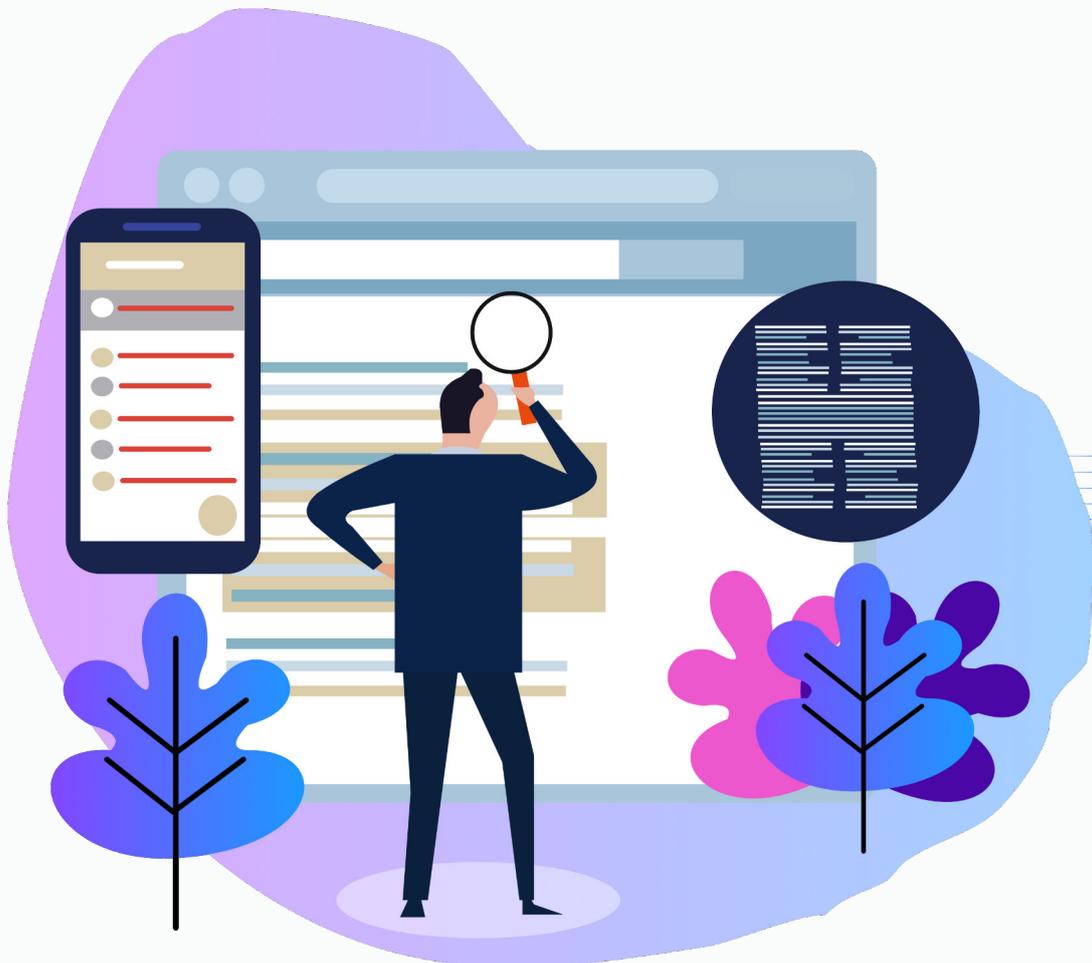


# Search Engine Optimisation **SEO** STUDY MATERIAL



## About WMA

Web Marketing Academy (WMA India) is the most preferred highly rated Digital Marketing Training Institute located in 12th Main, Indira Nagar Bangalore, India. We are endorsed by Christ University, Official Partners for IIM Bangalore Digital Marketing Workshop and trusted by the industry.



### *Our mission*

To evangelize Digital Marketing in India and empower the next generation of leaders in digital transformation. We give them skills and expertise to reach the top, matched with the critical thinking and leadership capabilities to stay there.

Apart from regular training, we provide Custom Corporate Digital & Social Media Training Programs consulting, workshops for brands/MNC's, Small Business CEO, CMO,

### *Why we love what we do*

The passion for digital, social media marketing and the need for internet marketing education helped us start Web Marketing Academy. Since 2002, for more than 17 years, our founder & instructors have helped some of the world's leading companies maximize profitability through digital media marketing.



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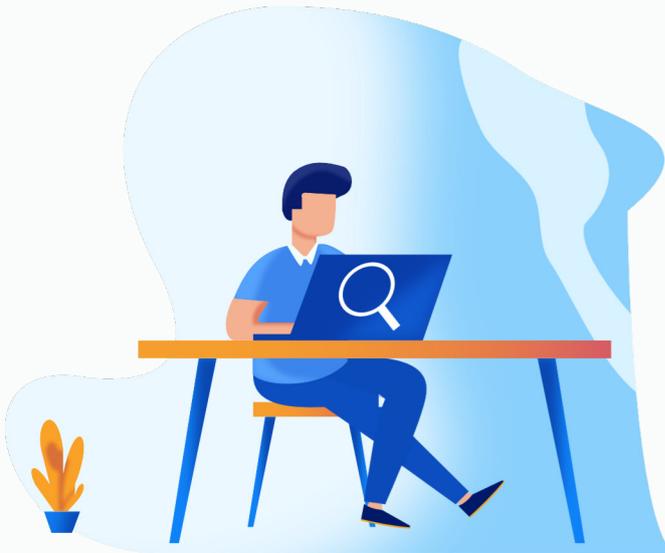
## What is SEO ?

**SEO** stands for Search Engine Optimisation, it is the process of optimising your website to rank them in a better position in SERP (Search Engine Results Page).

**Because no one cares about the results on the 2nd page.**



## Why SEO ?



- Free
- High-Quality Traffic
- Long Term Results
- Higher ROI
- Higher Conversion Rate
- Better Visibility
- Reach the Right Audience
- Better Position, Better CTR
- Increase in Sales / Revenue
- Brand Awareness

4



Search results for "2 BHK Apartments in Bangalore" showing a mix of paid advertisements and organic SEO results.

**Ads (Red Brackets):**

- Buy 2BHK Apartment - Bengaluru | Affordable Apartment from...**  
www.vbhc.com/vbhc/palmhaven2  
2BHK with 1 Balcony & Utility for 38.99 Lakh & 2BHK with 2 Balcony & utility for 38.99 Lakh. The sprawling 15-acre property, four towers featuring 1 & 2BHK with all modern amenities, Tennis Court, 24x7 Security, Swimming Pool, Badminton Court.  
About Us · Location Details · Pillars Of VBHC · Photo Gallery
- 1/2/3 BHK Flats in Bangalore | ₹44 Lakhs\* Onwards**  
www.prestigeconstructions.com/ · 080 2550 1060  
High Rise Apartments in Uttarahalli with Modern Amenities. Enquire Now. Jogging Track, Super Market Space, Multipurpose Hall, Clubhouse. Make An Enquiry.  
Contact Us · Luxury Homes · Hospitality Services · Residential Portfolio · Retail Properties
- Flats in North Bangalore | 1, 2, 3 & 4 BHK From 27 Lakhs\***  
www.brigadegroup.com/ · 080 4647 4044  
A Showcase of Brigade Properties Across North Bangalore on Aug 30, 31 & Sept 1.
- 2 BHK Flats in Bangalore | 2 Bedroom Flats for sale in Bangalore**  
https://www.magicbricks.com/.../Flats for Sale in Bangalore  
13190+ Choice of 2 BHK Flats for sale in Bangalore - Buy 2 Bedroom Flats for sale in Bangalore from ✓ Verified listings ✓ Real photos ✓ Maps & much more on ...
- 2 BHK Flats in Bangalore - Double bedroom Flats for sale in Ban...**  
https://www.99acres.com/Property in Bangalore · Apartments  
Find 4190+ 2 BHK / Bedroom Flats for Sale in Bangalore on 99acres.com. Verified Listings, 7900+ Projects, 3437+ Resale, 3300+ Ready to Move, 1189+ owner ...
- 2 BHK Apartments, Flats For Sale In Bangalore | Commonfloor**  
https://www.commonfloor.com/for-sale/apartment-in/2-bhk  
Find 10685 Results For 2 BHK Apartments, Flats For Sale In Bangalore. It Is Now Easy To Bedroom Apartments, Flats In Bangalore @ CommonFloor.com India's ...
- 2 BHK Flats for sale in Bangalore - Housing.com**  
https://housing.com/buy/bangalore/2bkh-bangalore  
54727+ 2 BHK Properties for Sale in Bangalore, Karnataka on Housing.com. Find ✓48116+ 2 BHK Flats for Sale, ✓3427+ 2 BHK Houses' Villas for Sale, ✓100% ...  
22 Aug 2014 - 11 Sep 2019 DS Skylinious DS Skylinious  
22 Jul 2016 - 31 Mar 2022 Sobha Arena Sobha Arena  
21 Sep 2016 - 11 Sep 2019 Master Classic... Master Classic...
- 2 BHK Apartments | Bookings Open | Starting From 64L**  
www.ohara857.com/2\_BHKPremium\_Flats  
2BHK, 3BHK & 4BHK luxury apartments with World Class Amenities. Ohara857 Features lush gardens, VRF Zones & lift zones. To Know More Call Now!
- 2&3 BHK Apartment in Bangalore | Prices Starting From ₹ 87.8L\***  
www.centuryrealestate.in/  
Explore Wide Range of 2 & 3 Bedroom Apartments with World Class Amenities. Exceptional Range of Apartments in Prime Areas of Bangalore. Book a Site Visit. Lush Lifestyle. Prime Locations. Near to Tech Parks. 80% Open Spaces. Amenities: Business Center, Banquet Hall, Century Breeze · Century 8th/4th · Century Central · Century Indus  
Century 8th/4th, Bengaluru - from ₹ 16M - 3BHK (1706-1952) Sq.ft. - More
- 2 BHK Houses In Bangalore | All Inclusive of Final Price**  
www.skytarkoffers.com/Off\_Hemur\_Road/Bangalore  
Premium Apartments at North Bangalore. Inclusive of all taxes. Book A Site Visit Now. Vireer - Times Business Awards - Best Affordable Luxury Apartments | Avail Great Offers. Timely Delivery. RERA Approved. Quality with Best Price. Book Now. Excellent Connectivity.  
Contact us - 1, 2 and 3 BHK Apartments

**SEO Results (Green Brackets):**

Searches related to 2 bhk apartments in bangalore

- 2 bhk flat in bangalore for rent
- 2 bhk flats for sale in bangalore within 20 lakhs
- 2 bhk flat for sale in bangalore whitefield
- 2 bhk flats in bangalore for 30 lakhs

Google logo and search bar at the bottom of the results page.

Ads

SEO Results

Ads





## What are the different types of Search engines

*There are 3 types of search engines*

- Directory-based Search
- Meta Search
- Crawler based Search



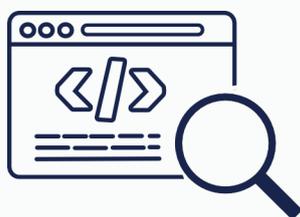
**Directory based search engines** are Human-powered, where the website details have to be submitted manually to the directory. Whenever someone searches for any information in the directory, it fetches the information from its database and serves it to the users.

**Examples:-**

Just dial, Classifieds website, Practo, etc.

**Justdial**<sup>TM</sup>  
India's No.1 local search engine

**practo**



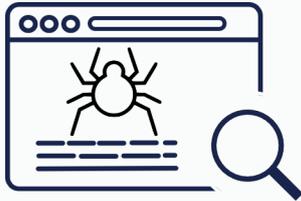
**Meta search engines** fetch the data from different data servers, combine the results into one list and serve data to the users.

**Example:-**

Trivago.

**trivago**<sup>®</sup>





**Crawler based search engines** use Spiders or Crawlers to find websites on the internet, read(Scans) the content and store the details in its data centers. Whenever someone performs a search in these search engines, it pulls out the data from its data center, ranks the websites and serves the information to the user. The Information that you find in these search engines is not real-time data, it uses the cache data.

**Example:-**

Google, Yahoo



## How does Crawler based search engines (Google) work?

Before you search, web crawlers gather information from across hundreds of billions of webpages and organize it in the Search index.

Google search works in 3 steps

**Crawling**

**Indexing**

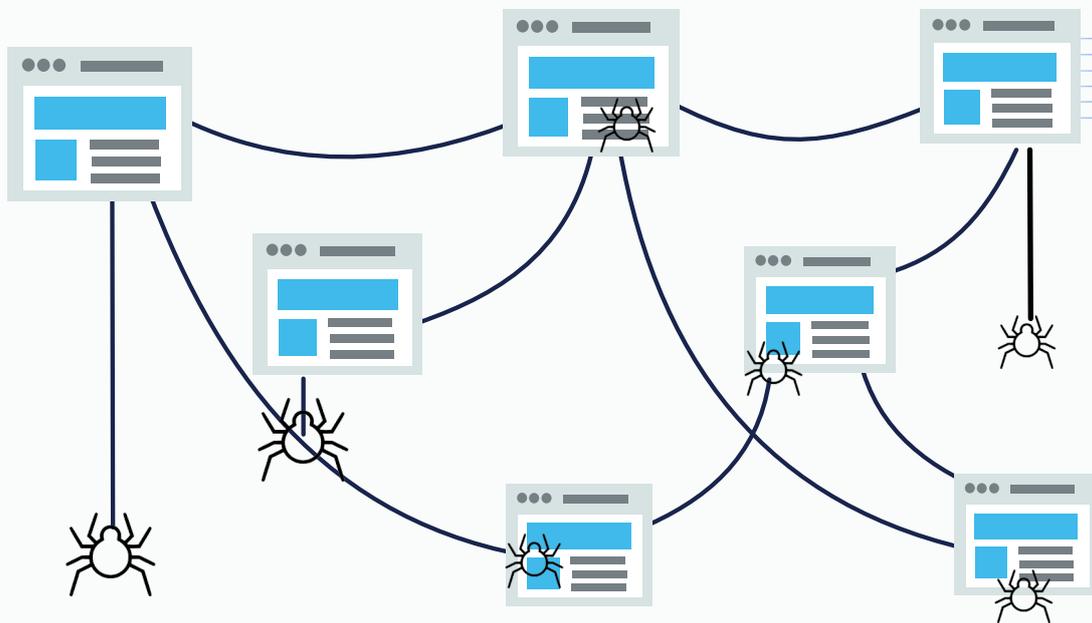
**Serving/Ranking**

7



## SEO **Crawling**

Crawling is a process of discovering publicly available web pages across the internet using the software known as web crawlers. These crawlers scan the web pages and understand the website content and bring back the data to Google servers.

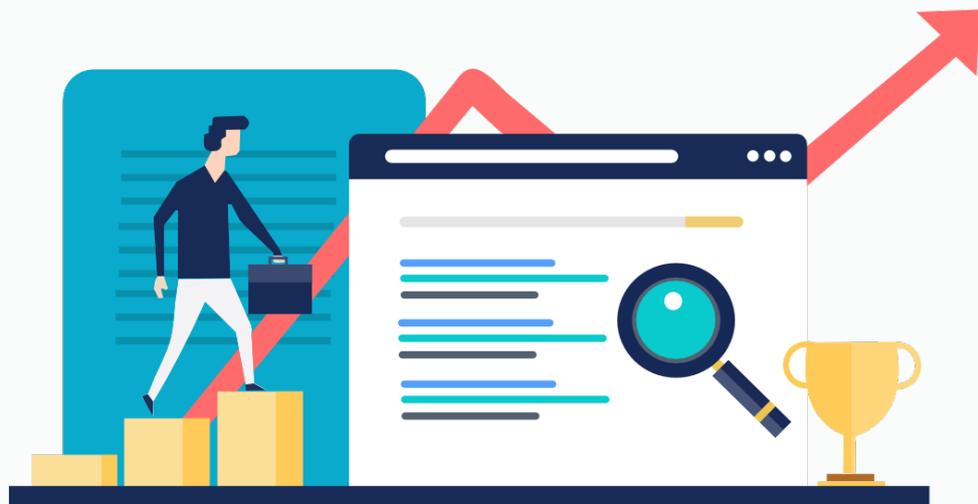


## SEO **Indexing**

Indexing is all about organising the information on web pages in data centers. When the crawler scans the web pages, it takes a screenshot of the web pages, understands the web page based on content, keywords, freshness and other factors and stores that information in the index which is also called data centers.



## Serving/Ranking

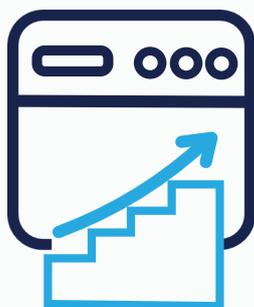


Serving/Ranking is a process of fetching the information from the Google data center, ranking them based on the algorithm or formulas or ranking signals and serving the results (Web Pages) to users.

For more Details:- [Google Search - Discover How Google Search Works](#)



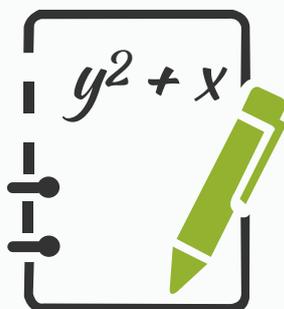
## Page Rank



When Google launched its search engine, they used to have only one ranking factor called Page Rank.



Page Rank is the first formula used by Google to rank web pages based on the number of webpages links pointing(recommending) a web page. PageRank was named after Larry Page, one of the founders of Google.



Later when the webmasters or website owners started misusing the formula or taking advantage of the formula to rank their website in SERP like buying backlinks, exchanging links, getting links from low-quality websites, Google started adding more updates and started tweaking the algorithm.

At present, Google has more than 1500+ formulas to rank web pages in Google search.



## SEO Techniques

The techniques used by webmasters to rank their webpages in SERP(Search Engine Results Page)

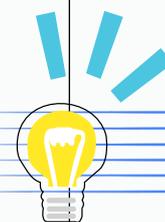




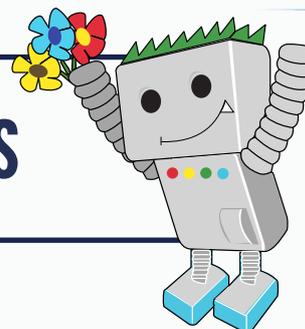
White hat - Following all good or ethical practices while optimising web pages

Black hat - Following all bad or unethical practices while optimising web pages

Grey hat - Following a mix of both black and white hat SEO techniques.



## Webmaster Guidelines



Webmaster Guidelines:- Is a list of algorithms or formulas listed by Google for webmasters which is divided into 2 parts.

**General Guidelines (Do's)** - Consists of all the good practices to follow which will help Google to understand, index and rank web pages.

**Quality Guidelines (Don'ts)** - Consists of a few bad practices which the webmasters should not implement and make sure they don't get impacted by Google penalty.

For more details: [Webmaster Guidelines - Search Console Help](#)

*What happens when you follow or implement Black hat or unethical practices to rank your website*

When Google identifies any website or a web page following unethical practices to rank their web pages, Google penalizes that website which is also called as Google penalty by which the complete website will be removed from Google index. This means the user can no longer find that website in SERP until the webmaster cleans up the website and submits a reconsideration request to Google.

*Here are a few case studies of websites that got penalized by Google*

[10 Big Brands That Were Penalized By Google. From Rap Genius To The BBC](#)

## Our mission

From the beginning, our mission has been to organize the world's information and make it universally accessible and useful. Today, people around the world turn to Search to find information, learn about topics of interest, and make important decisions. We consider it a privilege to be able to help. As technology continues to evolve, our commitment will always be the same: helping everyone find the information they need.

Now let's get started with the understanding of *How to implement SEO*.

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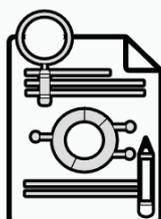


## Types of SEO

There are 5 types of SEO, which in words are also called 5 different methods or ways to implement SEO.



**On-Page SEO** - Optimisation is done within your website.



**Off-Page SEO** - Optimisation is done outside of your website to rank your site(Ex:- Backlinks)



**Technical SEO** - Optimisation is done considering the technical aspects like optimising page speed, fixing broken links, implementing structured data.



**Local SEO** - Mainly used by local business, to optimise for location(Address)



**Universal SEO** - Optimising different formats of content through different formats.



## What is On-Page SEO and how to implement OnPage

On-Page SEO is a process of optimising individual web pages within the website in order to rank the web page in a better position in SERP and gain more relevant traffic to the website. On-Page refers to optimising elements like content, title, images, header tags and many more in each web page.

Let us understand in detail the step by step procedure of each one of the elements of On-Page SEO.

**Step1:-** Identifying the Goals, Objectives & KPIs

**Step2:-** Keyword Research

**Step3:-** Title Tag

**Step4:-** Meta Description

**Step5:-** URL Structure

**Step6:-** Header Tags ( H1, H2 tags)

**Step7:-** Anchor Links

**Step8:-** Image Optimisation ( ALT Attributes)

**Step9:-** Bread Crumbs

**Step10:-** Site Navigation ( Site Architecture / Hierarchy)

**Step11:-** Content

## Step1

# Identifying the Goals, Objectives & Defining KPIs ( Key Performance Indicators)

## Goals

Goals:- is basically defining what you want to achieve through SEO. A company can have multiple goals to achieve like an increase in Revenue, Sales, Traffic, Brand Awareness.

When you define the goals, you can define it either at the page level or at category level or site level

## Objectives

Objectives:- is all about quantifying the goals. For example, if increase in sales is your goal then defining a number like what is the current sales you are getting through SEO and to what number or percentage you wanted to increase it. While defining the number, it is also very important to define a particular time frame for it. Eg: Increase in sales from 50 units to 100 units in three months time.



## Step 1

### Identifying the Goals, Objectives & Defining KPIs ( Key Performance Indicators)

#### KPI's (Key Performance Indicators)

KPI's (Key Performance Indicators):- As you all know SEO is an ongoing and time taking process. So while we are implementing SEO, we need to keep tracking the performance of our website in organic results on a regular periodic interval to make sure we are on the right track. Few examples of KPIs for SEO we have to keep measuring or analyzing are increase in traffic & subscribers, keyword rankings, time spent on the site, bounce rate, top viewed pages or posts, pages viewed per visit.

Let us discuss an example, a service-based website with the goal of increasing revenue and educating users.

[Digital Marketing and Measurement Model: Web Analytics](#)



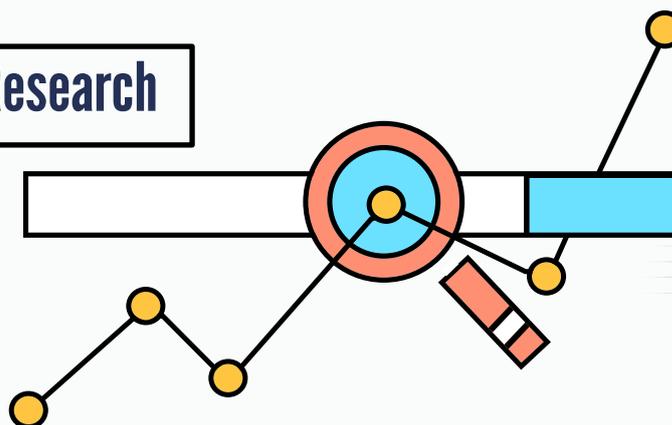
Goal	<b>Increase Sales</b>	Focus on pages with Transactional Keywords
	<b>Educate Users</b>	Focus on posts with Informational Keywords

Objective	<b>Scenario1: If you are optimising a new website</b>	<b>Scenario2: If you are optimising a old website</b>
	<ul style="list-style-type: none"> <li>- Increase Traffic from 0 to 1000 in 3 months</li> <li>- Increase in Sales from 0 to 50 per month</li> </ul>	<ul style="list-style-type: none"> <li>- Increase Traffic from 1000 to 3000 in 3 months</li> <li>- Increase in Sales from 50 to 150 per month</li> </ul>

KPI's	<ul style="list-style-type: none"> <li>- Increase Traffic</li> <li>- Increase in page views</li> <li>- Increase in time spent on the site</li> <li>- Increase in Subscribers from organic search</li> <li>- Increase in Page rankings</li> </ul>
-------	--

## Step 2

### Keyword Research



### What is a Keyword?

A search term which a user types to find your website in the search engine is called a Keyword. It can be a single word or a phrase.

Keywords can be defined in two contexts,

- Based on the length.
- Based on the user's inten

### ***Based on the Length***

There are 3 types of keywords, based on length,

- Short-tail keyword (Single Word, Ex:- Shoes, Mobiles)
- Medium-tail keyword ( 2 - 3 words, Ex:- Buy shoes online, Buy mobiles, Best shoes online)
- Long-tail keyword ( More than 3 words, Buy best running shoes, Best washing machine within 20k, Buy 43inch Led tv online

### ***Based on the user's intent***

There are 3 types of keywords, based on Intent,

- Transactional keywords (Search terms with sales intent like buy, sale, purchase)
- Informational keywords (Search terms with educational or research intent like how to, 10 best, top)
- Branded keywords (Search terms that are associated with your Brand name)



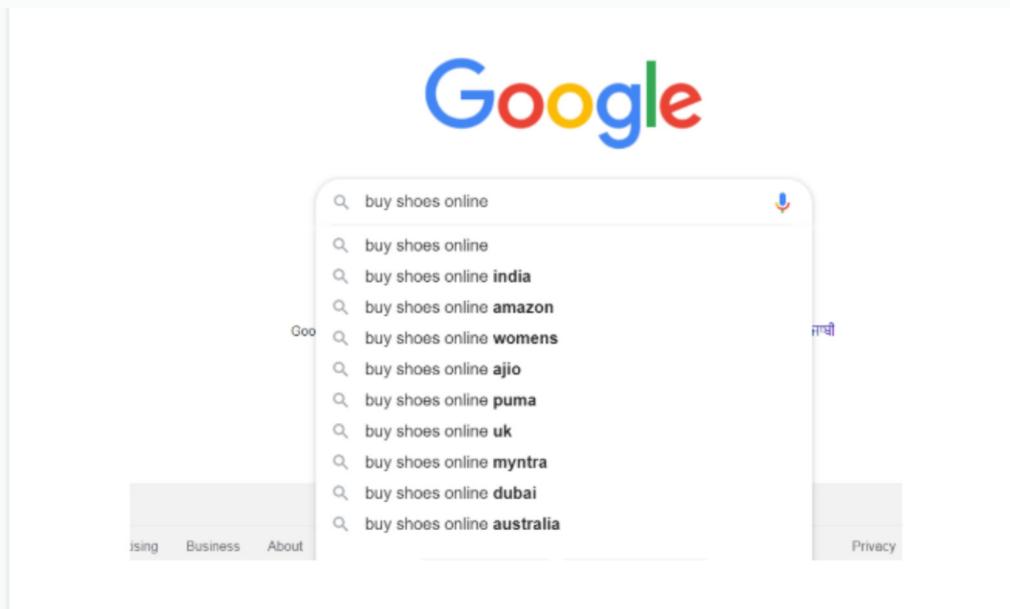
Keyword research helps you identify keywords that appeal to your users and also help to expand the reach of your website content. A good approach to keyword research is through the **help of tools** that help you identify what is the user intent, what content/topic they are searching for.

Please note that when you research the keywords, you should keep in mind the purpose/theme of your website. If your intention is **sales**, go for **transactional keywords** or opt for informational keywords if you aim to **provide important information to the readers**.

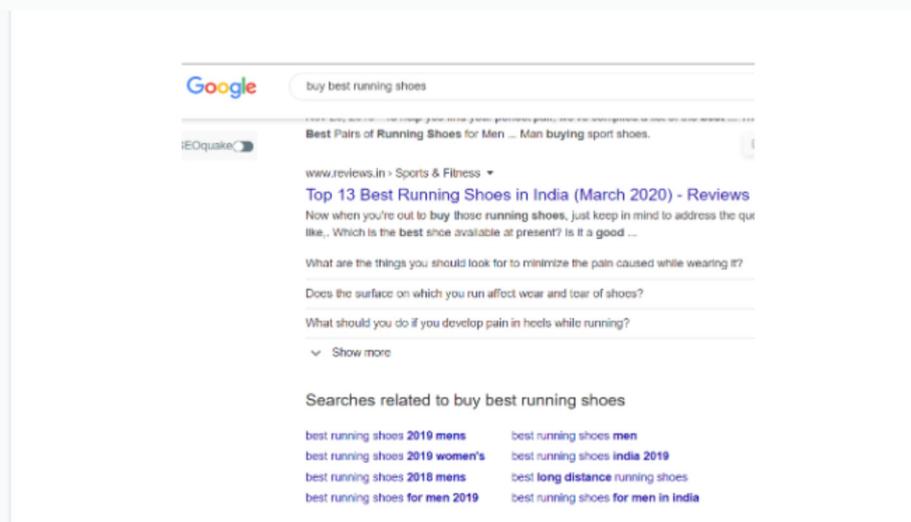
***Here are a few important ways/tools that help you research appropriate keywords for your website and can be done in two ways***

***For transactional keywords, use tools such as***

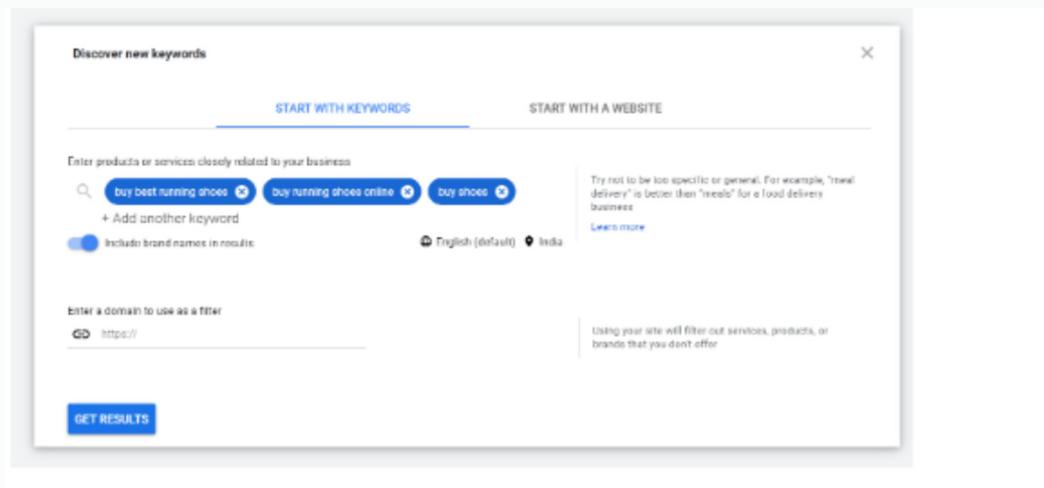
***Google Suggest:*** A simple, yet effective way of doing keyword research. Search for a keyword like how you would expect your users to search and Google will provide suggestions as you type, based on highly searched keywords. Here you will see long-tail keywords.



**Google Related:** These are the searches related to the keywords that you search on Google. They are present at the bottom of the SERP and are popular searches based on user intent.



**Google Keyword Planner:** This is a free Google Ads tool where you can search for keywords, suitable to your website content. You can also enter websites and see the keywords based on their content. This tool shows you the average monthly volume and its competition.



Locations: India Language: English Search networks: Google Last month Feb 2020

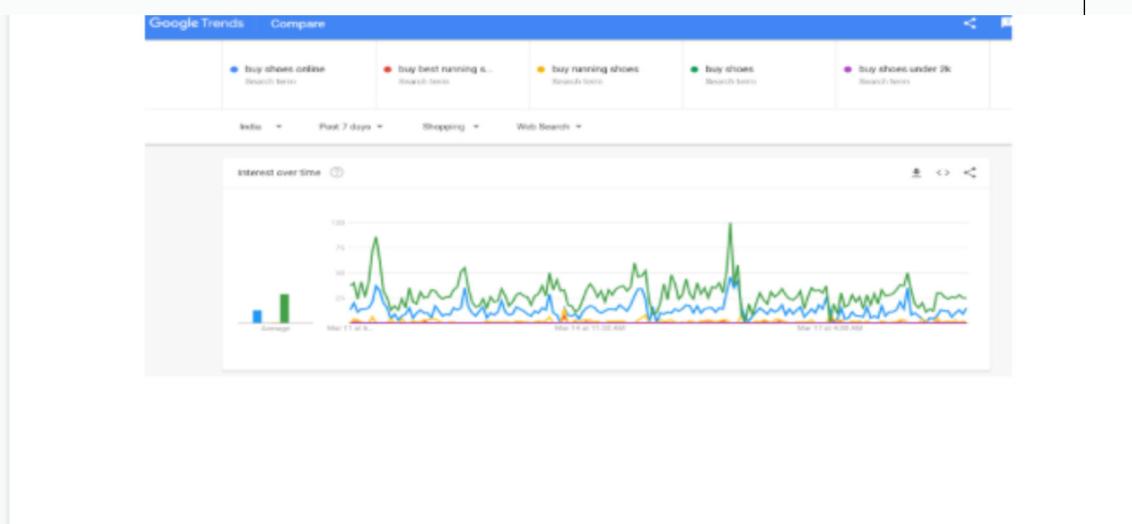
buy best running shoes, buy running shoes online, buy shoes Including brand names

Broaden your search: + buy sports shoes online + buy sports equipment online + buy shoe online

Exclude adult ideas ADD FILTER 1,185 keyword ideas available

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition
<b>Keywords you provided</b>		
<input type="checkbox"/> buy running shoes online	100 – 1K	High
<input type="checkbox"/> buy shoes	1K – 10K	High
<input type="checkbox"/> best buy running shoes	10 – 100	High
<b>Keyword ideas</b>		
<input type="checkbox"/> red chief shoes price	10K – 100K	High
<input type="checkbox"/> buy shoes online	1K – 10K	High
<input type="checkbox"/> koovs shoes	1K – 10K	High
<input type="checkbox"/> ladies footwear with price	1K – 10K	High

**Google Trends:** This tool shows you the frequency of keywords based on a country, state, and gives you additional keyword ideas and also shows you the competition. You can compare different search terms, topics based on the search type, categories, and duration of the search.



**UberSuggest:** This tool goes through all the recommendations from Google Suggest and shows you the most appropriate keyword. You can also check the competitors' keywords by putting their website URL.

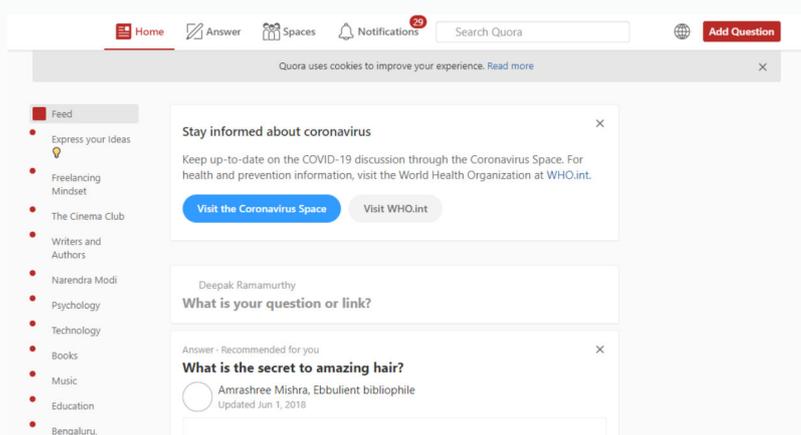
Start using this tool: [Ubersuggest's Free Keyword Tool, Generate More Suggestions](#)

***For Informational keywords use tools such as***

***Quora:*** This is the best platform to get ideas for a blog. You can search for your blog topic and understand what kind of questions people are asking and the answers for it as well. Please note that every keyword is a problem, and your content should be the answer.

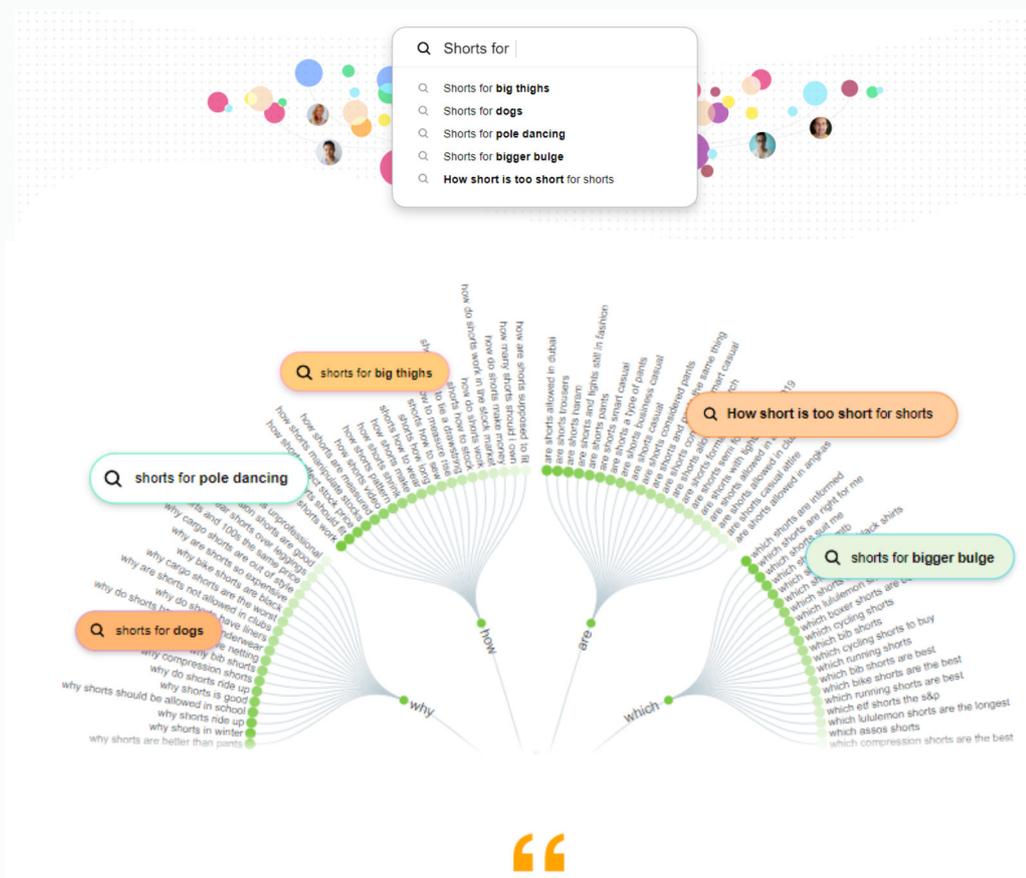
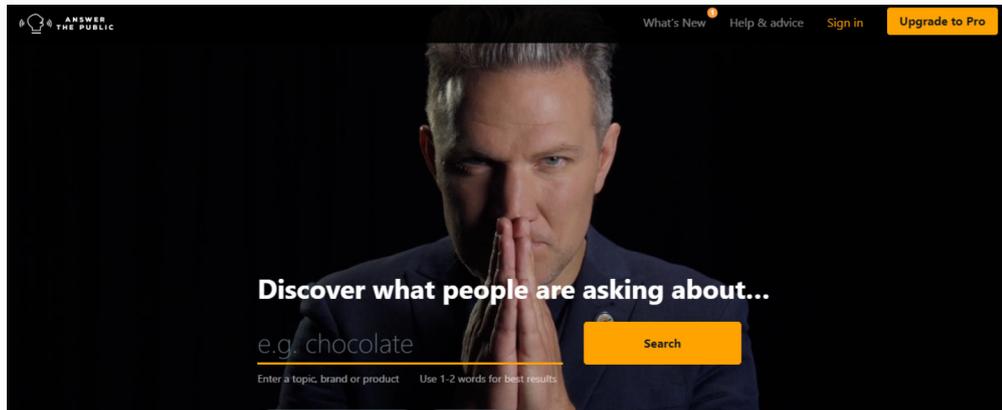
***Start using this tool:***

<https://www.quora.com/>



***Answer the Public:*** This paid tool gives you instant results directly based on the user's intent. You can see the insights broken down into questions, prepositional phrases, comparisons, related searches, and alphabetical searches. You can only perform three searches per day. If you want to perform more searches, you should upgrade to the Pro version.

***Start searching today: [AnswerThePublic](#):  
Search listening tool for market,  
customer & content research***



**People also ask (Google):** This is a very effective tool to check what kind of questions people are asking for the given keyword. The best part, it is displayed on the SERP along with the other search results. Just add a keyword based on the page and you can find this option.



The best tool you can use for keyword research is your gut feeling. You need to have a clear understanding of what you want to achieve with the website and how you want your users to consume the content.



**BONUS TIP:** If you want to rank for Voice Search, make sure to include question-based or personalized keywords, that include phrases like "How to", "Should I" or "For me". For more information please visit:- <https://www.thinkwithGoogle.com/feature/personal-searches/#/>

Once you have used these tools to come up with appropriate keywords for your website, the next step is to keep a track of these keywords using a Keyword Planner excel sheet.

In this excel sheet you:

*Will be creating columns and adding the tool name that you use for each column.*

*Will be adding the relevant keywords under each column.*

*Will be shortlisting the primary and secondary keyword for optimization.*

*Repeat the process for each page of your website by creating new sheets and keeping the page content/theme in mind.*



**Important note:** Keyword research has to be done separately for individual pages.

For example,

when you are selecting keywords for the **HOME PAGE of a GST filing website**, select keywords, that show the overview of the page such as How to file GST online or GST filing in India etc.

**Important note:** Keyword research has to be done separately for individual pages. For example, when you are selecting keywords for the HOME PAGE of a GST filing website, select keywords, that show the overview of the page such as *How to file GST online* or *GST filing in India* etc.

Google Search	Google Suggest	Google Related	Google Trends
Best GST Filing	Online GST filing India	GST Return	Online GST Filing
Online GST Filing in Bangalore	Online GST Filing Software	GST Return filing services	GST filing Services Bangalore
Easy GST Filing	Online GST Filing Services	GST return status	
Economic GST Filing	Online GST filing procedure	How to file GST return online	
GST Filing Online	GST filing Dates	GST filing fees	
Top GST return filing online in Bangalore	GST filing fees	GST filing charges	
What is online GST filing?	GST filing Due Dates	GST return filing dates	
How is online GST filing done?	tax filing Online	GST return 3b	
Is online GST filing a reliable medium?	Easy tax filing online India		
Is online GST filing performed by a CA or any accountant?			
GST return filing for small business			
GSTR-9 online filing			
Monthly/quarterly GSTR filing			
Can I file my own GST?			

OR,

When you are selecting keywords for an individual page such as GSTR-1 filing, then use keywords only related to GSTR-1 filing.

Google Search	Google Suggest	Google Related	Google Trends	Keyword Planner	User Suggest
GSTR 1	GSTR-1 meaning	GSTR-1 Filing	GSTR-1 Online Filing	GSTR-1	How to file gstr-1 online
GSTR-1 Due Date	GSTR-1 filing	How to file GSTR-1 online quarterly	GSTR-1 Filing (more)	GSTR-1A	GSTR-1 online filing
GSTR-1 Format	GSTR-1 Turnover Limit	How to file GSTR-1 online		GSTR-1 Form	gstr-1 filing online step by step
GSTR-1 Fees	GSTR-1 online fee	GSTR-1 means		GSTR-1 Form Return	gstr-1 online filing steps
GSTR-1 Late Fee	GSTR-1 online return Filing	How to file GSTR-1 Free tally		GSTR-1 Quarterly Filing	gstr-1 online filing procedure
How can i check my GSTR-1 online?	GSTR-1 online filing procedure	GSTR-1 filing date		late filing of GSTR-1	gstr-1 filing process online
How do i upload my GSTR-1 online?	GSTR-1 online format	Credit Note to unregistered dealer in GSTR-1		GSTR-1 filing procedure	gstr-1 online filing demo
Is there penalty for GSTR-1?	GSTR-1 online error?	What is GSTR-1 2.3?		GSTR-1 form is excel	how to delete invoice in gstr-1 after filing
GSTR-1 online filing	How to file GSTR-1 online?				
GSTR-1 online filing steps					
Filing GSTR-1					
Who can file GSTR-1 quarterly?					

Here is a format to get you started with your keyword planning: Keyword Planner Format . Feel free to make a copy of it and use it for your website.

### Step 3

#### Title Tag



A title tag is an HTML element that specifies the title of a webpage. It is displayed on the SERP as a clickable headline for a searched keyword and is one of the most important steps in On-Page SEO. It is shown as a blue link on the SERP.

Optimising your title is important ranking criteria for search engines and it can be easily optimised.

A perfectly optimised title looks like this

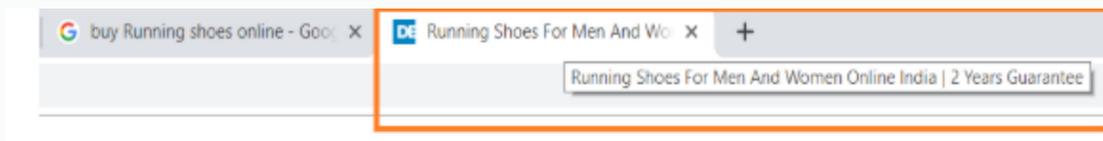


## Importance of a title tag

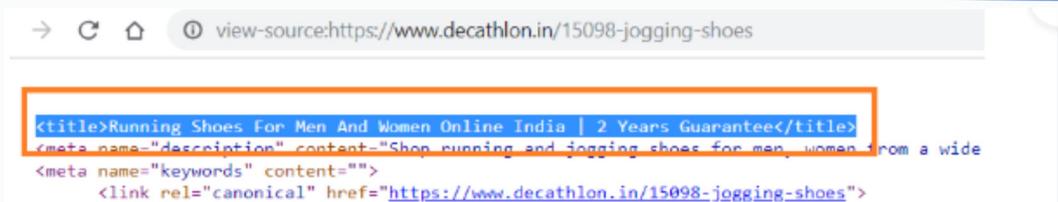
Title tags are a major factor in search engine ranking and it also acts as a first impression for the users to understand your pages. There are three places where you can check the title tag

- ***SERP (As shown in the image above)***

- ***Browser Tab***



- ***Page Source (Backend)***



## The best practices to write a good title

The best practices to write a good title are

Keep your title length up to 60-70 characters including space to avoid ellipses (...) Google truncates the title tags that go beyond the ideal character length.

Put important keywords at the beginning for more impact on search rankings.

Every page should have a unique Title tag for better understanding for the users and it also improves CTR.

Keep your users in mind and add USPs to stand out.

Use separator after the keyword. Example: use a comma (,) or a separator (|) or a hyphen (-)

## A few things to avoid while writing title tags

Avoid keyword stuffing or over optimisation of the title as Google may simply remove it for serving the users with more relevant information.

Duplicating the titles for every page as Google sees it as a black hat practice.

Lengthy or irrelevant title tags are bad for the user experience and can lead the search engines to not rank your pages higher.

Writing the titles in UPPERCASE. Capital letters take up extra character spaces so your titles may be truncated by Google in this case.

## Step 4

### Meta Description



Meta description is a piece of text that provides a brief summary of a webpage. It is displayed below the title tags in the SERP. Just like title tags, this is also an important ranking factor for search engines. The purpose of the meta description is to get the users to click on your link.

*There are two places to check the meta descriptions*

**SERP**



Running Shoes | Buy Running Shoes Online with 2 Years Warranty

<https://www.decathlon.in/15086-running-shoes>

Item 1 - 20 of 71 - Buy Running Shoes online with 2 years warranty at low prices. Easy 90 days return. To view our wide range of running shoes, Click here!



## Page Source



```
<title>Running Shoes | Buy Running Shoes Online with 3 Years Warranty </title>
<meta name="description" content="Buy Running Shoes online with 3 years warranty at low prices. Easy 90 days return. To view our wide range of running shoes, Click here!">
<meta name="keywords" content="Running shoes, buy running shoes, online running shoes, best running shoes">
<link rel="canonical" href="https://www.derathlon.in/15886-running-shoes">

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0">
<meta name="apple-mobile-web-app-capable" content="yes" />
```

## Best practices to write a good meta description

Use up to 155-160 characters. Anything going beyond the optimal length can be truncated by Google.

It should briefly describe the content of your page. Keep it actionable which will urge the user to click.

Include a call-to-action.

Add 1 or 2 focus keywords, keeping it relevant to the content of your page so that Google shows this to the users.

Write unique, compelling and readable descriptions for a better **CTR**.

## Things to avoid

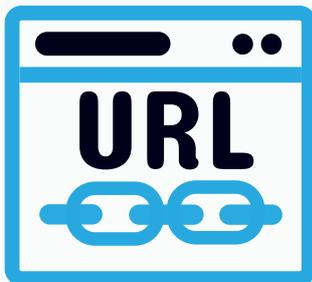
Using **duplicate descriptions** for different pages. This is not a good practice according to Google and it may not rank you higher on the SERP.

Writing short and irrelevant descriptions that provide no value to the user.

**Stuffing the keywords.** It is a black hat practice and Google can choose not to show a description that is over-optimized.

## Step 5

### URL Structure



URL is a permalink that shows your domain name along with a brief structure of a page. URL is important for rankings, link sharing and even adds value to your presence on the SERP. It is shown in green color text. By seeing the URL, the users and search engines should get a good idea about what they can expect on the page.

You can find the URL of a page in two places:

#### *SERP*

Running Shoes | Buy Running Shoes Online with 2 Years Warranty

<https://www.decathlon.in/15086-running-shoes>

Item 1 - 20 of 71 - Buy Running Shoes online with 2 years warranty at low prices. Easy 90 days return. To view our wide range of running shoes, Click here!

#### *In the address bar*

<https://www.decathlon.in/15086-running-shoes>

## Best practices to write a good URL structure

Keep it simple, relevant and as accurate as possible.

Use hyphens ( - ) to separate words. If you are using a plugin like Yoast to add a structure then the spaces are by default taken as a hyphen.

Use lowercase text only.

Using the exact page name along with a keyword can increase the click-through rate.

A user-friendly URL structure is ranked higher by the search engines and also enhances the user experience.

## Things to Avoid

Using uppercase letters

Don't use underscore, space or a special character to separate the words

Using file extensions like "productpage.html"

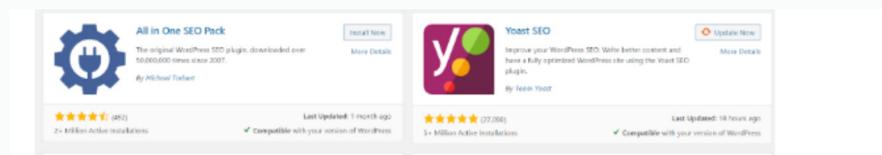
Keyword stuffing like "product-page-best-product-product.html"

Lengthy URLs

Avoid changing your URLs frequently. If you do, then make sure you are redirecting the users and the bots to the new URL

## Implementation of On-Page SEO on Wordpress

To optimise and improve your SEO on Wordpress, you can take the help of plugins. Either use **Yoast SEO plugin** or **All-in-One SEO Pack** plugin.

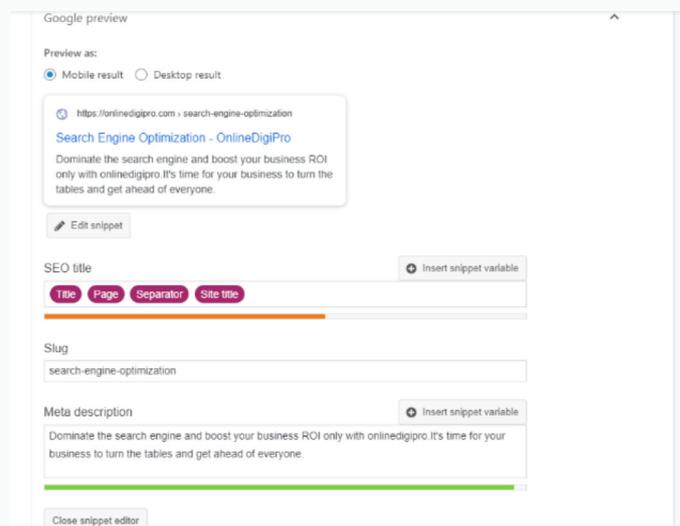


### To Optimise the Title, URL, and Meta Description

Go to the individual page in the **Pages** section from your Wordpress dashboard.

Click on Edit, displayed under the individual page name, for example, Search Engine Optimisation.

On the edit page, scroll down, you will see the Yoast SEO section > Click on Edit Snippet and the **Google Preview** option will open.



Once you are in this section, you will see the Google Preview from two aspects: Mobile and Desktop.

Optimise your Title Tags, URL Structure (Slug) and Meta description using the best practices mentioned above.

Click on Close Snippet editor and then Update.

Google preview

Preview as:

Mobile result  Desktop result

[https://onlinedigipro.com > search-engine-optimization](https://onlinedigipro.com/search-engine-optimization)

**Best SEO company in Bangalore | SEO agency services | Boost ROI**

Dominate the search engine and boost your business ROI only with onlinedigipro. It's time for your business to turn the tables and get ahead of everyone.

[Edit snippet](#)

SEO title [+ Insert snippet variable](#)

Best SEO company in Bangalore | SEO agency services | Boost ROI

---

Slug

search-engine-optimization

Meta description [+ Insert snippet variable](#)

Dominate the search engine and boost your business ROI only with onlinedigipro. It's time for your business to turn the tables and get ahead of everyone.

---

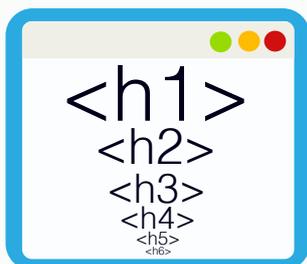
[Close snippet editor](#)

Repeat the process for all the important pages of your website that you want Google to crawl, index and rank.

Update your pages in the URL Inspection Tool on the Google Search Console, for manually asking the Google Bots to crawl your pages.

## Step 6

### Header Tags ( H1, H2-H6 tags)



Header tags are used to highlight the main heading (H1) and subheadings(H2-H6) in a page, H1 and H2 tags help in ranking pages better. When you use different header tags, you structure your website content to make it easier for the visitors and crawlers to understand it.

### Best practices for Header Tags

Use header tags to provide a good structure. Each header should give the user a clear idea about the information provided on the page. Use H1 to highlight the main heading of the page and H2-H6 tags to provide the subheadings and so on. Please make sure to use only ONE H1 tag per page.

Include keywords in the headings. Do this for the bots that are scanning your page and trying to understand the content.

Use them consistently. This will add to good user experience and also helps the user navigate through the content with ease.

Using them in chronological order for better SEO, although it is not a direct ranking factor. Make sure that if you are using an H4, you use H3 and H2 as well. This adds quality to your content and that helps in SEO.

## Things to Avoid

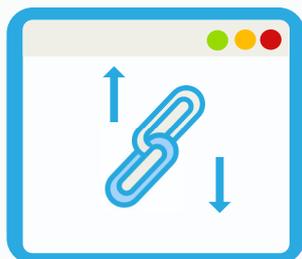
Using more than one H1 tag on the page. This can be confusing to the bots as they won't understand which is the main title of the page.

Using an extremely lengthy header tag as it can break the flow of your content and give users a bad reading experience.

Using irrelevant header tags.

## Step 7

### Anchor Links



If you create content on your blog for an individual page, then the other pages of your website must direct the users to this blog page. This is achieved through Anchor Links. You can do this by adding links in between the content of the other pages within the website.

Use proper anchor text (use keywords here) to let the users know about which page they are going to click on. This improves the user-friendliness of a page.



*Bonus tip: Always use the same anchor text that leads to the target page. This helps the bots to recognize the page as important and relevant to the website which helps in ranking.*

Anchor links mainly focus on the internal inbound links which means that how many pages within the website are directing the users to the main target page which you want to rank on the SERP.

## Step 8

### Image Optimisation ( ALT Attributes)



Optimising your image file name using alt text makes it easier for the image bots to better understand your images.

#### *Things to note*

Use file names that best describe your content of the image. For example **“Running shoes Black.jpg”** is a better filename than **“1235367-183637.jpg”**



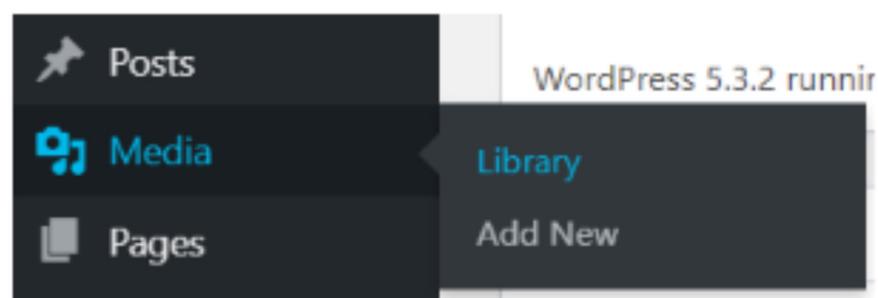


The ***alt attributes*** make your site more accessible and help the visually impaired users understand your content easily.

***Image Optimisation can be done in two ways:***

Changing the file name ***at source***. When you download free images from the internet, always rename the file when you save it on the desktop. This can help you understand that on which page of the website should you upload the images.

Optimising on the ***Wordpress backend*** in the Media section. Over here, just like the pages, you have to optimise the ***Title and Description, along with the Alternative text.***



File name: google-search-console.jpg  
File type: image/jpeg  
Uploaded on: November 26, 2019  
File size: 9 KB  
Dimensions: 760 by 400 pixels

Alternative Text

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

Uploaded By admin

Copy Link

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

## Step 9

### Bread Crumbs



A breadcrumb is a row of internal links at the top of the page that allows visitors to quickly navigate back to a previous section or the home page. Breadcrumbs help to enhance the user-experience, and also lower the bounce rate on your site.

There are three types of breadcrumbs

**Hierarchy-based breadcrumbs:** They are like your site structure, for example, Home > Blog > Category > Post name.

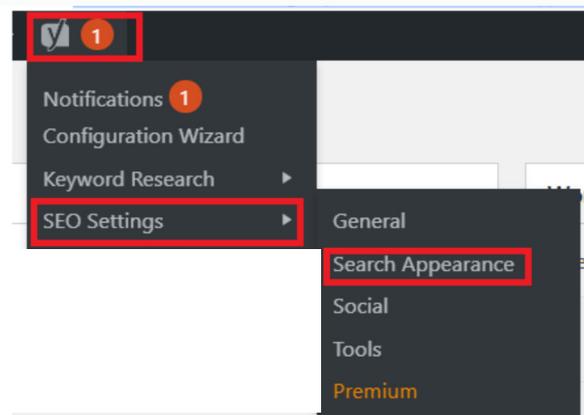
**Attribute-based breadcrumbs:** they are the ones we find on e-commerce sites, having product filters, for example, Home > Product category > Gender > Size > Color.

**History-based breadcrumbs:** they talk about what the user has been doing on your site. Home > Previous page > Previous page > Current page.

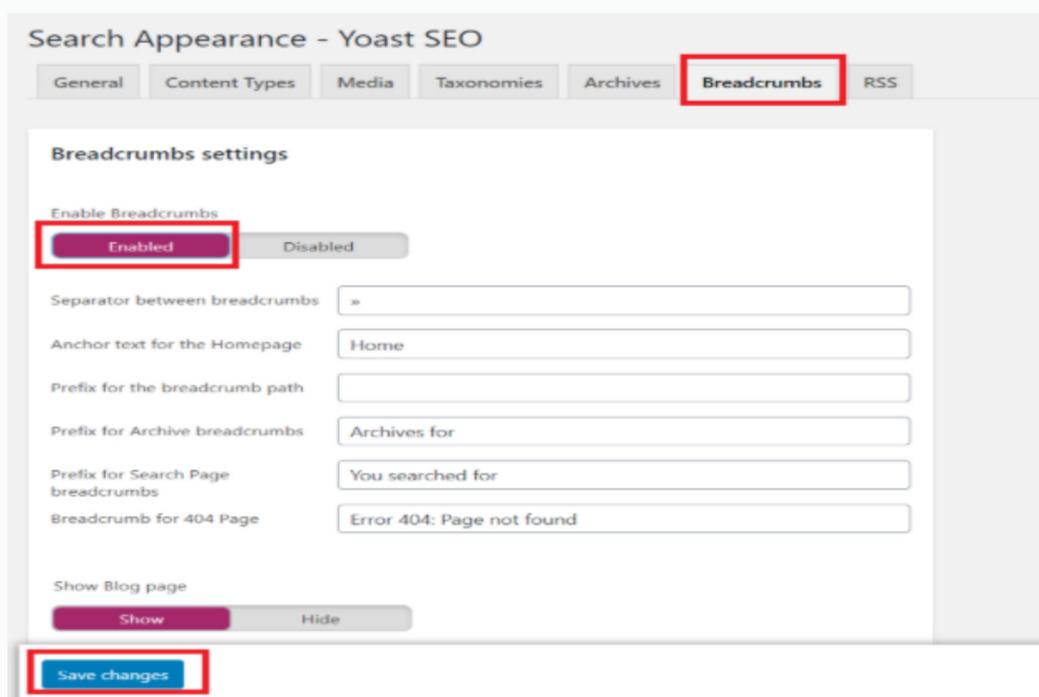


***To optimise Breadcrumbs through Yoast:***

Hover the cursor on Yoast SEO icon displayed at the top of the dashboard > take the cursor to the SEO Settings option > click on Search Appearance.

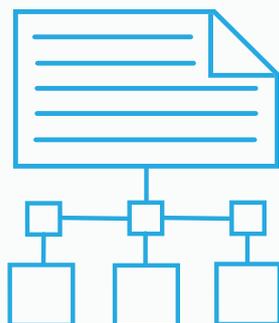


On the Search appearance page, choose Breadcrumbs option > Enable the breadcrumbs option for your site > Click on Save Changes.



## Step 10

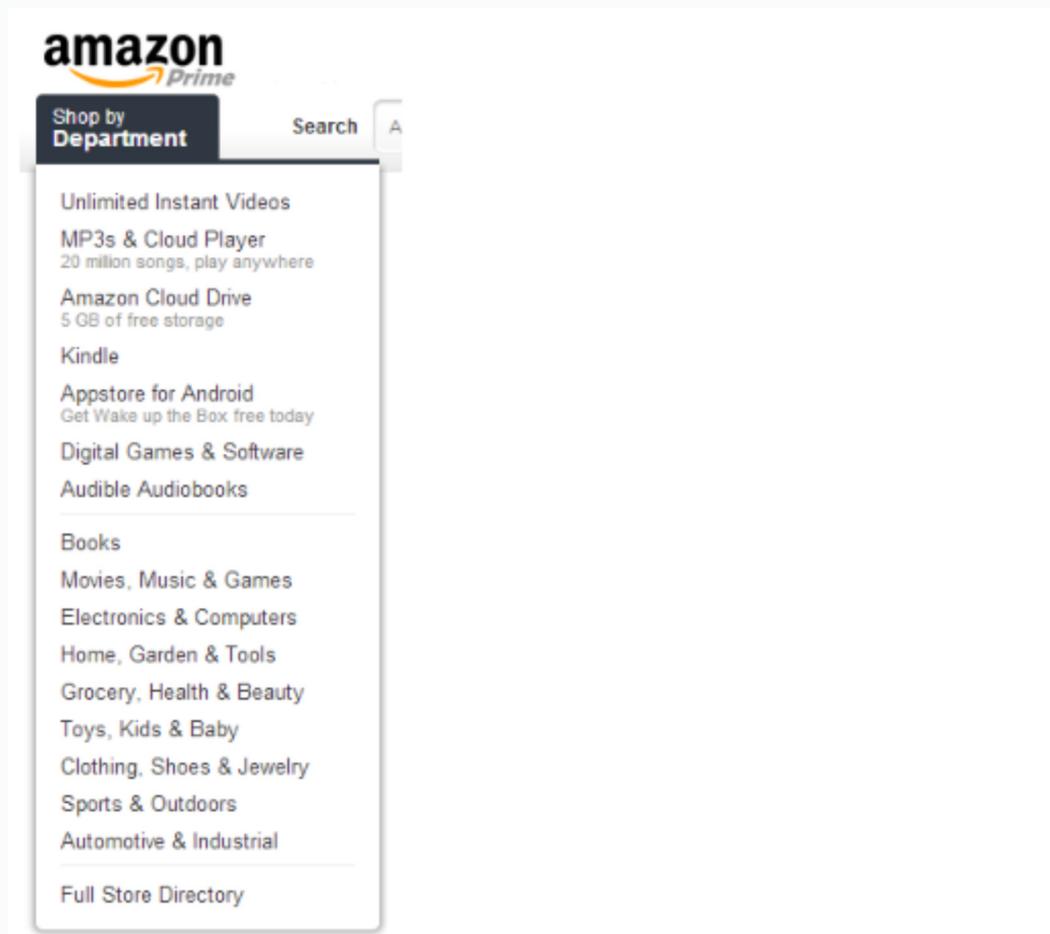
### Site Navigation ( Site Architecture / Hierarchy)



The navigation of a website is important in helping users quickly find the content they want. It can also help search engines understand what content you think is important.



An example of Amazon's universal navigation link:



## Step 11

### Content



Creating high quality, useful content influences the website much more than any other factors mentioned above. Your content should Educate, Entertain and Engage the users. Content has a very high value in terms of ranking because that is what compels the users to take necessary action onto your website.

## Best practices for Header Tags

As of 2020, the best content should be simple enough that even a 15-year-old can read it.

Write content for the right target audience and make sure to use keywords that the user might be searching for.

Create fresh, unique content and focus on readability. A readable is clear, organized, has logic and full of resourceful links.

Be the expert in writing content that you know about. This builds credibility and also adds to the trustworthiness.

Add a good mix of images, videos and cite the resources/stats that you may use.

## Things to Avoid

Using text that is full of spelling mistakes and grammatical errors.

Adding a large amount of text without structuring it using header tags or by using multimedia.

Adding duplicated content that provides little or no value to the users. This is considered as a black-hat practice by Google and might be penalized for the same.

Adding unnecessary words that have no relevance to the content. Keyword stuffing is not advisable.





## What is Off-Page SEO and How to Implement it?

Off-Page SEO in other words also called Off-site SEO.

Off-Page SEO refers to optimisation activities or actions taken outside of your website to increase the rankings of your website in SERP.

Off-Page activities are mainly referred to link-building, which means getting links from external websites that point to your website (BackLinks). Off-Page SEO is all about other websites mentioning your website link in their website. It is more like recommendations. Other websites recommending your website.

## Why is Off-Page SEO important?

When it comes to SEO every webmaster starts their optimisation from on-page, but is that enough for us to rank our website in Search engines.

Let us take a scenario when there was a time where there is no internet, at that time how do you find the best restaurant, best school, best product or the best doctor. We use to ask people, friends, to figure out which is the best one. Which means it is all about trustworthiness and the recommendations.



The same logic is what Google also considers, like how many websites are recommending your website. This is the first algorithm Google has launched to rank websites in SERP which is called Page Rank. Page rank is the score assigned to a page between 1 -10 based on the number of links pointing to that website or webpage.

Nowadays Off-Page SEO is not about just the number of links, it is beyond that. It also includes where you are getting the links from, who is giving the link, how good their website is and how they are pointing the link.

Below are the factors, Google considers for ranking a webpage based on Backlinks:-

*Link Volume*

*Link authority*

*Anchor text*

*Link Placement*

## Link Volume

Refers to the total number of backlinks your website has

## Link Authority

Refers to the popularity of the linking site, relativeness of the linking site to your website/



## Anchor Text

Refers to how are the links placed. If a link is placed using a keyword ( like hyperlink to the keyword) or just the URL is mentioned. A link placed using a keyword has more value than a link without a keyword.



***Note:- When a link is placed using an image, then Google considers the alt text of the image as the Anchor text.***

## Link Placement

Refers to where the links are placed within the page.



***Note:- Links placed in the body of the page along with the content have more weightage (also called Link Juice) than the links buried in the sidebar or footer as the links in the content go with the flow of the page and into the context.***

## How Does Off-Page SEO Help in Ranking

When you get links from external websites, one third page rank of that particular webpage will be transferred to your webpage which will help in the increase in page rank of your website.

For More Details:- <https://en.wikipedia.org/wiki/PageRank>

## Follow Vs No Follow Links

Do you know Google Crawler/Bot is also called Web spider, because while Google is crawling a web page, if it finds any links on that page then it crawls those links also, for example, website “ A” points to a link to Website “B”. Now when Google crawls website A, it finds the link of website B on that page then it goes

## Now what is Follow and No Follow

The website while giving the link to any website they can tell whether Google should follow the link and crawl that webpage or not to follow the link and not to crawl that webpage.

**Follow:-** Command that suggests crawler to follow the link and crawl that webpage

**No Follow:-** Command that suggests crawler not to follow that link (i.e) not to crawl that webpage.



**Note:- Backlinks pointing to your website with a no follow command will not pass the link juice, so it will not help in increasing the SEO Ranking. Only Follow links help in SEO rankings.**

## How to Implement Off-Page SEO (Get backlinks)

Getting backlinks to a website is an ongoing process, more importantly, don't focus on getting more backlinks, focus more on getting quality backlinks, as we all know that participating in link schemes or having more low-quality backlinks can have a negative impact on your website SEO rankings or some times even get penalized.

So before you start the process of getting backlinks, it's always important to check the quality of the website from where you want to get a backlink.

In the initial days Google used to show the page rank of any website or webpage publicly, which means you can go and check the page rank of any website and try to get links only from a website that has a high page rank. As many people are misusing it Google stopped showing the page rank of web pages. But you can use some 3rd party tools to check the quality or authority of a webpage which is somewhat similar to page rank but not exactly.

### Moz Tool or Moz Bar Chrome Extension

Moz is a SEO tool that helps in analyzing your SEO efforts and also helps in spying competitor activities.

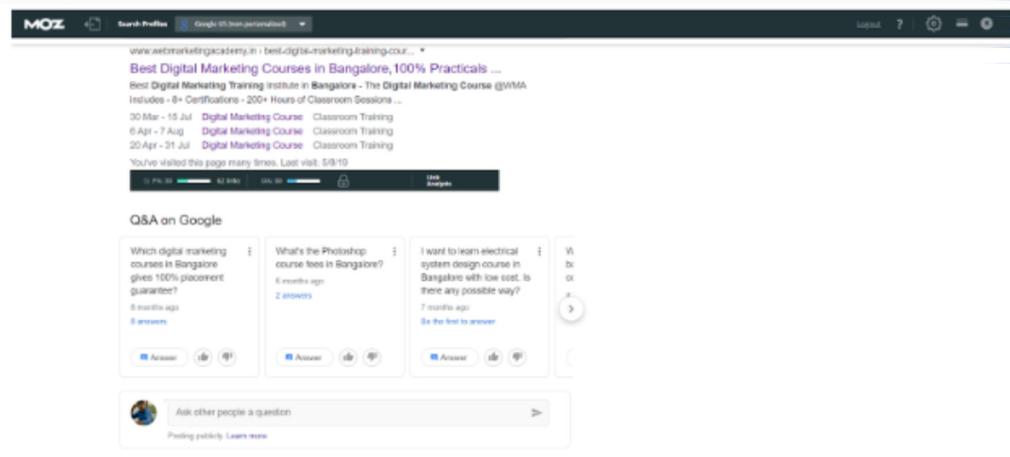
**MOZ**

49



Moz analyzes a website based on many ranking factors and gives you an authority score of 1 - 100. Where 100 is the highest weightage and 1 is the lowest weightage.

Moz gives you two different scores one for the overall website called Domain Authority (DA) and score for individual pages called Page Authority (PA).



To check the DA and PA of any website/web page, Go to Chrome extensions -> Search and Add Moz Bar Extension. Once you add it, Create a free account and login in Moz website.

Now when you go to any website or when you search with any keyword in Google, Moz Bar will show the DA and PA for each website and webpage in SERP as shown in the above image.

## aHrefs Tool

Ahrefs is also another tool that will help you to analyze your SEO efforts and spy on competitor activities.

In Ahrefs, they refer the Authority of a website with UR (Url Rating) and DR (Domain rating)

## Types of backlinks

There 3 types of backlinks

**Natural:-** Backlinks that you get without doing any activity, Means people mentioning your website link on their website without you asking them.

**For Example1:-** You have written an educational article that people find useful, so when they write anything related to that topic they mention your website link as a reference or source.

**Example2:-** Your happy customers writing a review or a testimonial about your product or service in their website or blog recommending it to others.



**Note:-** *Natural backlinks can only happen when you offer best/ useful/rich content on your website or offer the best product/ service along with a great customer experience.*

**Manual:-** Manual Links are activities you deliberately do to acquire new links for external websites, like contacting influencers and bloggers and ask them to recommend or write a review about your product or service in their blog. In this scenario, you don't create a backlink but you ask for people to give or mention your link.

**Self-Created:-** Self-created links are where you go and create these links by registering a local directory, creating social media profiles, answering in Q&A forums. These links are created by you.

## Few ways to get backlinks

**Local Directory submission:-** Get links by registering your business in Local directory websites like JustDial, Yellow Pages, Sulekha Classifieds, Google My Business, Magic Pic, Foursquare and so on

**Industry Based Directories:-** Signup in directories that are industry-specific like Practo for Doctors and hospitals, Zomato for Restaurants, yet5 for Training institutes, Commonfloor and 99cares for Real estate.

**Social Media Sites:-** Create accounts in all social media accounts mentioning website URL, like FB page, Twitter Handle, Linkedin page, Youtube Channel



**Job Posting Sites:-** Create Profiles in all Job portals like Naukri, Monster, Indeed

**Content Sharing Platforms:-** Create Accounts in all the content sharing platforms like Pinterest/ Flickr for images, Slideshare for PPTs, Soundcloud for Audio, Youtube and Daily Motion for Video and so on. It's similar to universal SEO.

**Q&A Sites:-** Creating Profiles and actively answering questions related to your domain or website along with the website links. Few Q and A sites are Quora, yahoo answers, Ask.com

**Article Submission:-** Find out the article submission websites and start submitting or sharing blog articles. Example:- Brighthouse, Hubpages, thefreelibrary.com and so on

**Guest Blogging:-** Where you write blog articles and submit it in others' blogs as a guest author. Here you need to contact blog owners and ask them to allow you as a guest blogger and publish your articles.

**Press Releases:-** It is used to share something newsworthy to get news coverage. Few PR Sites are PRnewswire.com, Hirewire, Newswire, pr.com and so on

**Event websites:-** If you are in a company where they do lots of events and webinars then the best way to get backlinks is through sharing the events on event hosting platforms like Event brite, Mera events, Meetup and so on.



**Social book marketing sites:-** Social bookmarking is an online service that allows users to add, annotate, edit, and share bookmarks of web documents. Few Social bookmarking sites are, Stumbleupon, Reddit, Dribble, Medium and so on.

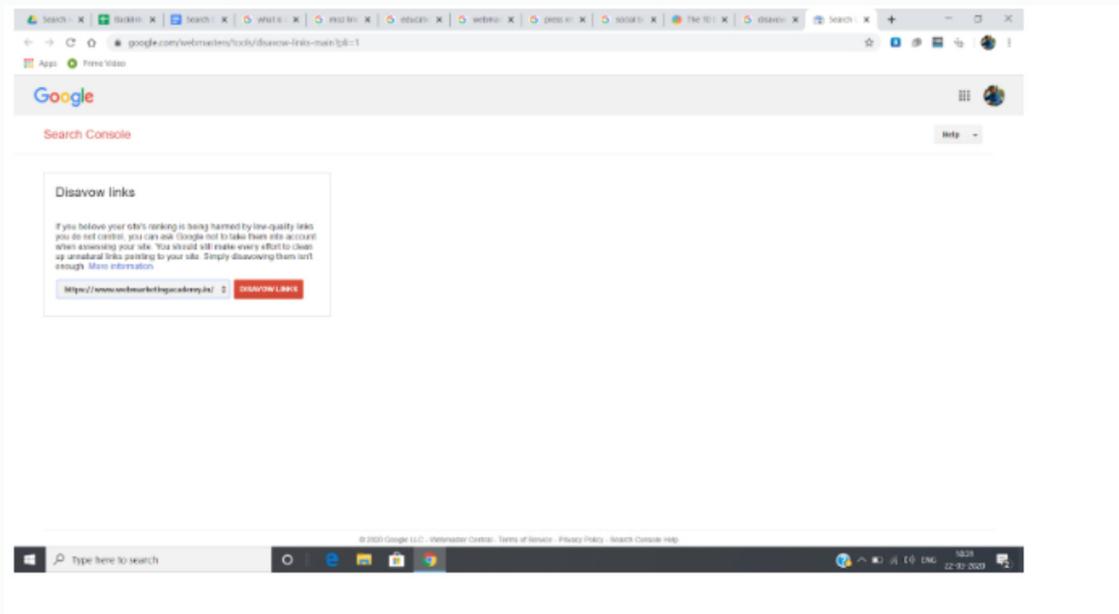
**Spying on competitors:-** One of the ways to get backlinks is to check from where your competitors are getting backlinks and try to get links from those websites. To check the backlinks of your competitors you can use tools like aHrefs, Moz Link Explorer, Majestic, Backlink Checker and so on



**Note:-** *These are some of the ways to build backlinks but not limited only to this. But whatever method you follow to get backlinks to keep quality in the first place rather than quantity.*

## What is Disavow Tool

If you feel your website ranking is getting affected because of the spam backlinks and when you don't have control over it. You can report those backlinks to Google by using the Disavow Tool.

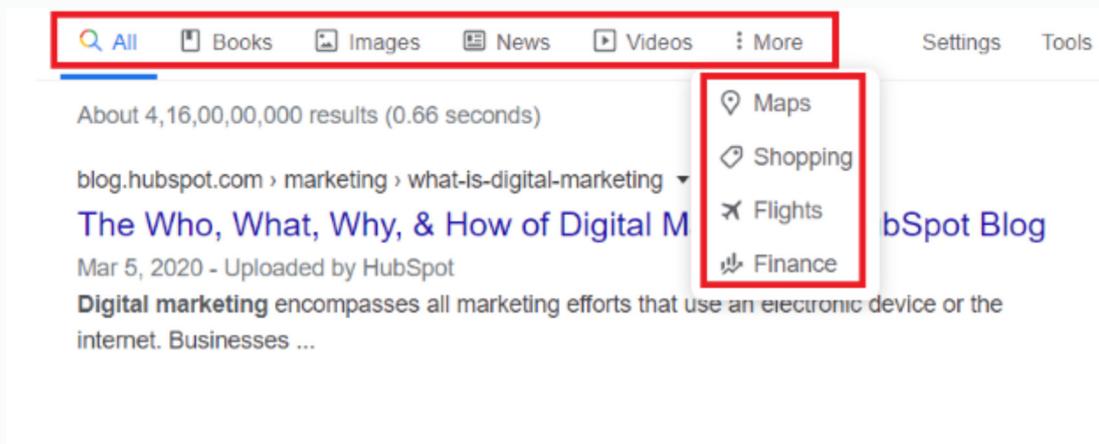


## Chapter 3

### Universal SEO

Not everyone likes to read the text content. Some users might also look for something more. Universal SEO or Universal Search Optimisation is the ideal practice of combining your content with a perfect blend of Images, Videos, Podcasts, and Downloadable information such as PPTs, E-books, PDF templates and optimising them on the various platforms so it ranks higher on the SERP.



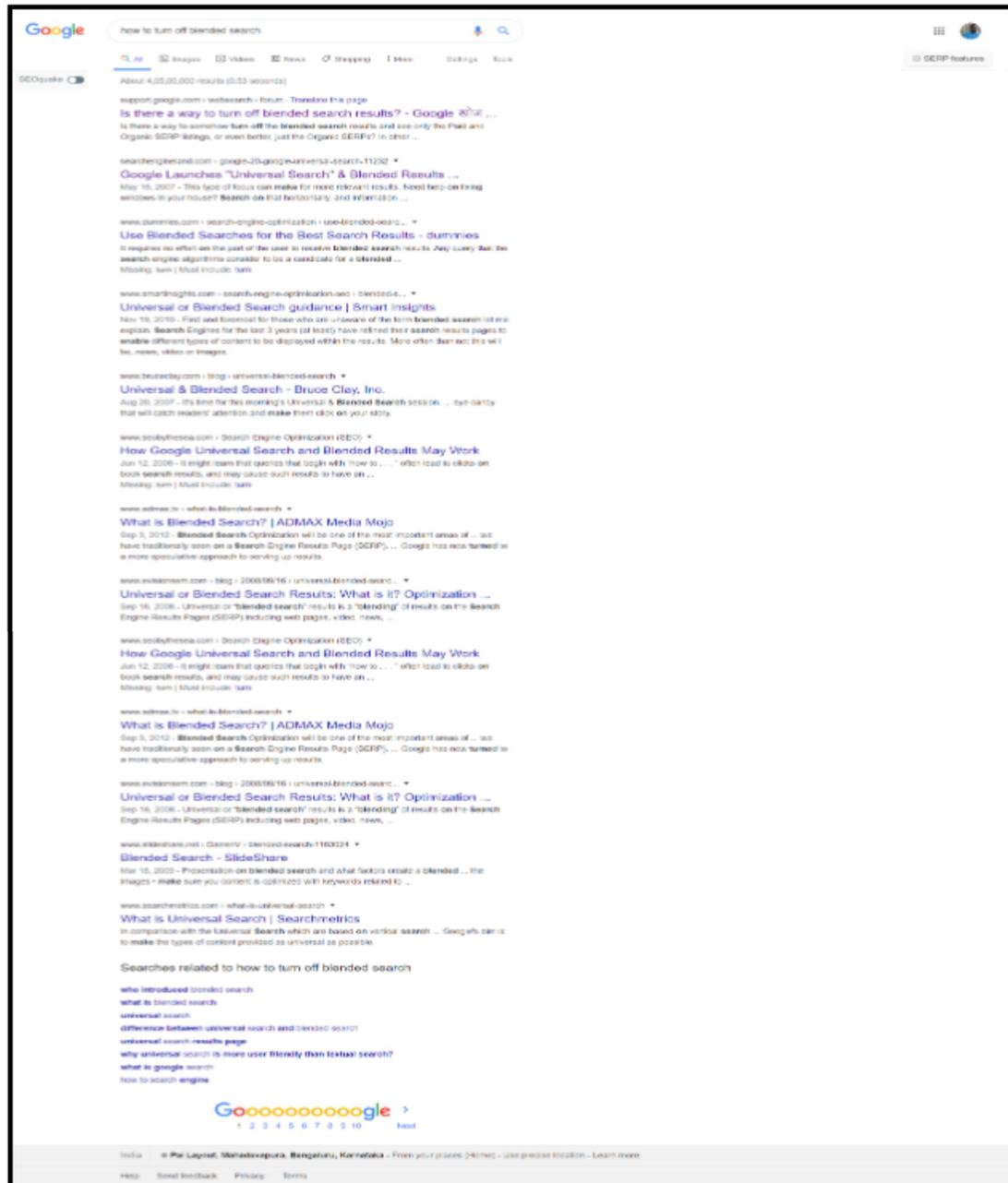


## What is Blended Search?

The Blended or Universal search is an algorithm update introduced by Google in the year 2007. This update is a search engine's way of serving users with results from multiple sources. To put it in simple terms, it refers to the integration of additional media like videos, images, audio or information such as PPT, Templates, etc.

For example, before this update, if you search for any query, you will see only the 10 results or 10 blue links on the SERP. But after this update, if you were to search for a query, you will see results in a blend of Images, videos, podcasts or even ebooks from multiple sources.

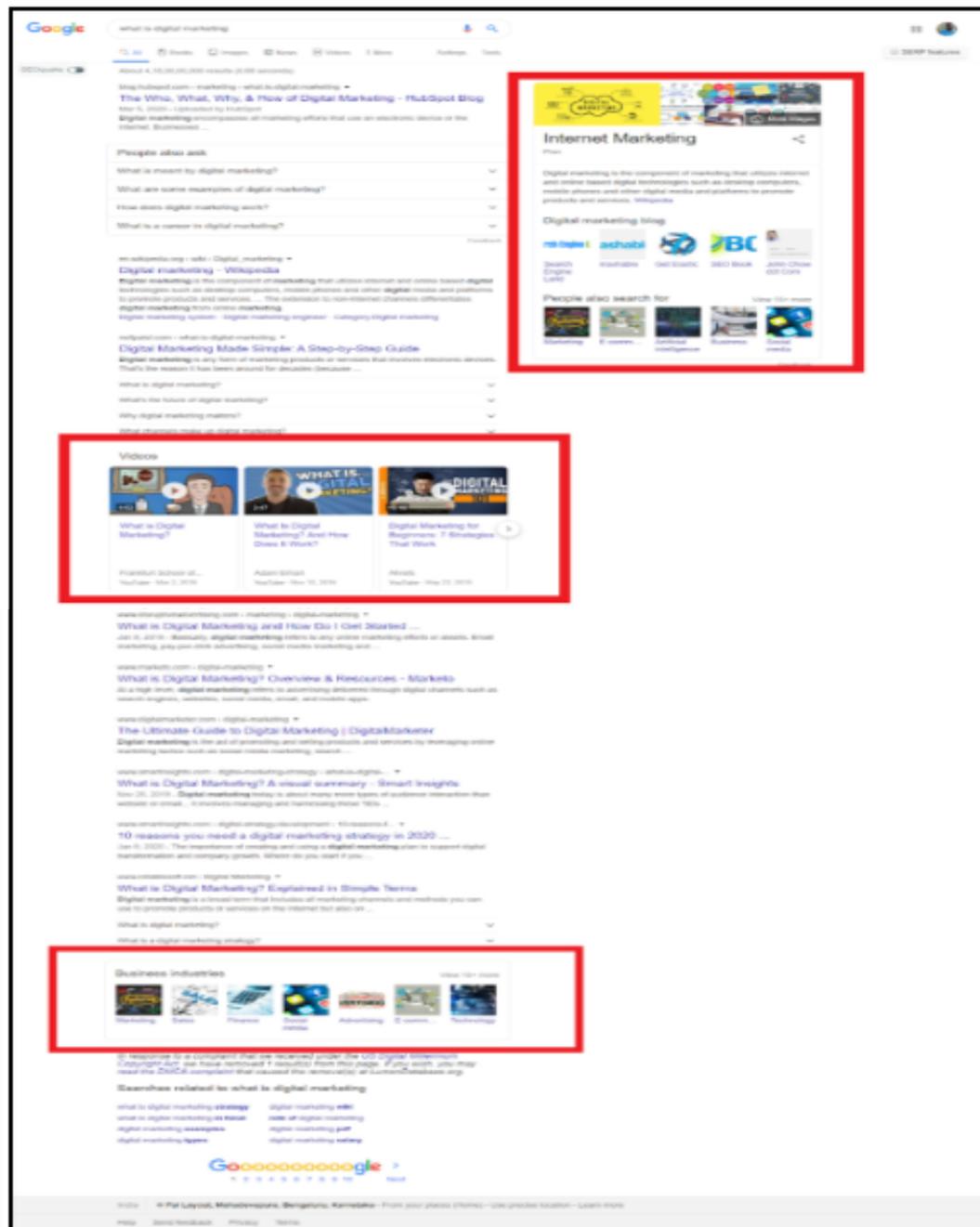
***An example of a normal with organic results is shown below:***



*An example of blended search can be understood from the image below:*



*An example of blended search can be understood from the image below:*



## What is the importance of Universal Search?

Universal Search is designed to make search results more user friendly, broadening the results from simple text only, so that users can view all the cross-media search results on one page.

This can be understood from four different types of content optimization, which are

*Image SEO*

*Video SEO*

*Audio SEO*

*PPT SEO*

## Image SEO

Images can be anything ranging from a submission form to an actual photo. Simply put, whenever you add images on your website, make sure to optimize it by using the correct filename and alt attributes. This allows search engines to understand the images in case they do not load properly.

There are two ways to optimise the images with respect to Universal SEO

*Optimisation at the source (Refer to step 8 Image Optimisation mentioned above in On-Page SEO)*

*Optimising the images on popular platforms like platforms like Pinterest*



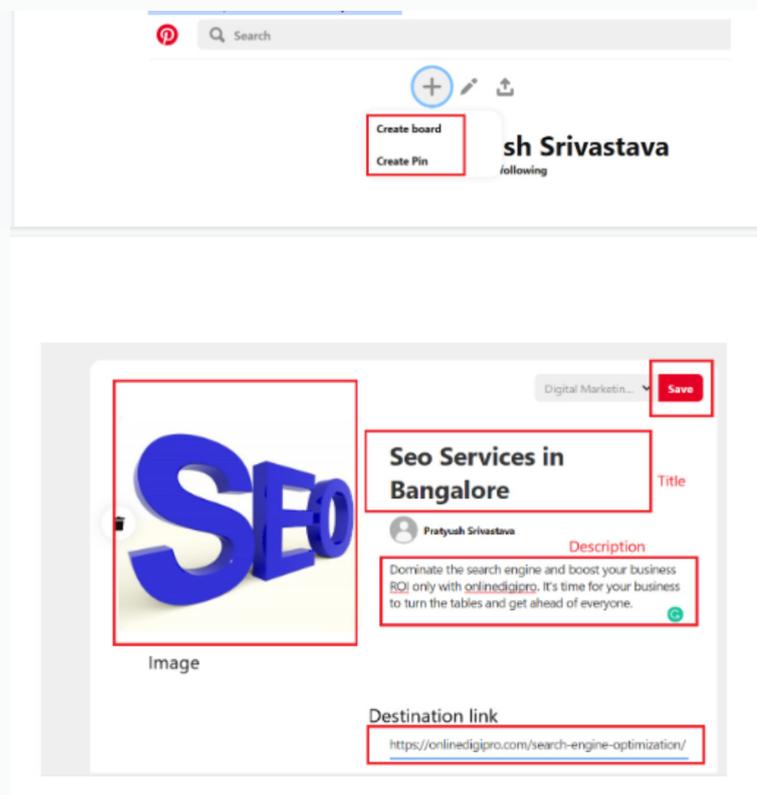
## To optimise the images on Pinterest

Create a Pinterest account using Google here [Pinterest - India](#)

Add your credentials and on the profile page, create a board name related to the images that you are looking to optimise. For example, if you intend to optimise the images for a Blog page, then name the board as Digital Marketing Blogs

On the board page, Create a new Pin. in this pin you can upload the image that you want to optimise and start adding the Title, Description and a destination link where you will add the URL of the destination page.

Once added, click on Save and preview.



## Video SEO

In universal SEO, videos are considered to have the highest click-through rate which makes it an important part of SEO. Ensure that the quality of your video is well enough to rank higher.

Optimise your videos on Youtube which is the most popular video-sharing platform and is also the 2nd largest search engine after Google.

## Best Practices for Video SEO on Youtube

DO USE informative words like 'how-to', 'learn', 'what is' and 'history of' as these types of terms aim to address a question or solve a problem and tend to rank better.

DO NOT USE transactional keywords (such as 'buy', 'cheap', 'free' and 'sale' etc.) or navigational keywords (such as brand descriptions, names, site URLs, etc) as these tend to signal a more spammy quality.

ADD LINKS to your social media accounts, other youtube videos and most importantly, post the video on your website.

*Here's an example of a high ranking video on Youtube [17 COLORFUL CRAFTS FOR BORING DAYS AT HOME](#)*



## Audio SEO

Audio SEO refers to optimization practices to make audio files, especially podcasts, to be displayed prominently in the search results.

As of 2019, Google has started indexing audio files and displaying them in search results. So it is important to optimise your Podcasts on various popular platforms so that it ranks higher in the search results.

***The best platform to optimise your podcasts with ease is Soundcloud.***

Create your account on Soundcloud here

Upload your audio file on the profile and optimise the following.

***Title.*** The title should be relevant to your target audience and should summarise the theme of your Podcast.

***Description.*** It serves as a summary of your podcast, telling your audience a little about what will be covered in the audio and presenting additional information. Don't forget to add links to the other podcasts or your website if you intend to drive traffic.

***Category.*** Define which category best describes your podcast. This will help users understand what they can expect from the content.



*Here is an example of a podcast on Soundcloud [How to Manage a PR Crisis on Social Media \[JSB Talks Digital PSMP 3\]](#)*

## PPT SEO

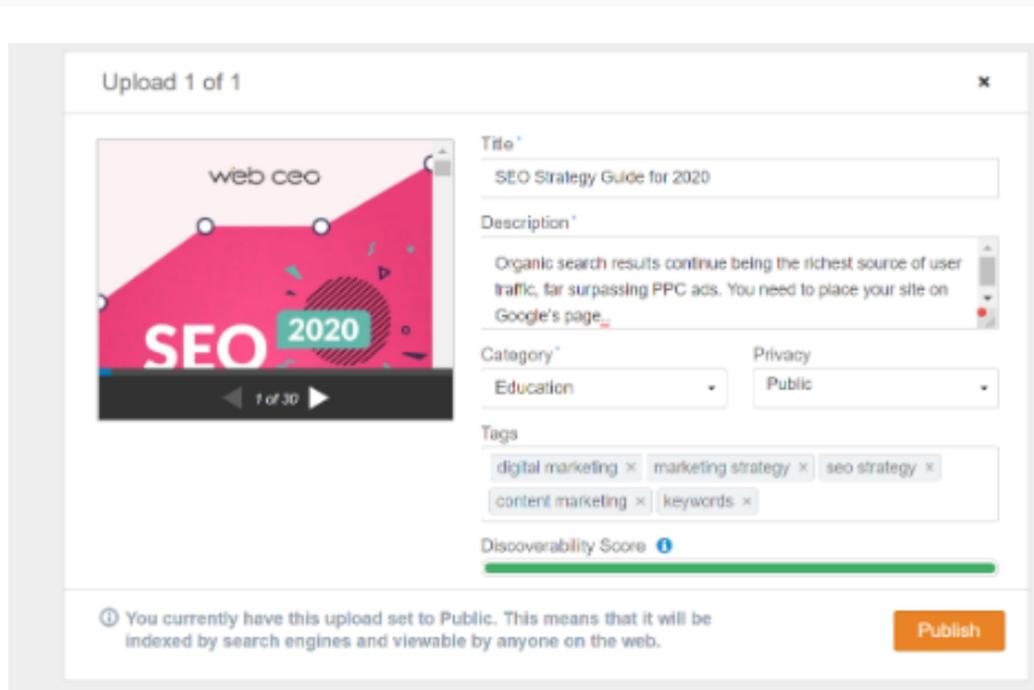
PowerPoint submission or PPT SEO is an effective digital marketing tactic to attract traffic, get quality inbound links and maximize your site's visibility on Search engines. Well organized and visually attractive presentations make visitors become interested in the content and thereby increases the rate of conversion.

Optimising PPT is the perfect way for increasing Google rank, wherein submission to quality platforms can help your website get high traffic.

One of the most popular platforms for PPT SEO is Slideshare. It is a LinkedIn shared platform where you can upload your PPT files and optimise the Title, Description, Categories, and Tags just like the podcasts.

Keep a track of the discoverability score. Higher means better for the users to search for your content.





## Chapter 4

### Local SEO

Local SEO refers to optimising your business' products or services for the customers that you serve locally. It is all about increasing the **search visibility** of your business by listing it on various Local business platforms, managing the online reviews, creating a social media engagement using Local Citations to rank higher on search engines.

## Why Local SEO?

- Highly targeted traffic
- Highest conversion rate
- Reliability on Online Reviews
- Reliability of Maps
- Faster Reach
- Useful for all kinds of business

## What is Local Citation?

To know why citations are important for local SEO, we must first understand what exactly is a citation. To put it in simple words, a citation is any online mention of the name, address, and phone number for a local business. You can find them on local business directories, on websites and apps, and even on social platforms. It helps users to discover local businesses and can also impact local search engine rankings.

As mentioned above, there are various kinds of platforms for submitting local citations which are:



### ***Major Local Business Data Platform.***

Local business owners and marketers can create citations on a variety of important local business data platforms which are open to all kinds of local business ranging from a Grocery store to a corporate firm. Core platforms include Google My Business, Just Dial, Indiamart, etc.

### ***Geo/Industry-specific Platform.***

Apart from submitting listings on the major local business data platforms that serve all industries, your business can build listings on websites that are specific to its unique industry and geography. Some of the core examples are ZOMATO (for restaurants), PRACTO (for doctors, clinics), FITTERNITY (for fitness centers, gyms), TRIVAGO (for hotels) and much more.

### ***The Wider Web.***

These are supplementary citations that can either be built or earned on a wide variety of platforms, including blogs, news sites, apps, government sites, etc. You can either manually submit the citations for your business, or simply earn them based on online reviews/ratings, etc.

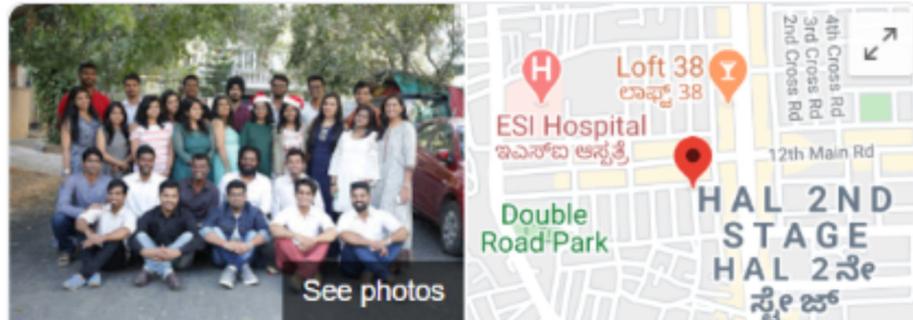


## The Components of a Local Citation

The core components of local citation are your Business Name, Business Address, and Phone number, also known as NAP citation. It can also include a reference link to your website. In addition to these, your business citations may include the following:

- *Business categories*
- *Business Hours*
- *Direction to the location*
- *Business description*
- *Images/Videos*
- *Reviews/ ratings from other local platforms, etc*
- *Links to social media like Facebook, Twitter, etc*
- *Email addresses*
- *Alternate phone numbers*
- *Store Labels (Landmarks to the address)*
- *Attributes such as Women-Led Business*
- *Store Code*





## Web Marketing Academy - Digital Marketing Courses in Bangalore

Website

Directions

Save

Training centre in Bengaluru, Karnataka

**Address:** 1003, 12 A Main, 2nd Cross Rd, HAL 2nd Stage, Doopanahalli, Bengaluru, Karnataka 560008

✓ You visited yesterday

**Hours:** Closed · Opens 10:30AM Fri ▾

**Phone:** 087922 99538

[Suggest an edit](#) · [Own this business?](#)

[Know this place?](#) [Answer quick questions](#)

The image above highlights the NAP citation which is Name, Address, and Phone number.



*The importance of Local citation can be understood from two scenarios:*

They can either positively or negatively impact local search engine rankings.

The number of citations a business accrues, the accuracy of the citations, and the quality of the platforms they exist on, are all influencers of the ranking.

Since Google gathers data from all types of platforms, it is important that you keep your citations accurate and relevant to your business to rank on top. Failing this can negatively impact your rankings.

Local citations can either positively or negatively impact customers.

Accurate citations help customers discover your local business, which can result in a visit to websites, phone calls, footfalls, and positive reviews. Inaccurate citations, however, can mislead customers, leading to a loss of traffic and result in negative reviews.

## Registration of Businesses through Google My Business (GMB Listing)



The core components of local citation are your Business Name, Business Address, and Phone number, also known as NAP citation. It can also include a reference link to your website. In addition to these, your business citations may include the following:

### *Advantages of using Google My Business*

You can easily manage your information for the customers to reach out to you.

You can directly interact with the customers, through phone calls, emails and responding to the reviews.

You can expand your business by posting frequent updates which help in ranking better than the competition.

### *To register your business with GMB you must*

Sign up and verify your business. Add all the required information here and verify your business.



Please note that Google can take up to 12 days (or more, in some cases) to verify your business and the verification is done through a postcard, which you will receive at your business address.

This postcard has a piece of code that you must enter on your GMB account to complete the verification process.

Once your business gets verified, you will get full access to your dashboard where you can add more information, share updates and also manage reviews.



***Tip: Add your business description which is an important citation. It will help you stand out from your competition and also give customers more information about your business***

### From Web Marketing Academy - Digital Marketing Courses in Bangalore 📍

'Digital Marketing Training Institute in Bangalore Web Marketing Academy's (WMA) Digital Marketing Course is one of the most preferred, Highly rated, hands-on, practical classroom digital & social media Training Academy 📍 located in Indira Nagar, Bangalore. If you are searching for Digital Marketing Training Near me (We are open 7 days a week, come see us today!) Students say, "WMA is one of the Top 5 Digital Marketing Institute in India" for Practicals, 😊 Fun & Mentorship Overall Ratings: 4.6\*/5

1. Concepts
2. Websites/Apps
3. SEO
4. Online Ads
5. Social Media Marketing
6. Content Marketing
7. New Media
8. Creative Writing
9. Analytics
10. Voice SEO Includes Live Website Project, Practical One on One Training'



## Here are some good practices to rank locally

### *Optimise your homepage.*

Your homepage should very clearly state who you are, where you're located and what you do. Make it easy on Google to understand these elements of your business. Your page title tag, header tag and meta description should clearly state this information.

### *Claim your GMB listing.*

Claiming your business listing and filling out the content for it is essential to your local SEO and ranking on the SERP.

### *Update the NAP citations on your website.*

Make sure that it is listed the same way on every page of your website. Update it in the footer of your website and make sure it gets crawled by search engines.

### *Submit your business to other local directories.*

As mentioned above, Google tracks data across all the platforms so make sure that you are submitting your business to popular platforms like Just Dial,



### ***Keep your Business Hours accurate.***

Entering and updating your opening hours, including special hours for holidays and special events, lets potential customers know when you're available and gives them confidence that when they travel to your location, it will be open.

### ***Manage and respond to reviews.***

Interacting with your customers when they share a review is a great way to rank locally. Responding to reviews and taking feedback from your customers shows that you value them. High-quality reviews from local guides and customers can help your business maintain the top ranking.



# Chapter 5

## Technical SEO

It refers to optimising your site for easier crawling and indexing. That means, improving the technical aspects such as *Page Speed, mobile usability, converting dead links to active links*, etc to increase the website's search presence. Additionally, you can also add more information on your SERP results which is called *Structured Data*.

To monitor and optimise your website for Technical, you must have access to *Google Search Console*.

## What is Google Search Console (GSC)?

It is a free tool offered by Google where you can monitor, maintain and measure your site's presence on Google Search.



It is a tool that establishes communication between Your Website and Google Search.

On GSC, you can do the following:

***Understand how Google crawls, indexes and serves your website to the users.***

***Fix Errors***

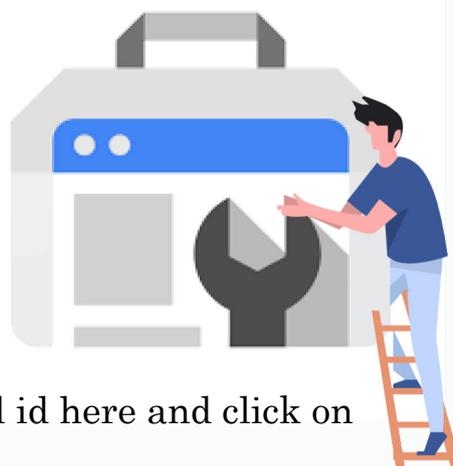
***Submit fresh and updated content.***

***Track your search performance***

To know more about search console: <https://youtu.be/ONr5Z7VhNFI>

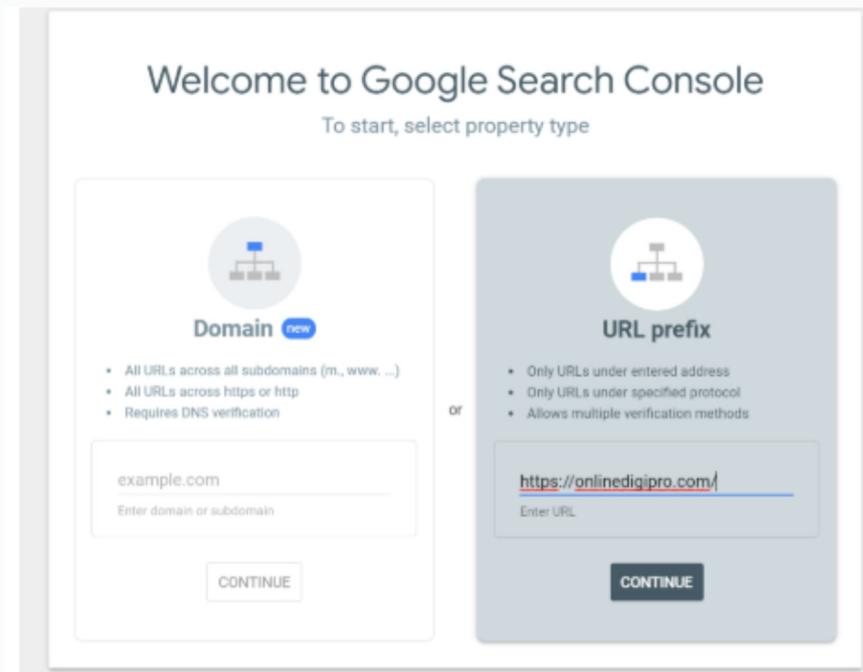
## How to get started with GSC?

You can submit your website to GSC by following these steps:

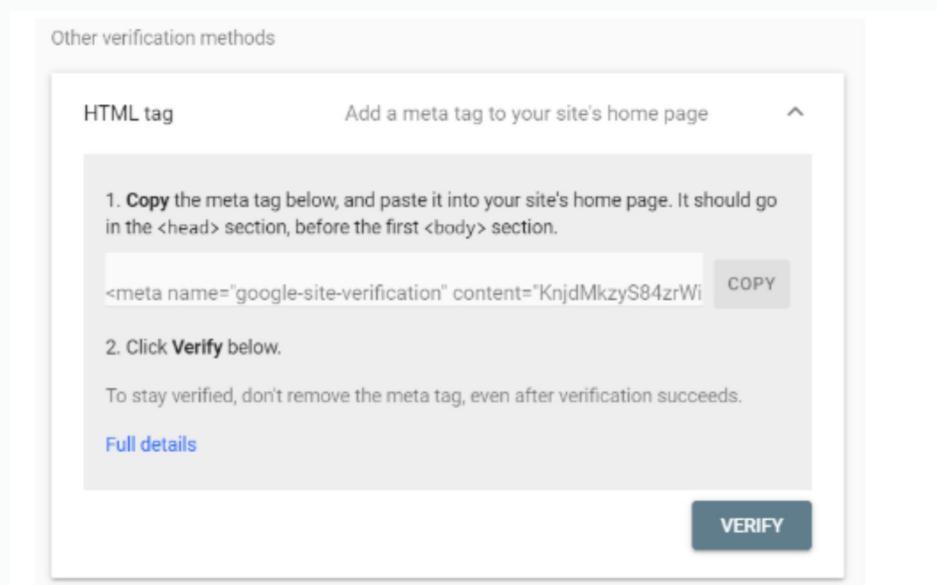


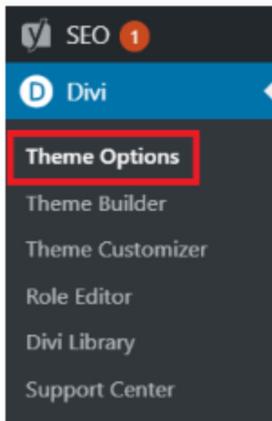
Sign up using your Gmail id here and click on Start now.

On the opening tab, you can submit your website URL in the section URL prefix (for single domains) and click on Continue.

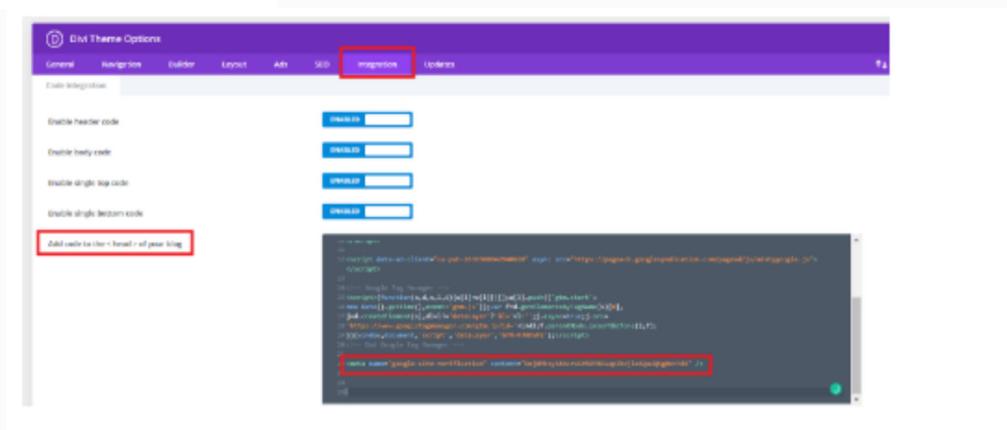


Now, you will have to verify your website by adding the HTML tags to your website backend in the <head> section. Please note that there are other verification methods. You can opt for them when you are using platforms such as Google Tag Manager, Google Analytics, etc.

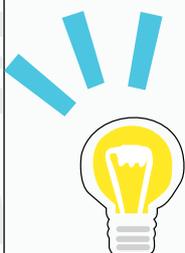




Copy-paste the HTML code on your Wordpress site. To do this, go to the dashboard> choose Divi > Theme Options> Integration> Add code to the head of your blog> Paste the code here and click on Save changes.

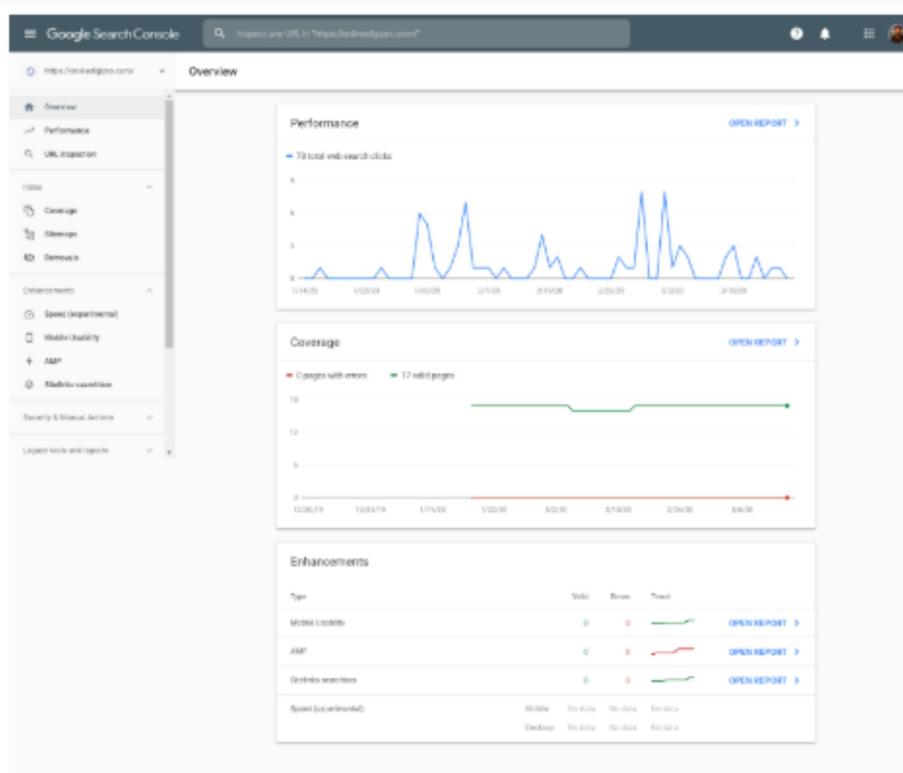


Now, come back to the Search Console Tab and click on VERIFY under the HTML tag option. You will get a command prompt saying that your website ownership is verified. Here, click on Go To Property.



Now, you have access to your GSC dashboard where it takes about 2-3 days (or a week) for Google to show you the data.

***PRO TIP: If you want the data to show faster, please submit your website to GSC before you start optimising for On-page SEO.***

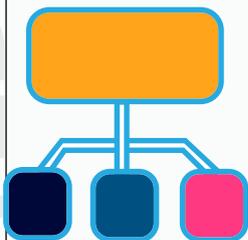


(GSC dashboard once the website is submitted and understood by Google)

## How to Use Search Console?

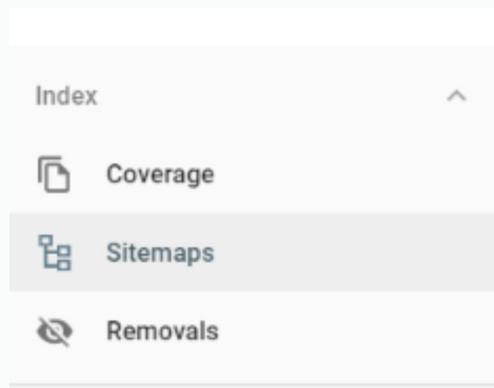
Once you receive the dashboard access, the very first thing you should do is to submit the Sitemap.

A sitemap is a file that shows how many URLs are present on the website. This helps the search engines understand which are the pages to be crawled and indexed.



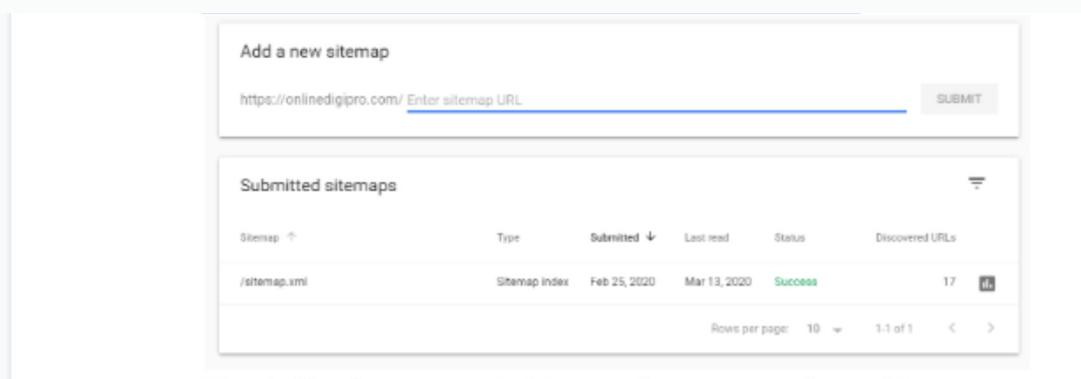
To submit a sitemap,

Choose the Sitemaps option from the left-hand side of the dashboard which is displayed under Index.



Over here, add a new sitemap by adding the URL which is “sitemap.xml” and click on Submit.

Please note that your domain name is by default mentioned in the GSC.



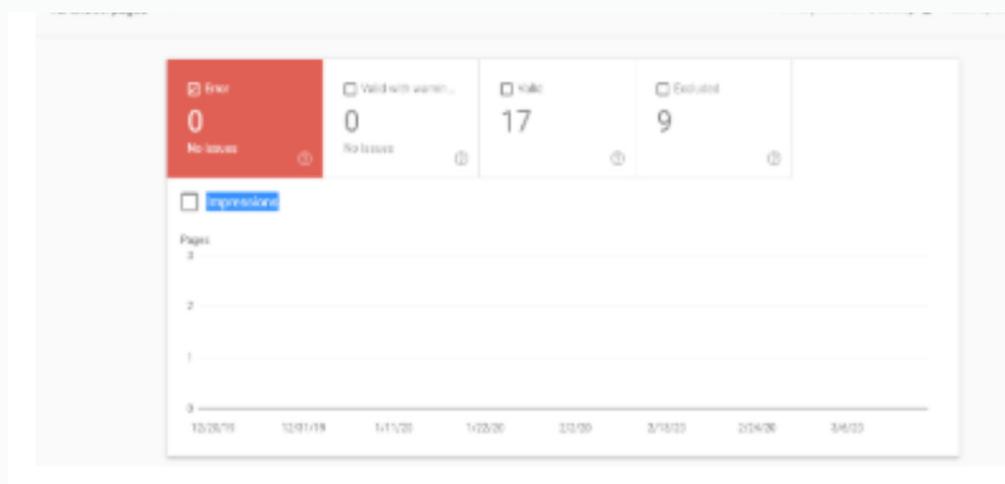
After submitting sitemap you can check how your sitemap appears on the search by simply adding this URL in the address bar:

In this case, <https://onlinedigipro.com/sitemap.xml> and your sitemap will look like this:



## What is crawling and indexing errors and how to fix them?

From the information mentioned above, we can understand how Google (Search) works. Basically, it crawls, indexes and ranks the webpages. However, there can be scenarios where Google can encounter issues while crawling your webpages. GSC is a place where you can understand these issues and also get recommendations on how to fix these issues.



To understand what is the error and how to fix them you have to go to the Coverage section on GSC.

Here you will see a few options which are

### ***Primary crawler:***

This is the Google bot that is crawling and indexing your pages. You can either see Desktop Or Smartphone as your primary crawler.

### ***Known, Submitted or sitemap pages:***

Submitted pages are pages that you submit to the sitemap. Known pages are the ones that have been crawled and/or indexed by Google through any means like organic crawling. Sitemap pages are the specific URLs that you submit to the specific sitemap.

### ***Status:***

These are the categories where your pages are put under by Google. They can be pages such as

***Errors.*** These are the pages that could not be indexed by Google.

***Valid with Warnings.*** These are pages that were successfully indexed by Google but have some issues. Issues can be with page speed, mobile versions, structured data, etc.

***Valid.*** The page is indexed by Google without any issues.

***Excluded.*** The page was not indexed because you did not want Google to crawl it, or the page has been removed by you.

### ***Details:***

This shows the details about the issues with respect to Status, Types, How many pages are affected, and the Validation process.

## **To fix the errors, follow these steps:**

Once you understand what type of error is mentioned in the Details column, you have to first check how many pages are affected.

Open the Page report from the Details column. Once the individual page opens, you will see the affected URL. Click on it and then Inspect the URL.

Now you will understand what exactly is the issue with the page. Make sure to rectify these changes at the source.

Once rectified, you have to manually submit the page to Google for recrawl using the URL inspection tool. Once submitted, you have to request indexing and track whether the changes were made successfully.

Perform a live test for the page if you want to check whether it was successfully crawled by Google.

Once you ask Google to recrawl your page, come back to the Index status report of this and Validate the changes.

Finally, Google will update you once the validation process is complete. It can show you two things here:

**Passed-** which means validation is done successfully and your page will be indexed OR

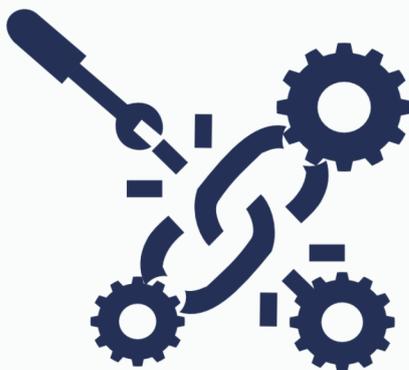
**Failed** - which means that validation could not process and you may have to repeat the process after rectifying the issues.



***TIP: Have a thorough understanding of the errors that are shown on GSC. Take some time to research these errors. You can do that by clicking on the Help button on GSC which is displayed at the top right with a Question mark symbol (?)***

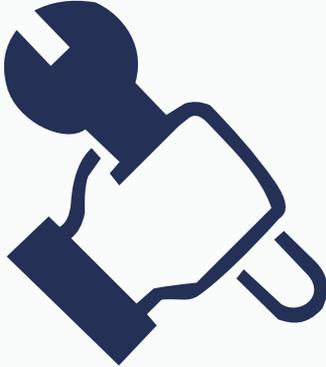
***Or by following the guide here: <https://support.google.com/webmasters#topic=9128571>***

## What are Broken Links and How to Fix Them?



When you delete a webpage, place an invalid URL behind the anchor text or don't update the URL with the correct address, you create a Broken Link. These are links that don't work. When users click on a link, they are redirected to a page that shows a 404:

## How to Fix



First, find out the broken links that you have on your website using tools like [Ahrefs broken link checker](#) or Chrome extensions which you can find [here](#).

Then, follow a simple process of replacing these broken links with active links.

Or you can even remove these links completely from the source. Use the Removals option on GSC to let Google know about these links so that they don't appear on the SERP.

## What is HTTP Status Codes and how to understand them?



Status codes are the message that shows you how the page has performed with respect to the user-action.

Here's a list of all the status codes that you can see on a website:

**200- shows that the page is OK and has no issues**

**300- shows the page has changed its path or has been redirected.**

**400- shows that the page is not accessible or not found**

**500- shows that the web-server is temporarily unavailable**

Here are some common https status codes that you may across:

**301 redirection.** This means the page has permanently moved from one URL to another URL. Use this code in scenarios like when you are securing your website from HTTP to HTTPS. If you are doing that on Wordpress, use the plugin Really Simple SSL to perform automatic 301 redirection. You can also use 301 when you have converted the broken links to active ones.

**404 Not Found.** This appears on removed or inactive pages of the website and is a bad experience for the users. Make sure to redirect the users to the active pages of the website by using 301 redirection.

**403 Forbidden.** Sometimes when you try to access your Wordpress site or dashboard, you might come across this error. This means that your request was understood, but converted maybe because the servers are not responding.

**502 Bad gateway.** This means the gateway server received an invalid response from the host. Basically, if you host your website from GoDaddy, this error might appear on your screens when the GoDaddy server is down.

To know more about HTTP Status Codes click [here](#)

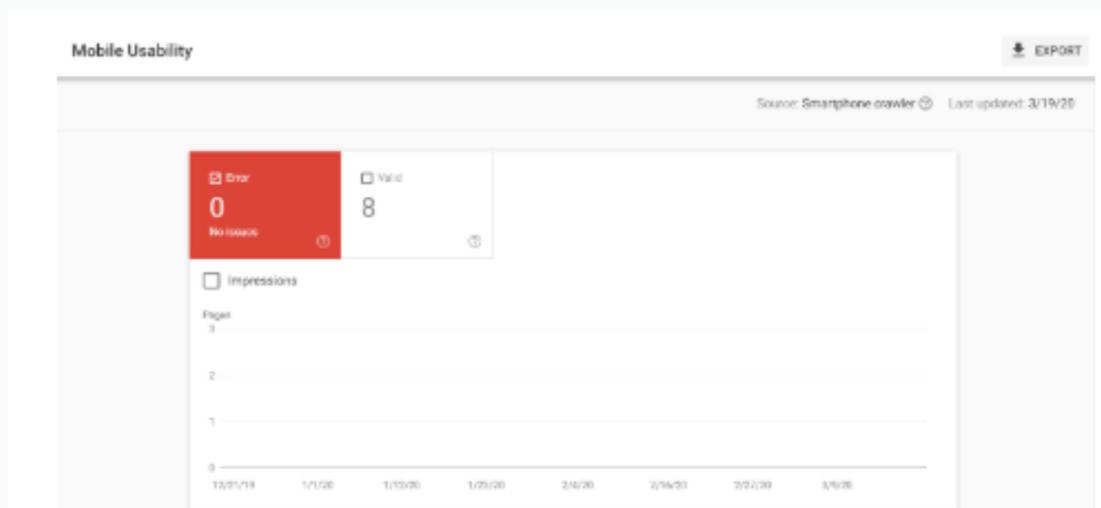


## Mobile Usability report on GSC

The Mobile Usability report shows which pages in your property have usability problems when viewed on mobile devices.

To check whether the mobile version of your website is working fine or not use the [Mobile-Friendly Test tool](#) and understand if there are any issues.

You can find the Mobile Usability report under the Enhancement Section of GSC



The most commonly found errors on Mobile Usability are:

### ***Content wider than screen***

Horizontal scrolling is necessary to see words and images on the page. This happens when pages use absolute values in CSS declarations or use images designed to look best at a specific browser width (such as 980px).

### ***How To fix it.***

Make sure the pages use relative width and position and scale your images as well.

### ***Text too small to read***

The font size for the page is too small to be understood and would require mobile visitors to “pinch to zoom” to read.

### ***How to fix it.***

Make sure you use standard font sizes and avoid adding custom fonts.

### ***Clickable elements too close together***

Touch elements, such as buttons and navigational links, are so close to each other that a mobile user cannot easily click on the desired link or button without also clicking on the neighboring link or button.

### ***How to fix it.***

Make sure to correctly size and space buttons and navigational links to be suitable for your mobile visitors.

To know more about Mobile Usability report visit <https://bit.ly/mobusability>



## Performance Report on GSC

The Performance report shows important metrics about how your site performs in the SERP, how often it comes upon search, its average position in search results; click-through rate; and also shows the Rich results associated with your webpages.

With this report you can understand the following:

How your search traffic changes over time, where it is coming from, and what search queries (keywords) are most likely to show your site.

Which keywords are showing results on Mobiles and use this to improve your mobile targeting.

See which pages have the highest (and lowest) click-through rate from Google

## Metrics on Performance Report

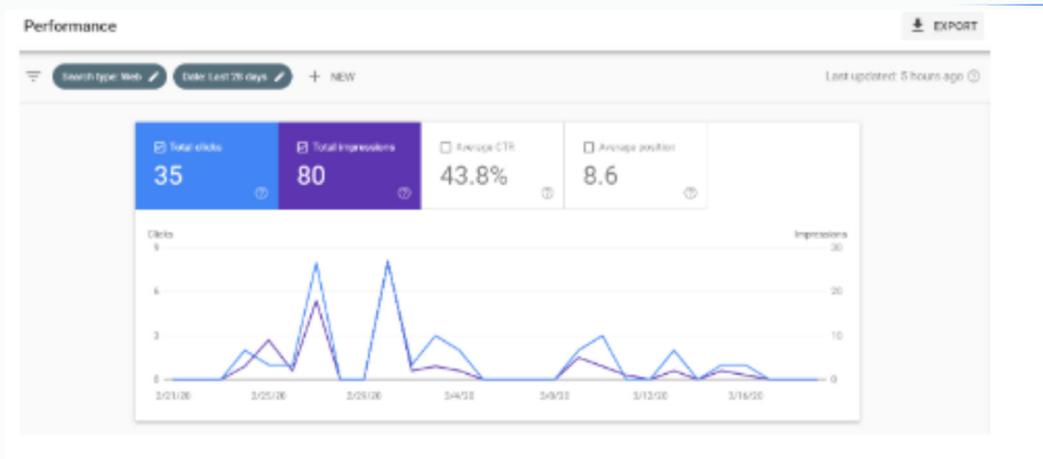
**Clicks.** Shows the total count of clicks from a Google search result that landed the user on your website.

**Impressions.** Shows how many links to your website a user saw on SERP. Impressions are counted when the user visits that page of results, even if the result is not appearing on the screen.



**Click-Through Rate (CTR).** Shows the percentage of the total number of clicks divided by the total number of impressions. If there are no impressions, the CTR will be shown as a NIL (-) because CTR would be divided by zero.

**Average Position.** Shows the average position of the topmost result from your site. So, for example, if your website has three results at positions 2, 4, and 6, the position is reported as 2.



### ***How to use this Report***

You can use this report by analyzing the chart showing clicks, impressions, CTR, and position and analyzing the table below the chart which is specific to Queries, Pages, Countries, Devices, Search Appearance, and Dates.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query				↓ Clicks	Impressions
digipro marketers				0	5
digipro website				0	1
digipro media				0	1

Rows per page: 10 1-3 of 3

Prioritize the pages that you are analyzing and make sure that you understand how to improve your website's performance on Google.

Use this report regularly to understand the issues and take necessary action to improve the performance.

## URL Inspection Tool

The URL Inspection tool provides information about Google's indexed version of a specific page. Information includes AMP errors, structured data errors, and indexing issues.

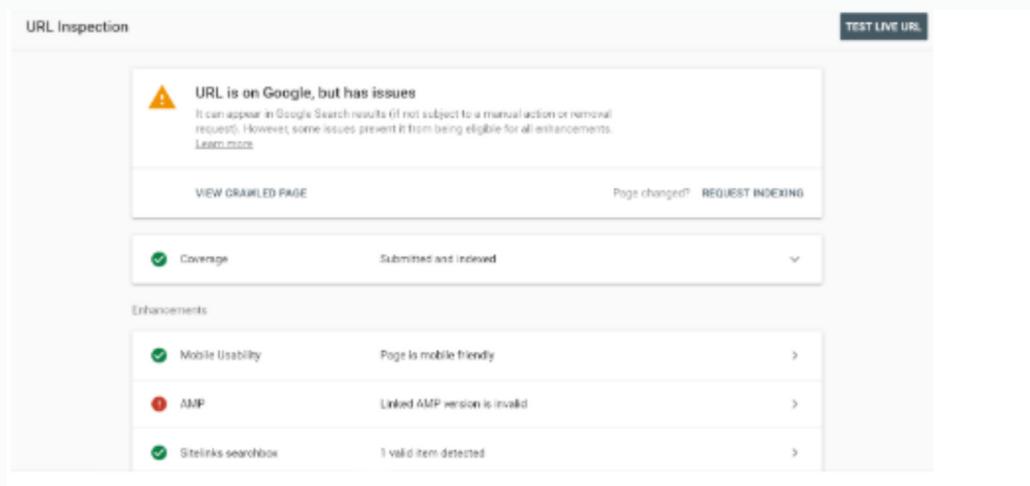


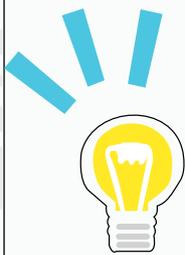
With this tool you can:

- See the current index status of a URL: Retrieve information about Google's indexed version of your page. See why Google could or couldn't index your page.
- Inspect a live URL: Test whether a page on your site is able to be indexed in real-time.
- Request indexing for a URL: You can request that an URL be crawled (or recrawled) by Google.
- View a rendered version of the page: See a screenshot of how Googlebot sees the page.

Once you have understood and fixed the errors on the page you can also:

Request (re)indexing: You can request that an inspected URL be re-indexed by Google. Indexing can take up to a week or two; you can check the progress using this tool.





***Pro tip: If you want to inspect multiple pages or newly updated pages to Google, then the best way is to update the XML sitemap with these updated pages.***

## How to Check Page Speed of the website and How to Improve it?

The loading time of a website is not only a major ranking factor but also very important in terms of user experience. For example assume a webpage taking more time to load, as a user will you be happy? You will surely look for another site.

Google suggests that your page should not take more than 3 seconds to load. Fast sites make users happy and you should work on taking steps to improve your page speed.

To check for page speed of your website, use [PageSpeed Insights](#) and take steps to improve the page speed.

### ***Why does it matter?***

Because if your page takes more time to load, it increases the bounce rate, which means how fast the user will bounce back from your site to another site.

## *How to Improve Page Speed?*

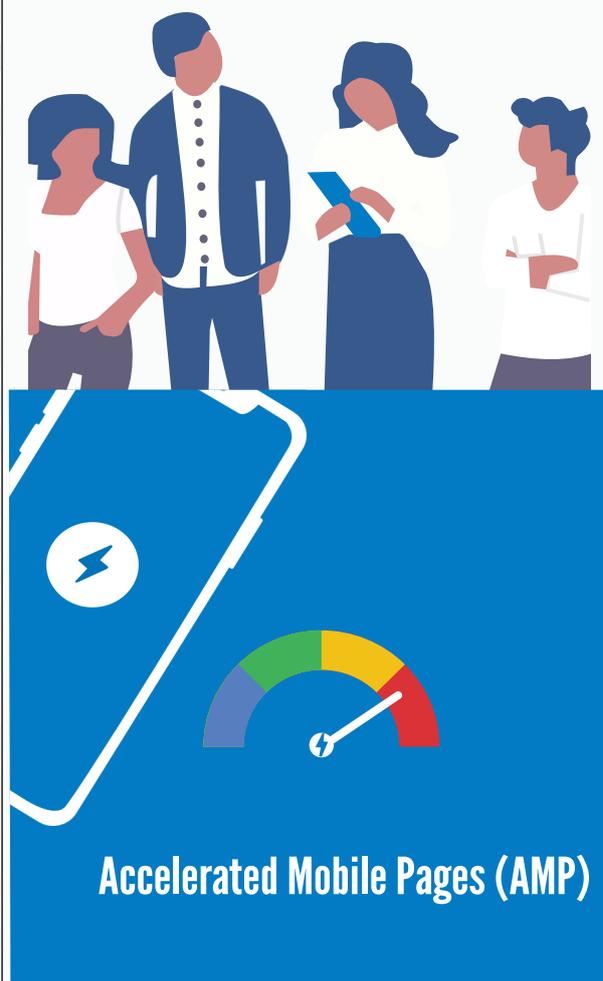
Use minimum animation effects on the important pages of your website. Compress high-resolution images and embed the videos.

For more information about Page Speed refer to the following link: [New Industry Benchmarks for Mobile Page Speed](#)

## What is Accelerated Mobile Pages (AMP)

The Accelerated Mobile Pages (AMP) project is built on top of existing web technologies to enable blazing-fast page rendering and content delivery. Results with Lightning symbol represents that it is an AMP which is different from a normal mobile page (with no lightning symbol)

To enable AMP on your WordPress website, Download Better AMP and customize the pages that you want to rank on SERP with AMP features.



Sports Shoes for Men - Buy Men's Sports Shoes, Running Shoes Online at ...

➔ <https://paytm mall.com > men-sp...>

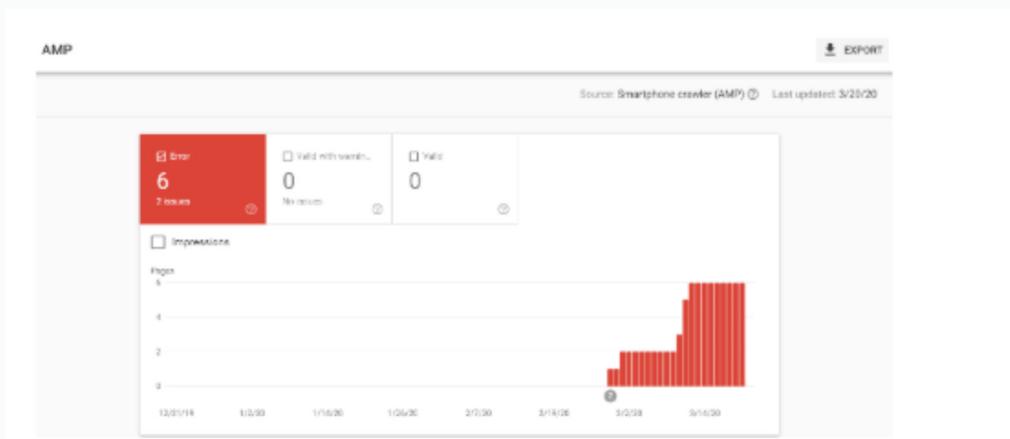
Buy Sports Shoes for Men Online at Paytm Mall. Select from a wide range of Sports Shoes Online, Running Shoes, Gym ...



### *AMP Status Report on GSC*

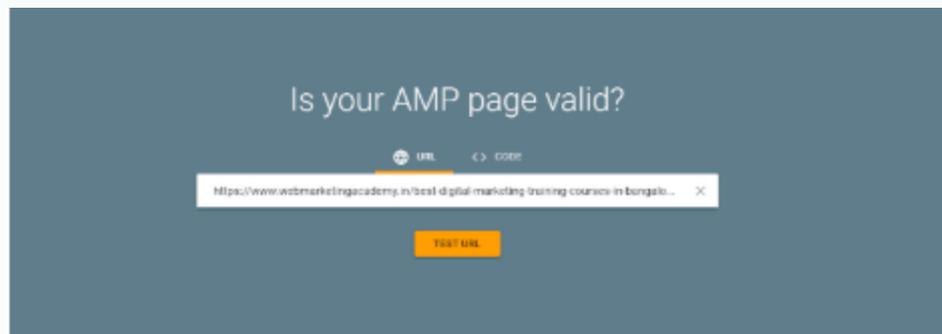
This report helps you fix errors that prevent your AMP pages from appearing in Google Search results with AMP-specific features.

In this report, make sure that you have zero AMP error and all the AMP pages of your website are being crawled and indexed by Google.

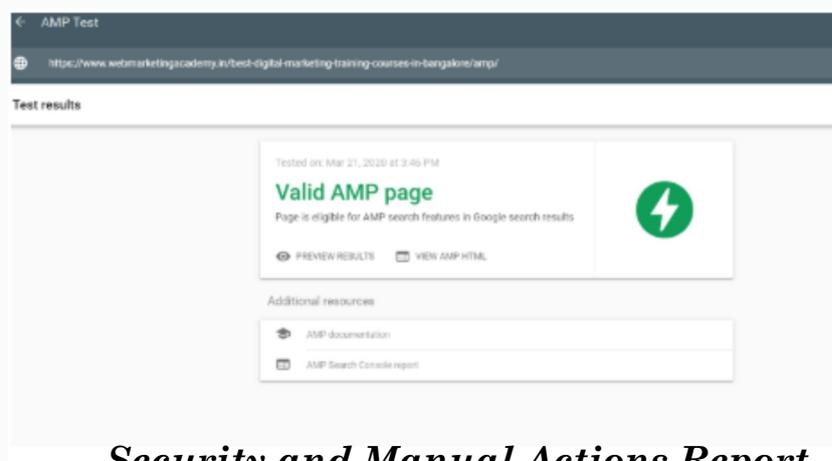


## *Using AMP testing tool*

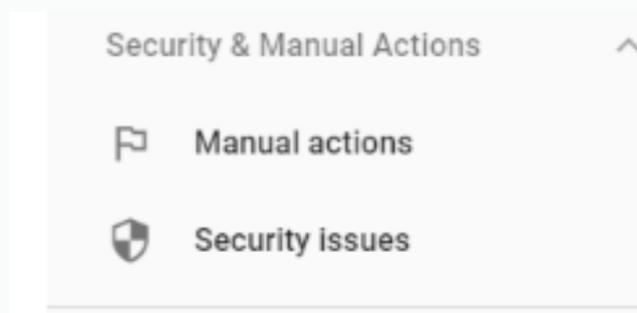
You can test which pages of your website have AMP enabled using the [AMP testing tool](#)



Just copy and paste the URL that you want to test AMP for and the results will show you whether that URL is AMP valid or not.



## *Security and Manual Actions Report*



## What is a Manual Action?

According to Google, manual action is taken against a site when Google has determined that pages on the site are not compliant with Google's webmaster quality guidelines. Most manual actions attempt to manipulate our search index. Most issues reported here will result in pages or sites being ranked lower or omitted from search results without any visual indication to the user.

If you violate Google's guidelines by following black hat practices such as Cloaking, Doorway Pages, Copied Content, etc, Google will penalise you by either demoting your web page or in some cases such as having obscene content, completely removing you from the SERP.

If Google has taken manual action against your site, you will be notified about it under the Manual Actions report. To fix the manual actions taken against your site, follow these steps

- Understand which pages of your site are affected. Know the type and status of these actions.
- Google will suggest some steps to fix these issues. Follow these steps carefully and rectify the changes on the affected page.
- Make sure that Google can reach your pages. After you fix all the issues with the page, ask Google to review it using the Request Review option which will be shown to you along with the report.



- In this report, describe what all changes have you made to the pages and show the affected and rectified page for Google to understand that the page does not violate any guidelines. Finally, ask Google to reconsider.
- Google can take up to a week to reconsider your changes and put your pages back on its indexed source.

## What is a Manual Action?

The Security Issues report lists indications that your site was hacked, or behavior on your site that could potentially harm a visitor or their computer: for example, phishing attacks or installing malware or unwanted software on the user's computer. These pages can appear with a warning label in search results, or a browser can display a warning page when a user tries to visit them.

## What is a Canonical Url?

If you have a single page accessible by multiple URLs, or different pages with similar content (for example, a page with both a mobile and a desktop version), Google sees these as duplicate versions of the same page. Google will choose one URL as the canonical version and crawl that, and all other URLs will be considered duplicate URLs and crawled less often.

Note that all the websites that are created now have a rel=canonical tag by default for all the webpages.



If you don't define your canonical URL then Googlebot will choose one for you and crawl that URL more often.

## Links Report on GSC

In this report, you can see who links to your website the most, both internally and externally, and you can also check your top-linked pages.

You can find the following information on this report:

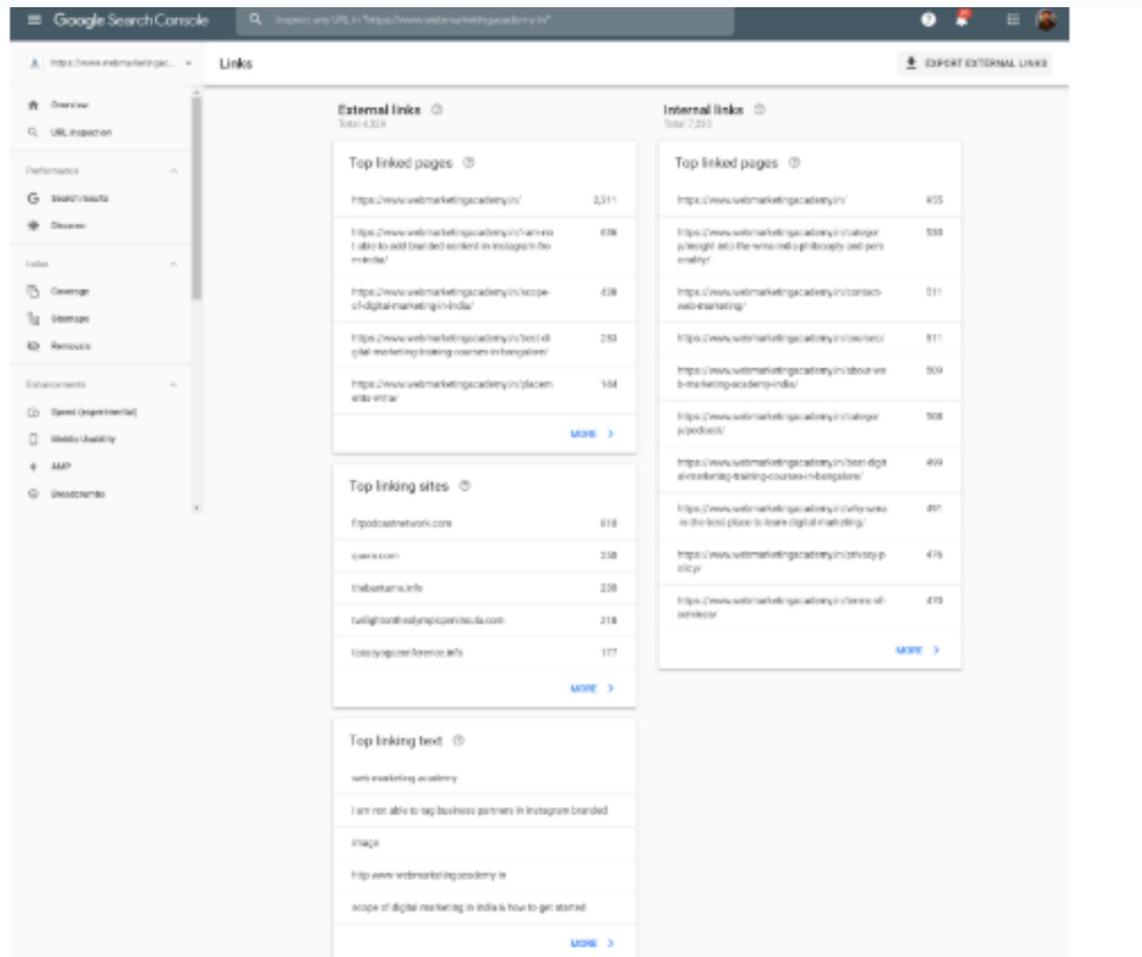
***Top Linked Pages.*** Both Internal and External. It shows which are the sites that link your pages within the site (Internal) and which are the sites from outside that link to the pages on your site (Backlinks)

***Top Linking Sites.*** It shows which are the top websites externally that link to your webpages. It is the backlinks that you get from the websites.

***Top Linking Text.*** Also known as Anchor text. Shows the link text on external websites that link to your website.

After understanding this report, you can track which are the important websites that give high-quality links to your site.



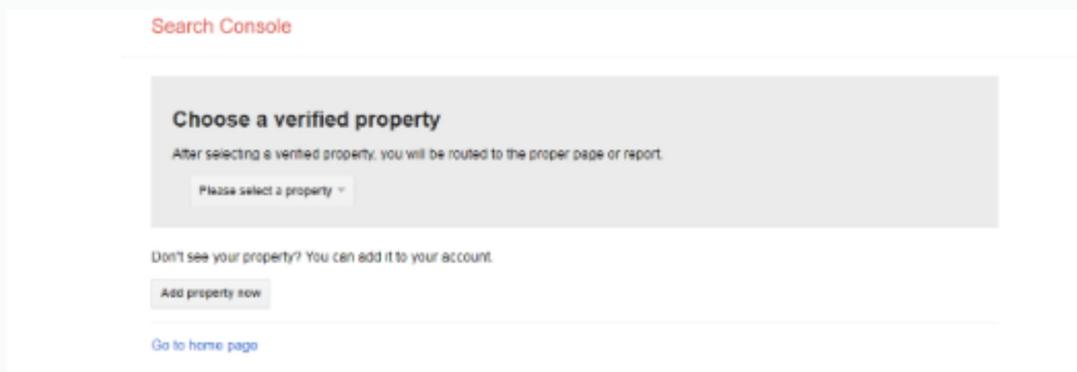


## Disavow Tool

You can use the Disavow tool to kill the traffic from sites that may lead Google to take manual action against your site. Google works very hard to make sure that actions on third-party sites do not negatively affect a website. In some circumstances, incoming links can affect Google's opinion of a page or site. Hence it is recommended to use the Disavow tool to stop the negative impact on your site.

## Steps to use this tool.

- Decide which are the links/websites that are negatively impacting your website.
- Make a list of these websites/links for adding them for Disavow.
- Go to the Disavow links Tool page.



- Choose your website property where you want to add the links.



- Click on the Disavow Links button and upload the file which contains the disavow links.
- Click on Submit.

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

Upload a text file (\*.txt) containing **only** the links you want to disavow.

Choose File

Submit

Done



***Note: It can take a few weeks for Google to process the information that you upload. Your list will be incorporated into Google index as they recrawl the website.***

## What is Robots.txt file?

A robots.txt file tells search engine crawlers which pages or files the crawler can or can't request from your site. Robots.txt is used primarily to manage crawler traffic to your site, and usually to keep a page off Google

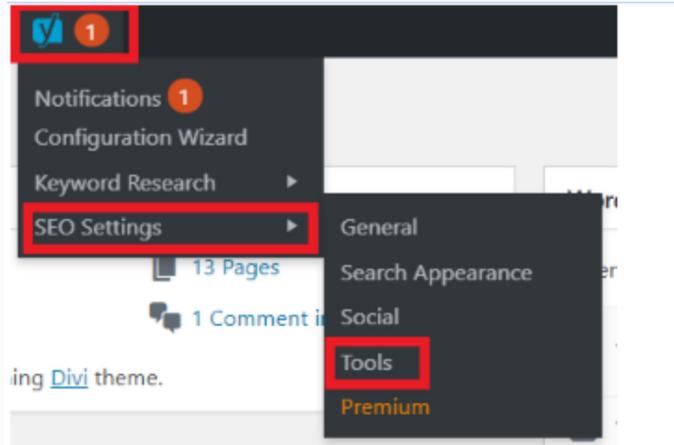
### ***How to create and Submit the Robots.txt file?***

You can create a Robots.txt file through the File Editor option on your Yoast SEO plugin from Wordpress.

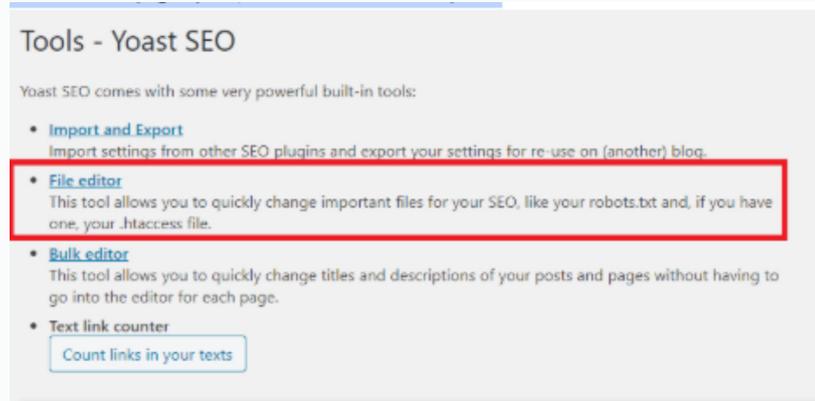
***Follow these steps to create the robots.txt file through Yoast:***



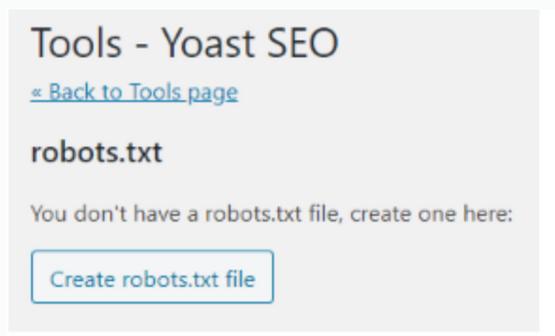
*On your Wordpress dashboard, look for the Yoast SEO icon on top and click on Tools.*



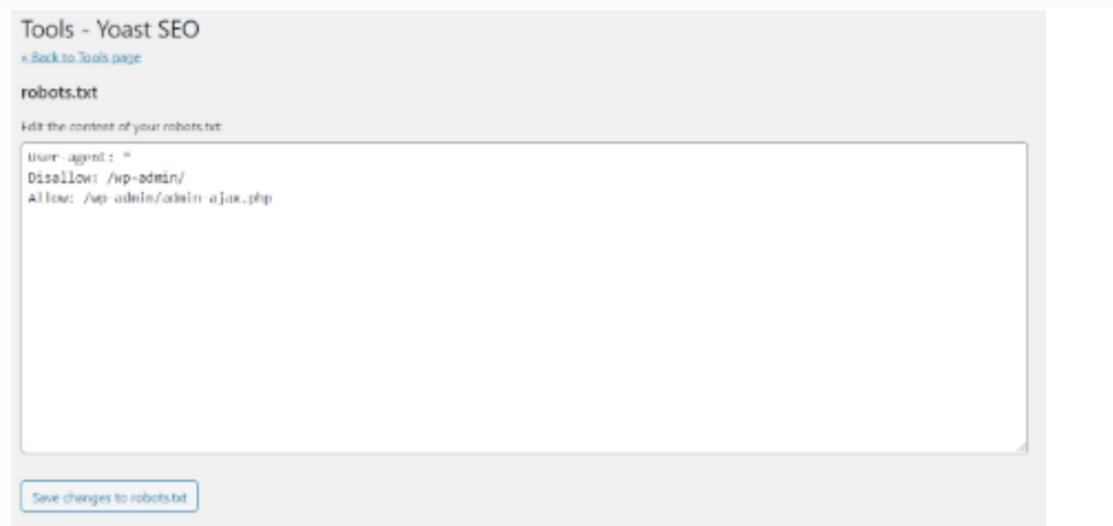
*Once the Tools page opens, choose the File Editor option.*



*After this, choose Create Robots.txt file.*



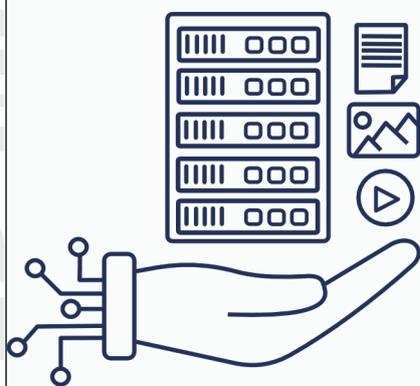
*Once you click on the button, the robots.txt file will be shown like this (the image below). Click on Save changes to Robots.txt.*



*Make sure to update your robots.txt file.*

*Whenever you want Google to not crawl your webpage, use the Disallow command. In the case where you don't want Google to crawl the links on your page, use the nofollow command.*

## Structured Data



Structured data is a code in a specific format, in this case, Schema.org —, written in such a way that search engines understand it. Search engines read the code and use it to display search results in a specific and much richer way which is why it is also called Rich Snippet or and Enhanced Search Result. You can easily put this piece of code on your website.

Imagine you have a website with a lot of recipes. If you add structured data to a page with a recipe, your result in the search engines might change. It will be much “richer” regarding content that’s shown. This is what a rich result looks like:

### Absolute Best Ever Lasagna Recipe - Genius Kitchen

<https://www.geniuskitchen.com/recipe/absolute-best-ever-lasagna-28768>



★★★★★ Rating: 5 - 594 reviews - 2 hrs 30 mins - 517.1 cal  
Ingredients Nutrition. 1 ½ lbs lean ground beef. ½ lb Italian sausage or ½ lb ground veal. 1 large onion, chopped. 2 -3 garlic cloves, minced. 1 teaspoon salt. 1 teaspoon fresh coarse ground black pepper. 1 tablespoon dried parsley flakes. 1 tablespoon dried oregano.

Another example of a rich result from Web Marketing academy courses page :

[www.webmarketingacademy.in](http://www.webmarketingacademy.in) > best-digital-marketing-training-cour...

### Best Digital Marketing Courses in Bangalore, 100% Practicals ...

Best Digital Marketing Training Institute in Bangalore - The Digital Marketing Course @WMA Includes - 8+ Certifications - 200+ Hours of Classroom Sessions ...

30 Mar - 15 Jul [Digital Marketing Course](#) Classroom Training

6 Apr - 7 Aug [Digital Marketing Course](#) Classroom Training

20 Apr - 31 Jul [Digital Marketing Course](#) Classroom Training

Notice how it mentions rich information about the upcoming batch timings. This is the kind of information that will help the users click on the results and take the required action.

## Types of Structured Data

Some of the most popularly used Structured data types are:

- Recipe Structured Data
- FAQ Structured Data
- Product Structured Data
- Ratings and Review
- BreadCrumbs List
- Book reviews

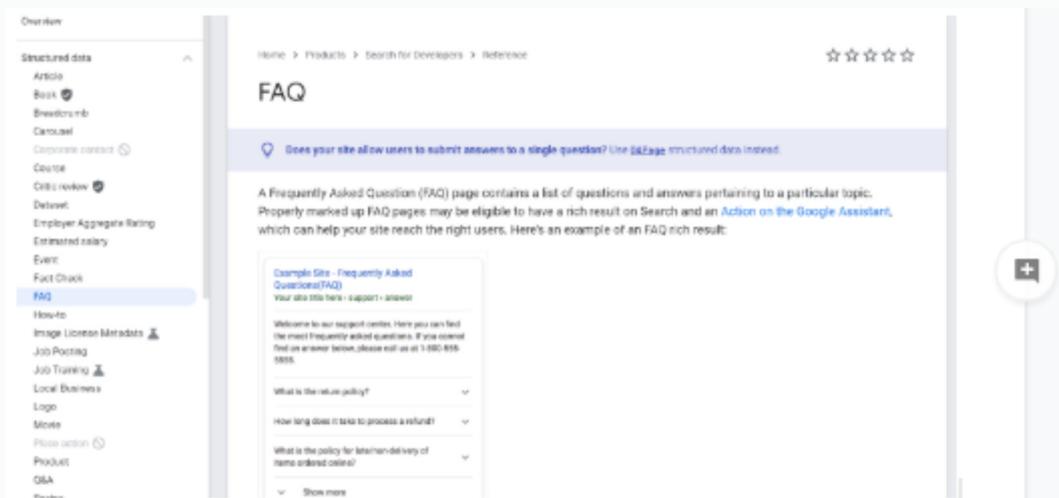
## How to Add Structured Data On your Website?

You can add structured data by using the following methods:

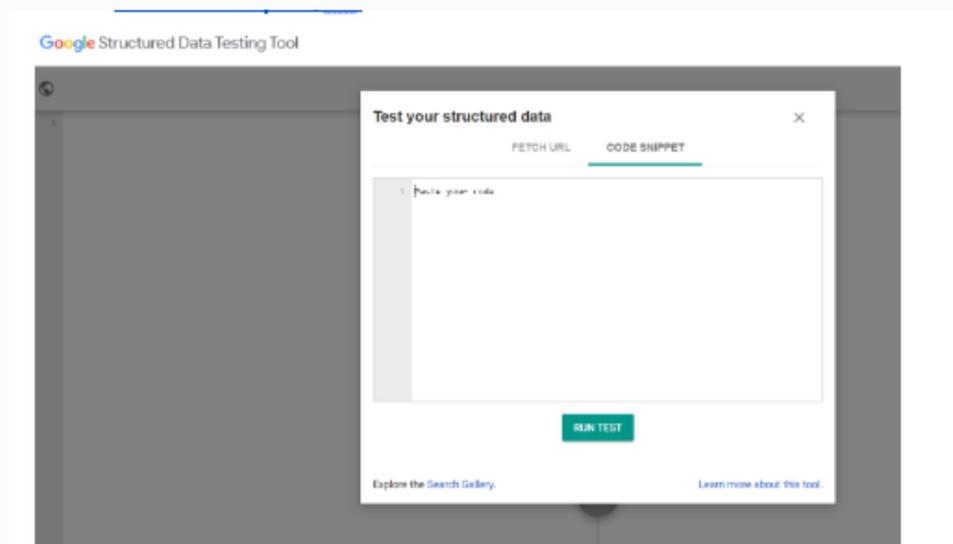
- Using [Overview | Search for Developers](#)
- Using Structured data Plugins on Wordpress.
- Structured data Generator [Schema Markup Generator \(JSON-LD\)](#)
- [schema.org: Home](https://schema.org/)

## Step by Step Procedure to Add Structured data on your site

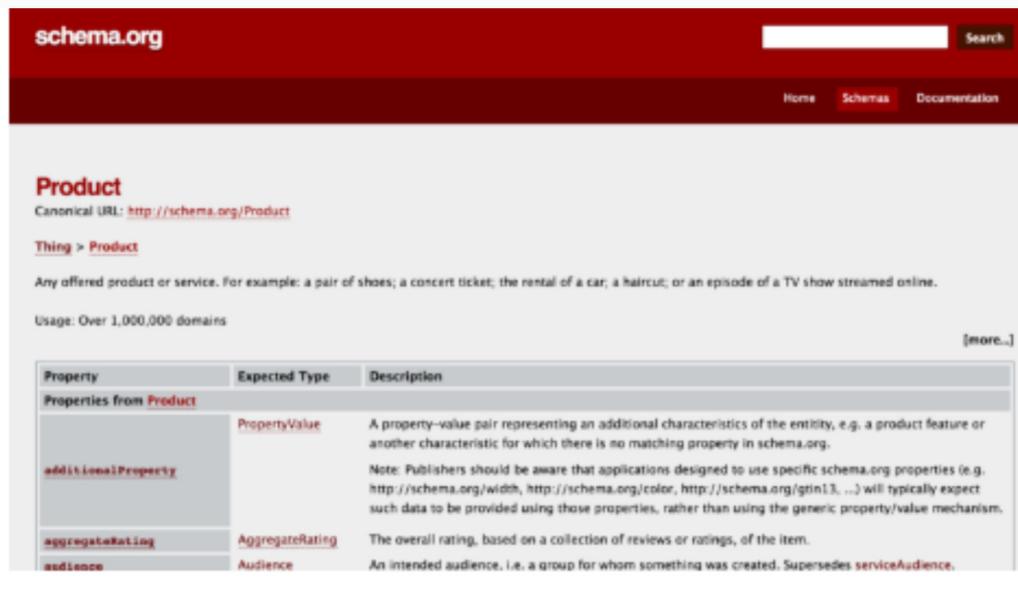
- Go to any of the links mentioned above and choose the structured data that you want to add on the website



- Upon choosing the structured data, click on the See Markup button and you will be able to see the examples in JSON-LD format. JSON-LD is the accepted structured data format that the Google bots can understand.
- Make the changes on the structured data code, according to your website content and test it on [Structured data testing tool](#).



- Check for ZERO errors. This is because structured data with errors will not be crawled and shown by Google as a rich snippet.



- Once you finish testing the code, add it to the WordPress page of your choice using the code module.
- Update and finish. Make sure you let Google know about the updated page using the URL inspection tool.

## Importance of using Structured Data

Structured data is important for SEO because it'll make it easier for Google to understand what your pages and your website are about. Google needs to find out what a page is about to show it in the search results. Using structured data is like talking to Google, telling Google what your site is about. That'll help with your rankings.

On top of that, structured data will change the way your snippet (your search results) will look like. It'll show more information to your customers. More specific information. And this will increase the likelihood a customer will click on your results. More clicks will eventually lead to even higher rankings! We're seeing more and more structured data powered rich results pop up, so it is important to keep an eye on this.

Btwin by Decathlon My Bike 26 T Hybrid Cycle/City Bike Price in India ...  
<https://www.flipkart.com/btwin-decathlon-my-bike-26-t.../itm97phjwvyhuw> ▼  
★★★★★ Rating: 4.1 - 19 reviews  
Buy Btwin by Decathlon My Bike 26 T Hybrid Cycle/City Bike for Rs 8999 online. Btwin by Decathlon My Bike 26 ... Btwin Cycles. Btwin by Decathlon My Bike 26 ...

Here are some references that will help you understand more about Structured Data

[FAQ | Search for Developers](#)

[What is structured data? • SEO for beginners](#)

