

SEO PHASES

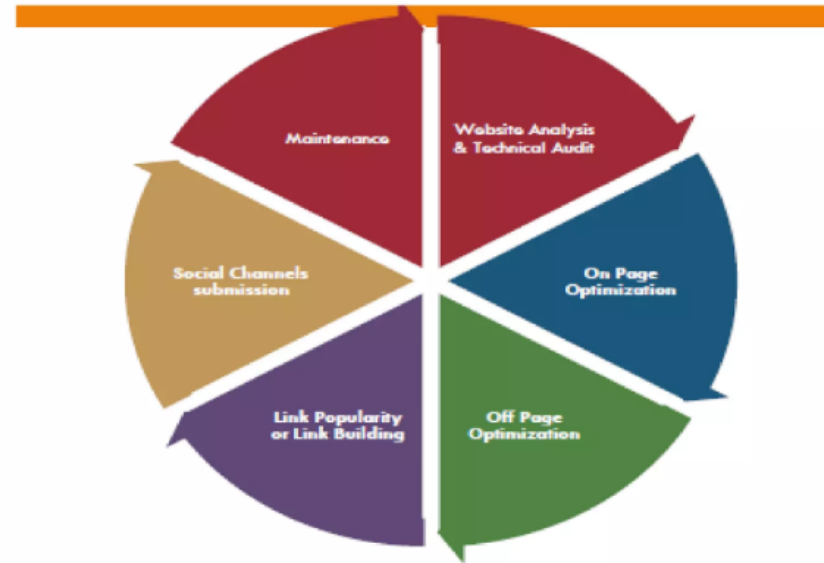
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SEO process



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Website Audit:

- SEO process begins with an audit for a reality check ,so that we know where we stand.
- There are many free resources available on the internet for doing an overall audit, such as **seositecheckup.com**, **smallseotools.com** etc.
- They give the **score out of 100** which offers a quick and easily understandable assessment of site performance on SEO.
- The target should be to get a score **above 80**.

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- Here are a few key areas to consider when doing a technical SEO audit:

Page Speed:

- Page speed is also huge when doing an SEO audit, so it's important to [test and benchmark your page load time](#).
- A fast site speed promotes a positive user experience, whereas a slow one will result in higher bounce rates in our age of limited attention spans!
- This is far from ideal if your website is one of your primary channels for conversion.

MAIN ELEMENTS OF SEO

Key word position:

- For important keywords , what is the position of a website in SERP?

<http://smallseotools.com/keyword-position> is an excellent free resource for finding out keyword position.

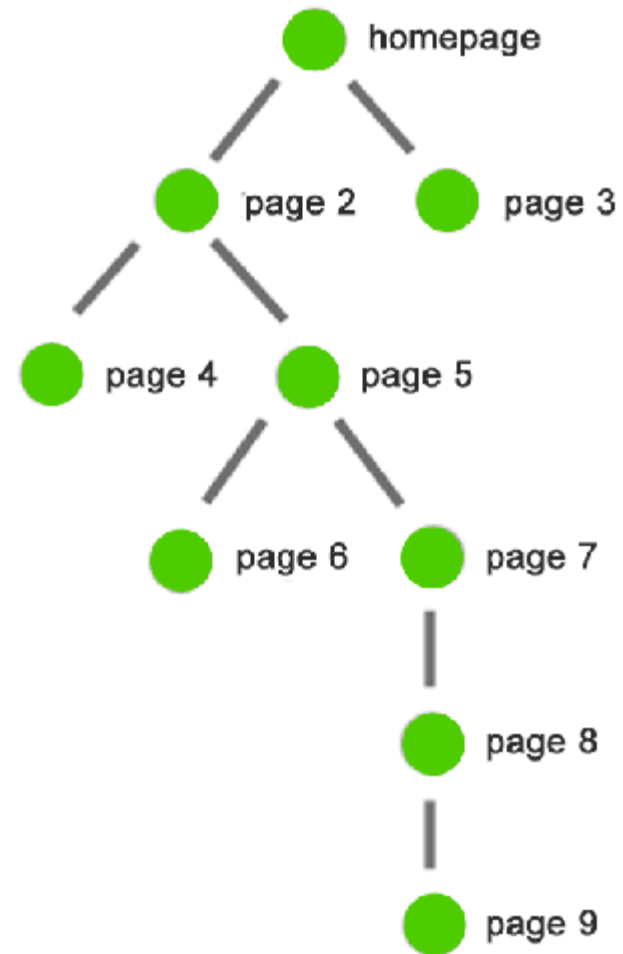
Sitemap:

- A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.
- Search engines like Google read this file to crawl your site more efficiently.

XML sitemap



Website



Cont...

Browser, operating system, devices compatibility:

- Important to check , if the website is compatible with different browsers, operating systems and screen sizes.
- It is possible that website functions very well on chrome but not on internet explorer or vice versa.

Backlink checker:

- A backlink is **when one website links to another with an anchor text.**
- An example of a backlink is any article you find that links to another source or website.

01. AUTHORITY

Authoritative Backlinks at Scale

Backlinks to your website are essential to ranking well in Google. We create original content to earn you high-quality backlinks from reputable, trustworthy publications.

Anchor text

[Link Building Services](#)

[White Label Link Building](#)

[SEO Reputation Management](#)



```
<div class="col-12 col-lg-6">  
<a href="https://linkgraph.io/white-label-link-building/" data-wpel-link="internal">White Label Link Building</a>  
</div>
```

Cont...

Domain authority:

- Domain Authority (DA) is a search engine ranking score developed by **Moz** that predicts how likely a website is to rank in search engine result pages (SERPs).
- Domain Authority scores range from one to 100, with higher scores corresponding to greater likelihood of ranking.

Keyword cloud:

- The Keyword Cloud is a **visual representation of keywords used on your website.**
- This will show you which words are frequently used in the content of your webpage.
- Keywords having higher density are presented in larger fonts and displayed in alphabetic order.

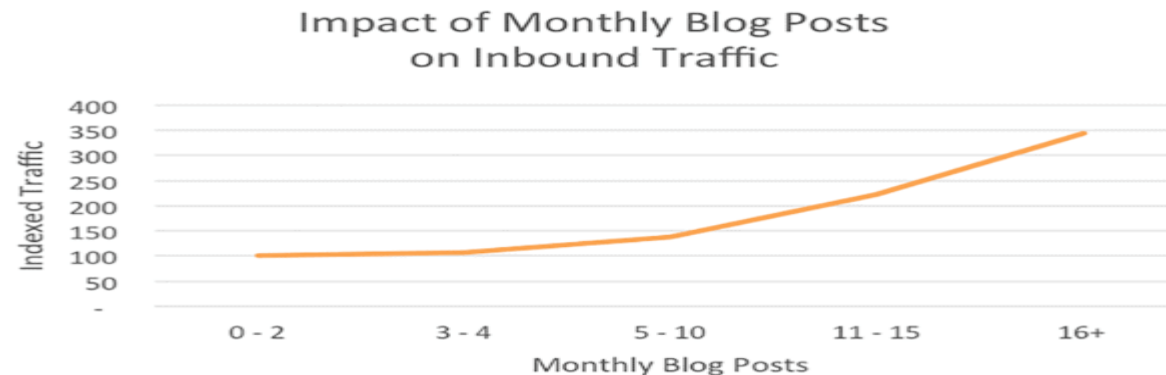
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Speed audit:

- Page speed is one of the important factors that Google uses when ranking websites.
- It can have a huge impact on SEO of your website. According to [Google's benchmarks](#), a good web page should have the following:
 - **Average speed index should not exceed three seconds**
 - **Average page weight should not be more than 500kb**
 - **Average request count should not exceed 50**
 - **Average time for the first byte should not exceed 1.5 seconds**

CONTENT

- SEO content is online content designed to rank in search engines (like Google). Also, content written for SEO is typically optimized around a specific keyword.
- And when it comes to search engine optimization, make no mistake:
- Content is KEY.
- In fact, publishers don't



regularly
use that

CONT...

- [Google has even come out and said](#) that content is a SUPER important part of succeeding with SEO.
- Specifically, they confirmed that “content” is one of Google’s top 3 [ranking factors](#)
- Content should be fresh, unique, original and should add value to the target audience
- Offering quality content not only attracts visitors but also attracts other websites to link to your site.
- plagiarism