



▼ UHZE

SEO

In this presentation, we will discuss important SEO terminology and the different types of SEO. We will also look at keyword research and analysis, technical SEO, link building, local SEO and mobile SEO. Let's get started!

Important SEO Terminologies



Algorithm

In computer programming, it's a set of instructions that search engines use to determine the ranking of websites in search results.



SERP

Stands for "search engine results page" where the list of websites that appear after a search are displayed.



Crawling

The process where search engines discover new and updated pages to include in their search indexes.



Ranking

The position at which a particular website appears in search engine results pages for a particular keyword.

On-Page SEO and Off-Page SEO

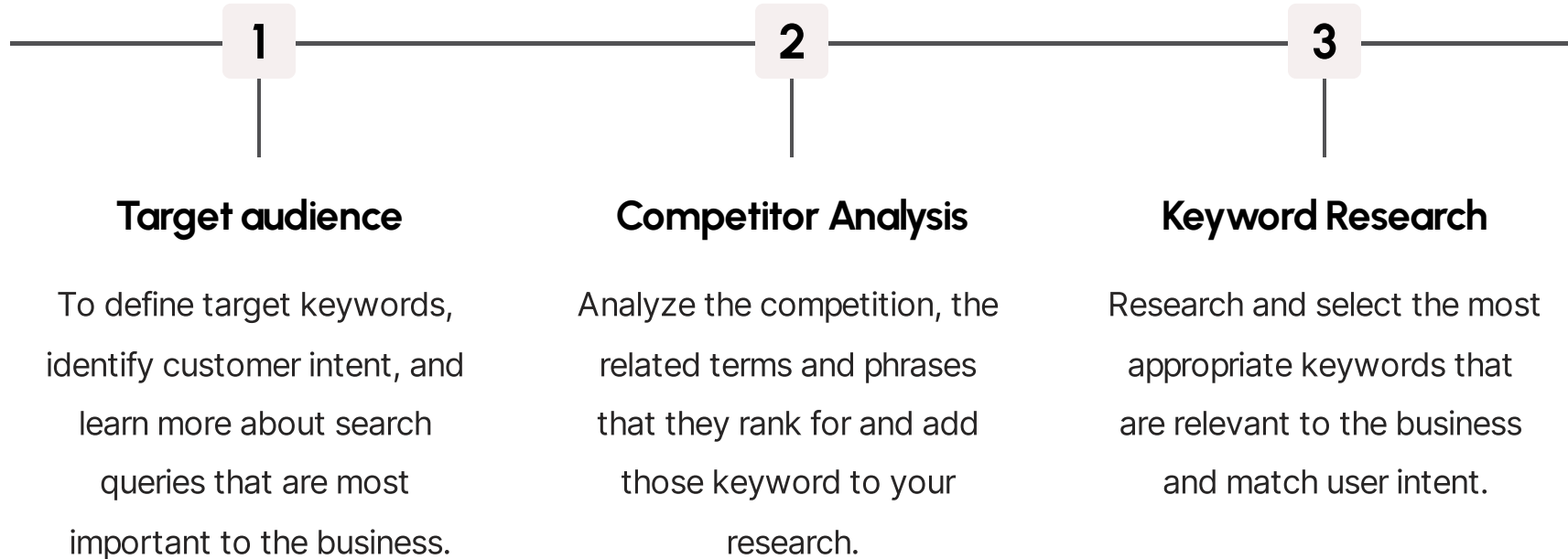
On-Page SEO

Refers to optimization techniques that are employed within the website itself, such as adding relevant content, optimizing title tags, meta descriptions, and URLs.

Off-Page SEO

Refers to optimization techniques that are employed outside of the website, such as link building, social media marketing, and guest blogging.

Keyword Research and Analysis



Technical SEO



Site Load Speed

Optimizing page load time reduces the bounce rate and helps to increase user satisfaction and engagement.



Site Architecture

The structure of the website plays an important role in search engine crawling and indexing.



Mobile Optimization

Mobile optimization involves making a website mobile-friendly to deliver a better experience to smartphone users.



SSL Certificate

Enabling HTTPS protocol protects user data, enhances website trustworthiness and improves website rankings.

Link Building

1

Guest Blogging

Guest blogging on sites in your field can attract quality links back to your site.

2

Link Reclamation

Reclaiming broken links helps to ensure that the website is functioning optimally and improves user experience.

3

Collaborating with Influencers

Working with influencers in your space to create content can increase brand awareness and drive traffic to your site.

4

Building Quality Content

Crafting valuable and shareable content can attract organic links naturally.

Local SEO



Google My Business

A free online platform that can help your business rank better in local search results.



Reviews

Positive reviews on sites like Yelp, TripAdvisor, and Google can help your business to stand out in local search results.



Local Keywords

Using location-based keywords can help businesses to rank for relevant local search queries.

Mobile SEO

Responsive Design

Having a website that is mobile-responsive is crucial for mobile optimization.

Accelerated Mobile Pages (AMP)

Google's open-source project for creating mobile pages that load quickly.

Voice Search Optimization (VSO)

VSO makes a website more accessible to users who are searching by voice commands.

Mobile-Friendly Content

Creating mobile-specific content that is easier to read and interact with on smaller screens can improve search rankings.