

SEO



Search Engine Optimization

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What is SEO?

SEO stands for “search engine optimization.”

It’s the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as “organic”) search engine results.

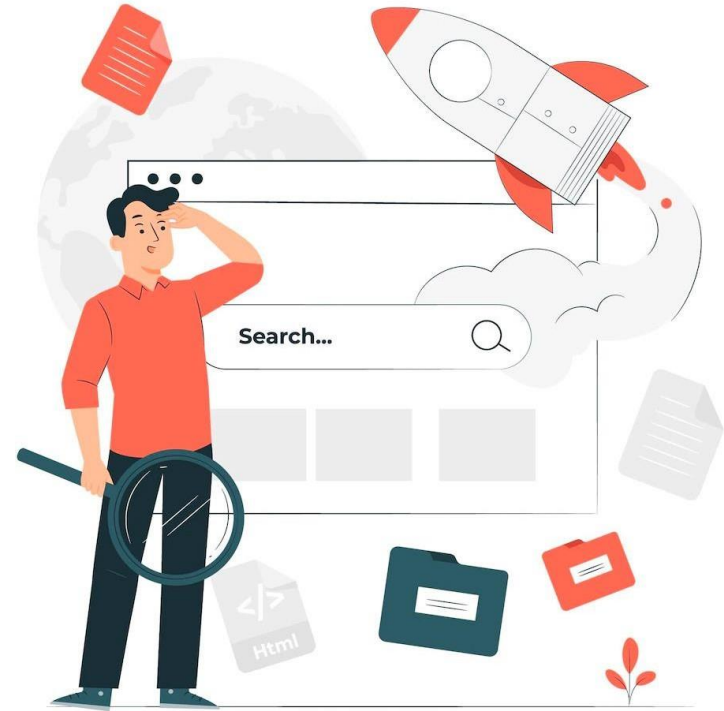


Why SEO?

SEO is simply a matter of making sure your site is structured in a way that search engines understand.

It's also a valuable tool for

- *brand awareness,*
- *building relationships with prospects,*
- *and positioning yourself as an authoritative and trustworthy expert in your field.*



Importance of SEO Stats

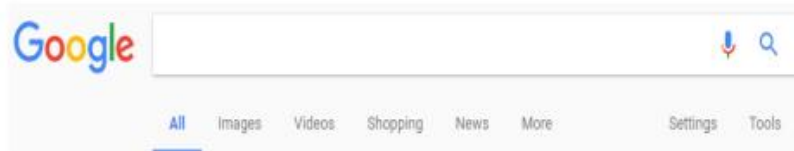
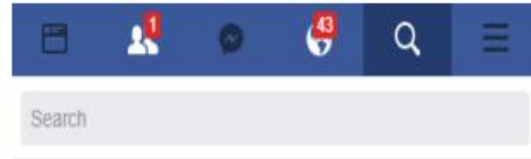
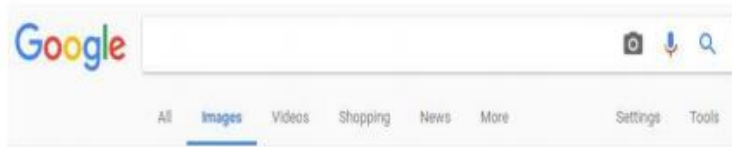


- 68% of online experiences begin with a search engine. (BrightEdge)
- 75% of users never scroll past the first page of search results. (HubSpot)
- Google accounts for 92.05% of all global search engine market share. (Statcounter)
- 50% of search queries are four words or longer. (WordStream)
- 57% of B2B marketers stated that SEO generates more leads than any other marketing initiative. (Junto)
- 81% of consumers conduct online research before making a purchase. (Retailing Today)
- 70-80% of search engine users ignore paid advertisements and focus solely on organic search results. (MarTech)

Search Engines



Where Do People Search?



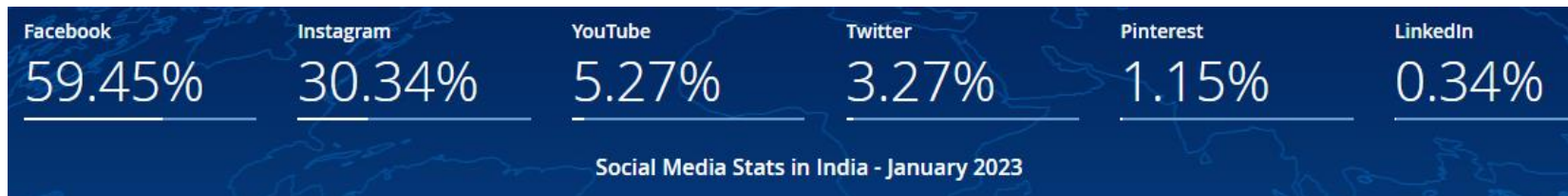
What are the Benefits of SEO



Why **SEO** for Business



Did You Know?



Did You Know?



New Search

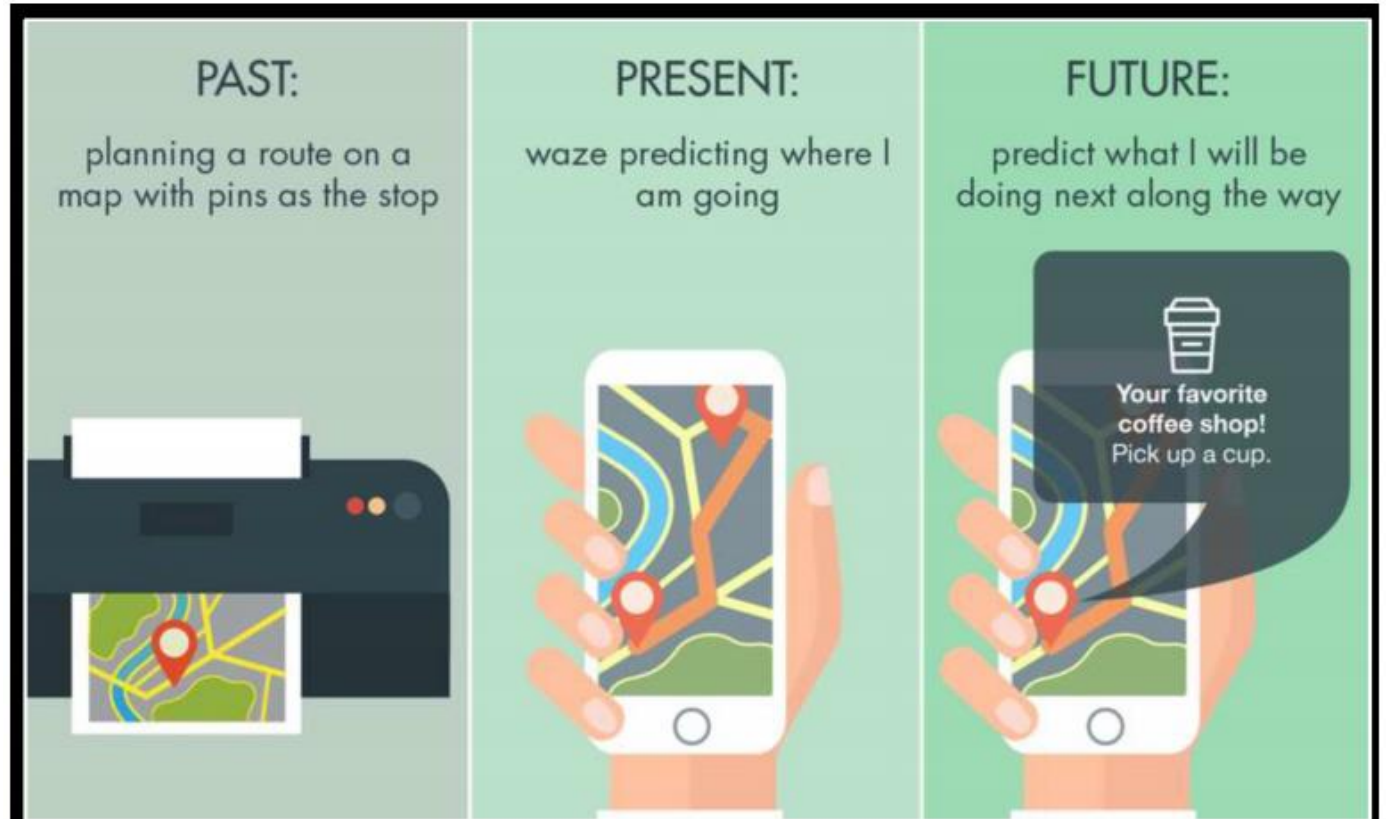


Voice-based search



Contextual Triggers

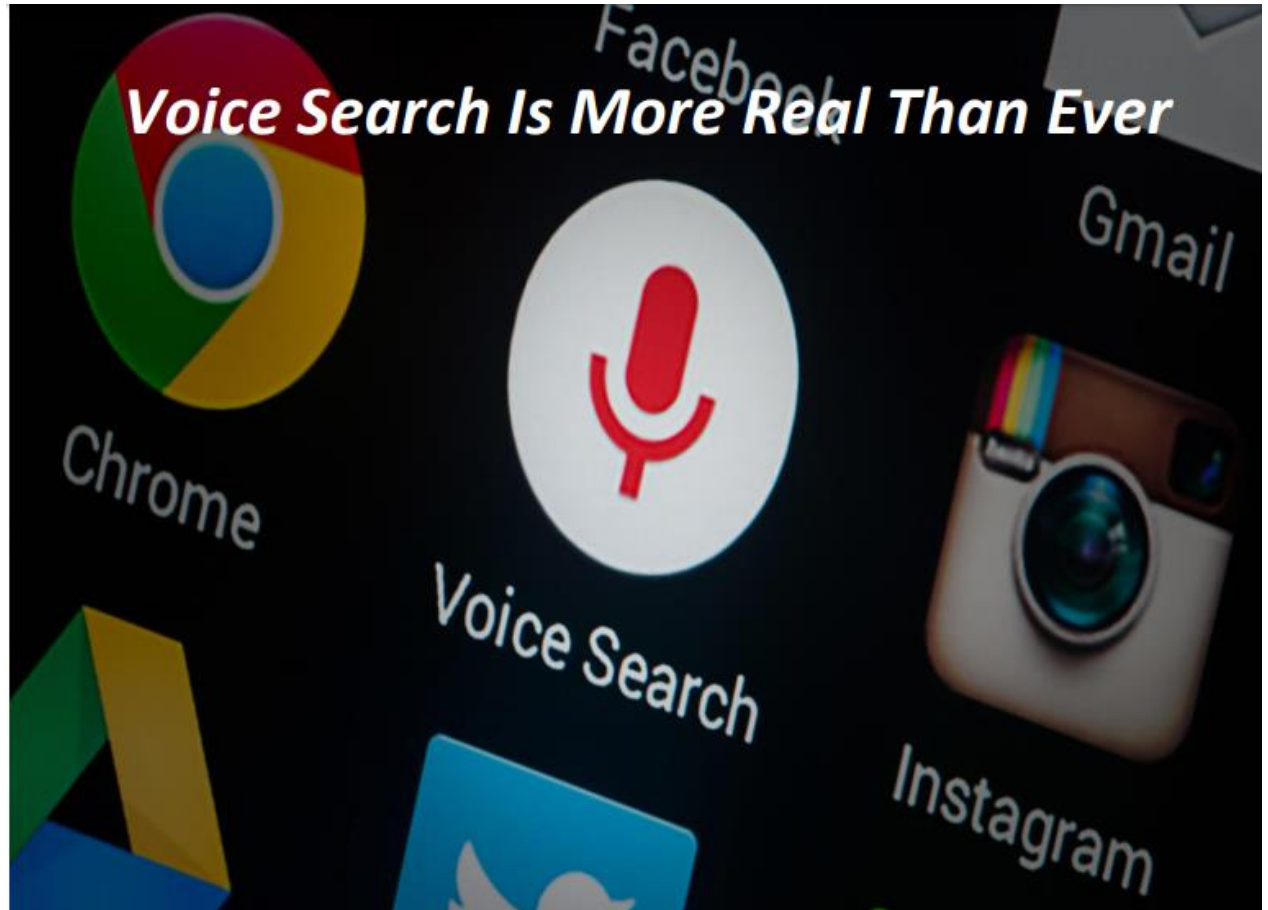
Did You Know?



Did You Know?



Did You Know?



Did You Know?



74% of consumers say text based keyword searches are inefficient in helping to find products online

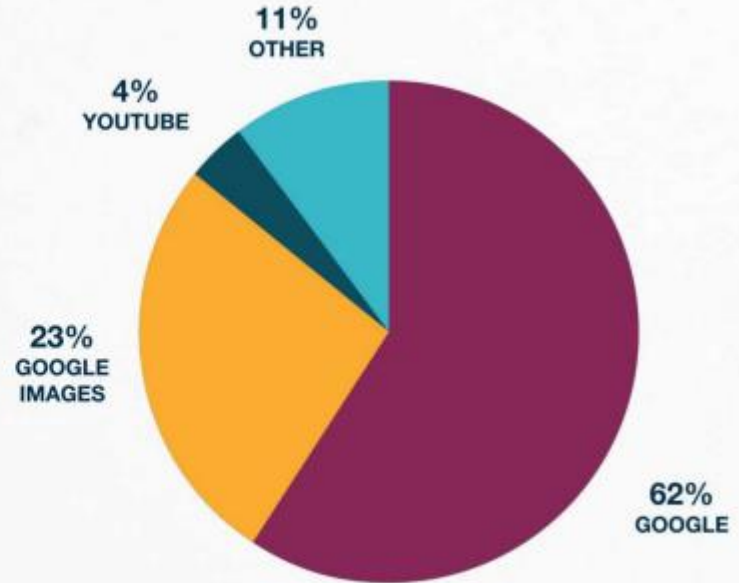
Slyce Visual Search: Technology & Market Report

Did You Know?



23%
OF SEARCHES ARE FOR
GOOGLE IMAGES

Distribution of US searches 2018



Did You Know?



Did You Know?



▶ **2 in 3**

searches are coming from outside the top six metros.

10X

growth in local language searches.

Source: Google Internal Search Data.

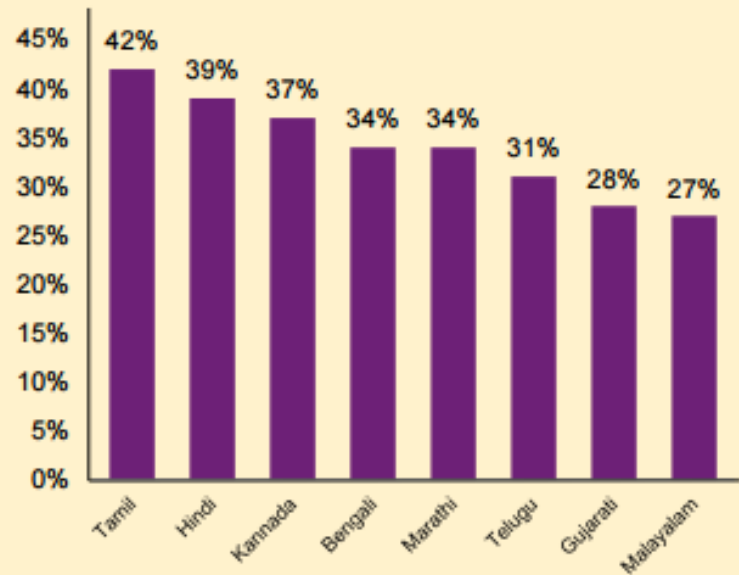


Did You Know?

68%^[9] Internet users consider local language digital content to be more reliable than English

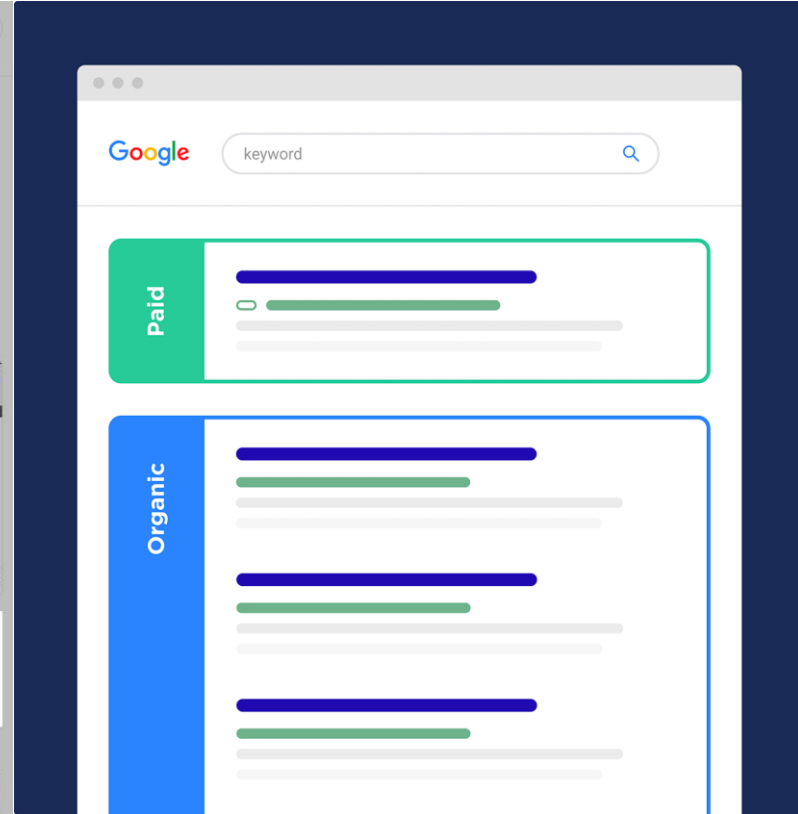
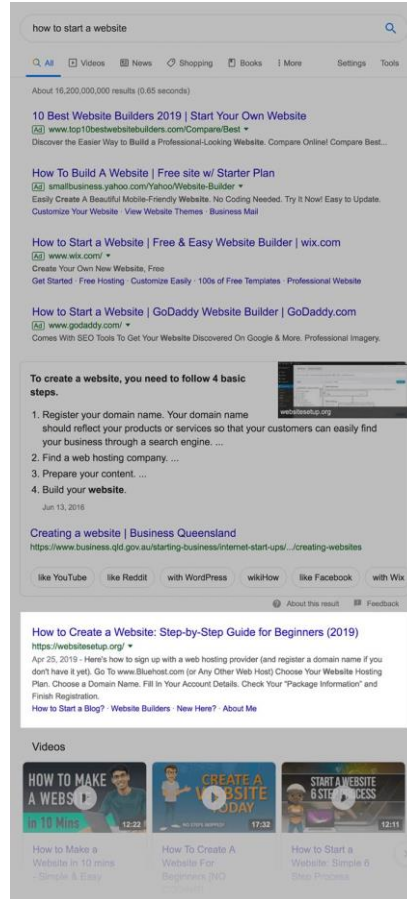
Currently, Tamil (42%^[9]) has the highest internet adoption levels followed by Hindi and Kannada among the Indian language users

Language wise internet adoption levels for Indian language users – 2016^[9]



What is SERP (Search Engine Results Page)

The **SERPs** determine how your site appears on **Google's first page and beyond**



SERPs

Google car insurance

Web Maps Images News Shopping More Search tools

About 563,000,000 results (0.53 seconds)

Ads related to car insurance (1)

\$19 for Auto Insurance? - GEICO.com
www.geico.com *
Incorporated! Quote with GEICO. See How Much You Could REALLY Save.
Enter Zip Code Quote Now Press
Get a Quote - Discou...
Paid Results (Adwords / "PPC")

American Family Insurance - Get the Protection You Deserve
www.amf...
Start Buil...
State Farm® Car Insurance - 40 Million Drivers Trust Us
www.statefarm.com *
Get A Free Online Quote Now!
State Farm has 711 followers on Google+

Auto Insurance - Get an Online Car Insurance Rate | Progressive
www.progressive.com/beat/ * Progressive Corporation
Get a car insurance rate in minutes with Progressive. You can save hundreds of auto insurance, and good drivers get even better savings with Snapshot.
Coverages >
Progressive...
www.progressive.com/beat/ * Progressive Corporation
We make a car...
and showing...
Organic Results ("Natural" / SEO)

Auto Insurance & Car Insurance Quotes - Allstate
www.allstate.com/auto-insurance.aspx * Allstate
Customized car insurance coverage options, discounts, gear and amazing features. Get a free online quote and speak to a dedicated Allstate agent.

Mike Gopsha - Allstate Insurance Agent
agents.allstate.com
Google+ page

Timmo Insurance, Inc.
www.timmo.com
1 Google review

Fox Insurance Agency
www.foxins.com
2 Google reviews

Hukan Insurance Agency
www.hukaninsurance.com
2 Google reviews

VERN FOXK INSURANCE PORTLAND...
vernfoxk.com
Google+ page

Elliot, Powell, Baden & Baker Inc. - Insur...
www.epbb.com
2 Google reviews - Google+ page

2112 NW Northye St
Portland, OR
(503) 256-6711

1615 NE Broadway St
Portland, OR
(503) 258-8648

1819 SW 6th Ave
Portland, OR
97203

210 SW Westgate Dr
97145
(503) 231-0311

2600 SE Washington St
Portland, OR
(503) 446-6186

1521 SW Salmon St
Portland, OR
(503) 227-1771

Map for car insurance

Auto (1)

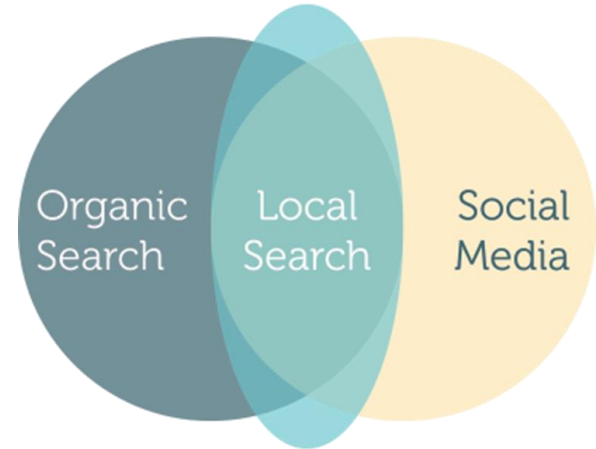
Nationwide® Car Insurance
www.nationwide.com/CarInsurance *
Nationwide® is Easy To Work With.
Get A Free Quote Online Today!

Allstate® Car Insurance
www.allstate.com/ *
1 (800) 322-8000
Safe Drivers Can Save 45% or More.
Call or Quote Online.

Progressive Car Insurance
www.progressive.com/ *
Named #1 Car Insurance Website.
Get A Free Online Quote Now.

21st Century Insurance
www.21st.com/ *
Free Car Insurance Price Quote.
See if You Could Save Hundreds.

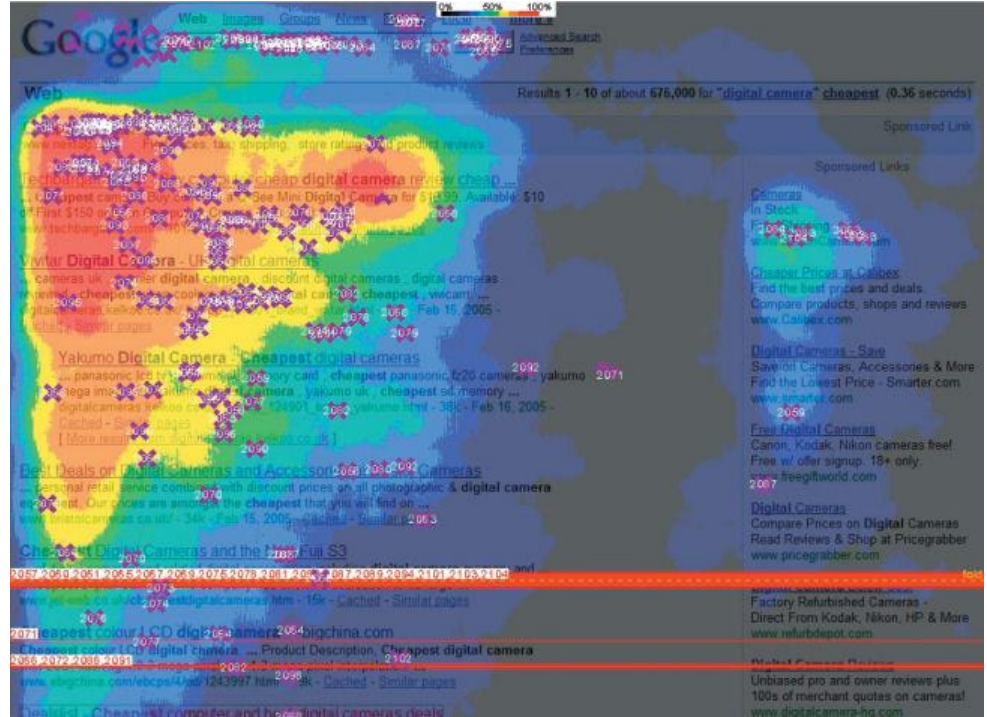
\$19 Car Insurance Quotes
car.insure.com/Oregon *
1 (800) 861-0662
Save on Oregon Car Insurance.
OR Rates as Low as \$19.99 a Month!



Eye Tracking Study



Over 50% of all clicks were on the first 3 organic results.



How Search Engines Work



Googlebot



Google Index



Relevant



Quality



Page one



*CRAWLING/
SPIDERS*

INDEX

KEYWORDS

PAGERANK

RESULT

Meaning

Relevance

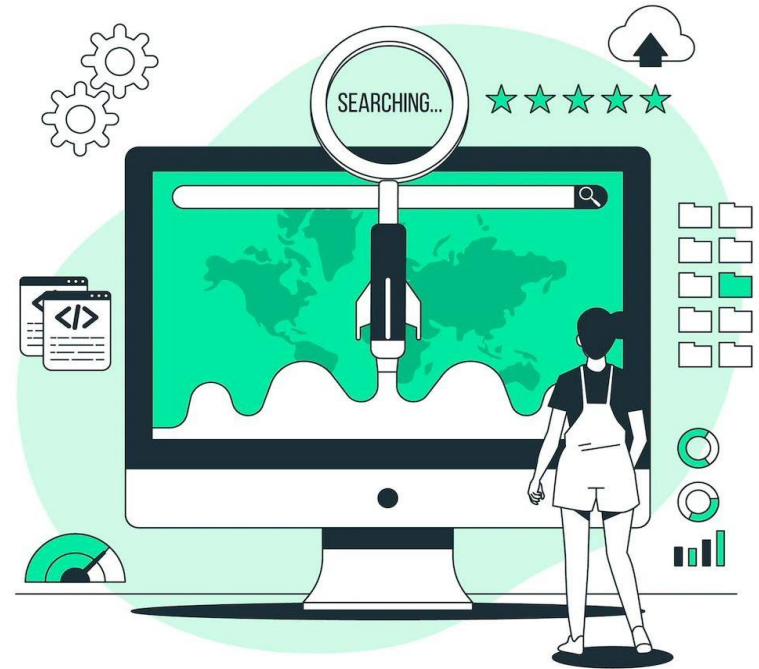
Quality

Usability

Context

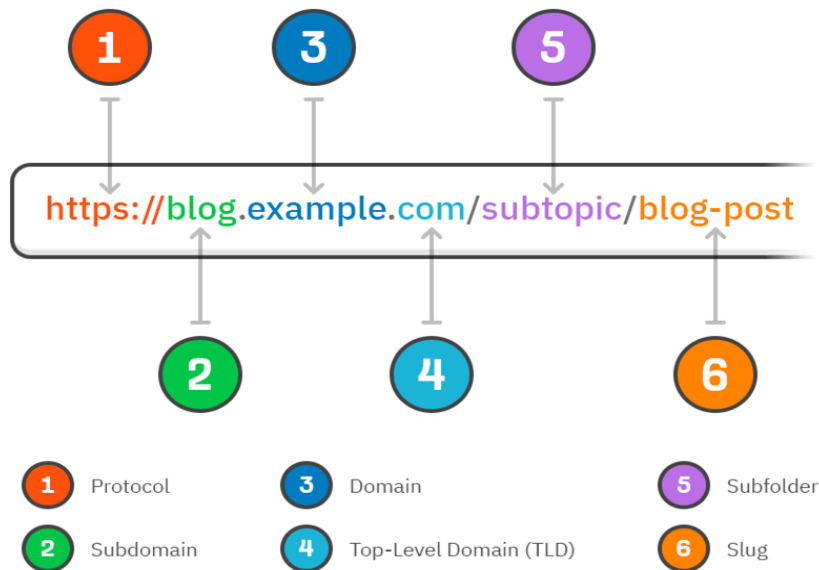
How do you do SEO?

1. **Keyword research.** Find what people search for.
2. **Content creation.** Craft content for searchers.
3. **On-page SEO.** Make your content as clear as possible.
4. **Off-Page SEO: Link building.** Build trust and authority from other websites.
5. **Technical SEO.** Help search engines find, crawl, and index your content efficiently.



Anatomy of URLs

Uniform Resource Locators (URLs)



Types of Keywords: By Length



Generic Keywords

Length - 1-3 words

Difficulty - High

Example - Digital Marketing



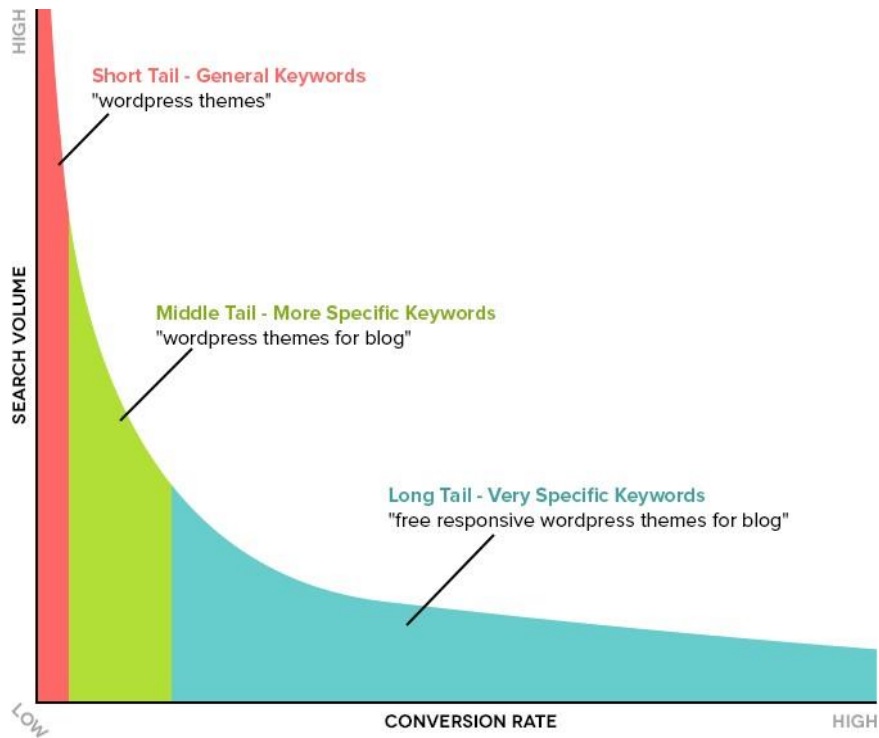
Long-Tail Keywords




Length - >3 words

Difficulty - Low

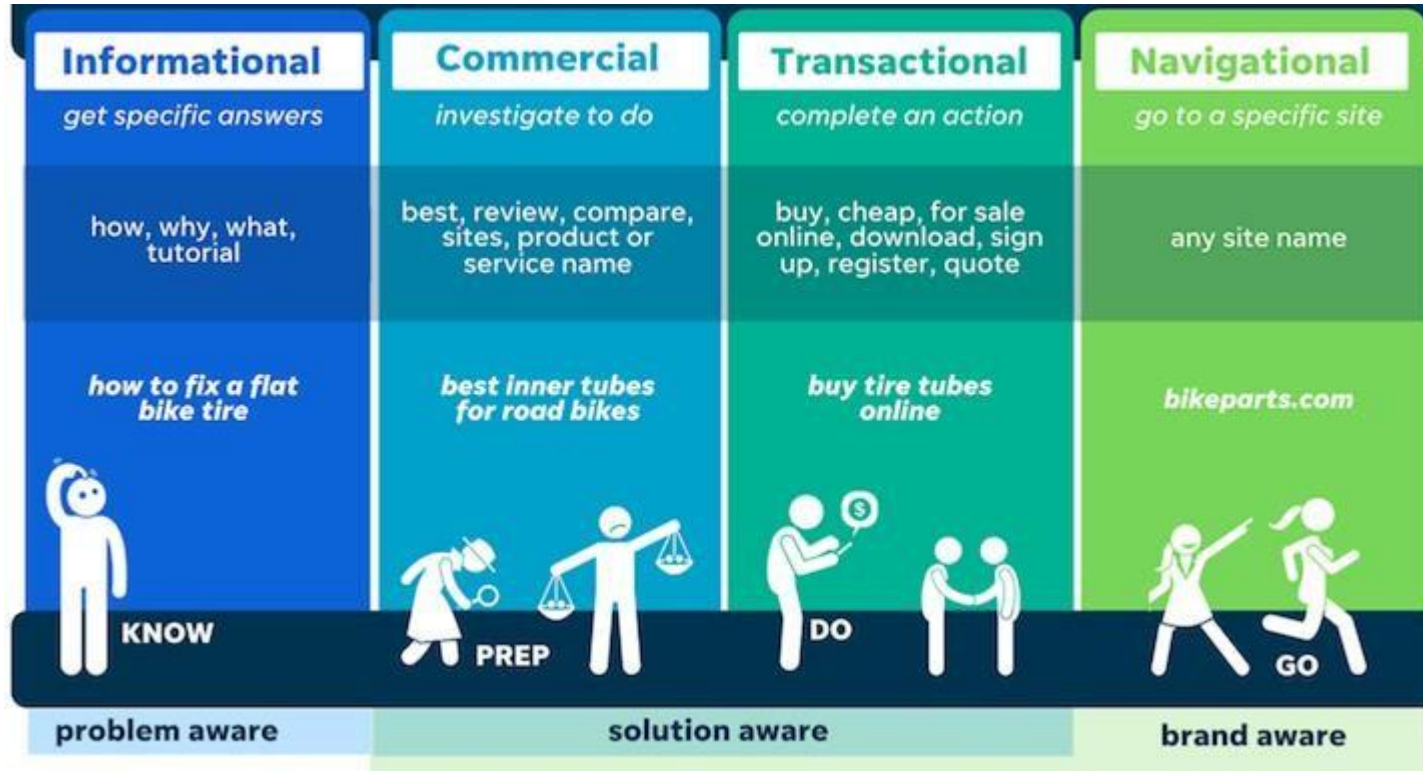
Example - Digital Marketing for
Ecommerce Businesses

Types of Keywords: By Length

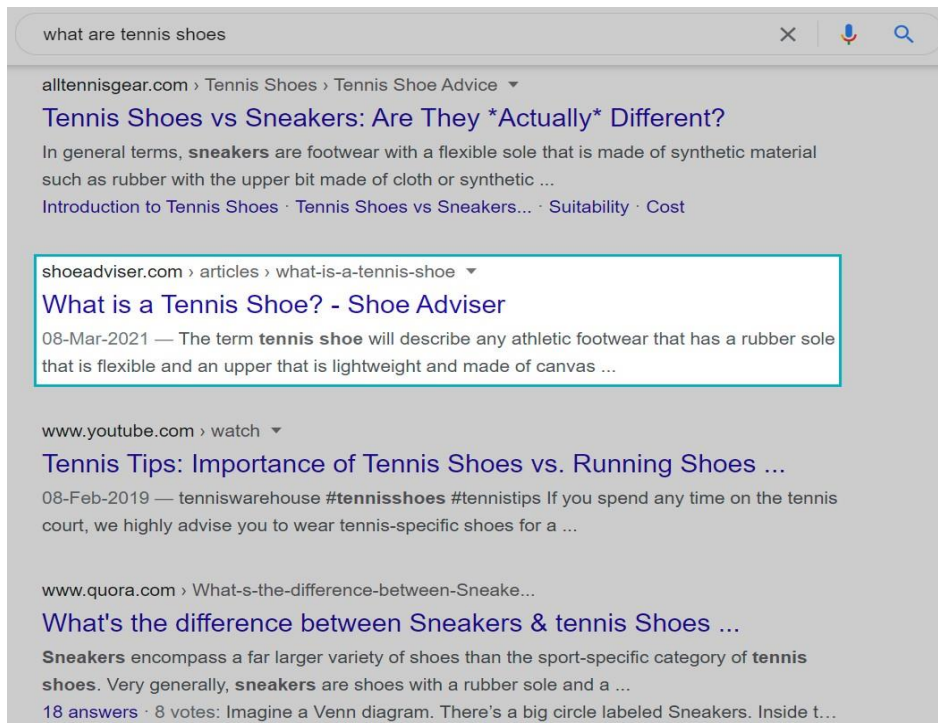


SHORT TAIL	VS	LONG TAIL
High 	Volume	Low
High	Competition	Low 
Low	Focus	High 
High	Cost	Low 
Low	Conversion Rate	High 

Types of Keywords: By Search Intent



Types of Keywords: By Search Intent



Types of Keywords: By Search Intent



Commercial

Example - Which is the best brand for tennis shoes?

which is the best brand for tennis shoes



All

Shopping

Images

News

Videos

More

Settings

Tools

About 15,80,00,000 results (0.98 seconds)

Ranking of the 10 best tennis shoes

- #1. Asics Gel Resolution 8. 6 colors. ...
- #2. Asics Court FF 2. 10 colors. ...
- #3. Adidas Adizero Ubersonic 3.0. 12 colors. ...
- #4. K-Swiss Hypercourt Express. 10 colors. ...
- #5. NikeCourt Air Zoom Vapor Pro. 2 colors. ...
- #6. Diadora Speed Blushield 5 AG. Superb! ...
- #7. New Balance Fresh Foam Lav. ...
- #8. Asics Gel Resolution 7.



More items...

<https://runrepeat.com> > guides > best-tennis-shoes

[10 Best Tennis Shoes \(Buyer's Guide\) | RunRepeat](#)

Types of Keywords: By Search Intent



Transactional

Example - Buy Nike tennis shoes

Google






buy nike tennis shoes



All Shopping Images News Videos More Tools

About 11,10,00,000 results (0.66 seconds)

Ads · Shop buy nike tennis shoes

		SALE 		
NIKE - Vapor Lite Tennis...	Nike - Court Vapor Lite...	Nike - Court Vapor Lite...	adidas - Women...	NIKE - Legend 9 Academy...
₹5,504	₹6,795	₹5,435 <small>6,795</small>	₹14,999	₹4,617
AJIO.com Free delivery	Gambol Spo... Free delivery	Tennishub Free delivery	adidas.co.in Free delivery	AJIO.com Free delivery

<https://www.nike.com> › Tennis › Shoes

Men's Tennis Shoes. Nike IN

Find Men's Tennis Shoes at Nike.com. Free delivery and returns on select orders.

[NikeCourt Zoom Vapor Cage 4...](#) · [NikeCourt React Vapor NXT](#)



Types of Keywords: By Search Intent



Transactional

Example - Buy Nike tennis shoes

A screenshot of a Google search for "buy nike tennis shoes". The search bar shows the query and the Google logo. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "News", "Videos", and "More". The search results show "About 11,10,00,000 results (0.66 seconds)". The main content area displays "Ads · Shop buy nike tennis shoes" with five product cards. Each card shows a different model of Nike tennis shoe with its price and retailer. A "SALE" badge is visible on the third card. At the bottom, there is a link to "Men's Tennis Shoes. Nike IN" with a small image of a shoe.

Google

buy nike tennis shoes

All Shopping Images News Videos More Tools

About 11,10,00,000 results (0.66 seconds)

Ads · Shop buy nike tennis shoes

Product	Price	Retailer	Delivery
Nike - Vapor Lite Tennis...	₹5,504	AJIO.com	Free delivery
Nike - Court Vapor Lite...	₹6,795	Gambol Spo...	Free delivery
Nike - Court Vapor Lite... (SALE)	₹5,435 (6,795)	Tennishub	Free delivery
adidas - Women...	₹14,999	adidas.co.in	Free delivery
NIKE - Legend 9 Academy...	₹4,617	AJIO.com	Free delivery

https://www.nike.com › Tennis › Shoes

Men's Tennis Shoes. Nike IN

Find Men's Tennis Shoes at Nike.com. Free delivery and returns on select orders.
NikeCourt Zoom Vapor Cage 4... · NikeCourt React Vapor NXT

Keywords Research



Search for coffee

- types of coffee
- coffee beans
- coffee powder
- coffee benefits
- coffee brands
- coffee disadvantages
- coffee price
- coffee near me
- coffee chennai

People also search for

- Starbucks
- Cappuccino
Coffee drink
- Black Coffee
South African DJ
- Coffee
Drink
- Coffee
Plant

[Report inappropriate](#)

Google: Auto-Suggestions



coffee

1,220,000 · \$ 0.14

Powered by SURFER

All Images Shopping Maps News More Tools

About 7,27,00,00,000 results (0.49 seconds)

Results for Nungambakkam, Chennai [Use precise location](#)

<https://en.wikipedia.org/wiki/Coffee>

Coffee - Wikipedia

3,074,639,400 · 16,849 · 587

Coffee is a drink prepared from roasted coffee beans. Darkly colored, bitter, and slightly acidic, coffee has a stimulating effect on humans, primarily due ...

Region of origin: **Horn of Africa and South Ara...** Ingredients: Roasted coffee beans
Introduced: 15th century Flavor: Distinctive, somewhat bitter

[Coffee bean](#) · [Coffee culture](#) · [Coffee preparation](#) · [History](#)

People also ask

Is coffee good for health?

What are the benefits of coffee?

What are the 4 types of coffee?

Is coffee good for heart patients?

What are the side effects of coffee?


Who should not drink coffee?

[Feedback](#)

Google: People also ask

Keywords Research

Related searches :

 Nescafe coffee Feedback

- coffee beans
- history of coffee
- coffee benefits
- coffee quotes
- coffee powder
- coffee starbucks
- coffee origin



Google: Related Searches

Google Ads | Keyword Planner

Discover new keywords
Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

coffee

868 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> coffee	3,350,000	Low
Keyword ideas		
<input type="checkbox"/> coffee shops	2,740,000	Low
<input type="checkbox"/> coffee near me	1,000,000	Low
<input type="checkbox"/> coffee shops near me	823,000	Low
<input type="checkbox"/> cafe near me	301,000	Low
<input type="checkbox"/> best coffee	246,000	Low
<input type="checkbox"/> cappuccino	110,000	Medium
<input type="checkbox"/> bulletproof coffee	165,000	High

Google: Keywords Planner Tools

Keywords Research

392 Results: coffee

QUESTIONS [80]

PREPOSITIONS [56]

COMPARISONS [40]

ALPHABETICALS [208]

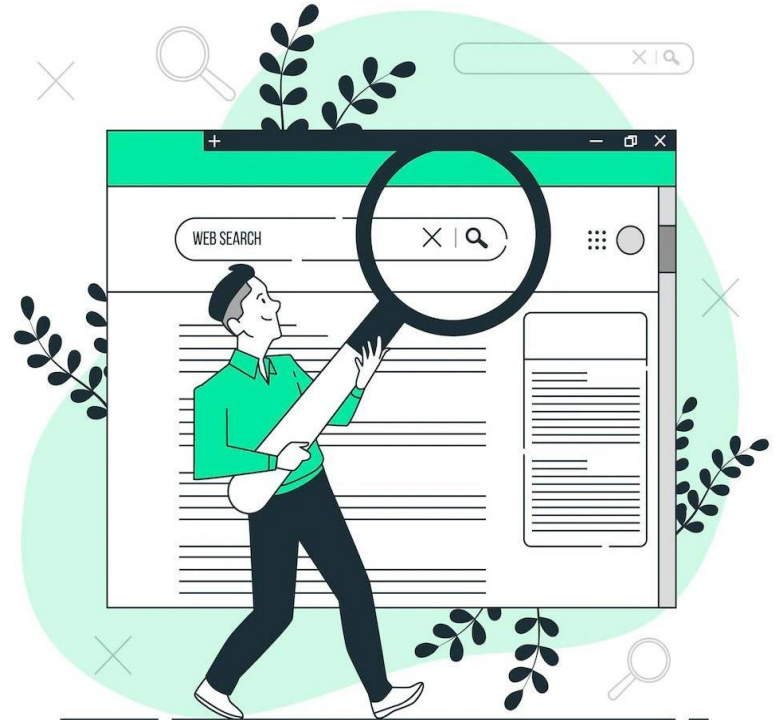
RELATED [8]



Answer the Public

Keyword Validation: A User's Perspective

1. Is the **keyword relevant** to my website?
2. Will a **visitor find** what they are **looking for** when they land on my **website/page**?
3. Will a **visitor be satisfied** once they reach my **website** using the selected **keyword**?
4. Will **visitors convert** to a **customer** using the selected keyword?



On-Page vs Off-Page vs Technical SEO



On Page SEO

Site content

Title tag and meta tag optimization

H tag optimization

Internal linking

Image optimization

and more

Off Page SEO

Link Building

Content marketing

Social media

Podcasts

Reviews

and more

Technical SEO

Site speed

Structured data

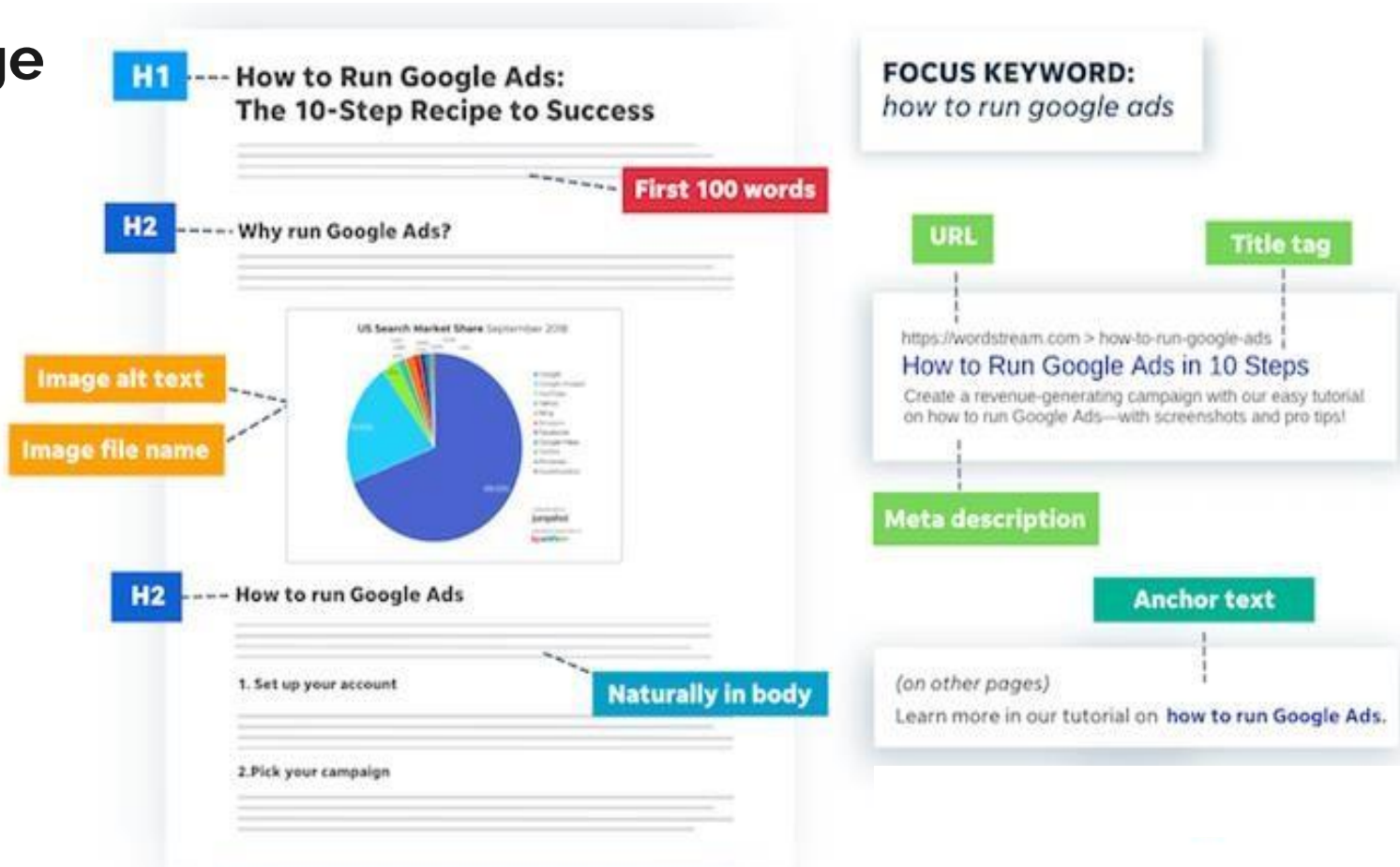
Canonicalization

XML Sitemaps

Hreflang

and more

On-Page



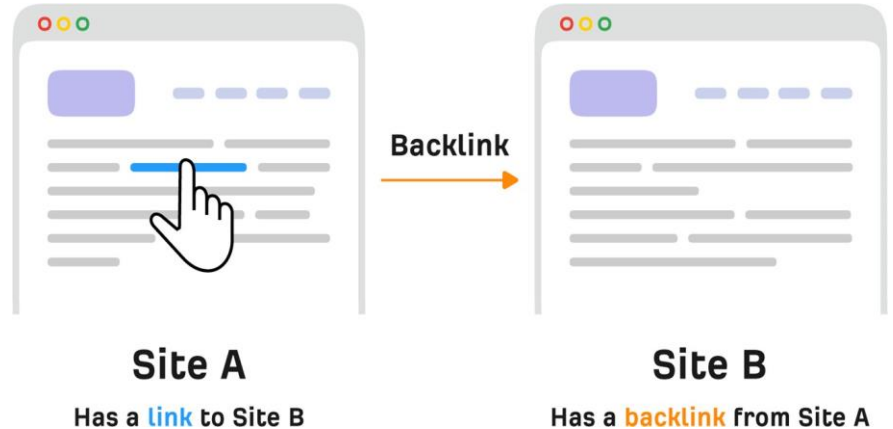
Off-Page

Content marketing is an important off-page SEO tactic.

Publishing great content is an effective way to earn backlinks, gain media attention, and show E-A-T.

E-A-T stands for “**Expertise, Authoritativeness, and Trustworthiness.**”

- PR
- Social Media
- Influencer Marketing
- Guest Posting
- Podcasts
- Content Syndication
- Forums



What is Local SEO?

Local SEO is the practice of optimizing a business's web presence for increased visibility in local and localized organic search engine results. Proximity, prominence, and relevance are the three pillars of local search.



Why Local SEO is important for Local Businesses?



- 46% of all Google searches are looking for local information
- 72% of consumers who did a local search visited a store within five miles
- 78% of local mobile searches result in offline purchases
- 50% of consumers who conduct a local search on their smartphone visit a store within a day
- Google My Business is the most important factor in local search ranking, followed by reviews and backlinks
- 88% of consumers trust online reviews as much as personal recommendations
- 97% of people learn more about a local company online than anywhere else

CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION

Did You Know?



SMARTPHONE



Business hours



Directions to local store



Local store address



COMPUTER/TABLET



Availability of product at local store



Business hours



Local store address



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

increase in mobile conversion rates in the past year.⁹

Local SEO Visibility



Brand Visibility:

- Google Results
- Google Maps
- Google Local
- Google Image
- Knowledge Graphs
- Reputation Management
- Free Ads Websites / Listing
- Major Search Engines
- All Social Media Channels
- Major Video Networking

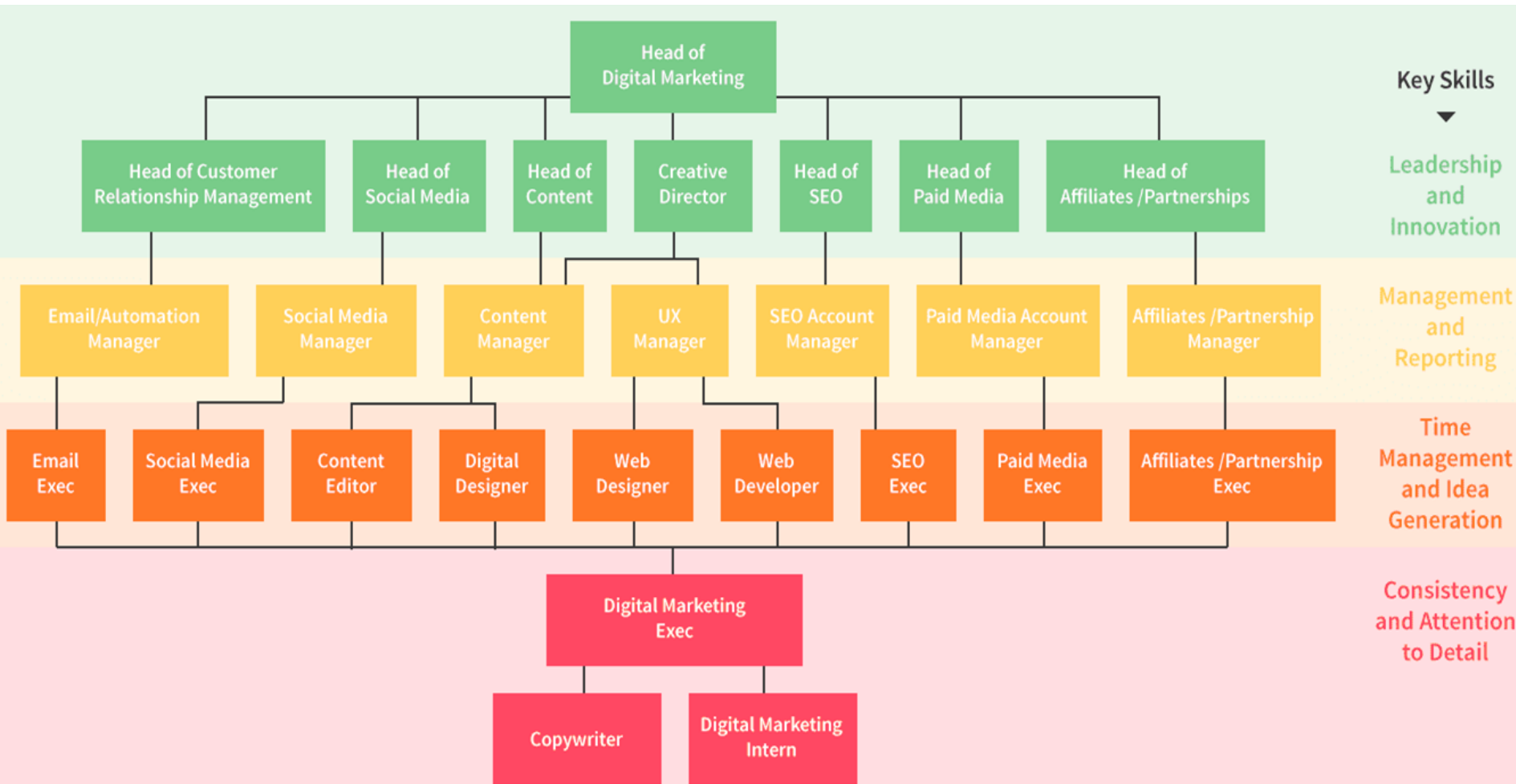
Local SEO Marketing

- Google My Business
- Local Business Listing
- Optimize your website for local search
- Get reviews and ratings
- Build local backlinks
- Social Media
- Paid Campaign with Local Keywords



SEO Tools





Key Skills



Leadership and Innovation

Management and Reporting

Time Management and Idea Generation

Consistency and Attention to Detail

SEO Career Stats



1. SEO job postings have **grown by 43%** in the last year. (Indeed)
2. The median salary for an **SEO specialist is \$65,000 per year** in the United States. (Glassdoor)
3. The job outlook for SEO specialists is expected **to grow by 6% from 2020 to 2030**, which is faster than the average for all occupations. (U.S. Bureau of Labor Statistics)
4. **60% of SEO professionals** work in-house, **while 40% work for agencies**. (SEMrush)
5. The top industries hiring SEO professionals are marketing and advertising, internet, information technology and services, and computer software. (LinkedIn)
6. The most common SEO job titles include SEO specialist, SEO manager, SEO analyst, and SEO consultant. (Payscale)
7. 43% of SEO professionals have between 1-3 years of experience, while 28% have between 4-6 years of experience. (Moz)

Why Choose SEO as a career?



- Growing demand
- Constant learning
- Diverse job roles
- Remote work opportunities
- Creative freedom

SEO Events





Thank You

Reach Me @

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