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Search Engine Optimisation

A QR CODE TO ACCESS THIS
PRESENTATION, AND AN ARTICLE ABOUT
SEO WILL BE PROVIDED AT THE END

What is SEO?

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- Many SEO plugins focus on only one aspect of SEO – the on-page optimisation. However, following is a good overview of SEO (*Source: a Google overview of SEO*)

- *"**Search Engine Optimisation (SEO) is the practice of improving a website's visibility and ranking in search engine results pages (SERPs) for specific keywords or search terms**.

- *The goal is to attract more organic (unpaid) traffic from search engines like Google. This is achieved through various technical and content-based strategies that make a website more appealing to search engine algorithms."*

- The summary lists **14 components within 4 key aspects of SEO** (i.e. there are a lot of components to doing SEO very well). Those four aspects are:
  - On-Page Optimisation
  - Off-Page Optimisation
  - Technical SEO
  - Local SEO

- *****Source**: a Google AI overview of SEO. This material is also used in the next 4 pages*

On Page Optimisation

Component	Solutions
Keyword Research: Identifying relevant keywords that users search for.	SEO plugin & Google Search Console
Content Optimisation: Creating high-quality, engaging content that is optimized for relevant keywords.	SEO plugin
Title Tag and Meta Description Optimisation: Ensuring that these elements are informative and keyword-rich.	SEO plugin
URL Structure: Creating clean, descriptive, and keyword-friendly URLs.	WordPress permalink structure and page URLs
Image Optimisation: Optimizing images with alt text and file names.	Image optimisation plugin

* SEO plugin, Google Search Console, and Google Business profile to be covered in more detail in this presentation

Off Page Optimisation

Component	Solutions
Link Building: Acquiring backlinks from other reputable websites.	Establish relationships
Social Media Engagement: Promoting content and building a social media presence.	Social media tools & SEO plugin
Online Reputation Management: Maintaining a positive online reputation.	Google Business profile, security tools, etc

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Technical SEO

Component	Solutions
Website Speed: Optimising website load speed.	Minimise plugins that add to page auto-load content, optimise WordPress DB, use image optimisation, etc
Mobile-Friendliness: Ensuring the website is responsive and accessible on mobile devices.	Page-builder responsive design features
Schema Markup: Using schema markup to provide search engines with additional information about the website's content.	SEO plugin

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Local SEO

Component	Solutions
Google My Business Optimisation: Claiming and optimizing a Google My Business profile.	Google Business Profile and customer reviews
Local Keyword Research: Identifying keywords that are relevant to the local area.	Local knowledge
Local Backlinks: Acquiring backlinks from local websites.	Establish local business relationships

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SEO Plugins

- **SEO plugins should guide you on search keywords to use, the page snippet, and enhancing the on-page content**

- I use the free version of **Rank Math SEO** on all my websites. It has better guidance than I have found in other free SEO plugins:
  - It gives good guidance on keywords that rank well when used in combination with the page snippet and other page content, and it provides you with an SEO score for each page. It also tests for the following:
    - Whether the post is marked as Pillar Content
    - Whether the Focus Keyword is in the SEO Title
    - Whether the Focus Keyword is used inside SEO Meta Description
    - Whether the Focus Keyword appears in the first 10% of the content
    - Whether the Focus Keyword is found in the content
    - The Content length (not too short and not too long)
    - Whether the Focus Keyword is found in the subheading(s)
    - Whether the Focus Keyword is found in image alt attribute(s)
    - Keyword Density (the number of times the Focus Keyword is used)
    - Whether internal links are used in your content.
    - Whether the Focus Keyword is reused on pages (not good)
    - Title Readability
    - Content Readability
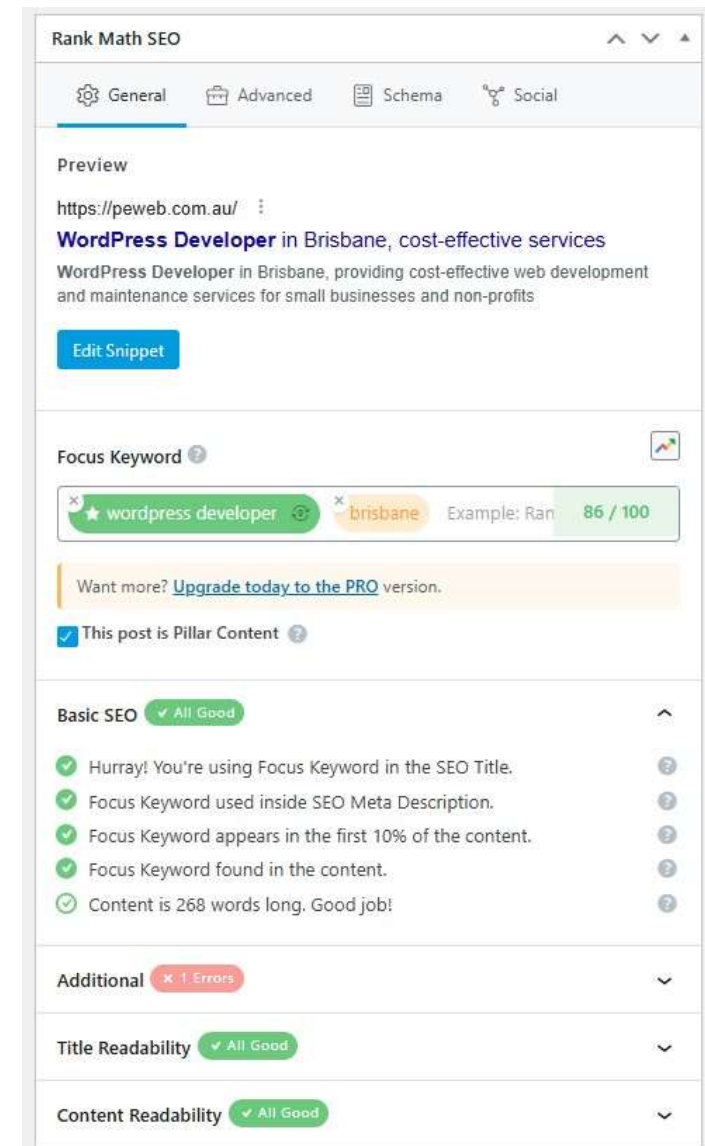
Google Search Console (GSC)

- **GSC gives you views on how your website performed in searches** (number of times it appeared in search results, number of times clicked, etc):
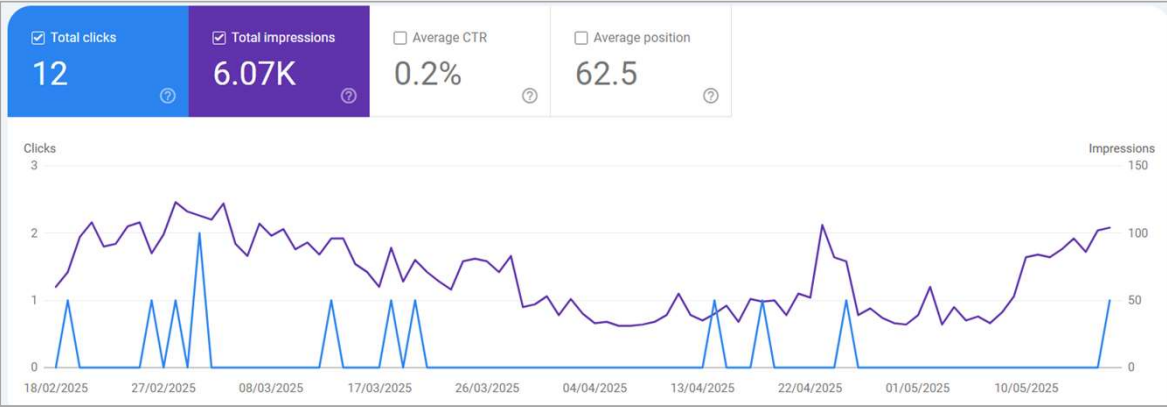

- **GSC also shows you the query words** that were used to when generating impressions and clicks. This can help you fine-tune the keywords that you should be using in the SEO settings.

Google Business profile

- A Google Business profile establishes:
  - That you have a legitimate business
  - A description of your products and/or services
  - Your business location and/or service areas
  - A URL that allows you to request Google Reviews, which further boosts your search results
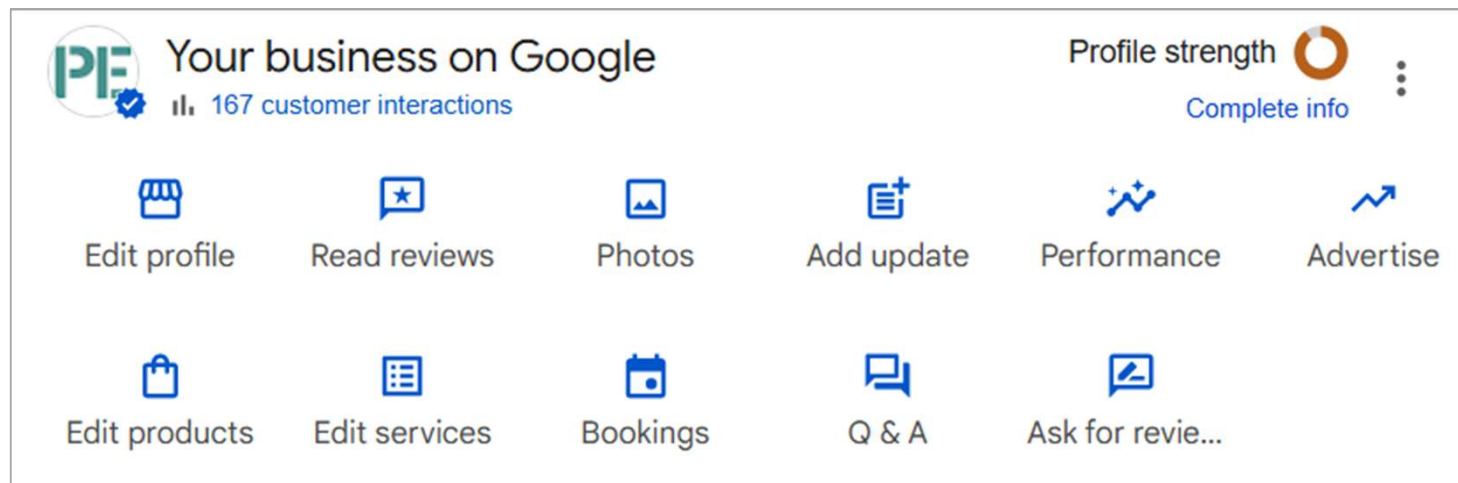
This presentation and more information about SEO can be found at

Key Aspects to SEO