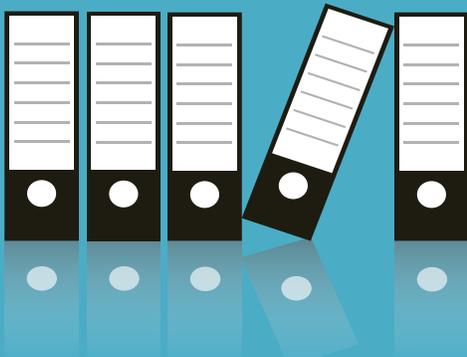


# SEARCH ENGINE OPTIMIZATION BOOKLET



**M.Rameez Ul-Haq**  
S E O   S P E C I A L I S T



## Introduction

M. Rameez-ul-haq is a Founder and Chief Consultant of 'SEO Agency' - a premier training and digital marketing company in Pakistan. He has over 10 years of experience in Business Consulting, Search Engine Marketing, and Digital Analytics both client side and within the agency environment. He is a Qualified Google AdWords and Google Analytics individual and also trains on behalf of Abudo, Canada and Top 3 Media, Singapore.

He was most recently SEO Lead at Daraz, Pakistan's largest online store. Prior to that he was Director at Abudo, Canada. Well-versed in both the technical and business aspects of digital marketing, his passion is helping organizations of all types use digital marketing effectively, working with all sizes of business from SMEs through to clients like Dawaai.pk, well.pk, homeshopping.pk, tune.tv.

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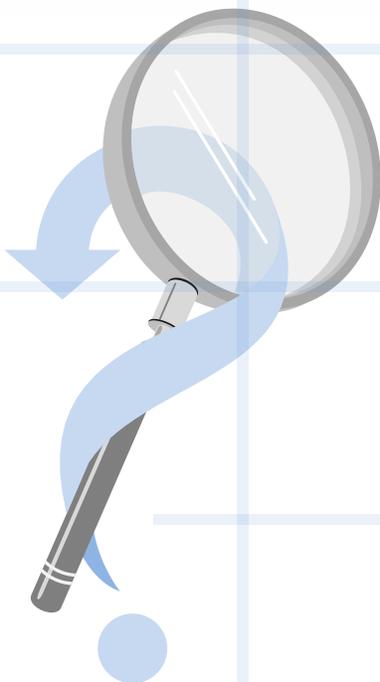
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## COURSE OVERVIEW

### Introduction of SEO

- Internet and Search Engine Basics
- Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- Importance of Search Engines
- How the search engine works?
- Understanding the SERP
- Using Search Operators
- Search Engine Algorithms
- Page Rank Technology
- Page Rank Technology

### What is SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" "Natural" search results on search engines.

All major search engines such as Google, Bing and Yahoo have primary search Results, where web pages and other content such as videos or local listings are Shown and ranked based on what the search engine considers most relevant to Users. Payment isn't involved, as it is with search ads paid.

### Keyword Research or Analysis

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Competition Analysis
- Preparing a Keyword List for Project
- Localized Keywords Research

### What is Keywords?

The role of keywords was once very central to the function of search engines. Search engines could crawl sites and, if the keywords were accurate, serve those sites up as Search results. However, people began abusing the keyword metadata in an attempt to show up higher in searches, and even to rank in completely unrelated searches. For this reason, the importance of keywords in search engine optimization has been greatly reduced. Keywords are arguably still an important factor, but they are not the only factor in SEO.

M. Rameez Ul-Haq

SPECIALIST



## COURSE OVERVIEW

### On-Page Optimization

- Usability and User Experience in Website
- Onsite Optimization Basics
- Domain Selection
- Website Structure and Navigation Menu Optimization.
- Page Rank Technology
- Filename Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- Footer Optimization
- Image tag optimization
- Optimizing SEO content
- Keywords
- Keyword Density Analysis
- Page Speed Optimization Tool
- Anchor Links Optimization
- Iframes / Frames effects on SEO
- Internal Link Strategy
- URL Rewriting Techniques
- Canonical / 404 Implementation
- HTML Validation using W3C
- Google Sandbox effect
- Creating Robots file
- Creating sitemaps
- Anchor Text
- URL renaming/re-writing
- Google webmaster tools
- Yahoo Feed Submission

#### What is On-Page Optimization?

Getting a good ranking in a search engine hasn't been the easiest thing for many. Search engines are getting more smarter & intelligent every day, so now it takes more than just good content to top your competitors.

On page optimization is one of the very first step of SEO which every webmaster should look into. It probably won't even take you an hour to learn and implement some of these on-page optimization techniques. But you may ask me, why it is so important? – Well literally speaking, if you can do proper on-page optimization for your website you can not only rank well in a search engine but also can increase the overall readability of your website for your visitors.

Below I have tried to summarize some of the most important on-page optimization techniques for you. You can implement some of these if not all to give your site a better exposure to the search engines as well as to increase your overall CTR (Click-Through-Rate) ratio.

## COURSE OVERVIEW

### Off-Page Optimization

- Introduction to Off-page Optimization
- Submission to search engines
- Local marketing of websites depending on locations.
- Promoting Subsequent pages of the website
- Black Hat / White Hat / Grey Hat SEO
- Localized Keywords Research
- Submission to Relevant Directories
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submission
- Blog Submission
- Free Classifieds
- Forum Signatures and Comments
- Press Releases
- Video optimization
- Link Building
- Social Bookmarking
- Classifieds Posting
- Blog Promotions
- Article Submissions
- Tracking the Links and Page Rank
- RSS Feeds Submissions

#### What is Off-Page Optimization?

A website can be optimized “on the page” (on page optimization) for search engines like Google. However, the optimization of external elements beyond any particular website play an equally important role. This specific area of search engine optimization – off-page optimization – primarily covers all activities designed to promote link building. In addition, social signals (in other words social media data) and good brand marketing are mentioned as other possible off-page factors.

For a website or a company, the aim of off-page optimization in principle is to cast the net as widely as possible, to increase site visibility and to ensure their online presence continues to capture all the web traffic it possibly can.

When off-page optimization is conducted as Google recommends, an individual website owner can only exert a limited influence. Nevertheless, the user can still have some influence over certain SEO elements.

## COURSE OVERVIEW

### Dynamic Website SEO

- Difference between Dynamic and Static Sites
- SEO for Word press (SEO Widgets)
- SEO for Joomla ( Joomla SEO Plug-in)
- SEO for BlogSpot
- How to optimize the Flash Websites

### Reports & Management

- Introduction to Google Analytics in details
- Website Position Analysis in various search engines.
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Your Goals and Conversions

### Use of Free /Paid Tools

- Introduction of Search Console
- Introduction of Google Adverbs
- Introduction of Free Tools
- Introduction of Effective Paid Tools

### What Dynamic Website SEO?

Dynamic pages are created on the fly with technology such as ASP, Cold Fusion, Perl and the like. These pages function well for users who visit the site, but they don't work well for search engine crawlers.

### How to Create Report & Management?

If you're handling search engine optimization (SEO) for a variety of clients, then you should know that they'll be expecting to see SEO reports that justify their investment in your services. You'll not only need to provide them with key performance indicators (KPI), but you'll also need to make it easy for them to get at useful information

### How to Use Free & Paid Tools?

As with off-page optimization, there are many SEO tools available to analyze and evaluate the off-page environment. These can measure how many backlinks are made to a website or offer a breakdown of a site's user signals on social media.

Many programs and tools from SEO experts like Search metrics, on-page.org, Moz or SEMrush can offer both on-page and off-page optimization.

# COURSE OVERVIEW

## SEO Glossary

- [301](#) - Introduction of Google Adverbs
- [Algorithm \(algo\)](#) - A program used by search engines to determine what pages to suggest for a given search query.
- [Alt text](#) - a text defined to tell search engine about the image.
- [Anchor text](#) - The user visible text of a link. Search engines use anchor text to indicate the relevancy of the referring site and of the link to the content on the landing page.
- [Astroturfing](#) - (the opposite of full disclosure) attempting to advance a commercial or political agenda while pretending to be an impartial grassroots participant in a social group.
- [Back link](#) - (in link, incoming link) any link into a page or site from any other page or site.
- [Black hat](#) - Search engine optimization tactics that are counter to best practices such as the Google Webmaster Guidelines.
- [Bot](#) - (robot, spider, crawler) A program which performs a task more or less autonomously. Search engines use bots to find and add web pages to their search indexes.
- [Bounce rate](#) - The percentage of users who enter a site and then leave it without viewing any other pages.
- [Canonical issues](#) - (duplicate content) canon = legitimate or official version - It is often nearly impossible to avoid duplicate content, especially with CMSs like WordPress, but also due to the fact that `www.site.com`, `site.com`, and `www.site.com/index.htm` are supposedly seen as dupes by the SEs - although it's a bit hard to believe they aren't more sophisticated than that.

## COURSE OVERVIEW

- **Cloak** - The practice of delivering different content to the search engine spider than that seen by the human users. This Black Hat tactic is frowned upon by the search engines and carries a virtual death penalty of the site/domain being banned from the search engine results.
- **Code swapping** - (bait and switch) changing the content after high rankings are achieved.
- **Comment spam** - Posting blog comments for the purpose of generating an in link to another site. The reason many blogs use link condoms.
- **Content** - (text, copy) the part of a web page that is intended to have value for and be of interest to the user. Advertising, navigation, branding and boilerplate are not usually considered to be content.
- **Contextual advertisement** - advertising which is related to the content.
- **Conversion** - (goal) Achievement of a quantifiable goal on a website. Add clicks, sign ups, and sales are examples of conversions.
- **Conversion rate** - Percentage of users who convert - see conversion.
- **CPC** - Cost Per Click the rate that is paid per click for a Pay per Click Advertiser.
- **CPM** - (Cost Per Thousand impressions) A statistical metric used to quantify the average value / cost of Pay Per Click advertisements. M - from the Roman numeral for one thousand.
- **Crawler** - (bot, spider) A program which moves through the worldwide web or a website by way of the link structure to gather data.
- **Doorway** - (gateway) A web page that is designed specifically to attract traffic from a search engine
- **Googlebot** - Google's spider program.

## COURSE OVERVIEW

- **Hub** - (expert page) a trusted page with high quality content that links out to related pages.
- **Impression** - (page view) the event where a user views a webpage one time.
- **Keyword** - key phrase the word or phrase that a user enters into a search engine.
- **Keyword cannibalization** - The excessive reuse of the same keyword on too many web pages within the same site.
- **Keyword density** - the percentage of words on a web page which are a particular keyword. If this value is unnaturally high the page may be penalized.
- **Keyword research** - The hard work of determining which keywords are appropriate for targeting.
- **Keyword spam** - (keyword stuffing) inappropriately high keyword density.
- **Keyword stuffing** - (keyword spam) inappropriately high keyword density.
- **Landing page** - the page that a user lands on when they click on a link in a SERP.
- **Latent semantic indexing (LSI)** - This mouthful just means that the search engines index commonly associated groups of words in a document. SEOs refer to these same groups of words as "Long Tail Searches".
- **Landing page** - the page that a user lands on when they click on a link in a SERP
- **Link bait** - A webpage with the designed purpose of attracting incoming links, often mostly via social media.
- **Link condom** - Any of several methods used to avoid passing link love to another page, or to avoid possible detrimental results of indorsing a bad site by way of an outgoing link, or to discourage link spam in user generated content.

## COURSE OVERVIEW

- **META tags** - Statements within the HEAD section of an HTML page which furnishes information about the page.
- **Metric** - A standard of measurement used by analytics programs.
- **Mirror site** - An identical site at a different address.
- **Monetize** - To extract income from a site. AdSense ads are an easy way to monetize a website.
- **No follow** - A command found in either the HEAD section of a web page or within individual link code, which instructs robots to not follow either any links on the page or the specific link. A form of link condom.
- **Do follow** - Especially for newbies who are new to SEO or people who are still not clear about No follow or do follow, this post will be useful. ... No follow is an HTML attribute value used to instruct search engines bots that a hyperlink should not influence the link target's ranking in the search engine's index.
- **No index** - A command found in either the HEAD section of a web page or within individual link code, which instructs robots to not index the page or the specific link. A form of link condom.
- **Out link** - (Outgoing link)
- **PPA** - (Pay per Action) Very similar to Pay per Click except publishers only get paid when click through result in conversions.
- **PPC** - (Pay per Click) a contextual advertisement scheme where advertisers pay add agencies (such as Google) whenever a user clicks on their adds. AdWords' is an example of PPC advertising.

# SEO OUTCOMES

## 1. Benefits of Personalized SEO Training

You are not lost in a room with hundreds of other people but instead, you are at a very personalized workshop where you actually have the opportunity to get to know your Instructor as well as the other business owners attending the workshop.

## 2. Experience SEO Training That Is Focused 100% on Your Business

At Search Engine Academy, we make our very best effort to not only get to know about you, but to learn about your business (if you already have one) and you will find the training to be focused on your specific priorities that are relevant to your site. You are encouraged to bring along your laptop, your current Web site which all contribute to your learning experience.

## 3. Quickly Separate Fact from Fiction in Minimal Time

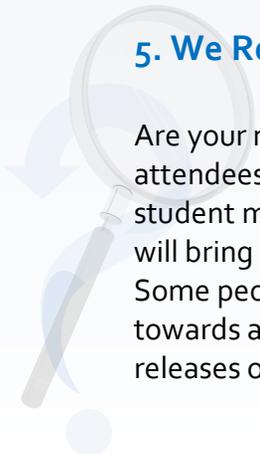
As the training begins, your instructor works with you to understand exactly what is most important to your business. Once we understand this, we focus on teaching you how to work to target your ideal buying audience. At this phase, fact is separated from fiction so that everyone can begin to focus on the skills they need to know. This is unlike other training companies that tend to focus on trying to teach you how much you need to buy some tool. Or sometimes, the other training companies tend to just gloss over things and deliver only a broad overview of SEO.

## 4. Have ALL of Your SEO and Online Marketing Questions Answered

At Search Engine Academy, you can count on having all of your personal questions answered by your instructor. Each participant will enjoy and take advantage of your Web site being reviewed in detail. Regardless of whether you attend the Basic Essentials Class or the 5 Day Complete Basic and Advanced workshop, you will find that the time is focused 100% on your business.

## 5. We Recognize Your Natural Skills and Abilities

Are your natural gifts and skills being considered? Often, we find that our workshop attendees actually have some significant talents which are stronger in one direction than a student may even realize. Our instructors watch you as you perform your SEO exercises and will bring certain things to your attention, where you could have hidden latent potential. Some people have a gift for writing or content marketing. Others may be more leaning towards a marketing mindset and do exceptionally well at things like working with press releases or media.



## 6. Interactive Group Learning Sessions

Another effective occurrence that many of our graduates have found to be both helpful and enjoyable, are the carefully applied group exercises in class, with everyone brainstorming together to come up with unique solutions.

## 7. Absorb the Full Scope of Internet Marketing Skills, Basic Through Advanced

The hands-on workshops are structured in a way that allows the student to learn the entire spectrum of strategies from basic essentials to very advanced on the basis of daily learning, one skill on top of the next in very "stress free" fashion which does not rely on a lot of technical talk, but communicates each strategy in an "easy to understand" manner.

## 8. Benchmark Your Daily Progress with Regular Evaluations

Each day, the student expands and grows their expertise continually learning more and is able to benchmark their experience with a daily evaluation.

## 9. Includes Examination and Certification of Skills

The Search Engine Academy Workshops include an SEO certification exam in which the student graduates with a minimum average of 76%. We find that many graduates do much better than 76% because of the way the class has been structured.

## 10. Ongoing Support with a Free 6 Month Mentoring Program

Another value added component of the SEO Workshops is that each SEO graduate is given free ongoing support with a six-month mentoring program. This allows you to stay in touch with your Instructor, have your pages reviewed, have any questions answered that may come up after class.

