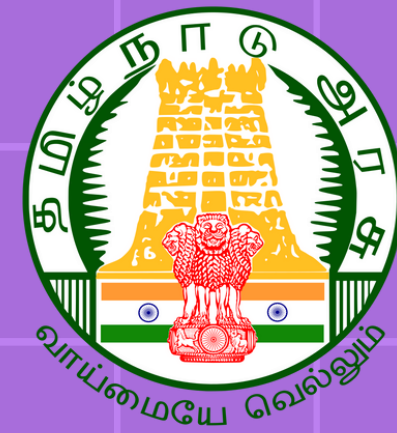
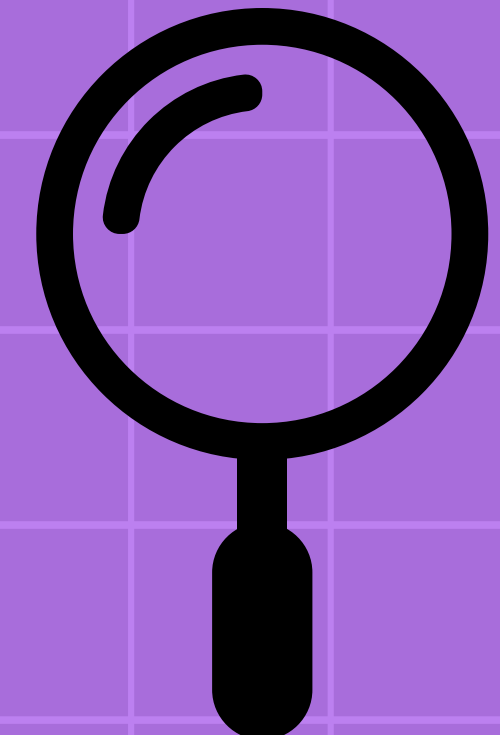


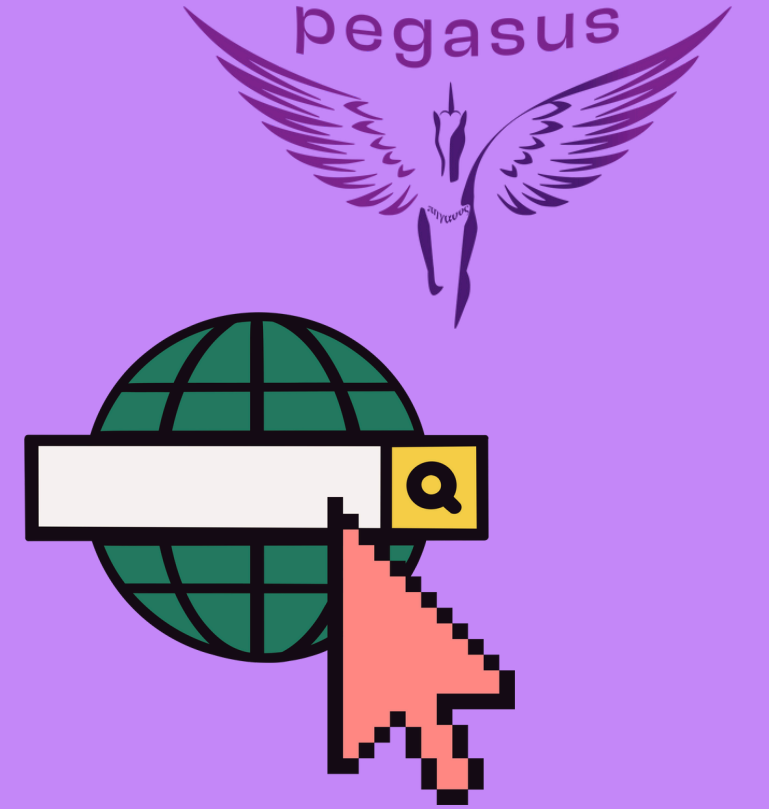


SESSION – 6

SEARCH ENGINE OPTIMIZATION (SEO) BASICS



UNDERSTANDING SOCIAL MEDIA ALGORITHMS



1. What is a Search Engine?

- A search engine is a software system designed to help users find information on the internet.
- When you type a word or phrase (called a keyword) into a search engine like Google, Bing, or Yahoo, it shows you a list of results that it thinks are most relevant.
- The main goal of a search engine is to provide accurate, fast, and relevant answers to the user's question or search query.

POPULAR SEARCH ENGINES

While Google is the most widely used, there are several search engines:

Search Engine	Market Share (approx.)	Notes
Google	90%+	Fast, intelligent, and widely used
Bing	~3-4%	Powered by Microsoft

POPULAR SEARCH ENGINES

Search Engine	Market Share (approx.)	Notes
DuckDuckGo	Privacy-focused	Doesn't track users
Yandex / Baidu	Region-specific	Russia (Yandex), China (Baidu)

THE 3 CORE FUNCTIONS OF A SEARCH ENGINE

Search engines work through three main processes:

1. Crawling

- Search engines use bots or spiders to scan websites across the internet.
- These bots read the content, images, links, and code of each page.
- Crawling helps discover new or updated content.

Example: When you publish a blog post, Google's bot will eventually visit your site and "crawl" the page.



THE 3 CORE FUNCTIONS OF A SEARCH ENGINE



2. Indexing

- After crawling, the search engine stores the information in a massive index (like a library database).
- The index contains keywords, page titles, content, media, links, etc.
- If your page isn't indexed, it won't appear in search results.

Tip: Using the right keywords and content structure improves indexing.

THE 3 CORE FUNCTIONS OF A SEARCH ENGINE

3. Ranking

- When a user searches, the engine checks its index to find the most relevant pages.
- It ranks these pages based on hundreds of ranking factors like:
 - Keyword relevance
 - Page speed
 - Mobile-friendliness
 - Content quality
 - Number of backlinks
- The top results on the first page are usually those that best match the user's intent and meet technical and content quality standards.



WHAT HAPPENS WHEN YOU GOOGLE SOMETHING?

Let's say you type “best smartphones under 15000” into Google:

1. Google reads your query and understands your intent (product search).
2. It checks its index for pages with content matching that keyword.
3. It applies ranking rules to decide the order of results.
4. You get a list of links, images, or videos relevant to your search.





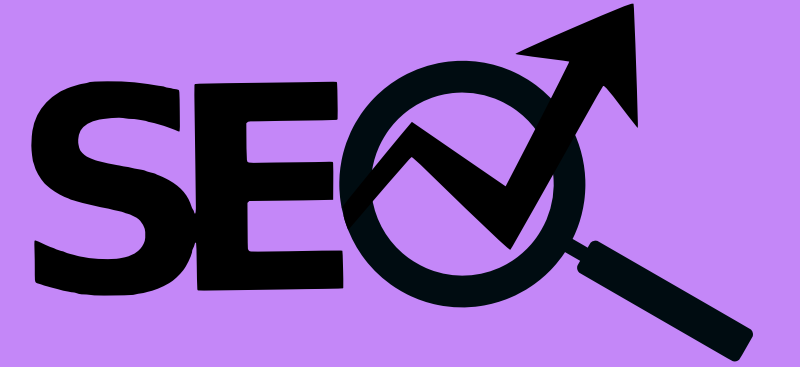
SEO: MAKING YOUR SITE SEARCH-ENGINE FRIENDLY



- **Search Engine Optimization (SEO)** is the process of improving your website's visibility in search engines.
- The goal is to get your site to appear on the first page for relevant searches.

Key SEO Practices:

- Use relevant keywords in headings, content, and metadata.
- Optimize images and reduce page loading time.
- Create quality content that answers user questions.
- Build backlinks from trusted websites.
- Ensure mobile-friendliness of your site.
- Search engines reward valuable, trustworthy, and technically optimized websites.



PAID VS ORGANIC RESULTS

Feature	Organic Results	Paid Results
Cost	Free	Requires payment
Ranking Based On	SEO & relevance	Ad bids & quality

PAID VS ORGANIC RESULTS

Position	Middle & bottom	Usually top & bottom of page
Longevity	Long-term value	Short-term visibility

Organic SEO takes time but builds long-term credibility, while paid ads offer quick visibility for short campaigns

COMMON MYTHS ABOUT SEARCH ENGINES

Myth	Truth
“More keywords = better ranking”	Keyword stuffing actually hurts your SEO.
“You need to pay to appear on Google”	No, appearing in organic results is free.

COMMON MYTHS ABOUT SEARCH ENGINES

Myth	Truth
“Once ranked, always ranked”	No, rankings change often based on competition and updates.

CONCLUSION

- Search engines are the gateway to the internet, and understanding how they work is the first step to becoming a smart digital marketer.
- By learning about crawling, indexing, and ranking—and how to optimize content accordingly—you'll be better equipped to drive traffic, increase visibility, and grow your brand online.

KEYWORD RESEARCH TOOLS & PLANNING

What is Keyword Research?

- Keyword research is the process of finding and analyzing the exact words or phrases people type into search engines like Google.
- These keywords help content creators and marketers understand what their audience is looking for so they can create content that ranks higher and reaches the right people.

Simple Definition: Keyword research is like listening to your audience — you find out what they are searching for and then create content that answers those questions.



WHY IS KEYWORD RESEARCH IMPORTANT?

- **Improves SEO:** Helps websites rank higher in search engine results.
- **Targets the right audience:** You reach people who are already interested.
- **Boosts website traffic:** More relevant keywords = more visitors.
- **Supports content strategy:** Helps you choose topics that matter.
- **Saves time and effort:** You don't waste time creating content nobody is searching for.

TYPES OF KEYWORDS

Type	Description	Example
Short-tail keywords	1–2 words, broad	shoes, smartphones
Long-tail keywords	3+ words, specific	best smartphones under 15000

TYPES OF KEYWORDS



Branded keywords	Related to a brand	Nike running shoes
Transactional keywords	Intent to buy	buy wireless earbuds online
Informational keywords	Intent to learn	how to clean white shoes

Pro Tip: Long-tail keywords may have less search volume but bring more targeted and conversion-ready traffic.

BEST TOOLS FOR KEYWORD RESEARCH

Here are beginner-friendly tools (free and paid) to explore keywords effectively:
Free Tools:

Tool	Features
Google Keyword Planner	Free with Google Ads; great for finding keyword ideas and volumes

Google Trends	Understand seasonal interest and compare search volume over time
AnswerThePublic	Generates keyword questions and topics based on what people search
Keyword Surfer (Chrome Extension)	Shows search volume while browsing Google

Tool	Features
Google Search Bar (Autocomplete)	Gives real-time keyword suggestions

PAID TOOLS (ADVANCED, BUT WORTH EXPLORING LATER):

Tool	Features
SEMrush	Keyword research, competitor analysis, site audit
Ahrefs	Backlink analysis, keyword ideas, traffic stats

PAID TOOLS (ADVANCED, BUT WORTH EXPLORING LATER):

Tool	Features
Moz Keyword Explorer	Keyword suggestions and SERP analysis



HOW TO PLAN KEYWORDS FOR YOUR CONTENT



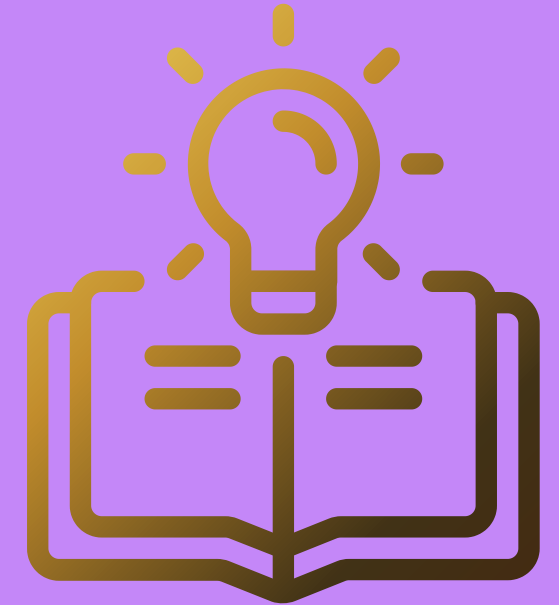
- Follow these steps for effective keyword planning:

Step 1: Define Your Topic or Goal

- What are you writing about?
- **Example:** “Tips for healthy eating” or “Online marketing for beginners”

Step 2: Use Tools to Find Keywords

- Use tools like Google Keyword Planner or Ubersuggest to:
- Discover related terms
- Check search volume
- Analyze keyword difficulty





HOW TO PLAN KEYWORDS FOR YOUR CONTENT



Step 3: Group Keywords by Intent

- Organize your keywords into:
- **Informational:** To educate (e.g., what is content marketing?)
- **Navigational:** To direct (e.g., Canva login)
- **Transactional:** To sell (e.g., buy gym shoes online)

Step 4: Choose Primary and Secondary Keywords

- **Primary Keyword:** Main focus of your content
- **Example:** Healthy meal prep ideas
- **Secondary Keywords:** Related terms to support your content
- **Example:** meal prep for weight loss, easy meal prep for beginners



HOW TO PLAN KEYWORDS FOR YOUR CONTENT



Step 5: Use Keywords Strategically

Place keywords in:

- Page title
- Meta description
- First 100 words
- Headings (H1, H2)
- Image alt text
- Throughout the content (naturally)

Avoid keyword stuffing! Use naturally and contextually.

SAMPLE KEYWORD PLANNING TABLE

Topic	Primary Keyword	Secondary Keywords	Intent
Bloggging	how to start a blog	blog for beginners, blog platforms	Informational

SAMPLE KEYWORD PLANNING TABLE

Fitness	best home workouts	bodyweight exercises, no equipment workout	Informational
E-commerce	buy wireless earbuds	best wireless earbuds 2025, cheap earbuds online	Transactional

CONCLUSION

- Keyword research is the foundation of successful digital content and SEO.
- By learning to use tools, identify keyword types, and plan wisely, you can create content that not only reaches your audience—but also answers their real needs.

Remember: Don't guess what people want. Use keyword research to know for sure!

META TAGS & ON-PAGE OPTIMIZATION



What is On-Page Optimization?

- On-page optimization (also called on-page SEO) refers to all the measures taken directly within a website to improve its position in search engine rankings.
- It ensures that your content is understandable, structured, and relevant for both users and search engines like Google.

Think of it as making your webpage easy for both humans and search engines to read and rank.



META TAGS & ON-PAGE OPTIMIZATION

What Are Meta Tags?

Meta tags are small pieces of code added to your webpage's HTML that provide information about the page. They don't appear on the page itself, but search engines read them to understand what the content is about.

Meta Tag	Purpose	Example
Title Tag	Sets the page's title in search results	<code><title>Best Workout Plans for Beginners</title></code>

META TAGS & ON-PAGE OPTIMIZATION

Meta Description	Describes the page content in SERPs	<pre><meta name="description" content="Explore easy and effective beginner workout plans to kickstart your fitness journey."></pre>
Meta Keywords (outdated)	Listed keywords (no longer used by Google)	Not required

META TAGS & ON-PAGE OPTIMIZATION

Robots Meta Tag	Instructs search engines what to index	<pre><meta name="robots" content="index, follow"></pre>
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Best Practice: Meta tags are short but powerful. They influence whether a user clicks your link or skips it.



KEY ELEMENTS OF ON-PAGE OPTIMIZATION



Let's break down the most important on-page elements you should optimize:

1. Title Tag

- This appears as the clickable link in search results.
- Should be unique for each page.
- Keep it under 60 characters to avoid being cut off.
- Include your primary keyword

Example:

Yes“Top 10 Budget Travel Tips for Students”

No“Welcome to Our Website – Home Page”

META DESCRIPTION

- This is the short summary below the title in search results.
- Helps users decide if the page is relevant.
- Ideal length: 150–160 characters.

Should include a call-to-action and relevant keywords

Example:

"Discover 10 simple and affordable travel tips perfect for student explorers. Plan your next adventure today!"

URL STRUCTURE

- Should be simple, clean, and readable.
- Use hyphens (-) to separate words.
- Avoid unnecessary symbols or numbers.

Example:

www.example.com/budget-travel-tips

www.example.com/page?id=123abc&u=54

2. Header Tags (H1, H2, H3...)

- Break your content into sections with headings.
- Use H1 tag for the main title (only once per page).
- Use H2 and H3 tags for subtopics and bullet points.

Include keywords naturally in headers

URL STRUCTURE

Example:

html

CopyEdit

<h1>Budget Travel Tips for Students</h1>

<h2>1. Plan Your Trip in Advance</h2>

<h3>Use Discount Apps and Student Deals</h3>

IMAGE OPTIMIZATION

- Use descriptive filenames for images (e.g., student-travel-backpack.jpg).
- Add alt text to help with SEO and accessibility.
- Compress images to ensure fast loading times.

Alt Text Example:

```

```

INTERNAL LINKING

- Link to other relevant pages on your website.
- Helps users explore more content and improves SEO.

Example:

“If you’re looking to save more, check out our budget meal plans for travelers

KEYWORD PLACEMENT

Place primary and secondary keywords in:

- Title
- Meta description
- First 100 words
- Headings
- Image alt text
- URL (if possible)



Use them naturally—avoid keyword stuffing

BONUS ON-PAGE TIPS

Strategy	Description
Mobile Optimization	Make sure your page looks great on phones and tablets.

BONUS ON-PAGE TIPS

Page Speed	Fast-loading pages rank better and reduce bounce rate.
Readable Content	Use bullet points, short paragraphs, and clear fonts.
Call-to-Action (CTA)	Encourage user engagement (e.g., “Read More”, “Download Now”).

CONCLUSION

- Meta tags and on-page optimization play a crucial role in improving your website's visibility, user experience, and search engine ranking.
- These strategies are fundamental to SEO and should be applied to every page you publish.

Remember: A well-optimized page is not only about keywords—it's about clarity, structure, and delivering value to your audience



BLOG POST OPTIMIZATION ACTIVITY



1. What is Blog Post Optimization?

- Blog post optimization is the process of improving your blog content so that it performs better in search engine results (SEO) and provides a great experience for readers.
- It involves both technical tweaks and content enhancements to help your post rank higher, get more views, and increase engagement.

Think of it as fine-tuning your blog to make it searchable, readable, and valuable

WHY DO WE OPTIMIZE BLOG POSTS?

Reason	Benefit	Reason
Improve SEO	Helps your post rank higher on Google	Improve SEO
Increase Traffic	Drives more readers to your site	Increase Traffic

WHY DO WE OPTIMIZE BLOG POSTS?

Better Engagement	Makes content easier to read and interact with	Better Engagement
Higher Credibility	Professional-looking and optimized posts earn trust	Higher Credibility
Support Business Goals	Leads to more conversions (sign-ups, purchases, etc.)	Support Business Goals



KEY ELEMENTS OF BLOG POST OPTIMIZATION



Here are the main components you should check when optimizing any blog post:

1. Title Tag (Blog Headline)

- Use a clear, catchy title with your primary keyword.
- Keep it under 60 characters so it's fully visible in search results.

Example:

Unoptimized: “Blog Post 3 – Fitness Tips”

Optimized: “Top 10 Beginner Fitness Tips for a Healthier Lifestyle”

2. Meta Description

- Write a 150–160 character summary that explains what the blog is about.
- Include your main keyword and a call-to-action (CTA).

Example:

“Learn 10 simple fitness tips perfect for beginners. Start your journey to a healthier lifestyle today!”

3.URL Structure

- Short and keyword-rich.
- Avoid random numbers or symbols.

Example:

www.fitnessblog.com/beginner-fitness-tips

4. Content Structure

- Use H1 for the main title (only one).
- Use H2, H3 subheadings to organize sections.
- Break text into short paragraphs, use bullet points, and add bold/italic where needed.

5. Keyword Optimization

- Identify a primary keyword and a few related secondary keywords.
- Naturally place them in:
 - Title
 - Intro paragraph
 - Subheadings
 - Throughout the content (avoid keyword stuffing)
 - Image alt texts

6. Image Optimization

- Use relevant images.
- Rename the file (e.g., home-workout-tips.jpg).
- Add alt text (e.g., “Woman doing beginner home workout”).

7. Internal & External Links

- Internal Links: Link to other posts on your website.

E.g., “Check out our full guide on meal planning for beginners.”

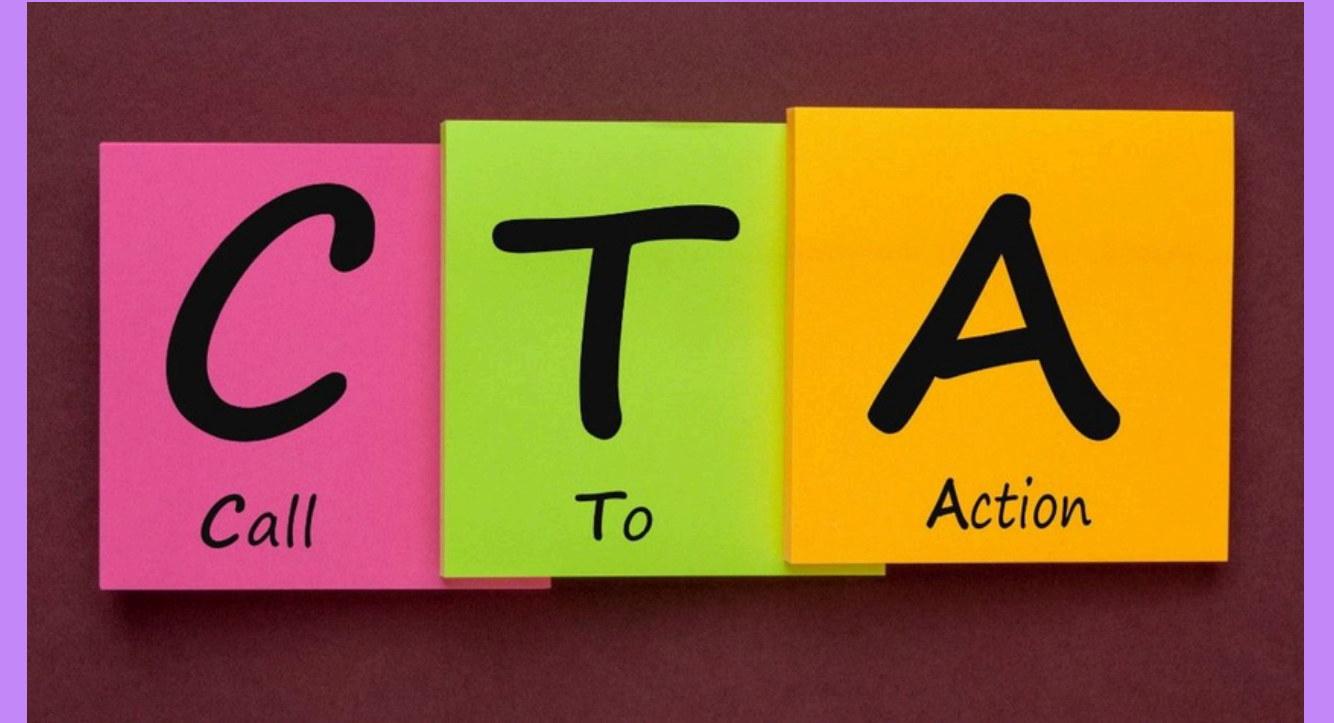
- External Links: Link to reputable sources for extra value.

E.g., linking to WHO or government health sites.

8. Call-to-Action (CTA)

End your post with a CTA like:

- “Leave a comment below!”
- “Download your free workout planner.”
- “Follow us on Instagram for daily tips.”





Blog Optimization Checklist (For Students)



Task	Status
Does the title include the primary keyword?	Yes / No
Is the meta description clear and optimized?	Yes / No



Blog Optimization Checklist (For Students)



Are headings used properly (H1, H2, etc.)?	Yes / No
Are keywords placed naturally?	Yes / No
Are images optimized with alt text?	Yes / No



Blog Optimization Checklist (For Students)



Are there relevant internal/external links?	Yes / No
Is there a call-to-action at the end?	Yes / No



Blog Post Optimization – Practice Activity



Objective: Students will choose or write a short blog post (200–300 words) and optimize it using the steps above.

Steps:

1. Choose a blog topic (e.g., “Easy recipes for college students”).
2. Identify:
 - Primary keyword
 - 2–3 related keywords
3. Write the blog content with proper structure.

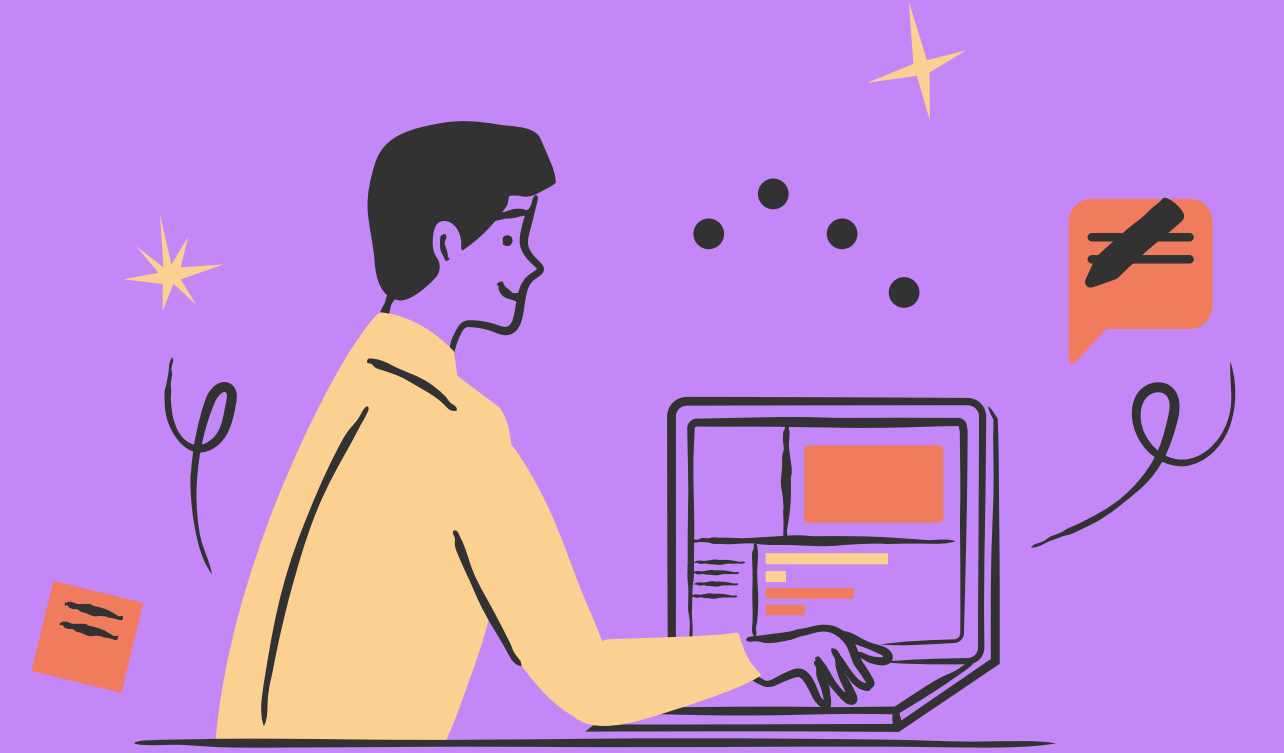


Blog Post Optimization – Practice Activity

4. Add:

- Title tag
- Meta description
- Optimized URL
- Internal and external links
- At least one image with alt text

5. Use the checklist to ensure full optimization.

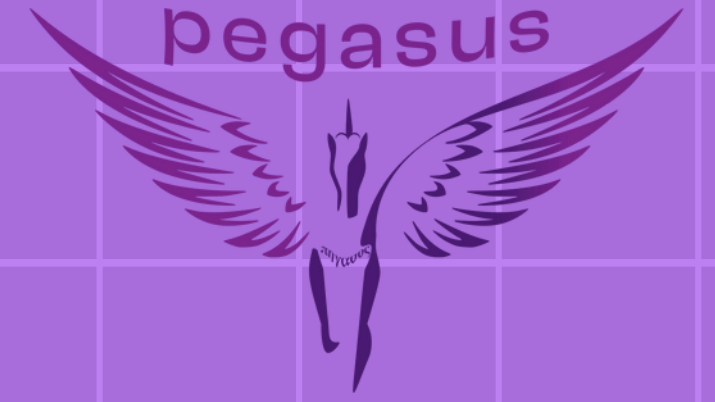
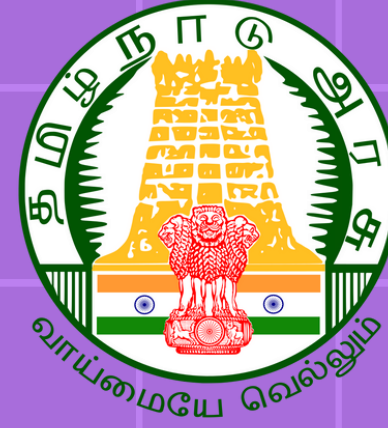


Conclusion

- Blog post optimization transforms ordinary writing into high-performing content that reaches a wider audience and builds credibility.
- With a clear structure, proper keyword use, and reader-friendly formatting, your blog can climb higher in search rankings and truly connect with your audience.
- Start simple, Practice often, Optimize smart. That's the path to becoming an SEO-savvy content creator.

Activities

1. Meta Tag Makeover – Rewrite poorly written titles/descriptions
2. Keyword Detective – Find 3 keyword variations for trending terms
3. SEO Hunt – Visit a website and evaluate its SEO elements
4. Checklist Challenge – Complete a manual SEO checklist for a blog
5. SERP Snippet Game – Design a perfect search result snippet



THANK YOU

