

Websites & Digital Marketing

CBI DIGITAL

TM



SEO Fundamentals

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ABOUT ME

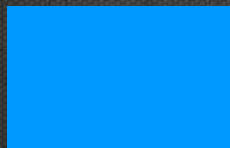


- ✓ Mike Le is co-founder and COO of CBI Digital, a digital agency that operates in U.S., U.K. and South East Asia
- ✓ We provide performance-driven digital marketing for major clients in Ecommerce, Brands, B2B, and fast-growing startups
- ✓ CBI Digital has offices in New York and Vietnam
- ✓ Mike Le has Master degree in Information System at NYU

SEO OVERVIEW

- ✓ How SEO drives revenue
- ✓ Select right keywords and site structure
- ✓ Optimize web pages for keywords
- ✓ Make Google bots love your site
- ✓ Build links the right way
- ✓ Advanced SEO
- ✓ Conversion
- ✓ Q&A

SEO is about revenue



✓ Organic search drives 30% revenue for an online phone retailer. Paid search spends over \$100k/month and does just a little better at 40% revenue.

Default Channel Grouping	Sessions ?	Revenue ?	Transactions ?	Average Order Value ?	Ecommerce Conversion Rate ?
				\$250.31 Avg for View: \$250.31 (0.00%)	1.32% Avg for View: 1.32% (0.00%)
1. Paid Search	(52.64%)	(40.75%)	(43.94%)	\$232.11	1.10%
2. Organic Search	(25.87%)	(30.93%)	(30.80%)	\$251.40	1.58%
3. Direct	(12.50%)	(17.48%)	(14.01%)	\$312.13	1.48%
4. Referral	(8.61%)	(10.64%)	(11.07%)	\$240.47	1.70%
5. Social	(0.37%)	(0.21%)	(0.17%)	\$299.98	0.61%

SEO is about revenue

✓ SEO drives the most revenue (40%) for an online flower retailer, and has excellent conversion rate only after email

Default Channel Grouping	Sessions ?	Revenue ?	Transactions ?	Average Order Value ?	Ecommerce Conversion Rate ?
				\$100.82 Avg for View: \$100.82 (0.00%)	2.19% Avg for View: 2.19% (0.00%)
1. (Other)	(35.37%)	(16.92%)	(20.45%)	\$83.44	1.26%
2. Organic Search	(32.15%)	(40.26%)	(47.58%)	\$85.31	3.23%
3. Paid Search	(15.34%)	(15.48%)	(11.15%)	\$139.97	1.59%
4. Direct	(10.57%)	(11.34%)	(8.92%)	\$128.13	1.84%
5. Email	(3.84%)	(6.88%)	(7.43%)	\$93.35	4.23%
6. Referral	(1.78%)	(7.72%)	(3.35%)	\$232.72	4.11%
7. Social	(0.96%)	(1.39%)	(1.12%)	\$125.88	2.54%

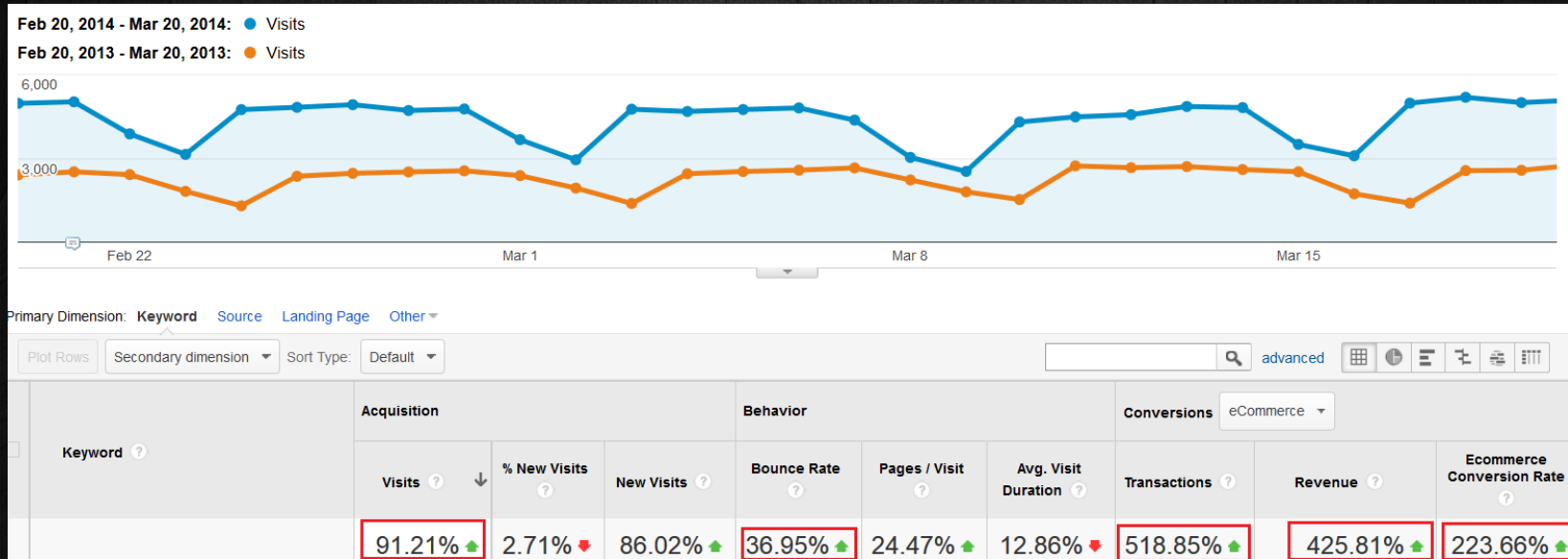
SEO done right - traffic

- ✓ CBI helped a casual game platform increase organic traffic 25 times in 7 months, from 200,000 visits/month to over 5 million visits/month



SEO done right - revenue

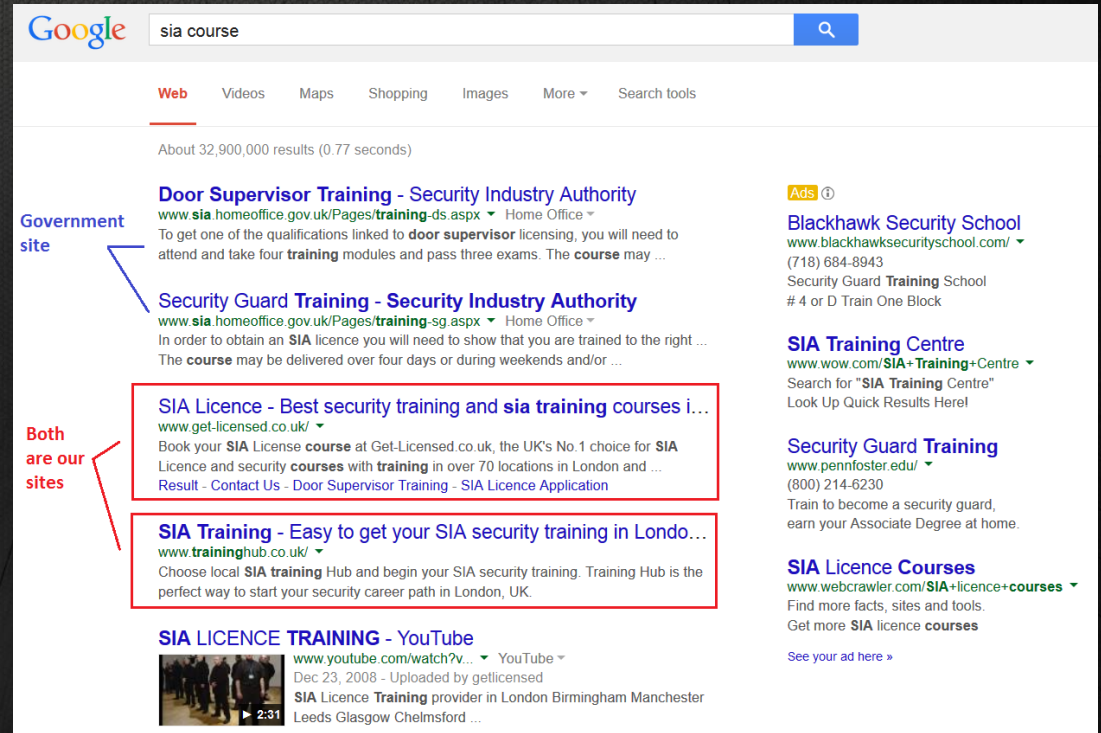
- ✓ A hotel booking platform doubled its organic search (91%) and increased its organic revenue 5 times (425%) in 9 months of doing SEO and Conversion Optimization



SEO done right - rankings



✓ A major security training school with over 70+ locations in U.K. owns top 3 rankings for biggest keywords in the industry for 3 of its sites



Google search for "sia course" showing results for security training courses. The search results are categorized into "Government site" and "Both are our sites".

Government site

- Door Supervisor Training - Security Industry Authority**
www.sia.homeoffice.gov.uk/Pages/training-ds.aspx Home Office
To get one of the qualifications linked to **door supervisor** licensing, you will need to attend and take four **training** modules and pass three exams. The **course** may ...
- Security Guard Training - Security Industry Authority**
www.sia.homeoffice.gov.uk/Pages/training-sg.aspx Home Office
In order to obtain an **SIA** licence you will need to show that you are trained to the right ... The **course** may be delivered over four days or during weekends and/or ...

Both are our sites

- SIA Licence - Best security training and sia training courses i...**
www.get-licensed.co.uk/
Book your **SIA** Licence **course** at Get-Licensed.co.uk, the UK's No.1 choice for **SIA** Licence and security **courses** with **training** in over 70 locations in London and ...
Result - Contact Us - Door Supervisor Training - SIA Licence Application
- SIA Training - Easy to get your SIA security training in Londo...**
www.traininghub.co.uk/
Choose local **SIA** **training** Hub and begin your SIA security training. Training Hub is the perfect way to start your security career path in London, UK.

SIA LICENCE TRAINING - YouTube
www.youtube.com/watch?v... YouTube
Dec 23, 2008 - Uploaded by getlicensed
SIA Licence **Training** provider in London Birmingham Manchester Leeds Glasgow Chelmsford ...

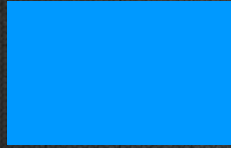
Ads

- Blackhawk Security School**
www.blackhawksecurityschool.com/
(718) 684-8943
Security Guard **Training** School
4 or D Train One Block
- SIA Training Centre**
www.wow.com/SIA+Training+Centre
Search for "SIA **Training** Centre"
Look Up Quick Results Here!
- Security Guard Training**
www.pennfoster.edu/
(800) 214-6230
Train to become a security guard, earn your Associate Degree at home.
- SIA Licence Courses**
www.webcrawler.com/SIA+licence+courses
Find more facts, sites and tools.
Get more **SIA** licence **courses**

See your ad here >

I. SEO

Keywords



- ✓ How to select the right keywords for your website
 - Keyword ideas
 - Keyword research tools
 - Keyword search volume and keyword difficulty
 - Keyword grouping
 - Keyword allocation to web pages

SCI Case Study

- ✓ School Choice International – high-end school consulting firm, K-12 & college
- ✓ Target: Top American executives relocating / affluent people overseas coming to U.S. Focus on major cities like NYC, Boston, LA, Miami, DC, Seattle
 - Big keywords: educational consultant/consulting + firm/consultancy/services + [location]
 - School Search: [top/elite/best] + [private/public] + [boarding/day/special needs/catholic] + [elementary/middle/high] schools in + [location]

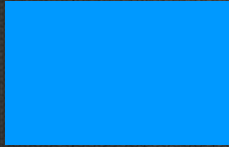
E.g. Top private schools in mid-town nyc

SEO Keywords

- ✓ Start with keywords that your audience/customers are most likely to use to find your type of products and services (keywords that can **convert into sales**)
- ✓ Use **keyword research tools** to elaborate more relevant keyword ideas
- ✓ Choose keywords that people are searching for (has **good search volume**), and not too difficult (not too competitive). Long-tail & fat head keywords
- ✓ Put keywords into **relevant keyword groups**, and organize main sections on your site to match those keyword groups
- ✓ Go **after a lot of keywords** as long as they are relevant. Don't follow SEO claim "I'll optimize your site for 10-30 keywords". If your site has over 100 pages, find at least 300 relevant keywords.

- ✓ Sources for keyword ideas
 - Keyword Research Tools: Google Keyword Planners, Uber Suggest
 - Competitor Research: SEM Rush Competitor research
 - Google/Bing related searches
 - Industry information sources
 - The sense about SEO & industry expertise

II. Page-level SEO



- ✓ SEO techniques to optimize page content for keywords
 - Meta tags <title>, <description>
 - Internal links
 - Breadcrumb & rich snippets
 - Heading tags <h1>, <h2>
 - Text copy / Keyword density
 - Images / Videos

Example

- ✓ Heading <h1>
- ✓ Internal links
- ✓ Keyword insertion
- ✓ Breadcrumb
- ✓ Image

The screenshot displays the Flower Explosion website's product page for roses. The page features a green navigation bar with categories like 'SEND FLOWERS', 'BY FLOWER', 'BY COLOR', 'BY OCCASION', 'WEDDINGS', 'FUNDRAISERS', and 'WHOLESALE'. A breadcrumb trail shows 'Home / By Flower / Roses (All Types)'. The main heading is 'Roses (All Types)'. The page includes a search bar, a 'SHOP BY' section with 'SHOPPING OPTIONS', and a list of categories such as 'Classic Roses (90)', 'Tinted Roses (19)', 'Garden and English Roses (27)', 'Spray Roses (14)', 'Preserved Roses (7)', 'Edible Roses (4)', and 'Rose Petals (12)'. The 'Price' section shows '\$0.00 - \$99.99 (163)' and '\$100.00 and above (11)'. The 'Color' section lists various colors with counts, including 'Red (41)'. The main content area features a paragraph of text with annotations: 'keyword insertion' points to 'roses' in 'all year round', 'internal links' points to 'roses' in 'Our roses are hand-picked', and 'internal links' points to 'designer roses' and 'David Austin roses'. Below the text is a pagination bar showing 'Items 1 to 15 of 174 total' and 'Page: 1 2 3 4 5'. The product grid shows three items: 'Freedom Red Rose' (REGULAR PRICE: \$39.99), 'Samarcanda I Red Garden Rose' (SPECIAL PRICE: \$75.00), and 'Imagination Rose' (REGULAR PRICE: \$39.99).

HTML code

✓ Heading

```
<h1>Find the Best School</h1>
```

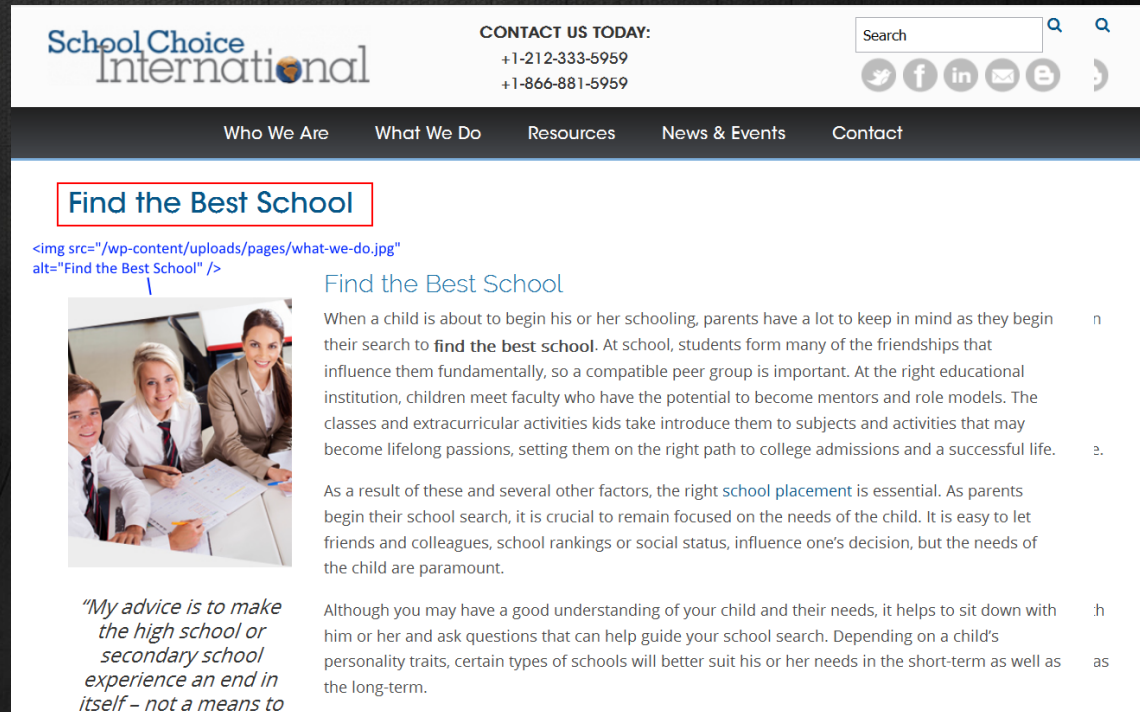
✓ Image:

```

```

✓ Internal link

```
<a href="/independent-schools-in-new-york-city/">private school</a>
```



The screenshot shows the top navigation bar of the School Choice International website. The logo is on the left, and contact information is on the right. Below the navigation bar is a dark menu with links: Who We Are, What We Do, Resources, News & Events, and Contact. The main content area features a red-bordered box around the heading 'Find the Best School'. Below this is an image of three people in business attire looking at documents. The article text discusses the importance of finding the right school for a child, mentioning factors like peer group, extracurricular activities, and school placement. A quote from a parent is included at the bottom left of the article content.

School Choice International

CONTACT US TODAY:
+1-212-333-5959
+1-866-881-5959

Search

Who We Are What We Do Resources News & Events Contact

Find the Best School

```

```

Find the Best School

When a child is about to begin his or her schooling, parents have a lot to keep in mind as they begin their search to **find the best school**. At school, students form many of the friendships that influence them fundamentally, so a compatible peer group is important. At the right educational institution, children meet faculty who have the potential to become mentors and role models. The classes and extracurricular activities kids take introduce them to subjects and activities that may become lifelong passions, setting them on the right path to college admissions and a successful life.

As a result of these and several other factors, the right school placement is essential. As parents begin their school search, it is crucial to remain focused on the needs of the child. It is easy to let friends and colleagues, school rankings or social status, influence one's decision, but the needs of the child are paramount.

Although you may have a good understanding of your child and their needs, it helps to sit down with him or her and ask questions that can help guide your school search. Depending on a child's personality traits, certain types of schools will better suit his or her needs in the short-term as well as the long-term.

"My advice is to make the high school or secondary school experience an end in itself – not a means to

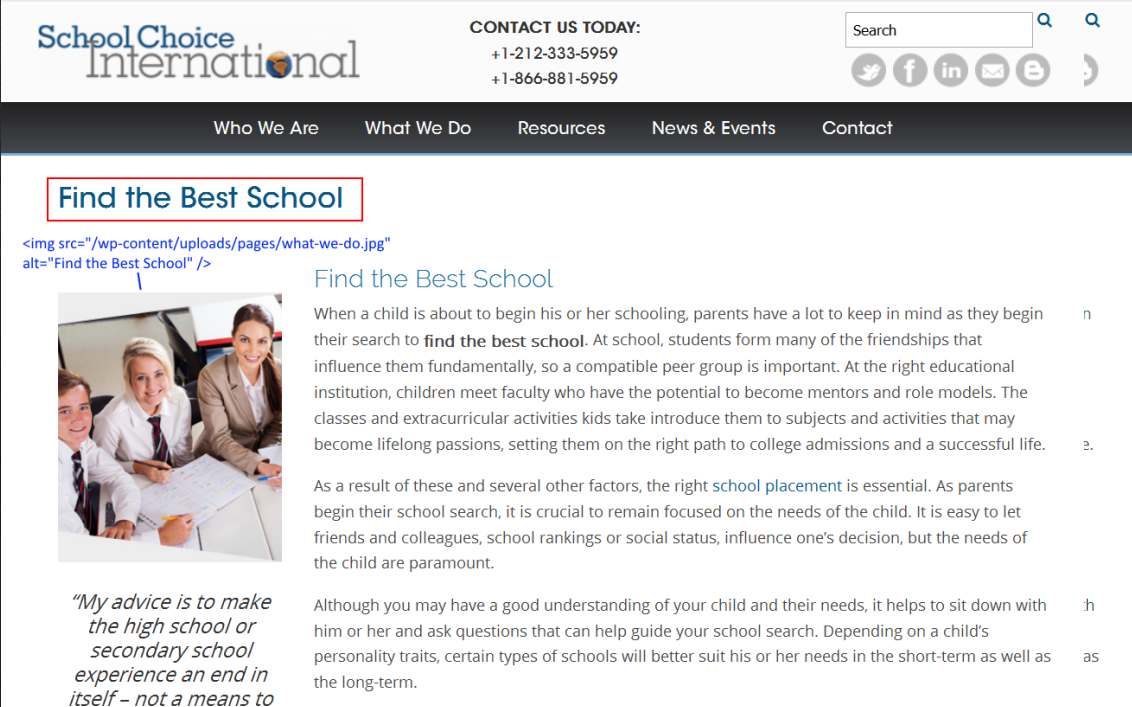
HTML code

✓ SEO meta tags

```
<title>Find the Best School for Your Child | School Placement by School Choice Intl. | Education Consulting Services</title>
```

```
<meta name="description"
itemprop="description" content="The best school for your child is out there, the consultants at School Choice can help you find them" />
```

```
<meta name="keywords"
itemprop="keywords"
content="private schools,private high school, school search nyc, private school tuition" />
```



The screenshot shows the top of the School Choice International website. The header includes the company logo, contact information (+1-212-333-5959 and +1-866-881-5959), a search bar, and social media icons. A navigation menu lists 'Who We Are', 'What We Do', 'Resources', 'News & Events', and 'Contact'. The main content area features a red-bordered box with the title 'Find the Best School'. Below this is an image of three people in business attire looking at documents. The text discusses the importance of finding the right school placement for a child, mentioning factors like peer groups, extracurricular activities, and school rankings. A quote from a parent is included: "My advice is to make the high school or secondary school experience an end in itself - not a means to".

Rich snippets

- ✓ Rich snippet breadcrumb vs. basic breadcrumb
- ✓ Rich snippet ratings & reviews
- ✓ Good rich snippets make your site listing on search engine result page (SERP) look more impressive and attract more clicks

Fresh Cut Roses 50 Yellow Roses Pretty Stunning!

[www.amazon.com](#) > ... > [Fresh Cut Flowers](#) > [Roses](#) Amazon.com, Inc. ▾

★★★★★ Rating: 4.4 - 5 reviews

Rich snippet breadcrumb

Amazon.com: Valentine's Gift Roses | Fresh Cut Roses 50 Yellow Roses Pretty Stunning! : Fresh Cut Format Rose Flowers : Grocery & Gourmet Food.

Rich snippet ratings & reviews

Roses - 1-800-Flowers

[www.1800flowers.com/roses](#) 1-800-Flowers ▾

Roses are the perfect gift for birthdays, anniversaries and every holiday in between. Send rose bouquets to your special someone, yellow or white roses to make ...
basic breadcrumb

Yellow - Roses - Garden Plants & Flowers - Garden Center ...

[www.homedepot.com/...Roses/Yellow/N-5yc1vZc8rdZ...](#) The Home Depot ▾
Shop our selection of Yellow, Roses in the Outdoors Department at The Home Depot.

The best—and cheapest—way to buy roses online. - Slate

[www.slate.com/articles/life/shopping/.../war_of_the_web_roses.html](#) Slate ▾
Feb 10, 2003 - I sampled about 12 places and ordered mostly red roses, though I sometimes went for pink or yellow when their pictures looked really seductive ...

Send Yellow Roses | Buy Yellow Roses by Post-a-Rose ...

[www.post-a-rose.com/prod_cat/C_yellow-roses_1420.html](#) ▾

Send yellow roses for delivery throughout UK. Buy yellow roses from only £18.75 from UK online florist Post-a-Rose.

Page-level SEO

- ✓ Each page should be optimized for no more than 3-5 *relevant* keywords
- ✓ User only one heading <h1> tag per page
- ✓ All on-page elements must be optimized consistently for selected keywords
- ✓ How to do the optimization?
 - Via Back-end Editor (CMS) & SEO plugin, or done by a web developer
 - E.g. Wordpress platform & Yoast SEO plugin

III. Indexing Optimization

✓ SEO techniques to guide search engine bots to best “read” your website

➤ Robots

➤ 404 “page not found”

➤ Sitemap

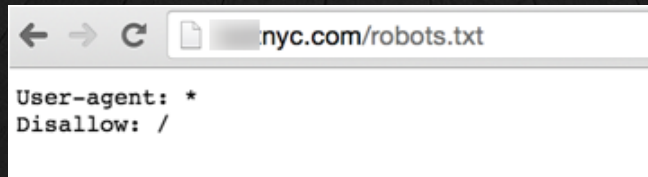
➤ Redirects

➤ Canonical

➤ Breadcrumb

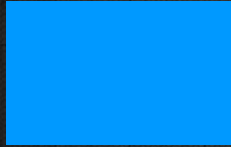
Robots

- ✓ Robots tag/file guide search engine bots to index or not index certain pages on your site.
- ✓ **Robots can cause panic.** A client contacted us a few days ago *“We just launched our brand new website, but right now we don’t even appear when someone searches for us which is horrible”*.
- ✓ The reason was they blocked Google bots from indexing their site entirely
 - Robot meta tag is set “no index”: `<meta name='robots' content='noindex,follow' />`
 - Robots.txt is also set “disallow” indexing all pages



```
← → ↻ 📄 nyc.com/robots.txt
User-agent: *
Disallow: /
```

Sitemaps

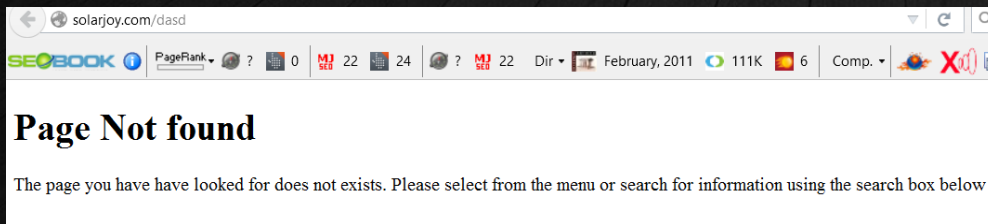


- ✓ Sitemaps are special files that contain links to all pages on your website to help search engine bots index your site better
- ✓ A site can have many sitemaps. Each site map should have maximum 50,000 links

#	Sitemap ^	Type	Processed	Issues	Items	Submitted	Indexed
1	/api/solrapi?solr_action=articles_feed&type=rss&limit=999999	RSS	Oct 23, 2015	-	Web	789	513
2	/api/solrapi?solr_action=events_feed&type=rss&limit=999999	RSS	Oct 19, 2015	-	Web	383	143
3	/api/solrapi?solr_action=press_feed&type=rss&limit=999999	RSS	Oct 18, 2015	-	Web	12	1
4	/api/solrapi?solr_action=programs_feed&type=rss&limit=999999	RSS	Oct 22, 2015	-	Web	39	1
5	/sitemap.xml	Sitemap	Oct 13, 2015	-	Web	9	5

404 error page

- ✓ 404 “page not found” page displays when user access a non-exist link
- ✓ Scan your site with Xenu or ScreamingFrog to find & fix all broken links
- ✓ Soft 404 error: *http code* return code 200 instead of 404. Test with tools like web-sniffer.net.
- ✓ Should have a developer to setup 404 properly



The screenshot shows the interface of a web-sniffer tool. At the top, the 'HTTP(S)-URL:' field is set to 'http://solarjoy.com/dasd'. Below this, the 'HTTP version:' is set to 'HTTP/1.1'. The 'User agent:' field is set to 'Web-Sniffer'. The 'HTTP Request Header' section shows the following details: 'Connect to 104.130.43.198 on port 80 ... ok', 'GET /dasd HTTP/1.1', 'Host: solarjoy.com', 'Connection: close', 'User-Agent: Web-sniffer/1.1.0 (+http://web-sniffer.net/)', 'Accept-Encoding: gzip', 'Accept-Charset: ISO-8859-1, UTF-8; q=0.7, *; q=0.7', 'Cache-Control: no-cache', 'Accept-Language: de, en; q=0.7, en-us; q=0.3', and 'Referer: http://web-sniffer.net/'. The 'HTTP Response Header' section shows the status: 'Status: HTTP/1.1 404 Not Found'.

Redirects

- ✓ Redirect automatically transfers users from an old link to a new link
- ✓ Redirect correctly helps transfer SEO value from the old link to the new link
- ✓ Redirect is extremely important when doing website upgrade
- ✓ E.g. redirect non-www to www:

like <http://jbeautybrands.com> → <http://www.jbeautybrands.com>

- ✓ Redirect is set in .htaccess file. Usually need a developer/webmaster

```
RewriteCond %{HTTP_HOST} ^jbeautybrands\.com$ [NC]  
RewriteRule ^(.*)$ http://www.jbeautybrands.com/\$1 [R=301,L]
```

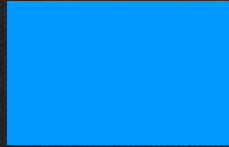
Canonical

- ✓ Canonical tag is used to tell search engines if your site has 2 or more pages with identical content, so search engines only ranks one of those.
- ✓ Canonical tag help avoid one of the most popular SEO errors: **duplicate content**.
- ✓ Example: `<link rel="canonical" href="http://www.flowerexplosion.com/by-flower/roses.html" />`
- ✓ Canonical tag is important for paging (only index page 1 and ignore page 2,3,..n) or product pages that have various sizes or colors or else (only index the main product page without specific size or colors)

IV. Deeper technical SEO

- ✓ SEO techniques to guide search engine bots to best “read” your website
 - Speed optimization
 - Mobile friendly
 - Hhttps as a ranking factor
 - IP blacklist check
 - And more

Page speed



- ✓ Google uses Pagespeed score to measure and reward fast websites.
- ✓ Pagespeed score should be 90/100 or higher.
- ✓ Example: Optimizing mobile speed, need solid coding skills to implement.
 - Add specify image dimension
 - Compress images
 - Compress HTML file for homepage, CSS and JavaScript file
 - Reduce HTTP requests
 - Avoid using @import in CSS file
 - Leverage browser caching
 - Inline small JavaScript file, and more

Before

http://m.tghairacademy.edu/

Mobile Desktop

64 / 100 Speed

This screenshot shows the 'Before' state of a page speed test. The URL is http://m.tghairacademy.edu/. The 'Mobile' tab is selected, indicated by a red exclamation mark icon. The 'Desktop' tab is also visible with a green checkmark icon. The overall speed score is 64 / 100, displayed in a red box.

After

http://m.tghairacademy.edu/

Mobile Desktop

90 / 100 Speed

This screenshot shows the 'After' state of the page speed test. The URL remains the same. The 'Mobile' tab is now selected with a green checkmark icon, indicating a successful pass. The 'Desktop' tab also has a green checkmark icon. The overall speed score has improved to 90 / 100, displayed in a green box.

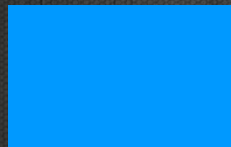
V. LINKS & OFF-PAGE SEO

- ✓ SEO techniques to build strong external link portfolio
 - Back links
 - Social media: Facebook, Twitter, Youtube, Pinterest, etc
 - Guest blogging done right
 - Digital PR
 - And more

- ✓ SEO techniques to build strong external link portfolio
 - Try to get “do follow” links. “no follow” links have less SEO value
 - Diversify your link anchor texts, do not abuse exact match keywords as link anchor text too much
 - .gov, .edu links are valuable, get them if you can, just don't buy them
 - You should get links from sites that are relevant to your websites only, and has domain authority 30/100 or higher
 - Blog comments, forum seeding no longer work



Link Analysis Tools



- ✓ Favorite Link Analysis Tools: Moz Open Site Explorer
- ✓ Google Search Console/Webmaster Tools

Authority		Page Link Metrics		Page Social Metrics		
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS	FACEBOOK	TWITTER	GOOGLE
48 /100	55 /100	18 60 Days	29 Root Domains	35 Shares	22 Tweets	0 +1s
SPAM SCORE: 0 /17		493 Total Links		57 Likes		

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target Link Source Link Type

Group by subdomain & show social/contact links

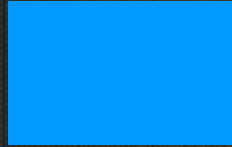
1 - 50 Inbound Links [Request CSV](#) [Prev](#) [Next](#)

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
NSTA National Conference www.nsta.org/conferences/national.aspx	It's About Time www.iat.com/	3	78	84
(301 Redirect) [No Title] www.its-about-time.com/	[no anchor text] www.iat.com/	0	56	47
(Nofollow) Engineering a Science Booth! An It's About Time-La... www.youtube.com/watch?v=0Oszv-ezu9Y	http://iat.com www.iat.com/	2	47	100
(Nofollow) Creating a Sustainable Model with IMP Meaningful ... www.youtube.com/watch?v=3EAz_jlHs4w	http://iat.com www.iat.com/	2	47	100

Link building

- Integrate your link building with digital PR & social media efforts: PRNewswire, PRWeb, etc
- Build links with social media, Youtube, blog, etc
- Guest blogging could be good source for link building *if done right*
<http://www.expatechange.com/article/3328/Abrupt-Repatriation---Minimizing-Schooling-Challenges->
- Link building frequency: You should build links continuously over time, do not build a huge amount of links in short time

Link building



- Make your site so awesome that people want to link and share to it
- Do not apply black hat link techniques, like link tiers, private blog networks (PBN), mass link building with black-hat tools, etc. It wastes time, money, not sustainable, and may negatively affect your brand

Beware with black-hat links!

- ✓ A leading online marketplace **lost 60% of its search impressions** due to **Google penalty for unnatural links**, and ask us for support
 - It took us 2 months of hard work to clean/disavow bad links while preserve good links
 - Report to Google to remove the penalty when the links are clean



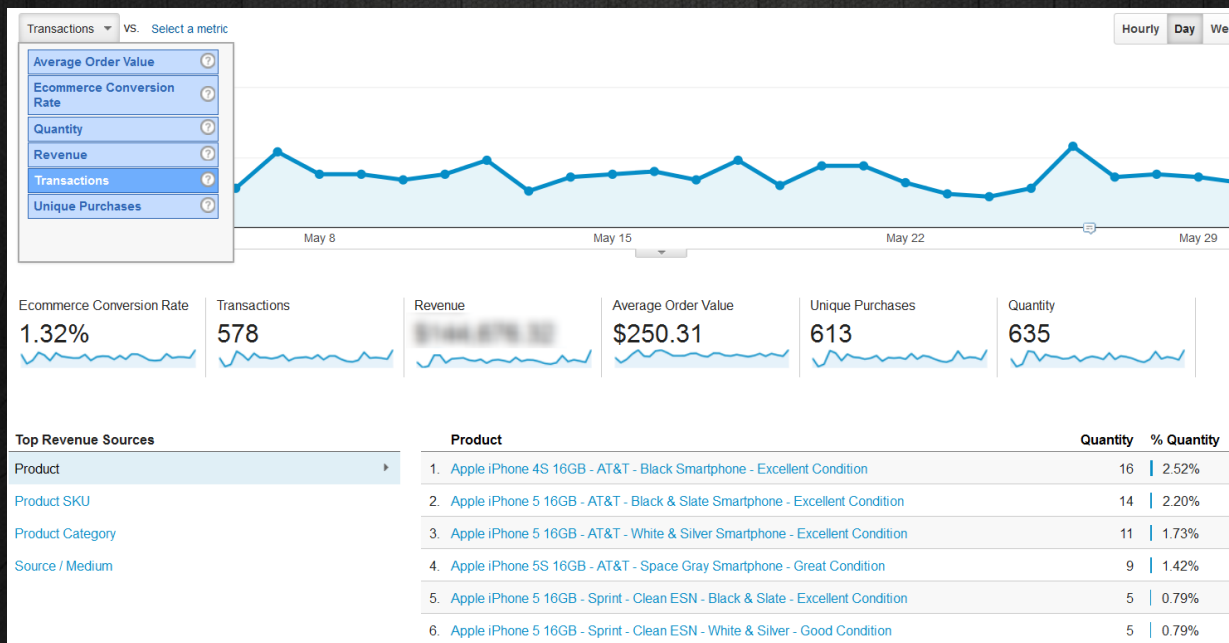
KEY POINT: CONVERSION

You must setup goal/conversion tracking to measure the **business return** of your digital marketing effort.



Ecommerce Tracking

✓ Ecommerce sales report for an online retailer



Landing Page Optimization

- ✓ How to get business results from organic search
 - Make sure your headline matches with the search terms you selected
 - Write key selling points in the copy
 - Add proper Call-to-actions
 - Each type of page needs different approach: product/service detail page, category page, homepage
 - Test, test, and test every page element

Landing Page Optimization

✓ Examples:

- Solar lead-gen landing page <https://solarjoy.com/s1/>
- Beauty school landing page: <http://lp.tghairacademy.edu/lp2/>

SEO APPROACH

A website should only gain top ranking for a search term if it deserves to have that top ranking.

Continuously improve your site.

SEO Questions

✓ *How long before I see SEO results?*

SEO is a long-term process that may take from 6-12 months to see measurable results, although in many cases we can see results in 3-4 months after launch.

✓ *What should I do as a client to boost SEO performance?*

SEO clients who devote time to build great content, take care of the online users, and constantly improve their site will achieve SEO results faster.

✓ *What are the biggest SEO mistakes?*

In our view, the biggest SEO mistake is to believe simplistic promises. Second is to abuse black-hat SEO. Third is not spending time to take care of the site. There is no shortcut in SEO. It is all about hard work of both SEO team AND Client team.

THANK YOU!

If you have any questions, please let me know at
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