

SEO Strategy – Establish

Professor
School
Search Engine Optimization

SEO Strategy – Establish

In which area auditing is often used?

Why auditing is important in that area?

Learning Objectives

- Construct a SEO audit
- Assess a SEO audit



Topics

- Audit website
- Main Content
- Supplementary Content
- YMYL and EEAT

“Don’t audit life. Show up and make the most of it now.”

Regina Brett



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“You can do a life audit at any age or stage of life. Don’t waste time on things that aren’t necessary or good for you. Life is short. Do the bits you have to do and use the rest of your life to have a wonderful time.”

Caroline Righton



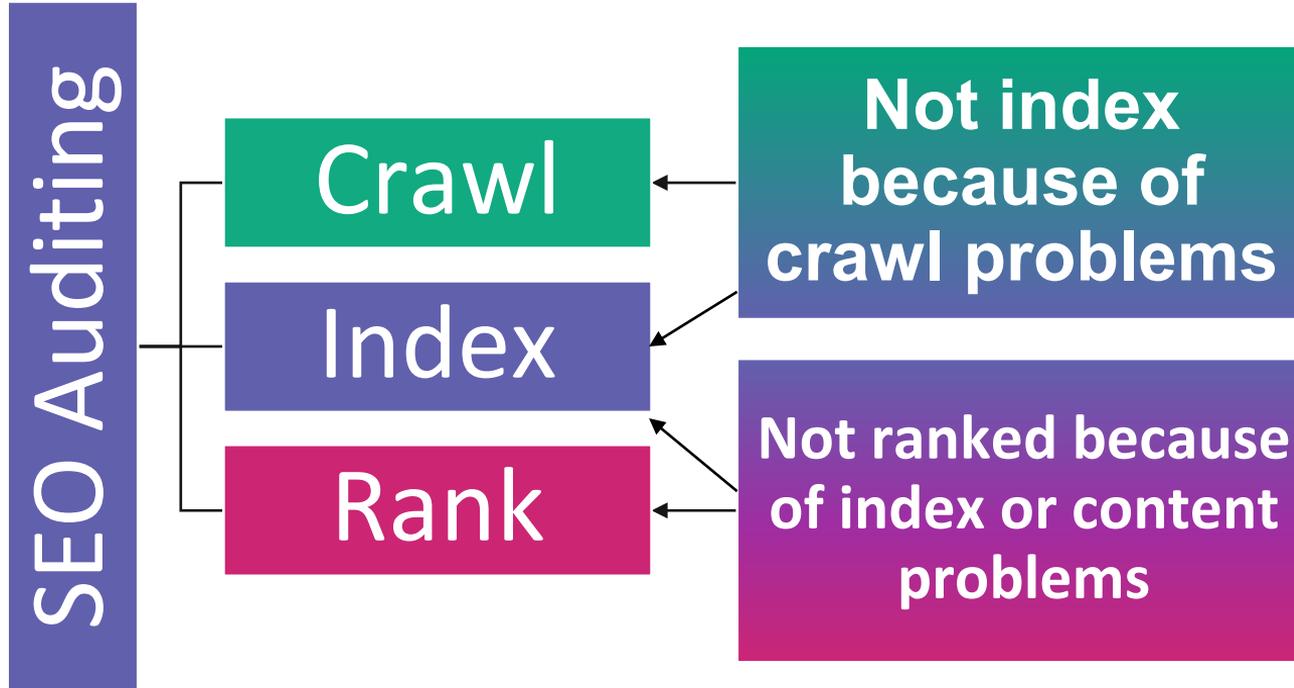
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Audit website



Audit website



Audit website

- Suitability of the domain
- Appropriateness of website design and UX
- Check existence of canonicalization
- Check Robots.txt and Spiderability file
- Check Sitemaps.xml file
- Blocked Pages
- Broken Links
- Site Structure
- Same keyword associated with several pages (cannibalisation)





Main Content



Main Content

- In the context of web development and search engine optimization, the term "main content" (MC) refers to the primary content of a webpage that is directly relevant to the page's topic.
- The main content is the part of the page that is most important to the user and is usually the main reason why the user visited the page. It is typically the focus of the page and the part of the page that search engines pay the most attention to when ranking the page in search results.
- Main content can include a variety of different types of content, such as text, images, videos, and other media.

Google Search Quality Evaluator Guidelines



Main Content

Type of Page and Purpose

- News website homepage: the purpose is to inform users about recent or important events
- News article page: the purpose is to communicate information about an event or news topic
- Store product page: the purpose is to sell or give information about the product (Content behind the Reviews, Shipping, and Safety Information tabs are considered to be part of the MC)
- Currency converter page: the purpose is to calculate equivalent amounts in different currencies
- Blog post page: the purpose is to share music used on a TV show
- Search engine homepage: the purpose is to allow users to enter a query and search the Internet
- Bank login page: the purpose is to allow users to log in to bank online





Supplementary Content



Supplementary Content

- Supplementary content (SC) is content that is not considered to be the main content of a webpage, but is still relevant to the page's topic and can be useful to users.
- It is usually not the main reason why a user visits the page, but it can provide additional information or context that enhances the user's experience.
- In the context of search engine optimization, supplementary content is typically not given as much weight as the main content when ranking pages in search results. Examples of supplementary content can include navigation links, footer content, ads, and related links.

Google Search Quality Evaluator Guidelines



Supplementary Content

Type of Page and Purpose

- News article page: the purpose is to communicate information about an event or news topic
- Store product page: the purpose is to sell or give information about the product
- Blog post page: the purpose is to share music used on a TV show

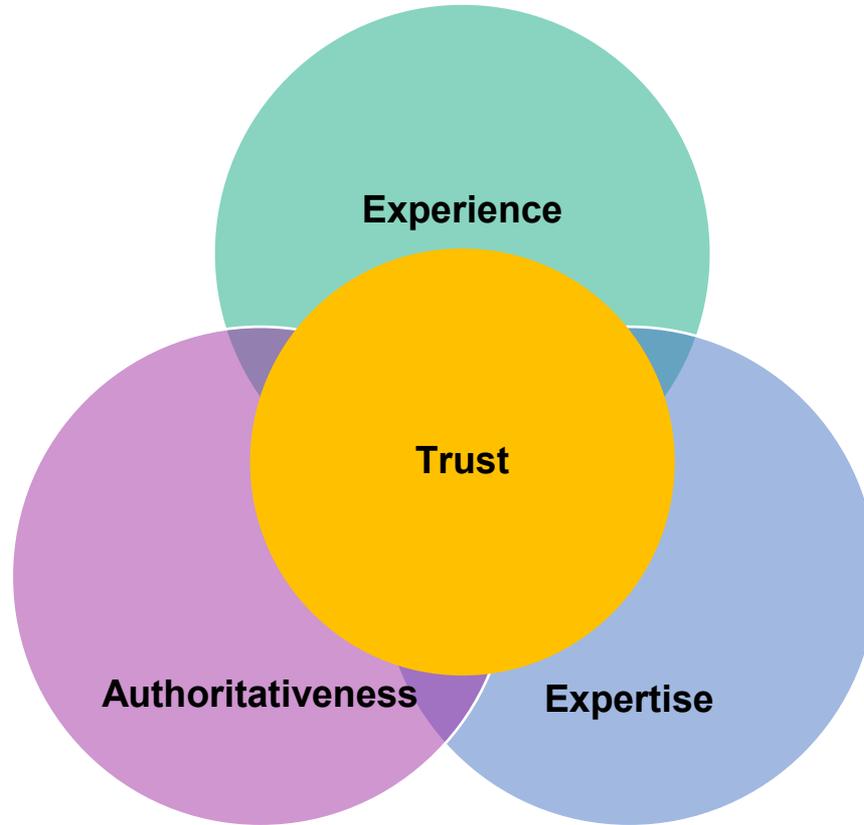




YMYL and EEAT



EEAT



Google Search Quality Evaluator Guidelines



EEAT

- EAT stands for "Experience, Expertise, Authority, Trustworthiness"
- In the context of search engine optimization (SEO), EEAT is a term that refers to the importance of having high-quality content on a website that is written by experts that have experience and is trustworthy and authoritative. Google and other search engines use EAT as a ranking factor when determining the quality and relevance of a webpage.
- To improve the EEAT of a website, it is important to focus on producing high-quality content that is written by experts with experience in the field, is accurate and well-researched, and is trustworthy and reliable. Additionally, having a website that is well-designed and user-friendly can also contribute to its EEAT.

Google Search Quality Evaluator Guidelines



YMYL

- YMYL stands for "Your Money or Your Life"
- In the context of search engine optimization (SEO), YMYL refers to websites that have the potential to impact a person's financial stability, health, or overall well-being. These types of websites are held to a higher standard by Google and other search engines because the information on them can have serious consequences if it is not accurate or reliable.
- Examples of YMYL websites can include financial advice websites, medical websites, and online stores that sell products or services that have a direct impact on a person's financial or physical well-being.
- To improve the SEO of a YMYL website, it is important to focus on producing high-quality, accurate, and reliable content that is written by experts with experience in the field and is trustworthy and authoritative.

Consolidation Activity



Consolidation Activity

For the next list, choose an organization and its website:

- Online store.
- Online brand presence.
- Information repository (e.g., news)

Construct a SEO audit for the website



Recap of Learning Objectives

Now, can you construct a SEO audit?

Now, can you assess a SEO audit?



Recap of Learning Objectives

- If you were writing a quiz on today's material, what two questions would you add?
- Describe three things that you learned today, two things you need clarification on and one thing you found interesting.



Questions?



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Next class...

- SEO strategy; let's get into the specifics. Let's Enhance a SEO Strategy.



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