

SEO Strategy – Enhance

Professor
School
Search Engine Optimization



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SEO Strategy – Enhance

Is it possible to harvest products recurrently without knowledge and without planting, caring for and collecting the crops?

Does the same apply to SEO?

Learning Objectives

- Develop a plan for optimization of a SEO Strategy
- Perform a SEO optimization



Topics

- Optimize the website
- Optimize content for a SEO Strategy
- Technical optimization
- Local SEO

“Optimize for what would happen if you ranked, do not optimize to rank.”

Will Crithlow



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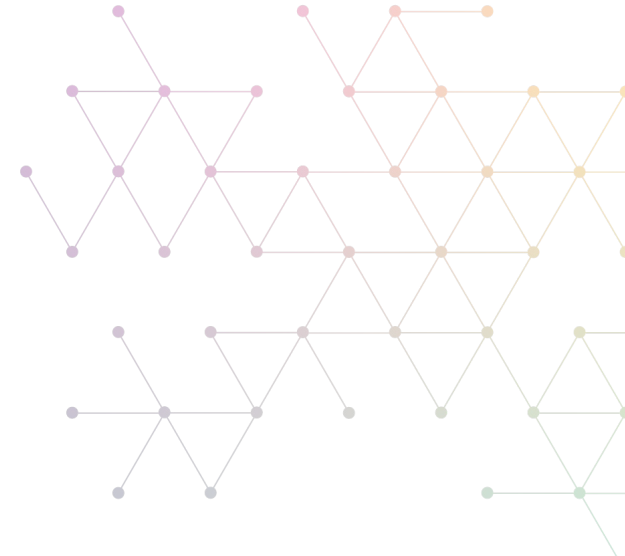
Optimize the website





Optimize the website

- Information Architecture
- Usability and user experience
- Mobile
- Schema



Assessment Activity

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

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

Identify the most important website pages and propose improvements to them.



Optimize content for a SEO Strategy



Optimize content for a SEO Strategy

- Content optimization for SEO refers to the process of creating high-quality, relevant, and engaging content that is optimized for the keywords that are targeted
- The goal is to create content that is both valuable to users and search engines, so that it can rank well in search engine results pages (SERPs) and drive more traffic to your website



Optimize content for a SEO Strategy

- Research keywords: Before creating content, research the keywords that the target audience is searching for. This will help create content that is relevant and useful to them. Use keyword research tools like Google Keyword Planner to find the relevant keywords and the search volume
- Create high-quality content: High-quality content is content that is well-written, informative, and engaging and must be free of spelling and grammar errors, easy to read and understand
- Optimize for keywords: Once one has the keywords, they must be included in the content's headlines, meta description, and body text
- Headings and subheadings: headings and subheadings should be used to organize the content and make it easy to read (H1, H2, H3, etc.) and to indicate the hierarchy of the content
- Add images and videos to the content to make it more visually appealing and engaging
- Add internal and external links



Assessment Activity

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

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

Identify the most important website pages and research the proper keywords.



Technical optimization





Technical optimization

- URL Structure
- Redirects
- Sitemap and Robots.txt
- Mobile-Friendliness
- Website Speed
- SSL
- Broken links



Google Search Quality Evaluator Guidelines



Assessment Activity

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

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

Optimize the speed of the website



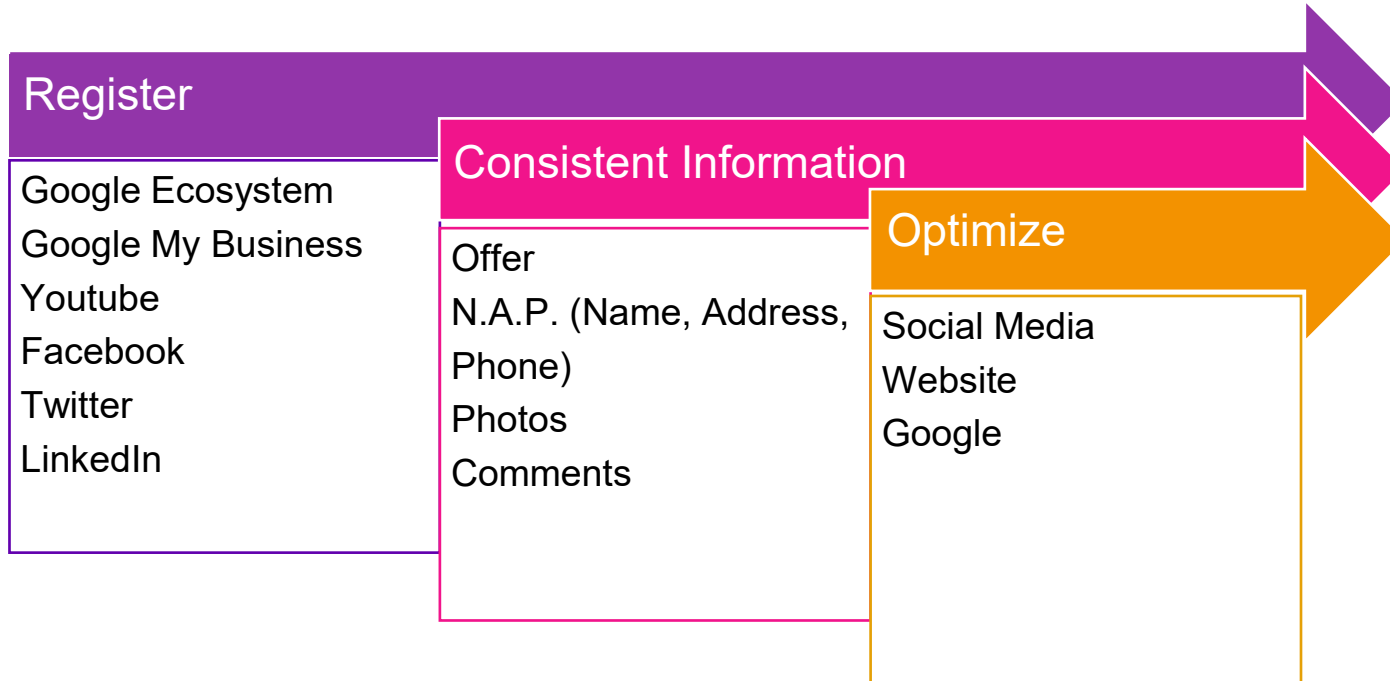
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Local SEO





Local SEO



Consolidation Activity



Consolidation Activity

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

- Online store.
 - Online brand presence.
 - Information repository (e.g., news)
-
1. Redesign the main pages from an SEO perspective; suggest an information architecture
 2. Redefine the content of the main pages of the website under the SEO approach
 3. Make recommendations to improve technical issues
 4. Revamp the digital strategy, adapting it to Local SEO



Recap of Learning Objectives

Now, can you develop a plan for optimization of a SEO Strategy?

Now, can you perform a SEO optimization?



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Recap of Learning Objectives

- Rate your understanding of today's topic from 1–10.
- If you had to structure next class, what would the format look like?



Questions?



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Next class...

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



Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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