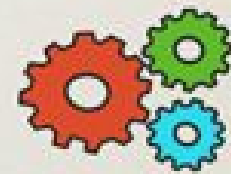


Research

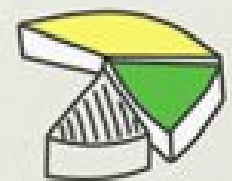
Target



WWW.

SEO

Technical information about SEO setting



Analysis

Feedback



Content



Technical information about SEO setting

This post clarifies the new calculation of Google, HUMMINGBIRD, which thought to overwhelm the SEO systems but, fortunately, SEO does not have a compass for life.



This post attempts to explain the comparison of the quality content of different Google search algorithms. This also goes through the light on SEO strategies. The document ends with "SEO can never have a short life span".

What is SEO?

SEO is the process of improving (optimizing) a website so that it is more readily found online. SEO primarily focuses on improving a website's rankings in search engines like Google and BING. The higher a website appears in the search engine rankings, the greater the probability that it will be visited. When a website received more traffic, so there is a probability for more business. Ready to get started?



What are different types of SEO services?



There are several different types of website optimization. Please find below a description of the following SEO services:

1. [Technical SEO: Analysis of Website's technical factors that impact its rankings.](#)
2. [On-Page SEO: The optimization of visible page elements that effect rankings.](#)
3. [Off-Page SEO: Implementation of optimization elements not related to the page itself.](#)
4. [Organic SEO: Improving rankings for the main "organic" area within search engines.](#)
5. [Local SEO: Improving rankings for the "local-pack" area within search engines.](#)
6. [Reputation Management](#)
7. [Search Engine Marketing](#)



1. Technical SEO: Analysis of Website's technical factors that impact its rankings.



- Code Efficiency
- Website Speed
- Mobile Responsiveness
- SSL/HTTPS



Code Efficiency

An important factor for website optimization is the efficiency of the code with which the website is developed. Inefficient code that is bloated can slow down a website's load time and dilutes the code-to-text (on-page-content). When we optimize on-page content, the optimization is better received by Google when the website code is minimized. Google more readily understands the semantic meaning of a page when there is less code. This helps to improve rankings.



Website Speed



Google's ranking algorithm is continually updated to improve the experience of its users. In addition to delivering accurate results that address a query, Google also factors into its rankings the speed of a website. A faster website provides a superior user experience to a website visitor. All other things being equal, Google will deliver a faster website before a slower site because a visitor will most likely have a better experience with the faster website. Page load times should be below 2.5 seconds.



Latest Performance Report for: <https://gtmetrix.com/>

Report generated: Wed, Jun 17, 2015, 8:03 AM +1000
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 25.0.1, PageSpeed 1.12.16, YSlow 3.1.8
Analysis options: Video

Looks like you're in Vancouver, Canada. Why should I use this?

Performance Scores

PageSpeed Score

A (99%) ^

YSlow Score

A (97%) ^

Page Details

Page Load Time

0.6s ^

Total Page Size

235KB ^

Request

9

PageSpeed

YSlow

Waterfall

Video

History

RECOMMENDATION

Minify JavaScript

GRADE

E (57)

TYPE

JS

PRIORITY

HIGH

Optimize images

D (68)

IMAGES

HIGH

Avoid landing page redirects

B (81)

SERVER

HIGH

Minimize redirects

B (81)

CONTENT

HIGH

What do my

Rules are sorted in
upon score
Optimizing rules at the
greatly improve your

Not every recommen
to your page
The recommendation
specific best practice

Mobile Responsiveness

Another important ranking factor is whether a website is responsive, which means that the layout of the website adapts to the type of device being used to view the website. When a website is responsive, it delivers a better user experience. Websites that are not responsive attempt to deliver the entire width of a web page meant for a desktop onto a smart phone or tablet. To make the page fit, the on-page content must be reduced in size, which typically makes the page unviewable. All other things being equal, Google will deliver a mobile responsive website before a non-responsive site.



SSL/HTTPS



- Google, like its users, prefers websites that are secure. A website with malware is an extreme example of a poor, unsecure website. Of course, no one wants to infect their computer by visiting a website that is not secure. Google has been steadily increasing the importance of having a secure website by increasing the importance of HTTPS websites over HTTP sites.
- HTTPS simply means the website is protected with an SSL certificate. SSL stands for [Secured Socket Layer](#). It is a communications protocol which creates a secure connection between a visitor and a website. Protecting the information entered by a visitor and received by the website is important to Google, therefore, they will rank a website that is SSL protected (https) over a website that is not (http).



2. On-Page SEO: The optimization of visible page elements that effect rankings.

- Page Title & Meta Description
- Headings (Headers)
- On Page Content



Page Title & Meta Description(1)



- A web page's (Meta) title and Meta description are critical to SEO rankings for two reasons. First, both should contain your primary keyword(s) to help Google understand the semantic meaning of your page. Rather than keyword stuffing (old school SEO), use a variation of your keywords. It is best practice to use synonyms, word variations and change the order of words within a keyword phrase. A professional SEO services company will know how to best optimize a website's page titles and Meta descriptions to help Google rankings.

Page Title

URL of the page

SEO 101: How it Works - Network9

network9.biz/seo/seo-101-how-it-works/

Looking to get started with SEO? Here's SEO 101: How it Works—to give you an understanding of how SEO works, and 3 crucial things that affect your rank.

Meta Description

Page Title & Meta Description(2)



- The second reason page titles and Meta descriptions are important is because they present an opportunity to differentiate your web page result from your competitors. Current SEO best practices consider more recent optimization factors used by Google, which include user engagement metrics like time on site, bounce rate and click-through rate. When Google identifies that one web page is being viewed for a longer period of time and there is more visitor engagement with the website, the likelihood is that page will out-rank pages with lower user metrics. Accurate and intriguing page title's and descriptions help increase click-through rate and reduce bounce-rate

Saturday Night Live



All

Videos

News

Images

Books

More

Settings

Tools

About 3,870,000 results (0.75 seconds)

Saturday Night Live - NBC.com

<https://www.nbc.com/saturday-night-live>

Watch Videos. The Emmy Award-winning comedy show **Saturday Night Live** is in its 42nd season. February 3 - Natalie Portman · Episodes · Sketches · January 27 - Will Ferrell

Title

Meta

Headings (Headers)



Google appreciates (and rewards) web pages that are structured intuitively. The use of headings helps to organize the content on a page. Much like a term paper outline, major topics use more prominent headers. In terms of SEO, these would include H1 and H2 heading tags and would identify more macro ideas. When greater detail is discussed within each over-arching topic, these content areas use less prominent headers such as H3 and H4. The proper use of header tags is very important to rankings. I've experienced more than once a huge improvement in a website's rankings by simply changing the H1 on the home page. SEO service providers know how to optimize and utilize headings to help improve Google rankings

H1: This is a Title Tag

Permalink: <https://www.theedesign.com/blog/2017/h1titletag> Edit

Add Media Add Form

Heading 6 B I [List icons] [Link icon] [Table icon]
ABC - A [Text icons] [Undo/Redo icons] [Help icon]

H2: This is a Header Tag

H3: This is a subsection of H2

H4: This is a subsection of H3

H5: This is a subsection of H4

H6: This is a subsection of H5

TITLE TAG

On Page Content(1)



- The content (text) of a web page is critical to the potential ranking for that page. As mentioned above, Google is tracking visitor usage metrics like time on page and bounce-rate. If your professional SEO services company is simply optimizing titles, meta descriptions and headings to improve rankings, these ranking improvements may be short lived.

The screenshot shows the Wikipedia article for "Super Mario World". At the top, there is a navigation bar with "article", "discussion", "edit this page", and "history" tabs. The article title "Super Mario World" is prominently displayed, followed by the text "From Wikipedia, the free encyclopedia". A notice box indicates that the article needs additional citations for verification. The main text describes the game as a platform game developed by Nintendo for the Super Nintendo Entertainment System, noting its success and re-releases. A table on the right lists the developer (Nintendo EAD), publisher (Nintendo and Mattel), designer (Takashi Tezuka), and composer (Koji Kondō). The left sidebar contains navigation and search options.

Help us improve Wikipedia by supporting it financially. Try Beta Log in / create account

article discussion edit this page history

Super Mario World

From Wikipedia, the free encyclopedia

For other uses, see *Super Mario World (disambiguation)*.

 This article needs additional citations for verification. Please help improve this article by adding reliable references. Unsourced material may be challenged and removed. (July 2009)

Super Mario World (スーパーマリオワールド *Sūpā Mario Wārudo*[?]) is a platform game developed and published by Nintendo as a pack-in launch title for the Super Nintendo Entertainment System. It has gone on to become a critical and commercial success, becoming the best seller for the platform, with 20 million copies sold worldwide. Like in previous games in the Mario series, the plot involves Mario and Luigi traversing different lands on a quest to rescue Princess Toadstool who has been kidnapped by Bowser.

In Japan, *Super Mario World* is also known as *Super Mario Bros. 4* and it was one of the launch games for the Japanese Super Famicom, along with *F-Zero*.

The game has been re-released three times, first as part of a combo with *Super Mario All-Stars* on the SNES in 1994. Secondly, it was released on the Game Boy Advance with modified gameplay, as the second part of the *Super Mario Advance* series. The third re-release was for the Wii's Virtual Console in North America in 2007; there were no changes from the original SNES version.

| | |
|--------------|--|
| Developer(s) | Nintendo EAD |
| Publisher(s) | Nintendo, Mattel (Australia 1992–1994) |
| Designer(s) | Takashi Tezuka (director) |
| Composer(s) | Koji Kondō |

Contents [hide]

- Overview
- Development

On Page Content(2)

- Ultimately, the on-page content must provide value to the visitor. Simply listing services, for example, is boring. When one also includes the benefits or value of those services to the potential customer, the page becomes more relevant to the visitor. When the page is concise, has an appealing layout and uses rich-media (videos, graphics, etc.) that improve visitor engagement, then the rankings improvement has greater staying-power.

The screenshot shows the New York Times website interface. At the top, there's a navigation bar with 'HOME PAGE', 'TODAY'S PAPER', 'VIDEO', and 'MOST POPULAR'. The main header features the 'Herald Tribune' logo and 'THE ANTONIA MARGUACIOS.COM'. Below this, a secondary navigation bar includes 'HERE' and 'International Herald Tribune'. The main content area is divided into several sections:

- WORLD**: A vertical sidebar menu listing regions like Asia, Europe, Middle East, Africa, Americas, U.S., BUSINESS, SPORTS, FASHION & STYLE, ARTS, OPINION, EDUCATION, GREAT HOMES, TRAVEL, RENDEZVOUS, U.S. POLITICS, TECHNOLOGY, SCIENCE, HEALTH, N.Y./REGION, DINING & WINE, HOME & GARDEN, BOOKS, MOVIES, and MUSIC.
- Russia Halting Democracy Groups' Access to U.S. Money**: A large article by David M. Herszenhorn and Ellen Barry, dated 7:52 PM ET. The sub-headline reads: 'MOSCOW — The Kremlin views American financial support for a wide range of civil society programs as thinly veiled meddling in the country's affairs.'
- Turks Grow Uneasy Over Costs of Anti-Assad Policy**: An article by Tim Arango, dated 8:00 PM ET. The sub-headline reads: 'ISTANBUL — Many Turks believe their government's support for the Syrian uprising is undermining Turkey's security.'
- Romney Comments on Middle East May Vex Him if Elected**: An article by David S.anger, dated 8:00 PM ET.
- Economics of Everyday Greek Life Eroding**: An article by Liz Alderman, dated 8:08 PM ET. The sub-headline reads: 'LEVIKI, Greece — Even if Greece gets another lifeline from its European partners, many Greeks believe it won't matter because of deep-seated problems within their country.'
- Race Is On as Ice Melt Reveals Arctic Treasures**: An article by Elisabeth Rosenthal, dated 8:08 PM ET. The sub-headline reads: 'NULIK, Greenland — The jockeying among nations has begun as areas of the Arctic once regarded as barren wastelands now offer an abundance of oil, gas and minerals.'

Other sections include 'GLOBAL SPOTLIGHT' with an 'Op-Ed: The America of the Arab Street' and a 'BOOKS' section featuring 'On the Lam in a World Newly Broken'. A 'MARKETS' section displays a table of stock indices and a 'GET QUOTES' section with a 'State Farm' advertisement.

| U.S. | AMERICAS | EUROPE | ASIA | CURRENCIES | COMMODITIES |
|----------------|-----------|--------|--------|--------------|-------------|
| Nikkei | 2,141.73 | +17.96 | +0.20% | NIKKEI JAPAN | |
| Hong Kong | 28,843.81 | +41.08 | +0.20% | | |
| Shanghai | 2,080.11 | +0.57 | +0.03% | | |
| Air Ordinaries | 4,430.18 | +12.28 | +0.28% | | |
| NSE 50 | 5,600.85 | -9.95 | -0.18% | | |

3. Off-Page SEO: Implementation of optimization elements not related to the page itself.

Off-page SEO techniques help increase a website's domain authority, which is a measure of a website's credibility and "ability" to rank well. While on-page SEO positions a website to rank for search terms well by helping search engines understand the semantic meaning of a website and its web pages, off-page SEO helps increase the authority of a website and Google's interpretation of what websites should rank ahead of others

- [Social Media](#)

- [Backlinks](#)



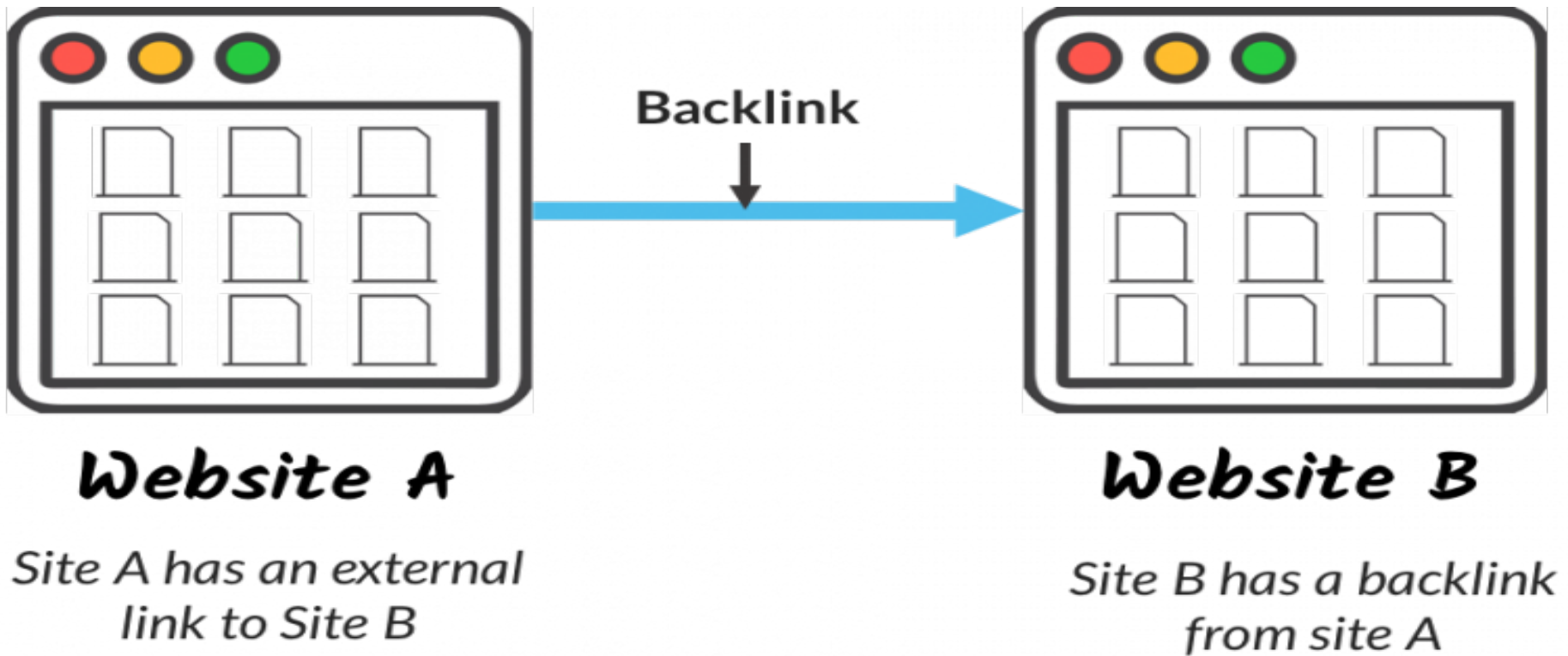
Social Media

The use of social media helps to create brand awareness and the potential for website visitors. The more a website participates in social media, the greater the likelihood of social media users visiting the website. As it relates to off-page SEO, Google's priority is to deliver quality content to its users. Among the best indicators of quality content, is the frequency with which content is shared online. Social media marketing is an excellent way to encourage the sharing of a website's content



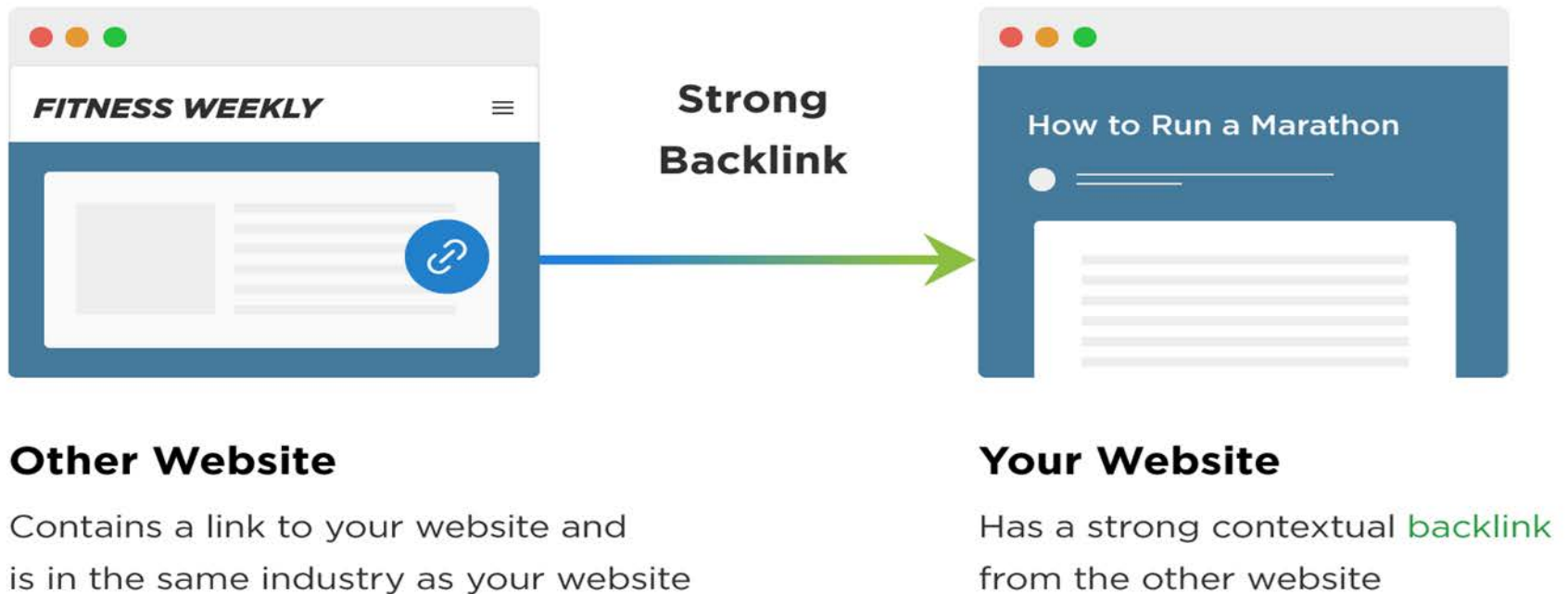
Backlinks(1)

- At the heart of Google's ranking algorithm are backlinks. To Google, backlinks from one website to another is similar to word-of-mouth referrals. The more referrals (backlinks) a website receives, the more Google deems the website as relevant and, subsequently, the greater a website's rankings. Because backlinks are critical to domain authority and ranking well, it tends to also be the area with the greatest abuse in terms of spam.



Backlinks(2)

- If an SEO agency is not using SEO best practices for link building, they may be focusing simply on the quantity of backlinks. More important to improving rankings, is the quality of backlinks. One good quality backlink from a trusted, authoritative website is better than 10 and, perhaps, even 100 poor quality links. The key to acquiring good-quality backlinks is to provide valuable content on your website that others may reference and wish to share with their website visitors.



4. Organic SEO: Improving rankings for the main “organic” area within search engines.

Organic SEO is important to businesses with a national & international focus. This type of SEO focuses on improving rankings within the organic search results (as opposed to the “local-pack”) by optimizing a website for Google’s search engine algorithm. Organic SEO is traditional or classical search engine optimization, which starts with keyword research. The internet is flooded with articles on how to perform organic SEO to improve Google rankings. Techniques within this form of SEO services include on-page optimization and off-page optimization, including things like meta tag and page title optimization, on-page content optimization, building backlinks and utilizing social media



5. Local SEO: Improving rankings for the “local-pack” area within search engines.

Local SEO services is important to businesses relying on local/regional customers. Location targeted SEO is more recent than general organic search optimization. Optimizing for local rankings focuses on being found within the local-pack, the area within Google results that shows a map with a listing of 3 local businesses. The local listings area is a huge opportunity for smaller businesses relying on localized customers. The SEO techniques used for local website optimization are different than those of organic SEO. Restaurants, auto repair shops, electricians and plumbers are a few examples of the types of businesses that benefits from Local SEO



6. Reputation Management(1)

- Another important part of search optimization services a professional SEO company should be offering are those of online reputation management. The majority of internet users find online reviews helpful in making a purchasing decision. Perhaps the most well-known online reviews are those from Amazon. Product reviews from actual buyers are very useful to potential customers researching products.



Reputation Management SEO

6. Reputation Management(2)

- Similar to product reviews, company and service reviews are useful to people looking to hire a company to perform services. These types of reviews can both help and hurt an organization. Those companies with favorable reviews will have a greater likelihood of being hired than those with poor reviews. Reputation management services help promote positive reviews while mitigating negative reviews. An important part of SEO agency services is to help clients respond favorable to online reviews.

ONLINE REPUTATION MANAGEMENT

ORM

**Who's
Protecting
You Online ???**



7. Search Engine Marketing

Search engine marketing services help improve the overall online visibility of an organization's website. There is a strong correlation between the number of impressions a company receives and acquiring new business. As internet users become more familiar with a brand and their website, we see an increase in activity to and engagement with a business' website. Search marketing helps to increase brand awareness, website traffic and conversion rate.



