

Search Engine Optimization

On-Page SEO



Digital Marketing

SEO Intro

What is SEO about?

- SEO stands for **Search Engine Optimization**.
- It is the activity that aims to improve search engine rankings.

SEO Goal:

To reach at the top results of GOOGLE
(& increase traffic to website)

Why is SEO so essential?

- Users mainly click the top 5 suggestions in search results.
- Users trust search engine (organic) results.
- It can put you ahead of the competition.

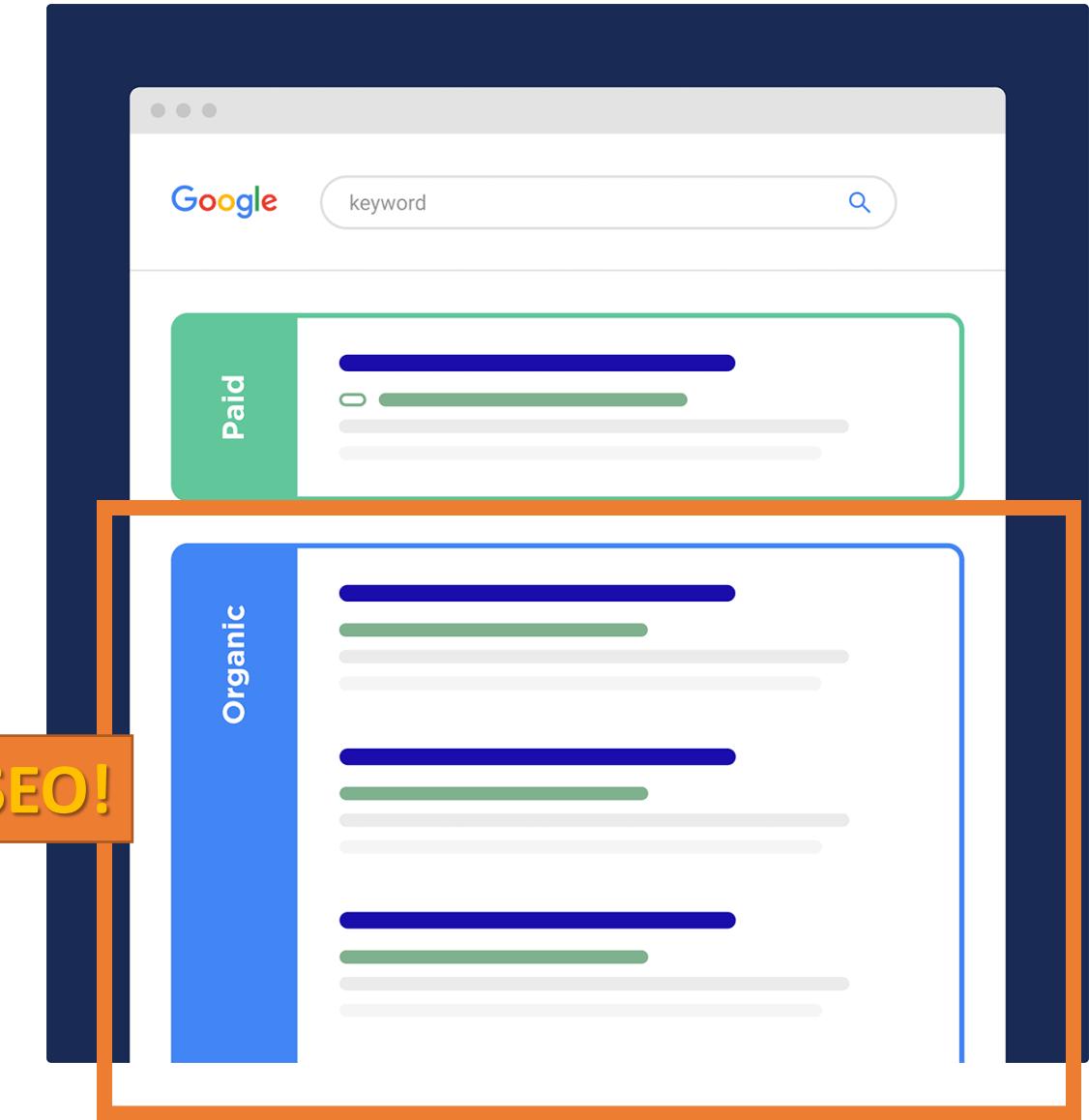
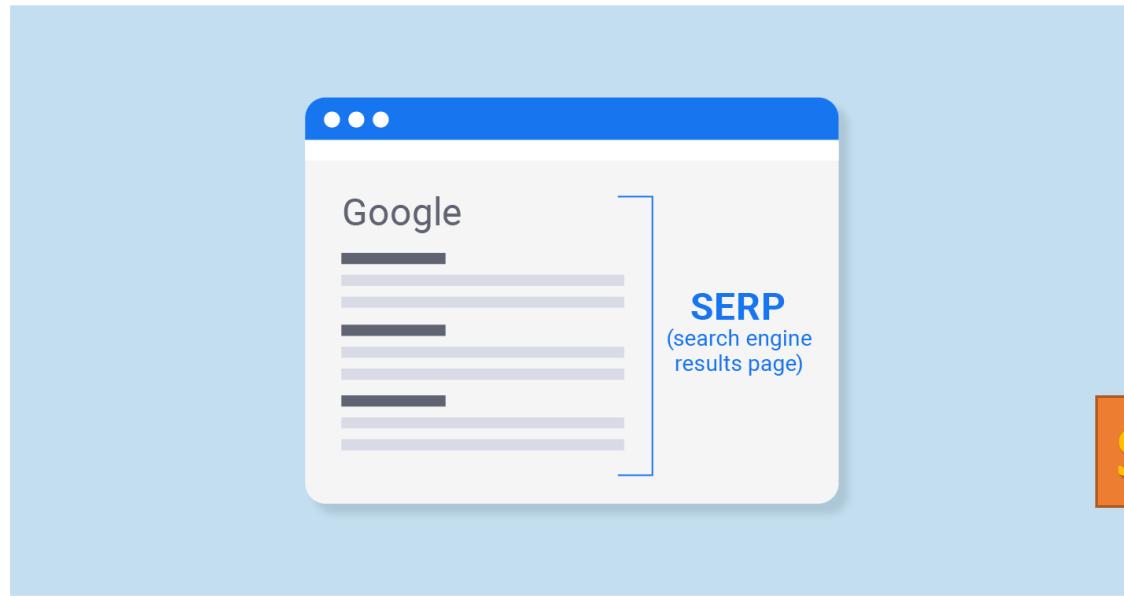
A **Search Engine Optimization** Specialist is responsible for analyzing, reviewing and implementing websites that are optimized to be picked up by search engines

Today **SEO** is a must have skill which will help you build your **career** in Digital Marketing.

Who works on SEO?

- marketers, digital marketing managers, web developers/designers, SEO specialists/freelancers, UX designers, content writers, bloggers, SEO strategists/consultants, etc.

SERP Results Page



Main ranking factors (today)

Because although [Google has more than 200 search ranking factors](#), the rankings mainly come down to two things.

- *The relevance of your content to the searcher's query*
- *The number of high authority links to your site from other relevant sites in your niche*



Main ranking factors (today)



Source: [Backlinko](#)

Searchers are looking for complete answers to their queries.

The graph clearly shows a direct relationship between content length and search rankings.

Main ranking factors (today)

According to Google, “the most basic signal that information is relevant is when content contains the same keywords as your search query.”

However, Google is still taking the basics into account when ranking pages.

Improves competitiveness

Mozlow's Hierarchy of SEO Needs



SEO Intro



SEO Intro

USUAL TASKS FOR SEO EXPERT

- Keyword Analysis/Report
- Keywords Optimization

- HTML Validation
- Home Page optimization
- Body Text Optimization
- Page Title Optimization
- Image Optimization
- Link Building

- Robot.txt Submission
- Site Map Building
- Search Engine Submission
- RSS & XML Feed

- Dynamic Content Optimization
- Competitor Website Analysis
- Social Media Optimization

- Directory Submission
- 404 Error Pages
- Google Web Master Tool Integration
- Google Analytics Integration

On-Page SEO

On-page SEO refers to the process of optimizing pages on your site to improve rankings and user experience.

This is the opposite of off-page SEO, which refers to optimizing for elements outside of your site. This can include backlinks or social media mentions.

Elements of on-page SEO include:

- Title tags
- Internal links
- HTML code
- URL optimization
- On-page content
- Images
- User experience (UX)

Meta tags

The term “meta” stands for “metadata,” which means data about data.

Meta tags provide information about a webpage and directly influence how search engines view a website.

Most meta tag elements are for the benefit of search engines, like Googlebot and other web crawlers.

Meta tags

Major types of meta tags (! Different for every page!):

- **Title Tag** (50-60 chars): <title>...</title> (keyword or relevant to keyword: CTR optimized)
- ~~Meta Keywords Attribute (up to 10 keyword phrases): :<meta name="keywords" content=""/>~~
- **Meta Description Attribute** (around 150-160 chars, 1-2 times include the target keyword): <meta name="description" content=""/>

SERP snippets

About 63,000 results (0.71 seconds)

Title → SSL For Google Chrome - July 2018 Deadline to Secure Your Website ...
[https://www.33marketing.com/.../ssl-google-chrome-july-2018-deadline-secure-websit... ▾](https://www.33marketing.com/.../ssl-google-chrome-july-2018-deadline-secure-websit...)

Meta Description → Feb 9, 2018 - But, this is going to change in July of 2018, when Google is implementing an update (July 2018) in Chrome version 68 that will explicitly warn all users if they travel into a domain that is not HTTPS secure.

www.fleetfeet.com › running-shoe-buyers-guide ▾ traffic (us): 1900/mo - keywords (us): 88

The Best Running Shoes 2020 | Buyer's Guide | Fleet Feet

We compiled our list of the best **running shoes** for 2020 and organized it by brand, category and fit, so you can find the right shoes for your training. See which ...



Title

Title tags are displayed on search engine results pages (**SERPs**) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The **title** tag of a web page is meant to be an accurate and concise description of a page's content.

```
<head><title>Example Title</title></head>
```

Title tags are used in three key places: **(1) search engine results pages (SERPs), (2) web browsers (tab), and (3) social networks (share)**.

Title tags are a major factor in helping search engines understand what your page is about, and they are the first impression many people have of your page.

Other useful <head> meta tags

- <meta charset="UTF-8"> → for chars encoding
- <meta name="viewport" content="width=device-width, initial-scale=1"> → for page responsiveness
- <link rel="icon" href="/favicon.ico" type="image/x-icon"> → to add the favicon

With [48.6% of internet searches](#) made on mobile devices, the viewport meta tag has become one of the best SEO practices



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MA in Art Law and Arts Management

MSc in Strategic Product Design

Full or Part-time Distance Learning Mode

MSc in Sustainable Agriculture and Business

MSc in Bioeconomy: Biotechnology and Law (Erasmus+)

HTML meta tags

External Ev...

Apply to IHU Prospective

A+ A-

```
!<doctype html>
<html prefix="og: http://ogp.me/ns#" xmlns="http://www.w3.org/1999/xhtml" xml:lang="en-gb" lang="en-gb" dir="ltr" slick-uniqueid="3">
  <head>
    <base href="https://www.ihu.edu.gr/index.php">
    <meta http-equiv="content-type" content="text/html; charset=utf-8">
    <meta name="keywords" content="International, Hellenic, University, School, Economics, Business, Administration, Διεθνές, Πανεπιστήμιο, Ελλάδος, Σχολή, Οικονομία, Διοίκηση, Μεταπτυχιακά, προγράμματα, EMBA, MBA, Masters, MScs, Management, Banking, Finance, IHU, International, Hellenic, University, International, Greek, University, Greece, Thessaloniki, MBA, greek MBA, MBA Greece, Executive MBA, EMBA, MBA Hellas, Business, Grammenos, Top MBA, Business Studies in Greece, leading University, Business Administration, International Business career in Greece, Business in Greece, field study in the Balkans, Business Education in Balkans, Business in the Balkans, Balkan Business Education, Macedonia, Information Systems Management, Communication Systems Management, Health Information Systems, IS for Sustainable Growth (Green ICT), Energy Management, Renewable Energy, Humanities, Ανθρωπιστικές Επιστήμες, Ανθρωπιστικές σπουδές, Μαύρη Θάλασσα, Black Sea, Culture, cultural studies, Politics, International relations, archaeology, history, Θεσσαλονίκη, Ελλάδα, Διεθνές Πανεπιστήμιο Ελλάδος, Πανεπιστήμιο, AEI, ΔΙΠΑΕ, Μακεδονία">
    <meta name="description" content="The International Hellenic University was founded in 2005 (Law 3391) and is the first Greek state university to offer programmes of study exclusively in the English language. The University has three Schools: the School of Economics, Business Administration and Legal Studies, the School of Humanities and the School of Science and Technology.">
    <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
    <title>International Hellenic University</title>
    <link href="/index.php?format=feed&type=rss" rel="alternate" type="application/rss+xml" title="RSS 2.0">
    <link href="/index.php?format=feed&type=atom" rel="alternate" type="application/atom+xml" title="Atom 1.0">
    <link href="/templates/beez5_main/favicon.ico" rel="shortcut icon" type="image/vnd.microsoft.icon">
    <link href="https://cdnjs.cloudflare.com/ajax/libs/simple-line-icons/2.4.1/css/simple-line-icons.min.css" rel="stylesheet" type="text/css">
    <link href="/components/com_k2/css/k2.css?v=2.9.0" rel="stylesheet" type="text/css">
    <link href="/media/com_finder/css/finder.css" rel="stylesheet" type="text/css">
    <script type="text/javascript" async src="https://ssl.google-analytics.com/ga.js"></script>
    <script type="application/json" class="joomla-script-options new">...</script>
    <script src="/media/jui/js/jquery.min.js?fe51e71.." type="text/javascript"></script>
    <script src="/media/jui/js/jquery-noconflict.js?fe51e71.." type="text/javascript"></script>
    <script src="/media/jui/js/jquery-migrate.min.js?fe51e71.." type="text/javascript"></script>
    <script src="/media/k2/assets/js/k2.frontend.js?v=2.9.0&sitename=/></script>
    <script src="/media/jui/js/bootstrap.min.js?fe51e71.." type="text/javascript"></script>
    <script src="/media/system/js/core.js?fe51e71.." type="text/javascript"></script>
    <script src="/media/system/js/mootools-core.js?fe51e71.." type="text/javascript"></script>
    <script src="/media/system/js/mootools-more.js?fe51e71.." type="text/javascript"></script>
    <script src="/templates/beez5_main/javascript/md_stylechanger.js" type="text/javascript" defer="defer"></script>
    <script src="/media/com_finder/js/autocomplete.js" type="text/javascript"></script>
    <link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,greek,greek-ext" rel="stylesheet" type="text/css">
    <link rel="stylesheet" href="/templates/system/css/system.css" type="text/css">
    <link rel="stylesheet" href="/templates/beez5_main/css/position.css" type="text/css" media="screen,projection">
    <link rel="stylesheet" href="/templates/beez5_main/css/layout.css" type="text/css" media="screen,projection">
    <link rel="stylesheet" href="/templates/beez5_main/css/print.css" type="text/css" media="Print">
    <link rel="stylesheet" href="/templates/beez5_main/css/beez5.css" type="text/css">
```

On-Page SEO: <body> elements

Over 20% of all U.S. web searches happen on Google Images

Image tag

```

```

The **alt attribute** is used by screen readers, which are browsers used by people with a visual impairment for example (accessibility SEO). These screen readers tell them what is on the image by reading the alt tag. It's not just screen readers that read alt text, though.

Search engines like Google also use this information to understand the context of an image; to find out what an image shows, and what its purpose is.

The **title attribute** is shown as a tooltip when you hover over the element. A title attribute is not required. Most of the time it doesn't even make sense to add it. They are only available to people who use a mouse (or other pointing devices) and the only one case where the title attribute is required for accessibility is on <iframe> and <frame> tags.

On-Page SEO: <body> elements

Alt attribute = Descriptive text

Example:

Tip: Alt text shall be up to 125 chars



Image example:

Bad alt text: alt="cats"

Good alt text: alt="sleeping cats with yarn"

Better alt text: alt="ginger kittens sleeping with yarn"

Best alt text: alt="two ginger kittens sleeping with pink and purple balls of yarn"

On-Page SEO: <body> elements

- **HTML heading tags h1, h2, h3**

<h1>Here is an H1 tag</h1>

The H1 title tag is a critical ranking factor-H1 tags tell search engine bots and web users what a page is about.. It's also usually the most visible content on the page for the reader

Use keywords inside <h1>s

<h2>...</h2>

If the H1 main heading is like the title of a book, H2 subheadings are like chapters. You can use H2 headings to subdivide your content into logical sections

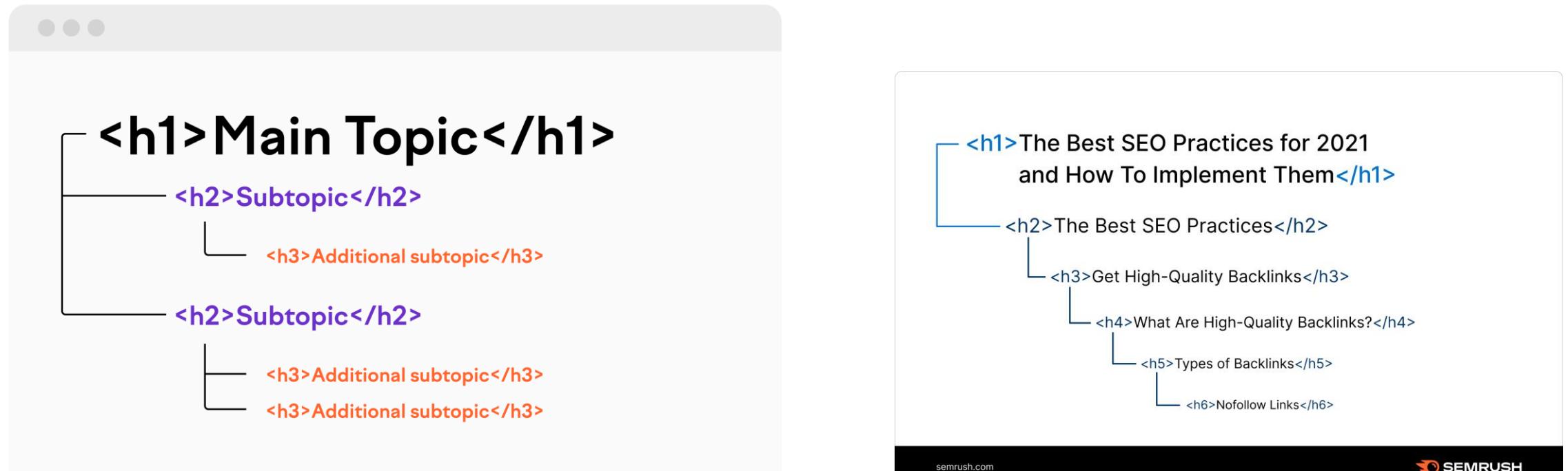
<h3>...</h3>

H3 tags further subdivide and clarify your content

H4, H5, and H6 tags further organize content on the page. They allow you to add more granular details without leaving the reader struggling with unwieldy chunks of text.

On-Page SEO: <body> elements

HTML heading tags - Example



On-Page SEO: <body> elements

Example page: The health benefits of exercise

- H1: The Health Benefits of Exercise
 - H2: Mental Health Benefits of Exercise
 - H3: Alleviate Stress
 - H3: Reduce Anxiety
 - H3: Decrease the Risk of Depression
 - H2: Physical Benefits of Exercise
 - H3: Improve Cardiovascular Endurance
 - H3: Promote Strong Muscles
 - H3: Increase Flexibility

On-Page SEO: <body> elements

- **Link Anchor text:** `Link Anchor text`
 - Exact-match (keyword)
 - Partial-match
 - Branded
 - Naked link (www.ihu.edu.gr)
 - Generic ("Click here")
 - Images (link text =>alt text)

On-Page SEO

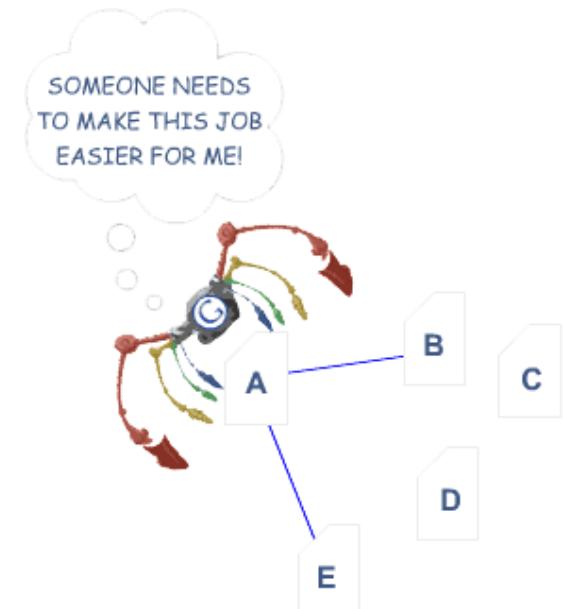
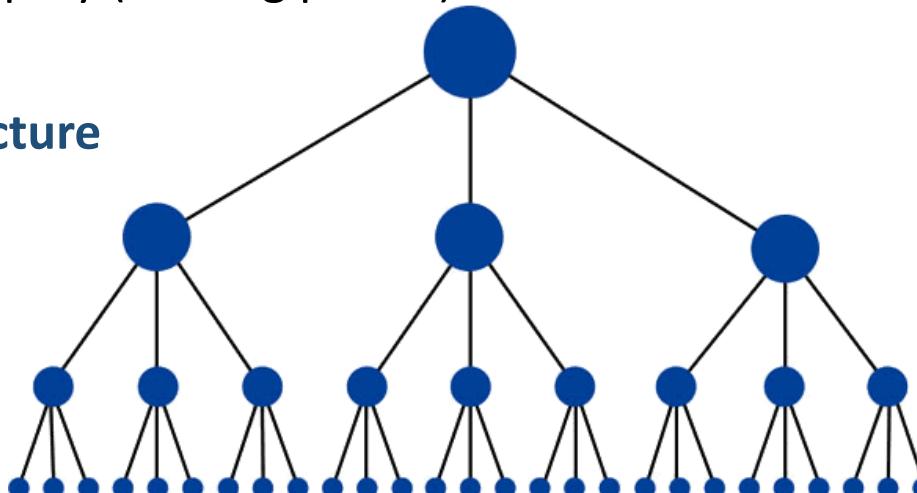
- **Internal links**

`Keyword Text`

=hyperlinks that point at (target) the same domain as the domain that the link exists on (source).

- They allow users to navigate a website.
- They help establish information hierarchy for the given website.
- They help spread link equity (ranking power) around websites.

Optimal website web structure



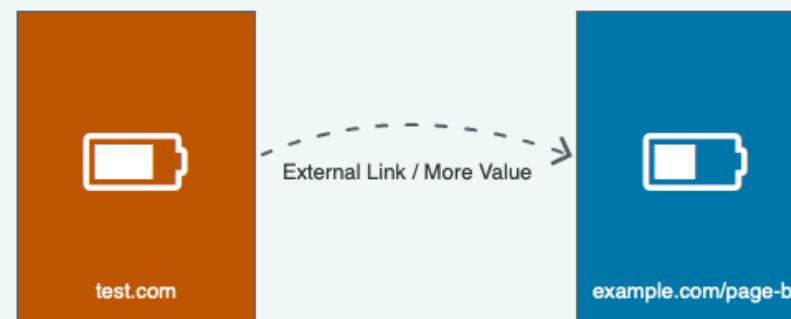
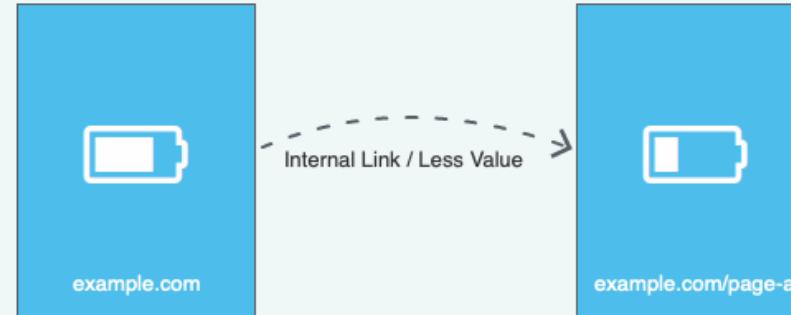
On-Page SEO

- **External links**

```
<a href="http://www.external-  
domain.com/">Link Anchor Text</a>
```

= a link that points at an external domain.

External Links are More Influential than Internal Links



Search engines have often messaged that what others say about you is more important than what you say. The original PageRank algorithm may have treated them similarly, but today's ranking signals do not.

MOZ

On-Page SEO

- **Backlinks**
 - = links from other sites to your site: “**backlinks** to your website are a signal to search engines that others vouch for your content”.

!quality and natural links!

Google: relevant/trusted websites, high domain authority websites.

On-Page SEO

- **Link equity**

= a search engine ranking factor based on the idea that certain links pass value and authority from one page to another.

This value is dependent on a number of factors:

- Is the link relevant?
- Is the linking site trusted?
- Is the link crawlable?
- How many links are located on the page?

On-Page SEO

Favicon (<https://www.ihu.edu.gr/favicon.ico>)

- Google has launched their new **mobile search design** that shows favicons in the search snippets.
- Appropriate formats:
[https://en.wikipedia.org/wiki/Favicon#File format support](https://en.wikipedia.org/wiki/Favicon#File_format_support)
- HTML tag: <link>
`<link rel="icon" href="favicon.ico" type="image/icon">`
In header!

Open Graph Meta Tags

og:

Open Graph meta tags are **snippets of code that control how URLs are displayed when shared on social media**. They're part of Facebook's Open Graph protocol and are also used by other social media sites, including LinkedIn and Twitter.

- ! Adding Open Graph tags to your website won't directly affect the on-page SEO, but it will influence the performance of your links on social media

```
<meta property="og:title" content="..." />
```

Without Open Graph tags, the **FB crawler** uses internal heuristics to make a best guess about the title, description, and preview image for your content. Designate this info explicitly with Open Graph tags to ensure the highest quality posts on Facebook.



Open Graph Meta Tags

Tag	Description
og:url	The canonical URL for your page. This should be the undecorated URL, without session variables, user identifying parameters, or counters. Likes and Shares for this URL will aggregate at this URL. For example, mobile domain URLs should point to the desktop version of the URL as the canonical URL to aggregate Likes and Shares across different versions of the page.
og:title	The title of your article without any branding such as your site name.
og:description	A brief description of the content, usually between 2 and 4 sentences. This will be displayed below the title of the post on Facebook.
og:image	The URL of the image that appears when someone shares the content to Facebook.

Example:

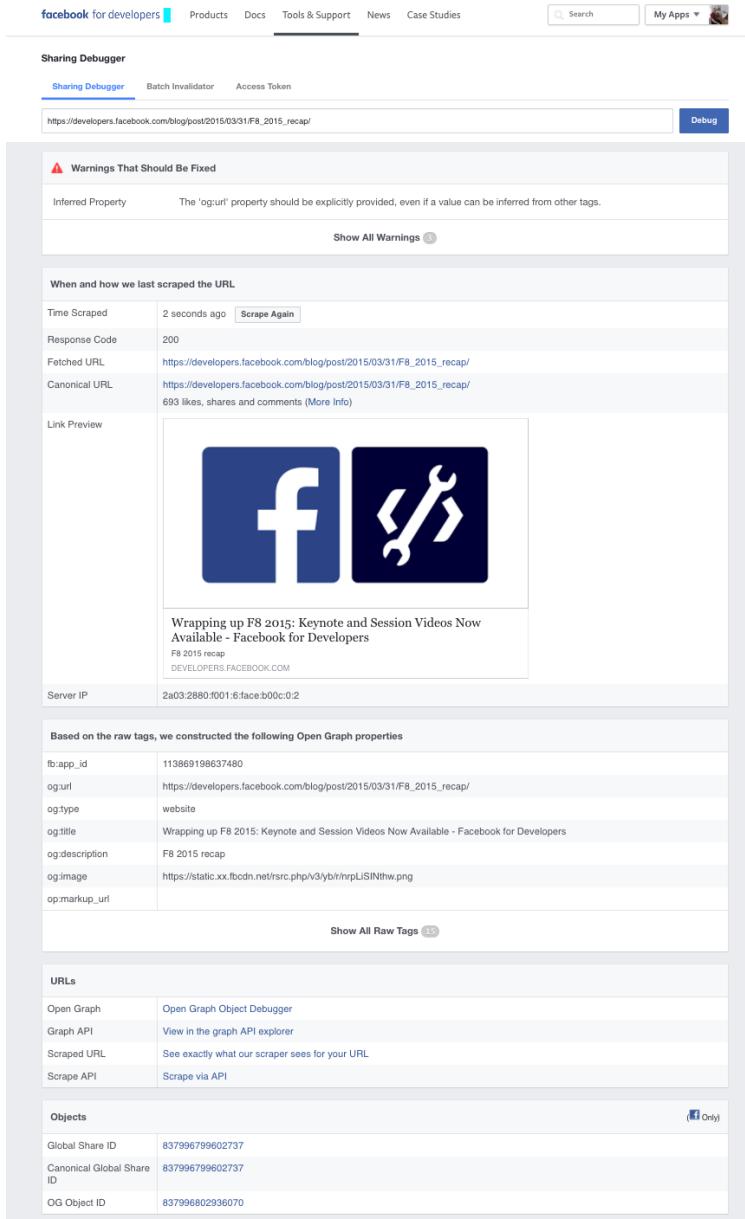
```
<meta property="og:url" content="http://www.nytimes.com/2015/02/19/arts/international/when-great-minds-don't-think-alike.html" /> <meta property="og:type" content="article" /> <meta property="og:title" content="When Great Minds Don't Think Alike" /> <meta property="og:description" content="How much does culture influence creative thinking?" /> <meta property="og:image" content="http://static01.nyt.com/images/2015/02/19/arts/international/19iht-btnumbers19A/19iht-btnumbers19A-facebookJumbo-v2.jpg" />
```



Open Graph Meta Tags

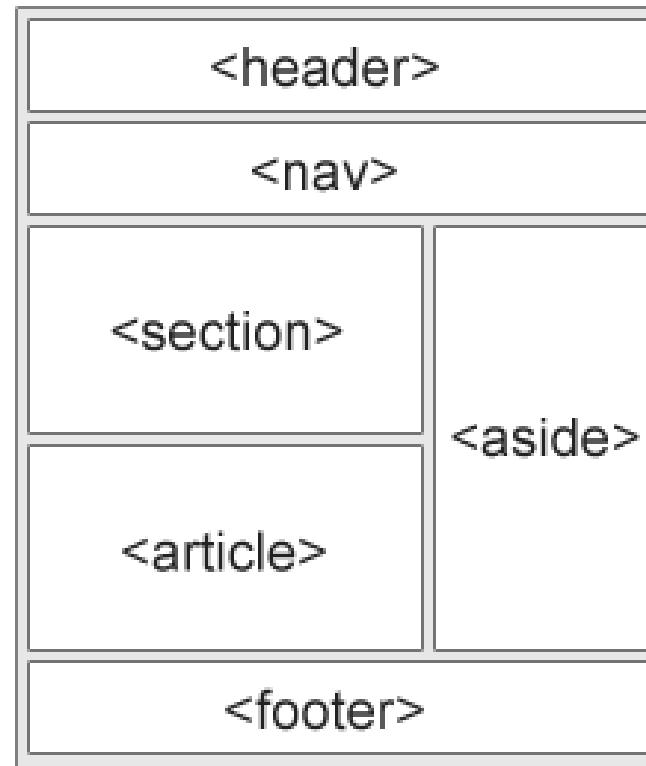
Facebook Sharing Debugger: It will show which meta tags the FB crawler scrapes as well as any errors or warnings.

The debugger also triggers a scrape of your page, so if you do have errors in your HTML you can use the debugger to update your content.



The screenshot shows the Facebook Sharing Debugger interface. At the top, there are tabs for 'Sharing Debugger', 'Batch Validator', and 'Access Token'. The URL being analyzed is https://developers.facebook.com/blog/post/2015/03/31/F8_2015_recap/. A prominent warning message states: 'The 'og:url' property should be explicitly provided, even if a value can be inferred from other tags.' Below this, a section titled 'When and how we last scraped the URL' shows details: Time Scraped (2 seconds ago), Response Code (200), Fetched URL (https://developers.facebook.com/blog/post/2015/03/31/F8_2015_recap/), Canonical URL (https://developers.facebook.com/blog/post/2015/03/31/F8_2015_recap/), and a Link Preview image. The preview image contains the Facebook logo and a wrench icon. Below the preview, the page content is summarized: 'Wrapping up F8 2015: Keynote and Session Videos Now Available - Facebook for Developers'. The page is identified as 'F8 2015 recap' from 'DEVELOPERS.FACEBOOK.COM'. The 'Server IP' is listed as 2a03:2880:f001:6:face:b00c:0:2. A section titled 'Based on the raw tags, we constructed the following Open Graph properties' lists various properties with their corresponding values. At the bottom, there are sections for 'URLs' (listing Open Graph, Graph API, Scraped URL, and Scrape API), 'Objects' (listing Global Share ID, Canonical Global Share ID, and OG Object ID), and a note '(Only)'.

Semantics - Layout



Semantics - Layout

```
1  <html>
2  |  <body>
3  |  |  <header>
4  |  |  |  <h2>My WebPage</h2>
5  |  |  </header>
6
7  |  <section>
8  |  |  <nav>
9  |  |  |  <ul>
10 |  |  |  |  <li><a href="#">Page1</a></li>
11 |  |  |  |  <li><a href="#">Page2</a></li>
12 |  |  |  |  <li><a href="#">Page3</a></li>
13 |  |  |  </ul>
14 |  |  </nav>
15
16  |  <article>
17  |  |  <h1>Topic1</h1>
18  |  |  <p>text text text</p>
19  |  |  <p>text text text</p>
20  |  |  </article>
21  |  </section>
22
23  |  <footer>
24  |  |  <p>Footer</p>
25  |  </footer>
26
27  </body>
28 </html>
```

My WebPage

- Page1
- Page2
- Page3

Topic1

text text text

text text text

Footer

Microdata & Schema Markup

```
<div>
  <h1>Avatar</h1>
  <span>Director: James Cameron (born August 16, 1954)</span>
  <span>Science fiction</span>
  <a href="../movies/avatar-theatrical-trailer.html">Trailer</a>
</div>
```



```
<div itemscope itemtype ="https://schema.org/Movie">
  <h1 itemprop="name">Avatar</h1>
  <span>Director: <span itemprop="director">James Cameron</span> (born August
  <span itemprop="genre">Science fiction</span>
  <a href="../movies/avatar-theatrical-trailer.html" itemprop="trailer"
```

SERP snippets



structured data

Anatomy of a Search Result: SEO Optimising Your SERP Snippets

<https://www.trafficsource.co.uk/anatomy-search-result-optimising-serp-snippets/> ▾

★★★★★ Rating: 4.7 - 16 reviews

Anatomy of a Search Result: SEO Optimising Your SERP Snippets. 04 Oct Anatomy of a Search Result: SEO Optimising Your SERP Snippets. ... Social media sites and other external websites will also use title tag as the anchor text for the link to your site, followed by the meta description ...

Optimize Your Title Tags and Meta Description - SERP Preview Tool

<https://www.portent.com/serp-preview-tool> ▾

Make sure that your title and description do not get cut off on Google's results pages. ... Helpful reading: The New Character Length for Google SERP Snippets ...

**plain SERP
snippet**

Google SERP Snippet Optimization Tool - SEO Mofo

www.seomofo.com/snippet-optimizer.html ▾

This tool replicates the appearance of a snippet in Google SERPs, which allows SEOs to optimize a page title and description for maximum click-through rate.

On-Page SEO

Adding Schema markup to your HTML improves the way your page displays in SERPs by enhancing the **rich snippets** that are displayed beneath the page title.

Inbound Marketing - Google Books

books.google.com › ... › Marketing › General ▾ Google Books ▾

★★★★★ Rating: 4 - 36 reviews

Oct 2, 2009 - Inbound Marketing is a how-to guide to getting found via Google, the blogosphere, and social media sites. • Improve your rankings in Google to ...

Inbound Marketing: Get Found Using Google, Social Media ...

www.amazon.com › ... › Industries › Retailing ▾ Amazon.com ▾

Inbound Marketing: Get Found Using Google, Social Media, and Blogs [Brian Halligan, Dharmesh Shah, ... Find all the books, read about the author, and more.

For example, the first search result above contains both a star rating and a publication date. Both of these can be added using Schema. The second example does not have rich snippets and instead displays either the meta description or other information chosen by Google.

```
<div itemprop="aggregateRating" itemscope
      itemtype="https://schema.org/AggregateRating">
    <span itemprop="ratingValue">[Aggregate rating given]</span>
    stars –
    <span itemprop="reviewCount">[Number of reviews]</span>
    reviews
  </div>
```

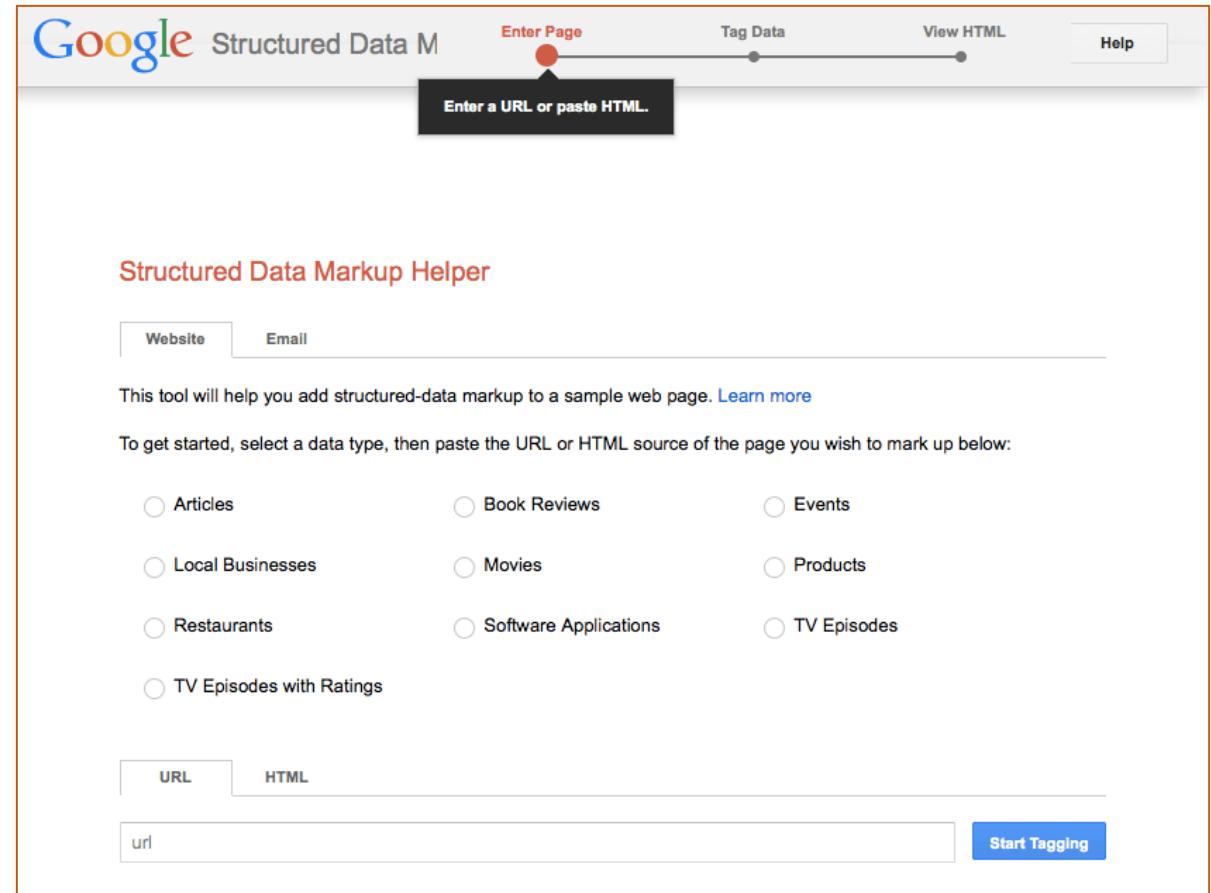
On-Page SEO

- **Schema.org Markup**

Schema.org (often called Schema) is a semantic vocabulary of tags (or **microdata**) that you can add to your HTML to improve the way search engines read and represent your page in SERPs.

Google's Structured Data Markup Helper:

<https://www.google.com/webmasters/markup-helper/u/0/>



The screenshot shows the Google Structured Data Markup Helper tool. At the top, there is a navigation bar with the Google logo, the text 'Structured Data M', and buttons for 'Enter Page', 'Tag Data', 'View HTML', and 'Help'. Below the navigation bar is a large input field with the placeholder 'Enter a URL or paste HTML.' A red dot is positioned above the 'Enter Page' button. The main content area is titled 'Structured Data Markup Helper' and includes tabs for 'Website' (selected) and 'Email'. A sub-instruction reads: 'This tool will help you add structured-data markup to a sample web page. [Learn more](#)'. Below this, a prompt says: 'To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:'. A grid of radio buttons lists various data types: Articles, Book Reviews, Events; Local Businesses, Movies, Products; Restaurants, Software Applications, TV Episodes; and TV Episodes with Ratings. At the bottom, there are 'URL' and 'HTML' tabs, a text input field containing 'url', and a blue 'Start Tagging' button.

On-Page SEO

Structured data markup explains to SE what this data means.

USE CASE A: a name 'John Smith'

Using microdata SE will know this is a writer of this very article, not an ordinary name mentioned in the text.

HTML example:

```
<div itemscope>  
<p>...  
<span itemprop="author">John smith</span>.  
</p>  
</div>
```

USE CASE B: how can structured data add info to html meta tags?

Answer: Meta tags explain to a browser how to show the data which the tag consists of. For instance, content "star wars" included in a h2 tag explains to the browser that "Star Wars" is a heading of the 2nd format, **but there is no info here about what "Star Wars" is.** It can be a movie, a game or just an image, thus SE can't choose the relevant filling.

On-Page SEO

Overall

- Structured data is a system of pairing a name with a value that helps search engines categorize and index your content.
- Microdata is one form of structured data that works with HTML5.
- Schema.org is a project that provides a particular set of agreed-upon definitions for microdata tags.

Note! Whether structured data affects rankings has been the subject of much discussion and many experiments. Yet, **there is no conclusive evidence that this markup improves rankings**. But there are some indications that search results with more extensive rich snippets (like those created using Schema) will have a better click-through rate.

Practice Guide

CASE STUDY B: Organic Store – On-Page Optimization

1. Define a **keyword** for your index page.
2. Optimize your website for SEs using On-Page SEO meta tags.
3. Optimize your title tag for CTR.
4. Optimize your images (alt tags and descriptions)
5. Use keywords in your headings (and use headings) –use only one h1 at the first line.
6. Use external and internal links.
7. Use branded anchor text.
8. Include multimedia and embed a YouTube video.
9. Audit for responsive design issues.