



Search Engine Optimization (SEO) Basics

Materials collected by [Gennady Kurushin](#)

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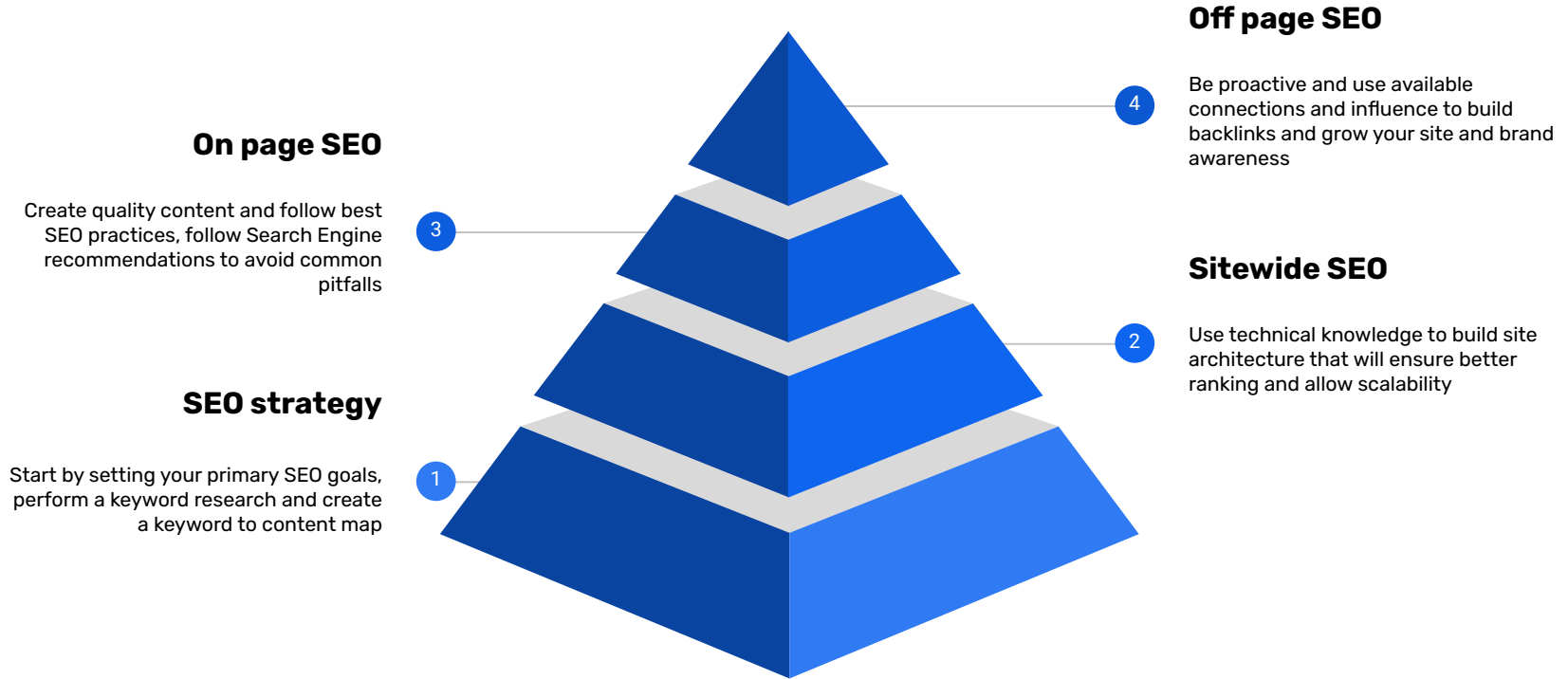
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SEO success pyramid





Keyword research

Keyword research

Provides you with data
required to answer

What are people searching for?

How many people are searching for it?

In what format do they want that
information?

Starting Keyword Research

1. Begin from obvious keywords: your products, services or other topics your website addresses
2. Use a keyword research tool to discover an average monthly search volume and similar keywords
3. It can help you determine which variations of keywords are most popular

Tools:

- [Google Search](#) (esp. People Also Ask section)
- [Google Advanced Search](#)

Broaden Your Search

1. Next begin to discover other keywords, common questions, and topics for your content that you might have otherwise missed
2. You will likely notice that the search volume of those keywords varies greatly
3. Generally, you want to target popular terms

Tools:

- [AnswerThePublic](#)
- [Google Trends](#)

- [Moz Keyword Explorer](#)
- [Mangools](#)
- [SerpStat](#)
- [Ahrefs](#)
- [SemRush](#)

Consider Search Volume

1. Keywords with low search volume are usually less competitive and might be worth targeting
2. Learning more about search volume can help you prioritize keywords and pick the ones that will give your website the biggest strategic advantage

Tools:

- [Keywords Everywhere](#)
- [Ubersuggest](#)
- [Wordtracker](#)

- [Moz Keyword Explorer](#)
- [Mangools](#)
- [SerpStat](#)
- [Ahrefs](#)
- [SemRush](#)

Consider Keyword Difficulty

1. The higher the search volume for a given keyword or keyword phrase, the more work is typically required to achieve higher rankings (keyword difficulty)
2. Big brands often take up the top 10 results for high-volume keywords

Tools:

- [Moz Keyword Explorer](#)
- [WordStream](#)

- [Mangools](#)
- [SerpStat](#)
- [Ahrefs](#)
- [SemRush](#)

Consider Long-tail Keywords

1. The higher the search volume, the greater the competition and effort required to achieve organic ranking success
2. Go too low and you risk not drawing any searchers to your site
3. It may be most advantageous to target highly specific, lower competition search terms (long-tail keywords)

Tools:

- [Mangools](#)
- [Moz Keyword Explorer](#)
- [SerpStat](#)
- [Ahrefs](#)
- [SemRush](#)

Understanding The Long Tail

- Will it be great to rank #1 for keyword "marketing" or "consulting"?
- In reality popular search terms only make up a fraction of all searches performed on the web
- Keywords with very high search volumes indicate ambiguous intent
- Targeting these terms could put you at risk for drawing visitors whose goals don't match your content
- Don't underestimate less popular keywords!
- Long tail keywords with lower search volume often convert better, because searchers are more specific and intentional in their searches



All

Images

Videos

News

Maps

More

Settings

Tools

About 57,900,000 results (0.38 seconds)

Study in Finland

www.studyinfinland.fi/

Are you interested in higher education in Finland? The **Study in Finland** website is the right address for you. On this site you will find all the general info you need ...

English-taught degree programmes - Study in Finland

www.studyinfinland.fi/what_to_study/english_taught_degree_programmes

May 16, 2018 - English-taught degree programmes. The universities and UAS's in Finland offer a large number of English-taught degree options that you can ...

Studying Finnish | Studyinfinland.fi

www.studyinfinland.fi/study_options/studying_finnish

Jul 10, 2017 - Photo: Satu Haavisto. **Studying Finnish**. How and where can I study Finnish? Although it is possible to take a degree in Finland only using ...

Study in Finland | Top Universities

<https://www.topuniversities.com> › Where to study › Europe › Finland

Want to study in Finland? Read our guide to top universities in Finland, student cities, applications, costs, visas and more.

The Finnish Diabetes Prevention Study (DPS): Lifestyle intervention ...

<https://www.ncbi.nlm.nih.gov/pubmed/14633807>

by J Lindström - 2003 - Cited by 1240 - Related articles

Diabetes Care. 2003 Dec;26(12):3230-6. The Finnish Diabetes Prevention Study (DPS): Lifestyle intervention and 3-year results on diet and physical activity.

See results about

Finnish studies

Finnish studies is a research area which is part of humanities and social sciences, and usually ...



Is this person looking for a degree program in Finland? Research about Finland? A paper by a Finnish researcher? Language courses? Trying to rank for this keyword might make it hard to provide relevant content for a wide audience

People also ask

Assessing a Keyword's Value: Step 1

Ask yourself:

1. Is the keyword relevant to your website's content?
2. Will searchers find what they are looking for on your site when they search using these keywords?
3. Will they be happy with what they find?
4. Will this traffic result in financial rewards or other organizational goals?

If the answer to all of these questions is a clear "Yes!" then proceed...

Assessing a Keyword's Value: Step 2

Search for the term/phrase in the major engines:

1. Understanding which websites already rank for your keyword gives you valuable insight into the competition, and also how hard it will be to rank for the given term
2. Are there search advertisements running along the top and right-hand side of the organic results?
3. Many search ads mean a high-value keyword, and multiple search ads above the organic results often mean a highly lucrative and directly conversion-prone keyword

Assessing a Keyword's Value: Step 3

Buy a sample campaign for the keyword at Google AdWords and/or Bing Adcenter:

1. If your website doesn't rank for the keyword, you can nonetheless buy test traffic to see how well it converts
2. In Google Adwords, choose "exact match" and point the traffic to the relevant page on your website
3. Track impressions and conversion rate over the course of at least 200-300 clicks

Assessing a Keyword's Value: Step 4

Using the data you've collected, determine the exact value of each keyword:

1. If your search ad has generated 5 000 impressions a day and 100 site visitors, of which three have converted for a total profit of €300
2. In this case, a single visitor for that keyword is worth €3 to your business
3. Those 5,000 impressions in 24 hours could generate a click-through rate of between 18-36% with a #1 ranking
4. This would mean 900-1800 visits and €2 700 - € 5 400 per day

Simple Keyword Metrics

- **Volume** - how much are they searched for
- **Difficulty** - how hard will it be to rank in the organic results
- **Click-through rate opportunity** - meaning what other features are in the search results affecting click-through rate
- **Importance** - personal priority and evaluation
- **Potential score** - a combination of above-mentioned factors



100% \$ % .0 .00 123 - Roboto - 12 Press **F11** to exit full screen

seo software

	A	B	C	D	E	F	
1	Keyword	Search Volume	Difficulty (Moz Score)	Desktop Position	Mobile Position	Strategy:	Featured Snipp
2	seo software	1300	81.1	5	9	Add easy-to-consume Moz Pro SEO value adds content below the fold with simple icons. Rel=pre-render & prefetch for CTAs and any new resources on other apps (like Moz Local) to increase next-click page speed. We currently rank #1 for "SEO Blog"	"best seo software" (taken from an external source (table) + same url for the (bullet), "top seo tools" (bullet)

Example: Template Keyword Research

3	seo blog	1700	67.11	1	8	articles. AMP would help increase our mobile visibility but know it's also a PIA.	considered a weak / like definition" is using the best blog" (bullets)
---	----------	------	-------	---	---	---	--

1. Click the background to preview
2. Then click File -> Make a copy...

Keyword -> Content Mapping

Which factors to include?

Keywords, URLs, volume, other keyword Metrics, title grade, content grade, speed, engagement, internal links, external links, page authority, Google desktop, Google Mobile, organic visits, anchor text, meta, CTR, etc.

How to Build a Content -> Keyword Map

How to Build a Killer Content -> Keyword Map for SEO

Keyword	URL	Volume	Title Grade	Content Grade	Speed	Engagement	Internal Links	Ext. Links	PA	G Desk Rank	G Mobile	Organic visits *
Roses	/roses	118-300K	95/100	60/100	3.2s	High	1,056	35	82	#3	#4	15,000
Daffodils	/daffodils	11.5-30.3K	90/100	55/100	4.5s	Med	82	3	63	#14	#12	400
Tulips	/tulips	30.3-70.8K	65/100	65/100	5.7s	Med	19	2	55	#7	#10	900
Daisies	N/A	30.3-70.8K	70/100	55/100	10.1s	Low	16	4	58	#9	#27	300
Carnations	N/A	11.5-30.3K	75/100	40/100	5.5s	Low	14	7	61	#15	#10	150
Lilies	/lilies	30.3-70.8K	90/100	75/100	3.3s	High	109	11	80	#5	#3	1,200

* Other columns to consider:

- Anchor text
- GSC CTR
- Difficulty
- CTR Opportunity
- KW Potential

How to Use This Map

- 1) Identify Kws w/o Content
- 2) Identify On-Page Opportunities to Improve
- 3) Identify Content w/o Intentional KW targeting

Keyword -> Content Mapping

How to use?

1. Identify keywords without content
2. Identify on-page opportunities to improve
3. Identify link building needs
4. Identify content without keywords
5. Prioritize and focus your work

Keyword -> Content Mapping

Discovering and prioritizing

1. Use multiple sources to get keyword suggestions
2. Select keywords that match multiple types of search intent
3. Use goals and keyword metrics to sort, filter and prioritize
4. Determine keyword targeting and new content creation needs

Demo: Google Search Console



WordPress

Keyword research
and content mapping

Keyword research process is not dependant on the technical foundation of the website.

It's same for WordPress as any other website.

Consider using [Rank Math](#) SEO plugin with Content AI addon active if you don't have time for keyword research.



On-Page SEO

What is On-Page SEO?

1. The practice of optimizing individual web pages in order to rank higher
2. On-page SEO is multifaceted it includes both the content and source code of a page that can be optimized
3. On-page optimization allows you to turn your research into content your audience will love
4. On-page SEO does not include inbound links and other external signals (Off-page SEO)

On-Page SEO Basics

1. Fulfil the searcher's goal and satisfy their intent
2. Unique value + amplification
3. Keyword targeting
4. Related topics targeting
5. Create trust and engagement through UI, UX, and branding
6. Avoid elements that discourage visitors
7. Speed, speed, and more speed
8. Snippet optimization

Content

Tech

The Role Content Plays in SEO

There would be no point to links if they didn't direct searchers to something - content (text, images, videos, etc.)

When someone performs a search, there are thousands of possible results

How well the content on your page matches the search intent determines where your page will rank for a given query

Content Standards

There are no precise benchmarks on the length of content, keyword usage, header tags, etc.

All those can play a role in how well a page performs in search

However, the focus should be on the searcher's intent

Top 3 ranking signals are:

1. links to your website (serve as third-party credibility signals)
2. on-page content (quality content that fulfils a searcher's intent)
3. RankBrain (algorithm learning artificial intelligence system)

How Does Google Evaluate the Content

Engagement metrics are part of evaluation and ranking

Engagement metrics represents how searchers interact with your site from search results

Role of RankBrain is increasing meaning that you should focus on fulfilling searcher intent more than ever before

Basic metrics include:

1. Clicks (visits from search)
2. Time on a page (the time the visitor spent on a page before leaving it)
3. Bounce rate (percentage of single-page visits)
4. Pogo-sticking (clicking on an organic result and then quickly returning to the SERP)

Demo: Google Analytics

General Content Creation Formula

1. Search the keyword(s) you want your page to rank for
2. Identify which pages are ranking highly for those keywords
3. Determine what qualities those pages possess
4. Create content that's better than that

If you already have published content, evaluate which of those pages are good at bringing organic traffic and converting well

Find what content isn't performing as well and adjust it (correct, merge, fix, optimize, etc.)

Applying Keyword Research

1. Survey keywords and group them based on topics and intent
2. Those groups will be your pages (instead of creating a page for each keyword)
3. Evaluate the SERP for each group of keywords to determine a suitable type/format of the content
4. Consider: are SERPs image/video heavy, is content short or long-form, which SERP features are present
5. Think, what value could you offer to make the page better than the pages that are already ranking the keyword?

How to Use the Keyword Phrase

1. In the title tag (keep the keyword close to the beginning)
2. Once prominently near the top of the page
3. At least two/three times (including variations) in the body copy (possibly even more if content is long)
4. At least once in the alt attribute of an image on the page (could bring image search traffic)
5. Once in the URL (keep it user friendly)
6. At least once in the meta description tag
7. Don't overkill!

About 692,000,000 results (0.60 seconds)

Running Shoes | Runner's World
https://www.runnersworld.com/running-shoes/
The ultimate guide to running shoes from Runner's World. Shoes for every type of runner, budget, fit and more.
Best Running Shoes - Lightweight Running Shoes - Brooks Running Shoes

PAGE TARGETING THE PHRASE "RUNNING SHOES"

TITLE: *Running Shoes* for Runners Who Love High Quality, Comfortable Shoes

III-HEADER TAG: Find the Best **Running Shoes** to Fit Your Needs

BODY COPY: Some compelling text about the benefits of choosing the right **running shoes**, finding the brands and sizes that fit your feet and how to compare **running shoes** in an easy-to-follow, logical fashion. This would also be a good place to describe how different **running shoes** apply to different activities like trail running, long distance running, sprinting, etc.

ALT ATTRIBUTE TO PHOTO: The Famous **Running Shoes** of an Olympian

URL: http://www.yourdomain.com/**Running Shoes**

See running shoes

Sponsored ⓘ

- Scarpa Nike Revolution 4 - ...
€35.00
Nike Ufficiale
★★★★★ (519)
By Google
- Nike Performance...
€33.24
Zalando.it
Free shipping
By Google
- Scarpa da running Nike FI...
€56.47
Nike Ufficiale
★★★★★ (398)
By Google
- Nike Air Zoom Elite 10 EU 44
€73.95
Runnerinn.com
By Google
- The North Face Litewave...
€67.95
Trekkin.com
By Google



Usability

The search engines constantly strive to improve their performance by providing the best possible results. While "best" is subjective, the engines have a very good idea of the kinds of pages and sites that satisfy their searchers:

1. Easy to use, navigate, and understand
2. Provide direct, actionable information relevant to the query
3. Professionally designed and accessible to modern browsers
4. Deliver high quality, legitimate, credible content
5. Fast and mobile friendly

Signals of quality

Engagement metrics: when a search engine delivers a SERP, it can measure the success of the rankings by observing how person interacts with the page, e.g. if user immediately hit the back button after opening the search result, this indicates that person is not satisfied.

Machine learning: from 2011 Google incorporated machine learning to predict what the humans would judge a low quality site. The end result was a seismic shift that rearranged over 20% of all of Google's search results.

Formatting for readability

Even with excellent content, if it's formatted improperly, the page might be off-putting for the audience.

1. **Text:** avoid fonts that are too tiny, Google recommends 16+px (on mobile)
2. **Contrast:** text color in relation to the background color should be [contrasting enough](#).
3. **Headings:** brake up your content with headings to help readers navigate the page (especially if long), use H1-H6 according to hierarchy not the style!

Contrast ratio

Fails AA

Required contrast ratio: 4.5

Your contrast ratio: 4.03

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do...

Passes AA

if you change background
color to #FBFBFB

New contrast ratio: 4.52

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do...

or

Passes AA

if you change text color to
#6C6C6C

New contrast ratio: 4.53

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do...

Formatting for readability

1. **Bullet points:** Great for lists, can help readers more quickly find the information they need.
2. **Paragraph breaks:** avoiding walls of text can help prevent page abandonment and encourage site visitors to read more. The optimal line length for body text is 50-60 characters per line (desktop), including spaces.
3. **Supporting media:** include images, videos, and widgets that would complement your content.
4. **Emphasis:** appropriately use bold or italics to call out important points you want to communicate.

Avoid

Bad practices

1. Low-Value Tactics
2. Thin Content
3. Duplicate Content
4. Cloaking
5. Keyword Stuffing

Avoid Low-Value Tactics

1. Content should exist to answer questions, to guide through the site, and clarify site's purpose
2. Don't create content just for the purpose of ranking highly in search alone
3. Ranking is a means to an end, the end being to help searchers

Avoid Thin Content

1. It is obsolete SEO practice to create a page for every single keyword in order to rank for those queries
2. This practice created tons of thin, low-quality content across the web
3. Google started to penalize low-quality pages since 2011
4. Google continues the practice of promoting high-quality content



Avoid Duplicate Content

Content that is shared between multiple pages or several domains and “scraped” content (web plagiarism) is disfavored by search engines

There are plenty of legitimate reasons for duplicate content, so Google encourages the use of a rel=canonical tag to point to the original version

Useful tool: [Siteliner](#)

Joe's Plumbing Company is the best plumbing company in the Seattle metro area.

We offer a wide range of services, including repiping, sump pumps, and leaks.

If you call us today, we will give you 20% off your first service. Call XXX-XXX-XXXX!

Fred's Plumbing Company is the best plumbing company in the Dallas metro area.

We offer a wide range of services, including repiping, sump pumps, and leaks.

If you call us today, we will give you 20% off your first service. Call XXX-XXX-XXXX!

Avoid Cloaking

Never hide text in the code of your website that a normal visitor can't see

Generally, search engines might de-rank your pages for cloaking

Sometimes Google may allow such practices because they contribute to a positive user experience (White Hat Cloaking)

National Philharmonic Orchestra — Listen for free on Spotify

<https://open.spotify.com/artist/2Ek1WGW7WeyDoxsZiu0AAAd>

Download Spotify. Like the RCA Victor and Columbia Symphony Orchestras stateside, ... Related Artists. · London Symphony Orchestra ·



Spotify

Log in to listen for free

SIGN UP WITH FACEBOOK

SIGN UP WITH YOUR EMAIL ADDRESS

By signing up, you agree to Spotify's [Terms and Conditions of Use](#) and [Privacy Policy](#).

Already have an account? [Log In here.](#)

National Philharmonic Orchestra

Avoid Keyword Stuffing

Misconception: "if you include a keyword within your page X times, you will automatically rank for it"

The page has to add value outside of keyword usage

Page shouldn't sound like it was written by a robot

Incorporate your keywords and phrases naturally

Dog Walking Services Los Angeles

Experienced L.A. Dog Walker

[What do you think they do?](#)

If you are looking for an **experienced dog walker in Los Angeles**, you've come to the right place! I **walk dogs in Los Angeles** of all shapes and sizes. Many people have busy schedules and do not have time to **walk their dogs in L.A.**, but our **Los Angeles dog walking service** is here to help!

Meta

Tags and descriptions

1. Internal links
2. Header tags
3. Title tags
4. Meta description
5. Alt text
6. Meta robots tags

Internal links

Part of a website's crawlability lies in its internal linking structure.

Without hyperlinks website is just a collection of disconnected documents.

Menus are the most common category of the links helping users to navigate sites.

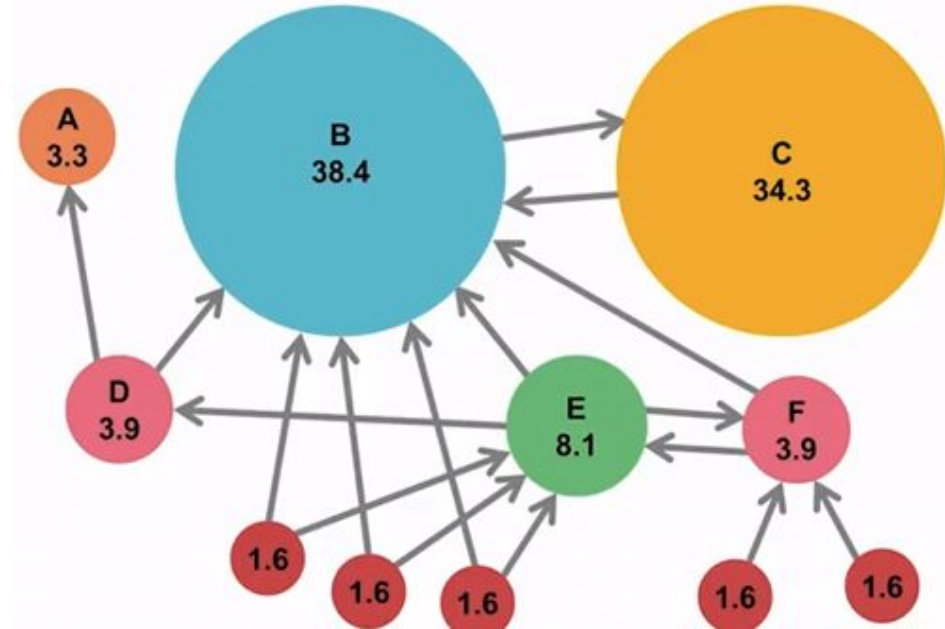
When you link to other pages on your website, you:

1. Ensure that search engine crawlers can find all your site's pages
2. Pass link equity (ranking power) to other pages
3. Help visitors navigate your site

Link volume

Google recommends to "limit the number of links on a page to a reasonable number (a few thousand at most)".

The more links on a page, the less equity each link can pass to its destination page.



Link accessibility

1. Links that require a click (like a navigation drop-down to view) are often hidden from search engine crawlers.
2. Try using links that are directly accessible on the page.
3. Anchor text - the text with which you link to pages, it sends signals to search engines regarding the content of the destination page.
4. Avoid keyword stuffing and make anchor text natural rather than formulaic!

Tips

Bad practice

<http://www.domain.com/>

```
<a href=
```

```
"http://www.domain.com/">
```

```
</a>
```

Good practice

[Keyword Text](#)

```
<a href=
```

```
"http://www.domain.com/"
```

```
title="Keyword Text">
```

```
Keyword Text
```

```
</a>
```

Redirection

- Removing/renaming pages is a common practice, if you move a page, make sure to update the link!
- At least make a redirect the URL to its new location
- Better tactics is to update all internal links to that URL, so that users and crawlers don't have to pass through redirects to arrive at the destination page.
- Avoid redirect chains that are too long (Google recommends no more than 3-5 redirects).
- Modern CMSs (e.g. WordPress) help to set redirects or update links automatically.

Tips

Bad practice

(original location of content)

example.com/location1

>>

example.com/location2

>>

(current location of content)

example.com/location3

Good practice

example.com/location1

>>

example.com/location3

Header tags

The main header tag, called an H1, is typically reserved for the title of the page:

`<h1>` Page Title `</h1>`

The screenshot shows a web browser window with the URL `https://www.hs.fi/talous/art-2000005918522.html`. The page content includes a navigation bar with "Etusivulle" and social media icons. Below that is a category bar "Talous | HS-analyysi". The main headline is "Öljyn hinta laskee nyt voimakkaasti – Näistä isoista mullistuksista se kertoo", which is highlighted with a red box and labeled with `<h1>` on the left and `</h1>` on the right. Below the headline is a sub-headline "In this example Header tag is same as Page Title" and a photograph of an oil pumpjack. To the right of the photo is a "Luetuimmat" (Most Read) section with a table header containing "JUURI NYT", "PÄIVÄ", and "VIIKKO". The first item in the list is "1. HS-analyysi: Öljyn hinta laskee nyt voimakkaasti – Näistä isoista mullistuksista se kertoo".

The screenshot shows a Google search results page for the query "Öljyn hinta laskee nyt voimakkaasti – Näistä isoista mullistuksista se kertoo". The search bar contains the query and the Google logo is visible. Below the search bar are navigation tabs for "All", "Images", "Videos", "Maps", "News", "More", "Settings", and "Tools". The results section shows "About 4 750 results (0,66 seconds)". A tip suggests searching for English results. The first search result is the article title, highlighted with a red box, with a snippet: "17 hours ago - Öljyn hinta laskee nyt voimakkaasti – Näistä isoista mullistuksista se kertoo. Energiatulojen varassa elävä Venäjä muuttuu vaikeammin ...". Below this is another result: "Helsinki lupaa Hurstin ja Myllypuron leipäjonoille lisää rahaa – Ehto ...". At the bottom, there is a section for "Images for Öljyn hinta laskee nyt voimakkaasti – Näistä ..." showing a grid of image thumbnails with timestamps like "16 hours ago" and "a day ago".

Header tags

1. HTML element used to designate headings on your page.
2. H1 is a main heading, there are also optional sub-headings that go from H2 to H6 tags.
3. Each page should have a unique H1 that describes the main topic of the page.
4. H1 should contain that page's primary keyword or phrase.
5. Avoid using header tags to markup non-heading elements!
6. What you choose to put in your header tags can be used by search engines to evaluate and rank your page.
7. Focus on your site visitors when crafting your headings!

Title tags

- HTML element that specifies the title of a particular web page, nested within the head tag.
- Each page on your website should have a unique, descriptive title tag.
- Title tags plays a big role in people's first impression of your website when the see SERPs.
- It's an effective tool for drawing searchers to your page over any other result on the SERP.
- Title tags appear in search engines and the Web browser's title bar.

```
<head>  
<title>Uutistoimistot: Ranskan hallitus keskeyttämässä polttoaineveron korotuksen | Yle Uutiset | yle.fi</title>
```

The screenshot shows the Yle Uutiset website. The navigation bar includes 'yle', 'Uutiset', 'Areena', 'Urheilu', and 'Valikko'. Below the navigation bar, there are category links: 'UUTISET', 'Tuoreimmat', 'Urheilu', 'Sää', 'Kotimaa', 'Ulkomaat', 'Talous', 'Politiikka', 'Kulttuuri', 'Kolumnit', and 'Lu'. The main headline is 'Uutistoimistot keskeyttämässä polttoaineveron korotuksen'. A browser window is overlaid on the page, showing the URL 'https://yle.fi/uutiset/3-10538391' and the page title 'Uutistoimistot: Ranskan hallitus keskeyttämässä polttoaineveron korotuksen - Yle'. A blue arrow labeled '<h1>' points to the main headline.

Uutistoimistot: Ranskan hallitus keskeyttämässä polttoaineveron ... - Yle
<https://yle.fi/uutiset/3-10538391> ▾ Translate this page
Uutistoimistot: Ranskan hallitus keskeyttämässä polttoaineveron korotuksen. Polttoaineen hinnankorotukset ovat olleet keskeinen syy Ranskassa puhjenneisiin ...

Twitter



Uutistoimistot: Ranskan hallitus ...

@yleuutiset

Polttoaineen hinnankorotukset ovat olleet keskeinen syy ...

Facebook



Uutistoimistot: Ranskan hallitus ...

Polttoaineen hinnankorotukset ovat olleet keskeinen syy ...

YLE.FI

Title tags: Keyword usage

1. Having your target keyword in the title can help users and search engines understand what your page is about.
2. Keep keywords closer to the front of the title tag!

Page: Vintage T-shirts

Rob's Retro Rags | Clothing – Vintage T-shirts

✓
Vintage T-shirts | Rob's Retro Rags

Title tags: Length

1. On average, search engines display the first 50–60 characters of a title tag in search results.
2. If your title tag exceeds the characters allowed it will be clipped and "..." will appear.
3. Never sacrifice quality! If getting your title tag down to 60 characters harming its readability, go longer (within reason).

It Was The Best of Times, It Was The Worst of Times, It Was The Age...

<https://example.com/your-url-goes-here>

Most snippets are limited to two lines, and we still generally recommend a 160-character limit for your Meta descriptions, but Google can allow exceptions in certain cases.

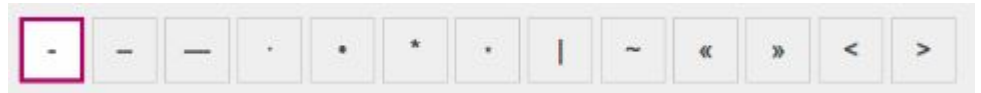
Title tags: Branding

1. It's common practice to end our title tags with a brand name mention.
2. It promotes brand awareness and creates a higher click-through rate among people familiar with the brand.
3. Sometimes it makes sense to place your brand at the beginning of the title tag, such as on your homepage.
4. Consistent use of common separators will help readers to understand, where the unique part of the title ends.

30 Day Free Trial - Moz

<https://moz.com/checkout/freetrial>

Try **Moz Pro Free** For **30 Days!** Cancel at anytime, and learn why **Moz** is the #1 Trusted SEO Tool. Get quick insights on website optimization, keywords, SERP ...



Meta descriptions

HTML elements that describe the contents of the page that they're on.

What you input into the description will show up in search results!

In some cases Google will choose different snippets of text to display in search results, dependent upon the searcher's query.

```
<meta name="description" content="Eristäytyneitä heimoja elää erityisesti Amazonin sademetsän alueella. Kontakti yhteisön ulkopuolisiin ihmisiin koituu usein heimojen kohtaloksi." />
<meta property="og:title" content="Sata heimoa elää maailmassa eristäytyneinä, eikä kaikista ole ehkä edes kuultu - Brasilian viidakosta löytyi mies, joka voi olla kansansa viimeinen" />
<meta property="og:type" content="article" />
<meta property="og:description" content="Eristäytyneitä heimoja elää erityisesti Amazonin sademetsän alueella. Kontakti yhteisön ulkopuolisiin ihmisiin koituu usein heimojen kohtaloksi." />
```

Facebook



Sata heimoa elää maailmassa ...

Eristäytyneitä heimoja elää erityisesti Amazonin sademetsän ...

WWW.HS.FI

Twitter



Sata heimoa elää maailmassa ... @hsfi

Eristäytyneitä heimoja elää erityisesti Amazonin sademetsän ...



Ulkomaat

Sata heimoa elää maailmassa eristäytyneinä, eikä kaikista ole ehkä edes kuultu - Brasilian viidakosta löytyi mies, joka voi olla kansansa viimeinen

heimoa elää maailmassa eristäytyneinä



All

Images

Videos

Maps

News

More

Settings

Tools

About 29 600 results (0,57 seconds)

Sata heimoa elää maailmassa eristäytyneinä, eikä kaikista ole ehkä ...

<https://www.hs.fi> › Uutiset › Ulkomaat

3 hours ago - Eristäytyneitä heimoja elää erityisesti Amazonin sademetsän alueella. Kontakti yhteisön ulkopuolisiin ihmisiin koituu usein heimojen ...



Eristäytyneitä heimoja elää erityisesti Amazonin sademetsän alueella. Kontakti yhteisön ulkopuolisiin ihmisiin koituu usein heimojen kohtaloksi.

Meta description: Length

1. It's best to write meta descriptions between 150–300 characters in length.
2. On some SERPs Google gives extra space, this usually happens for web pages ranking right below a featured snippet.

The term "**Ranking Factors**" describes the criteria applied by search engines when evaluating web pages in order to compile the **rankings** of their search results. ... Understanding **ranking factors** is a prerequisite for effective search engine optimization.



Searchmetrics explains: What is a Ranking Factor?

<https://www.searchmetrics.com/what-is-a-ranking-factor/>

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<https://backlinko.com/google-ranking-factors> ▼

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Google's Ranking Factors in 2018 | How to Rank Higher on Google in ...

<https://www.bluecorona.com/blog/google-ranking-factors-2018> ▼

Jan 17, 2018 - Although Google keeps its official list of ranking factors a secret, the key to get your business to rank higher on Google is not as mysterious as it ...

Alt text

Alt text (alternative text) within images is a principle of web accessibility, and is used to describe images to the visually impaired via screen readers.

Search engine bots also crawl alt text to better understand your images, which gives you the added benefit of providing better image context to search engines.

Ensure that your alt descriptions reads naturally for people, and avoid stuffing keywords for search engines.

Tips

Bad practice

```
<img src=  
"Grumpycat.gif"  
alt=  
"grumpy cat, cat is grumpy, grumpy cat gif">
```

Good practice

```
<img src=  
"grumpycat.gif"  
alt=  
"A black cat looking very grumpy at a big  
spotted dog">
```

Tips

Bad practice

Use images, flash files, java applets, and other non-text content to present important content

These are often ignored by search engine crawlers!

Good practice

Use HTML text to provide most important content, that should be indexed

Make non-textual content indexable

1. Provide alt text for images: assign images in gif, jpg, or png format "alt attributes" in HTML to give search engines a text description of the visual content.
2. Supplement search boxes with navigation and crawlable links.
3. Supplement Flash or Java plug-ins with text on the page.
4. Provide a transcript for video, infographics and audio content if the words and phrases used are meant to be indexed by the engines.

Meta robots tag

Can be used to control search engine crawler activity on a per-page level:

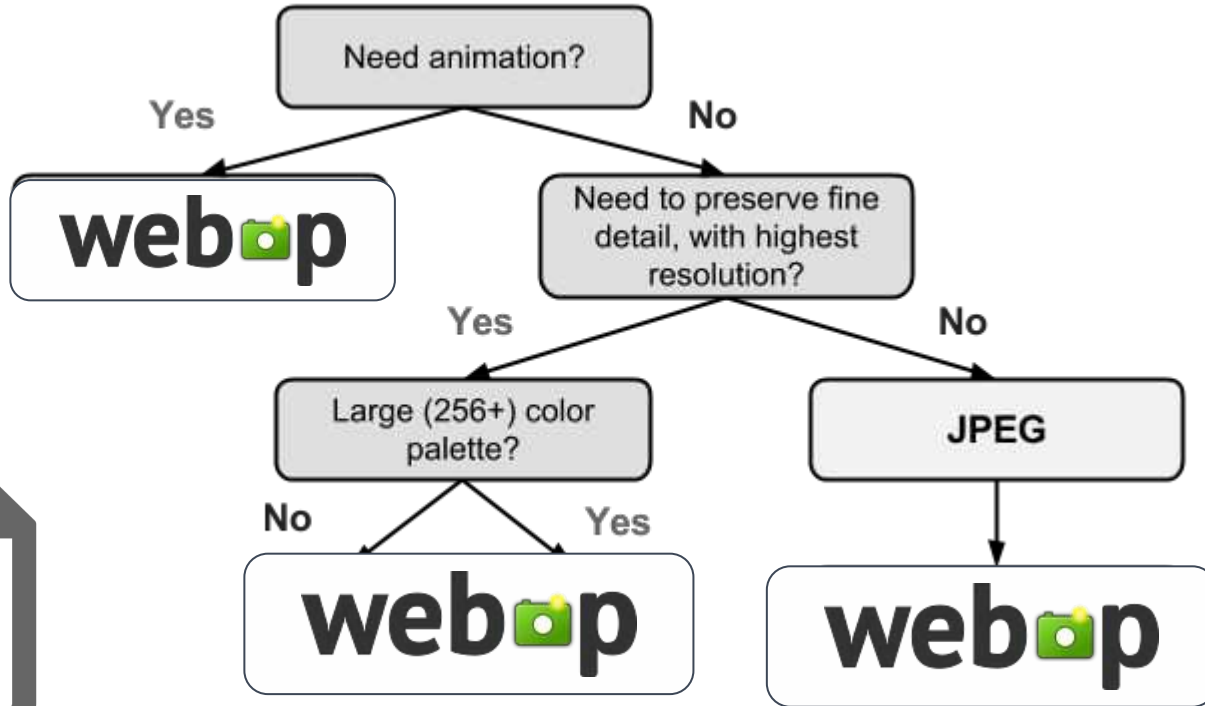
```
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
```

1. index/noindex: tells the engines whether the page should be crawled and kept in the engines' index for retrieval.
2. follow/nofollow: tells the engines whether links on the page should be crawled.
3. noarchive: restrict search engines from saving a cached copy of the page.

Image optimization

1. Images are the biggest culprits of slow web pages! The best way to solve for this is to compress your images.
2. There is no one-size-fits-all or one correct format when it comes to image compression.
3. Consider the maximum widthxheight at which the image will be displayed at your site.
4. Use HTML to make images responsive or take advantage of CMS build in features such as thumbnails.
5. Consider implementing lazy loading or using [Next-Gen Formats](#).

Which image format to use?



Tools

Performance: [Lighthouse](#), [PageSpeed Insights](#), [Pingdom Speed Test](#), [Fast or Slow](#)

Accessibility: [Lighthouse](#), [Wave](#), [Axe](#)

SEO metrics: [MozBar](#), [SEO Analyzer](#), [SiteProfiler](#), [Semrush](#)

Meta: [MozBar](#), [Seositecheckup](#), [Screaming Frog](#)

Demo: Page speed audit and image optimization



WordPress

On-Page SEO

In general WordPress could be considered a good CMS in terms of SEO:

1. WordPress core team is focused on user experience and accessibility
2. There are a lot of high quality WordPress themes that follow best coding practices
3. WordPress makes it easy to create and manage content, permalinks, alt-tags, sitemaps, etc.
4. There are plenty of free and paid SEO plugins
5. Google takes WordPress seriously and contributes to its development
6. It's possible to achieve 100% (or nearly) Google PageSpeed score, especially on desktop devices



WordPress

On-Page SEO

Cons:

1. WordPress most commonly used to create dynamic websites that are usually characterised by lower performance compared to static websites
2. Bad choice of WordPress theme or a plugin could negatively affect your SEO efforts
3. Bad content management practices and lack of team organization could easily lead to poor SEO
4. Some important SEO features require plugins



WordPress

On-Page SEO

Plugins to use:

1. Keywords, meta, content analysis, schema, etc.: [YOAST SEO](#), [All in One SEO for WordPress \(AIOSEO\)](#), [Rank Math SEO](#), [SEP Press](#)
2. Image optimization: [ShortPixel Image Optimizer](#), [Optimole](#), [EWWW Image Optimizer](#), [Imgify](#), [Smush](#)



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