

WHAT IS SEO

A touchdown on what SEO is all about

PRIMARY CHECKS

Conducted at the initial stage of the project

DEVELOPMENT STAGE CHECK

Implementing definitive checks and procedures

POST-LAUNCH CHECK

Ensuring that the website meets SEO objectives

TOOLS TO CHECK

Essential web tools that assist in analysing

INFORMATION ARCHITECTURE

The complete start-to-finish procedure

SEO GLOSSARY

A-Z of SEO made simple for you

Search engine optimisation (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via algorithmic search results.

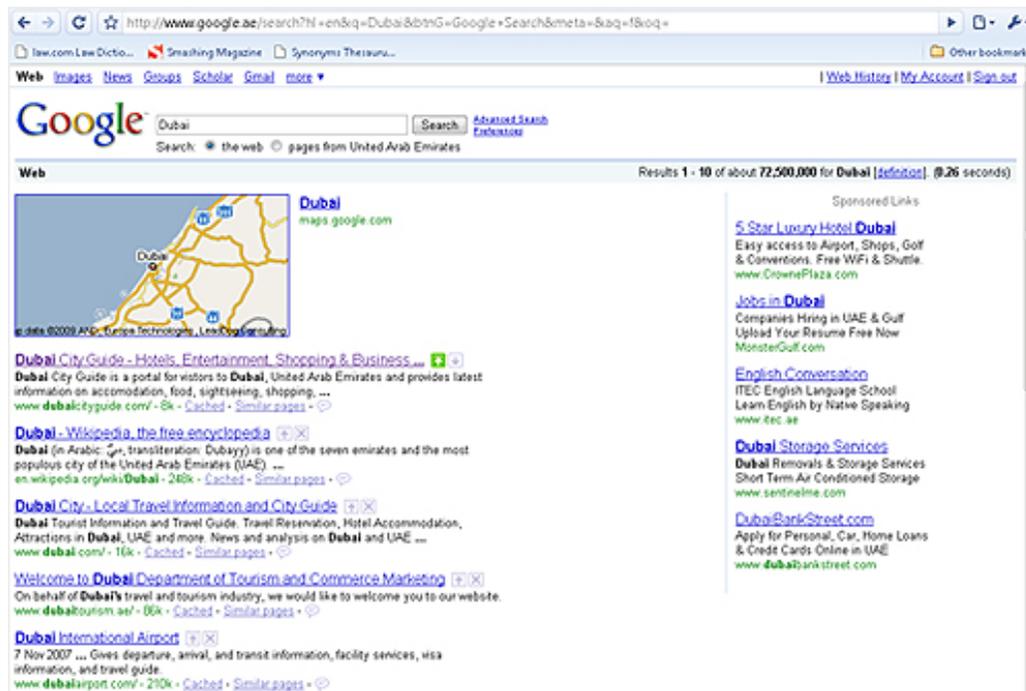
There are a number of techniques that are used to ensure your site is indexed and well positioned in the major search engines. While **SEO** techniques change constantly, we follow the ones that are currently important for good positioning.

1
2
3
4
5
6
7
8
9
10

WHAT IS SEO

Search engine optimisation (SEO) is the process of improving the quality of traffic to a web site from search engines via organic or algorithmic search results. As an Internet marketing strategy, SEO considers how search engines work and what people search for.

Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.



A typical search engine results page

How Search Engines Work

Search engines perform several activities in order to deliver search results – crawling, indexing, processing, calculating relevancy, and retrieving.

Crawler-based search engines have three major elements. First is the spider, also called the crawler (or GoogleBot, as is the case with Google). The spider visits a web page, reads it, and then follows links to other pages within the site. This is what it means when someone refers to a site being "spidered" or "crawled." The spider returns to the site on a regular basis, such as every month or two, to look for changes.

Everything the spider finds goes into the second part of the search engine, the index. The index, sometimes called the catalog, is like a giant book containing a copy of every web page that the spider finds. If a web page changes, then this book is updated with new information. Search engine software is the third part of a search engine. This is the program that sifts through the millions of pages recorded in the index to find matches to a search and rank them in order of what it believes is most relevant.

Search Engine Optimisation is the most cost-effective Internet marketing strategy that can get you more traffic and in effect more revenue.



1
2
3
4
5
6
7
8
9
10

PRIMARY CHECKS

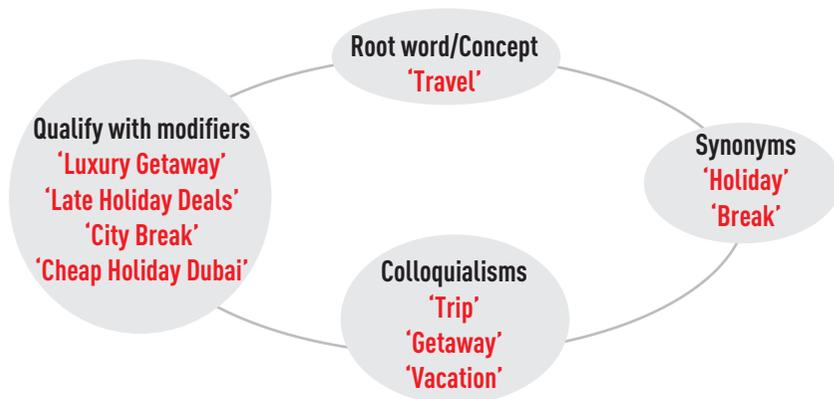
Primary checks are carried out after the Design-brief stage when the keywords are checked so that they can be placed appropriately during the development / designing phase of the website. In this phase key objectives are defined and the structure is finalized along with the content placement and positioning.

Keyword Analysis

Research similar industry websites on the internet

Retrieve the main keywords / key phrases that are

- ▶ Relevant to the website
- ▶ Helpful in generating traffic
- ▶ Keywords are further analyzed for
 - ▶ Keyword competition
 - ▶ Internet Search Volume



Tools Used to Check

Web CEO

The software check your rankings with search engines. It allows for tracking your SEO success with an advanced ranking checker and keywords trends.

Google Keyword Tool

The Search-based Keyword Tool generates keyword and landing page ideas highly relevant and specific to your website. In doing so, the tool helps you identify additional advertising opportunities that aren't currently being used in your AdWords ad campaigns.

Keyword Traffic Estimator

Keyword Traffic Estimator gives you quick and reasonable estimates for your search engine ranking and the traffic you get through a keyword.

Google Trends

Google Trends analyzes a portion of Google web searches to compute how many searches have been done for the entered terms, relative to the total number of searches done on Google over time.

DEVELOPMENT STAGE CHECK

Every page (static & dynamic) on a website contains the followings meta tags - **Title | Description | Keyword | Language**



Title Tag

- Always unique
- Relevant to page content
- Starts with keywords
- Brand name separated by “|”, “-“
- Max length: 60 – 80 characters

Keyword Tag

- Contains major key phrases / keywords within the page content
- Keywords applied are within the range of 8 – 20 (512 characters) words on each page

Description Tag

- Contains text about the current page content briefly
- Unique level of 60 – 75 % across the website
- Important keywords are added alongwith the description
- Max length: 200 characters

Language Tag

- Placed within the head section to direct Search Engines about the language of content served in website



HTML

- The content is placed using Heading attributes thus making it easy for Search Engines to read and extract the content of the page
- The content is divided into paragraphs enhancing readability and making the page Search engine friendly
- Image tags are placed with appropriate Tags highlighting keywords that describes the purpose of image
- Anchor text delicacy is kept in mind and keywords are highlighted as anchor text and in title attribute of links of the page

Robots.txt

- It is placed to direct the Search engines to search only relevant pages (to ignore the backdoor module if it exists)

Other Elements

- Contextual information, keywords and links are provided in Rich Media intros (currently being indexed by Google)
- All Flash objects have an alternative image with Alt tags describing the image
- File naming is relevant to the page content and keywords are highlighted where possible
- File size is kept within the optimal range (less then 100 KB)
- JavaScript / CSS codes are error free and placed in respective files
- Text Sitemap is included to highlight each and every page across the website
- Use of frames are avoided



POST-LAUNCH CHECK

- ▶ A Google Sitemap is created that helps Google to index the contents of a website
- ▶ The website is added to Google Webmaster helps in crawling and indexing the site
- ▶ A Link validation is performed that obtains deep information about links in a webpage, about errors and link inexistence
- ▶ The Keyword density is re-measured on every webpage
- ▶ The website is submitted to Internet Directories & Search Engines
 - DMOZ
 - Google
 - Yahoo
 - MSN Live
 - AltaVista
 - AOL
 - Ask
- ▶ Custom Error pages are set that replaces default error pages with specially created customised pages
- ▶ Link building techniques are used and reciprocal links created from Cyber Gear Portals



www.MiddleEastDirectory.com | The largest English language search engine in Middle East



www.MiddleEastEvents.com | A dedicated portal for Middle East events and conference management companies



www.UAEToday.com | A Dubai based local news portal



www.DubaiCityGuide.com | A comprehensive portal on Dubai for tourists and residents



www.TopSitesInMiddleEast.com | A complete listing of the best websites in the Middle East

- ▶ The website is listed on Dubai Blog, a Cyber Gear Portal



www.Dxb.com | A Dubai blogging site

- ▶ A Press Release for the website launch is released on a Cyber Gear Portal



www.PressReleaseNetwork.com | A global press release distribution and online media monitoring service

- ▶ Banner advertising opportunities offered on www.DIYadsonline.com ensuring high brand visibility on some of Cyber Gear's top portals



www.DIYadsonline.com | Self Serve Display Advertising

- ▶ The website link is added as 'sponsored website' in relevant Cyber Gear business portals

TOOLS TO CHECK

How's it done

Rank check Tool Checks the ranking of your website/webpage across popular search engines

Web CEO Gets the list of keywords and keyphrases that will bring most targeted visitors to your site and measures the effectiveness of the website

Google Webmaster The tool answers all crawling and indexing questions that enhance and increase traffic to the site, and connect you with your visitors

Google Analytics Helps to gain rich insights into website traffic with Advanced Segmentation, Custom Reporting, Motion Charts, and more

Text Analyzer Provides information on the readability and complexity of a text, as well as statistics on word frequency and character count

W3C HTML Validation This validator checks the markup validity of Web documents in HTML, XHTML, SMIL, MathML, etc

W3C CSS Validation Helps Web designers and Web developers check Cascading Style Sheets (CSS)

W3C RSS Validation Checks syntax of Atom or RSS feeds

XML Sitemap Generator Creates an XML sitemap that can be submitted to Google, Yahoo and other search engines to help them crawl your website better

Xenu's Link Sleuth Checks Web sites for broken links. Link verification is done on "normal" links, images, frames, plug-ins, backgrounds, local image maps, style sheets, scripts and java applets

More tools

Link Popularity Checks the link popularity status of the web site on search engines and compares it to other web sites on the Internet

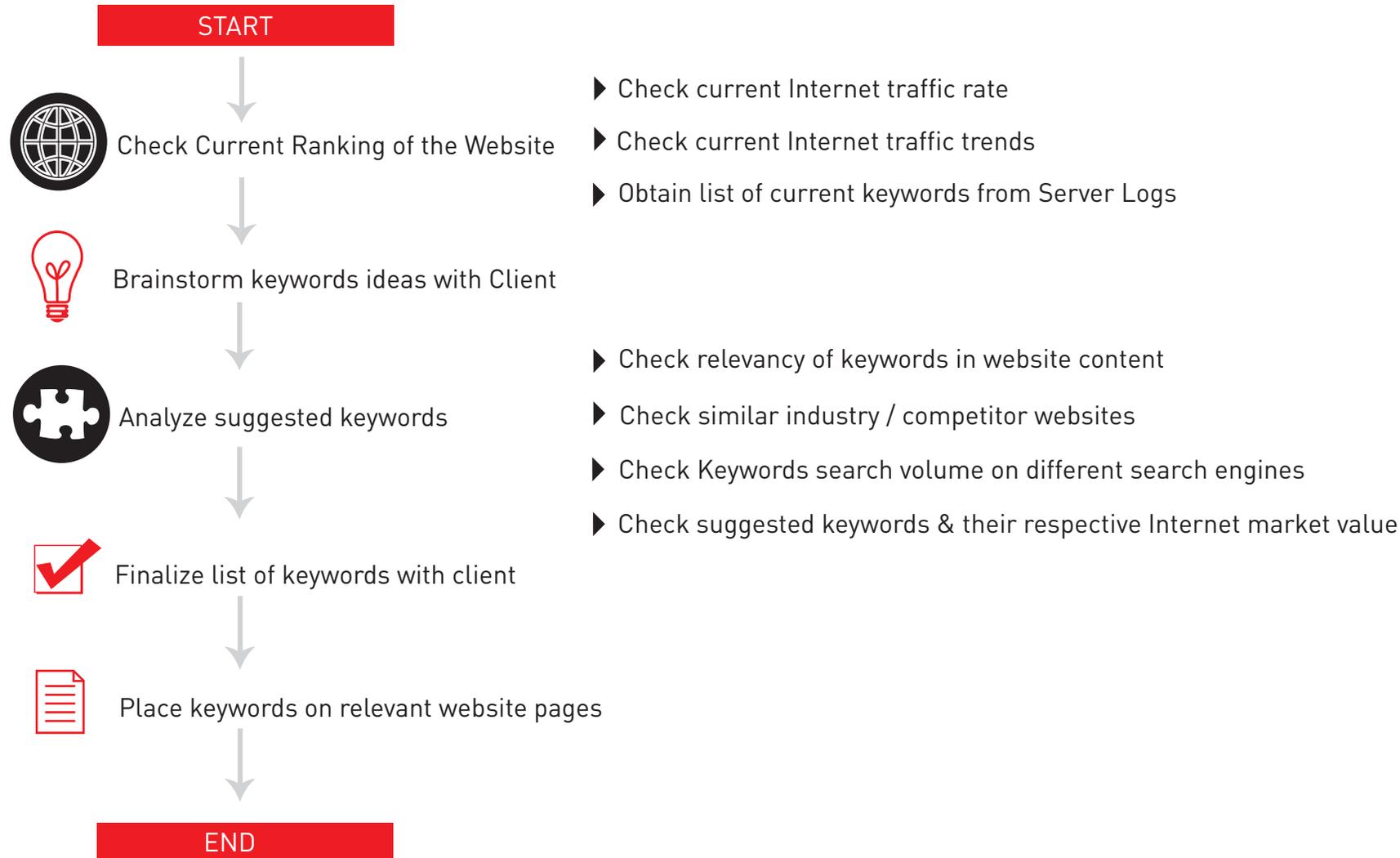
Website Grader A tool that measures the marketing effectiveness of the website

Virante Duplicate Content This tool diagnoses common causes and effects of duplicate content penalties

Header check This checks the HTTP status returned by a server

Website Analysis This analyses the website's performance based on page size, composition, and download time

INFORMATION ARCHITECTURE



SEO GLOSSARY

A - I

Algorithm: The search engine program that ranks sites based on certain criteria. Google has over 100 different ranking criteria that sites need to meet.

Bid for click: A search engine under which you bid for your site to be ranked under a keyword. See Pay Per Click (PPC) and Paid Placement (PP).

Code: The background code that runs a web site. As well as HTML, this can include, JavaScript, ASP, PHP, JSP, Coldfusion and more.

Click-through rate (CTR): The number of possible clicks on a Web page divided by the actual number of times a link on that same page is clicked.

Cloaking: Sending one version of a Web page to a search engine that is different than what a Web user actually sees on the site. Cloaking, although considered unethical, is used to increase the potential ranking of a Web page. Most search engines will penalize a site if they discover it is cloaking.

Dead link: An Internet link which does not lead to a page or site. This usually occurs when a server is down, the page has moved, or it no longer exists.

Directory: A list of web sites that is compiled under categories and sub-categories. Yahoo is an example of a directory.

Domain: A sub-set of internet addresses. Domains are hierarchical, and lower-level domains often refer to particular web sites within a top-level domain. The most significant part of the address comes at the end - typical top-level domains are .com, .net, .edu, .gov, .org.

Frames: Some sites have pages that are made up of multiple HTML pages. Typically the navigation will be on one page and the content on another. You can tell if you scroll down the page and the navigation remains static. Frames are bad for a sites search engine promotion.

Hidden text: Text that is visible to the search engine spiders but not to site visitors. Used to add extra keywords in the page without actually adding content to a site. Most search engines will penalize Web sites which use hidden text.

Hit: In the context of visitors to web pages, a hit (or site hit) is a single access request made to the server for either a text file or a graphic. If, for example, a web page contains ten buttons constructed from separate images, a single visit from someone using a web browser with graphics switched on (a "page view") will involve eleven hits on the server.

In the context of a search engine query, a hit is a measure of the number of web pages matching a query returned by a search engine or directory.

HTML (HyperText Markup Language): The coding language that all Web sites use to exist on the Internet.

Hyperlinks: Hyperlinks are used to link one or more documents together.

Inbound link: Links that direct users to another Web site. When a user arrives at a site from another site, that link is known as an inbound link.

K - R ▶

SEO GLOSSARY

K - R

Keyword: A word used to find pages when conducting a search.

Keywords: Due to abuse by many Web sites in the past, search engines have reduced the importance of the keywords meta tag when ranking a Web page for keyword relevance. Many have actually decided to not consider the keywords tag altogether. While it has reduced in significance, it is still an important meta tag to include in your Web pages.

Keyword density: Keyword density is the ratio of a keyword or key phrases to the total number of words on that page. Keyword density is one of the most critical aspects of successful search engine optimization.

Keyword frequency: Keyword frequency is the number of times keywords occur in the text on a given page. Search engines want to see more than one repetition of a keyword in your text to make sure it's not an isolated case.

Keyword prominence: The general location of a keyword or phrase in relation to the overall text on that page. You'll want to make sure your important keywords appear early in your Web site copy and that they draw attention to themselves.

Keyword research: Researching the most relative and popular keywords for a given site.

Keyword Spamming: Deliberate repetition of keywords in a page by using invisible or tiny text to increase keyword density. This is banned by search engines.

Link popularity: Search engines often use link popularity as part of their ranking criterion. In simple terms, link popularity is the measurement of the number of other Web sites that include a link to your Web site on theirs. Each search engine, depending on their specific algorithms, determines it differently.

Meta tags: Meta tags are HTML tags that provide information describing the content of the pages a user will be viewing.

Title: This is considered to be the most important HTML tag used by many search engines as part of their ranking criteria. A Web page with a keyword in the title tag will rank higher than if the keyword was used in the body text alone. You will want to make sure your title really describes the main purpose of the page so it doesn't get passed over as irrelevant to the user.

Description: The description tag is the next most important meta tag. As with the title, your description will typically be listed in the search engines. You will have to tread the fine line between creating an effective description that will attract visitors yet still rank well in the search engines based on your selected keywords.

Copyright: The copyright meta tag is not viewable in the search engine results or on your Web page. Some search engine spiders will read this tag, which may result in higher ranking.

Robots: The robot tag is essentially a set of instructions for search engine spiders that crawl your Web page.

Rating: The rating tag defines your preferred access level. It can be a useful mechanism for search engine spiders to determine the level of access appropriate for the associated Web page.

Revisit: The revisit tag is a request for the search engine spider to return to a particular Web page for reindexing. This is appropriate for sites that frequently refresh their content.

Re-submission: Repeating the search engine registration process one or more times for the same page or site. Under certain circumstances, this is regarded with suspicion by the search engines, as it could indicate that someone is experimenting with spamming techniques.

M - U ▶

SEO GLOSSARY

M - U

Mirror sites: Sites designed as duplicates of an original site, but are hosted on a different server. Link cloaking and doorway pages, the creation of mirror sites is a recognized spam tactic and violators will be penalized by many of the major search engines.

Outbound link: A link that directs users to another site.

Paid placement: Paying for a link to be included in a specific area on a search results page, usually at the top or right of the general search results. Paid placement links are usually indicated with a colored background or labeled as a "sponsored link."

Pay Per Click (PPC): A search engine that determines ranking according to the dollar amount you pay for each click from that search engine to your site. Examples of PPC search engines are Overture.com. The highest ranking goes to the highest bidder.

Query: A word, phrase or group of words used to pass instructions to a search engine to locate relevant Web pages.

Reciprocal link: An exchange of links between two sites.

Re-index: How often a search engine updates its index. Google updates its index once a month.

Search engine: A search engine is a database system designed to index and categorize internet addresses, otherwise known as URLs (for example, <http://www.yourdomain.com>).

Search engine optimization (SEO): These are the techniques used to improve a Web page's results in a search.

Server: A computer, program or process which responds to requests for information from a client. On the internet, all web pages are held on servers.

Spam: Unethical techniques such as cloaking, mirror sites and doorway pages to trick the search engine spiders into giving the Web page a higher ranking. Search engines will often penalize or remove an offending site from its index.

Spider: A software program used by search engines to crawl the Web, storing URLs and indexing the keywords and text of pages. Spiders are also referred to as crawlers or robots.

Stop word: A word that frequently appears in pages but has no significance. Most search engine spiders ignore stop words while searching. Example of stop words are: and, the, of, etc.

Traffic: The actual visitors to a Web page or Web site.

Unique Visitor: A real visitor to a web site. Web servers record the IP addresses of each visitor, and this is used to determine the number of real people who have visited a web site. If for example, someone visits twenty pages within a web site, the server will count only one unique visitor.

URL: The Uniform Resource Locator is used to specify the address of Web sites and Web pages.



THE INTERNET COMPANY

Established 1996

Just like in 1996, we were the first in the region to offer internet solutions, in 2015, we are once again the first to introduce smart gadgets and appliances for smart homes, smart offices and smart cities.

With the launch of IoT Online Store at www.iotonlinestore.com, Cyber Gear has diversified in to the domain of 'Internet of Things'. The IoT is predicted to be as (if not more) transformational than the internet itself on the way we live.

Here's to SMART LIVING!

Latest Company News

www.cyber-gear.com/company

Portfolio

www.cyber-gear.com/portfolio

Services

www.cyber-gear.com/eservices

Social Responsibility

www.go-green.ae

W: www.cyber-gear.com | E: info@cyber-gear.com | A: 101, Al Manal Tower (Old Khalid Al Attar), Sheikh Zayed Road, Dubai

T: 04 3312627 | F: 04 3318812



We support the **GREEN CAUSE**. Join us.