Aarav Infotech
creating castles on the web ...
Web | SEO | SMO | PPC

Search Engine Optimization (SEO) Process

■ Search Engine Optimization (SEO) Process

Before starting SEO (search engine optimization) project, it is essential to understand the process involved in an effective SEO campaign. To that end, we break the process down into the steps shown below and describe the activities involved in each of these steps.

One word on search engine optimization in general first, though. SEO does not start and finish with these steps and the initial work that we do. In order to have ongoing success, it is important to continually monitor results and build meaningful content into the site. In short, it is a process, not a project."

Follow Up Reporting
and Analysis

Link Building

Seo Audit

Competitor analysis

SEO

Keyword Research

Content Development

Goal Setting

Page Optimization

■ SEO Audit

A SEO audit is a process for evaluating the healthiness of a web site in a number of areas. A Search Engine Optimization (SEO) Audit evaluates your site's search engine friendliness and visibility to help prioritize your SEO efforts. The auditor will check the web site against a checklist and come up with recommendations of what needs to be fixed (because it is wrong) and what needs to change so that the performance of the web site in search engines is improved.

■ Competitor Analysis

One of the most important activities for any SEO process is the initial competitive analysis. This process should correctly identify your SEO targets and provide fundamental input to establish your overall strategy.

In order to facilitate this we've created a step-by-step workflow with the different activities and factors to take into consideration, including identifying SEO competitors

Aarav Infotech India Pvt. ltd.

◉ 110, Millennium Plaza, Sakinaka, Mumbai, Maharashtra 400072, India

☎ +91 (022) 2859 4142   🇮🇳 +91 7208 798 257   🇬🇧 +44 203 318 7901

✉ sales@aaravinfotech.com   🌐 www.aaravinfotech.com

PROCESS

SEO competitor Analysis process

1

Identify your potential competitors

Your long time industry competitors

The top sites in your industry

Your Google organic search competitors

2

Validate your SEO competitors

Check their ranking in google

Check your current ranking

Select competitors targeting the same keywords

PROCESS

Your SEO Competitors

Expand your keywords identifying related ones that you might have

3

Compare with your SEO competitors

Keyword

Ranked page popularity

Ranked content

Your competitive SEO factor and data

4

Select target keywords based on

Keyword relevance

Check your current ranking

Number of competitors in SERP

Your ranking vs competitors

Your ranking vs competitors

Your Content optimization vs competitors

Your SEO competitive analysis with target keywords

Aarav Infotech India Pvt. ltd.

📍 110, Millennium Plaza, Sakinaka, Mumbai, Maharashtra 400072, India

☎ +91 (022) 2859 4142   🇮🇳 +91 7208 798 257   🇬🇧 +44 203 318 7901

✉ sales@aaravinfotech.com   🌐 www.aaravinfotech.com

Keyword Research

Keyword research is a exercise SEO professionals use to find and research actual search terms that people enter into search engines. Search engine optimization expert's research keywords, which they use to achieve better rankings in search engines.

Keyword phrase research involves identifying a group of keyword phrases that will be used in optimization. This step is critical and requires a considerable amount of time to find a good set of phrases that offer a balanced combination of two important factors: high usage by searchers and relatively low competition within the search engines. Determining the most used phrase that contains your targeted keyword(s) is relatively easy. Online tools allow you to enter a particular keyword or words and will return all the ways in which that word(s) was used by searchers in the last month and in what volume. However, the most used phrase(s) is also likely the one with the greatest competition within the search results and may, therefore, not be where you would want to devote your optimization efforts. A more effective approach is to find a set of phrases (10 is a nice round number) that are heavily used by searchers but somewhat less competitive in terms of the total number of search results.
For example, assume you own a business that leases apartments in a particular metropolitan area, "Big City." Your apartments are only located in one metro area, so you are not going to select general terms such as "apartments;" you are only interested in those searchers seeking an apartment in your city. The logical place to start is with the name of your city and the word "apartments." You may find that the most used phrase is "big city apartments." However, when you do sample searches in Google and Yahoo for that phrase you realize that the competition for that phrase is step. If you go back to your findingsfrom the keyword tool, you might find that a phrase such as "apartments in big city" is still heavily used by searchers but is far less competitive. Those phrases are the ones you will then target in the next step, site optimization.

■ Goal Setting

After establishing your list of targeted keyword phrases, it is important to understand what the subject site's starting position is within the search engines. Doing so ensures that you know the specific areas that need work and provides a baseline against which to gauge the subsequent campaign's success. Access to site traffic information is very important.

These statistics show how searchers are finding and interacting with the subject site, e.g., which search engines, what keyword phrases are being used, bounce rates, most popular content, etc. Understanding the site's traffic level and the source of its referrals can also be a critical tool in making other online marketing decisions - which paid directory links/ listings to continue and which to abandon for more effective options. After developing a complete picture of the site's starting position, goals are set for the SEO plan. These goals are measureable and tied to the specific business objectives of the site. In the ongoing progress of reporting and follow up, progress towards the plan's goals are analyzed and reported. Adjustments to the SEO plan can be made according to the findings of these progress reports.

■ Page Optimization & Content Development

Page optimization and content development are critical to search engine success. Content is king in search engine optimization. The search engines love text; high volume, high-quality content related to your business will serve you in a couple of important ways. First, a site loaded with high-quality content of interest to site users will give them a reason to stay and a reason to come back. After all, the reason they came to your site was to find information. Second, you will receive the added benefit of serving up exactly what the search engines want - content. Search engines will have more information to store about your business and products; that information will translate directly into the ranking they give your site for related keyword phrases. For more information on content development and specific ideas about ways to expand your site's content, read our newsletter article, Content is King. In addition to content development, other important optimization tactics includes :
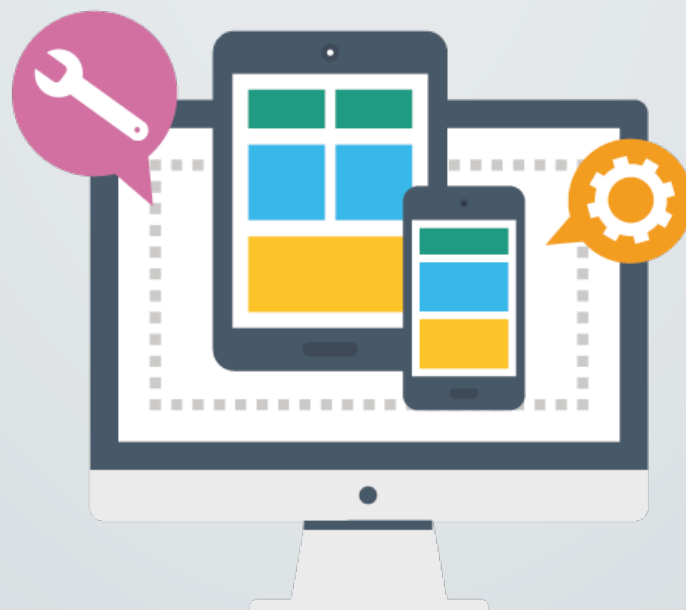
■ Page Titles

Make sure that your site's page titles say something other than just your company Name or "welcome." Ideally, they need to lead off with your targeted phrase for that page and then follow with your company name.

■ Text-Based Navigation

Search engines cannot read images. If your site's navigation system is done with images (most are), you will need a text-based navigation system that the search engines can follow to ensure that all the important service and product-related sub-pages of your site are indexed by the search engines.

Page Titles

SEO

Text-Based
Navigation

Prominence of Targeted
Keyword Phrases

CTR

■ Prominence of Targeted Keyword Phrases

It is not enough to have your keyword phrase(s) somewhere on the web page, the placement and prominence given to them also affects your search engine placement. For example, leading off the site's first paragraph with your keyword phrase gives it more weight than burying it half way down the page in the middle of a paragraph. Also, using larger font sizes and bolding the text can emphasize its importance and positively effect the page's ranking for that phrase.

■ Site Map

Developing a site map that includes a well-organized list of links to all the important pages of your site and includes a text link to the site map on your home page is the ideal way to make sure that all the site's pages are indexed by the search engines when they visit the subject site.

■ ALT and META data

These are tags not seen by the site's users; they are embedded in the site's html code. ALT tags refer to the text that describes an image -- words that you see pop up as you mouse over some images. In optimizing your company's name, an ALT tag placed behind the image of your company's logo is ideal. Meta tags (there are both description tags as well as keyword tags) are lines of code included in the uppermostsection of your site's code. They communicate the page's subject matter and relevancy to the search engines. Further, the short description of your site included in some search results is pulled from the Meta description tag of the home page and should, therefore, be used to the site's advantage.

■ Link Building

Maximize Quality Link Popularity - Link Popularity is the term given to the number of other sites linking to yours. You can check your link popularity with the free tool available on this site Make a list of related businesses with whom you have a relationship, as well as professional organizations, vendors or suppliers that may agree to place a link to your site on theirs. Email your contact in those organizations requesting the link. Each new link to your site increases the likelihood of both the search engines' spiders running across your site as well as searchers looking for services or products like yours. A word of caution: free for all links sitesand other low quality sites of that nature are of no use and can, in fact, detract from your progress with penalties from the search engines. Do not waste your time on such sites; stick to respectable, high quality sites in related businesses or industries.

■ Follow Up Reporting and Analysis

The same reporting done in the initial phase of the campaign is done again at regular intervals, post optimization. Rankings, site traffic and other key metrics can then be compared to pre-optimization levels, giving measurable results to the SEO campaign. The specific metrics used in an SEO plan will depend on the goals of that site.

IMPORTANT !! NOTES

Time Frame - It can take a while for the search engines to index a site and the rankings to change for that site. For some search engines, the lag time between the work and seeing results can be as long assix months. Clients need to be patient and have realistic expectations regarding the time frame involved with organic search engine rankings.

Content Development - The SEO work we perform includes minor non-substantive changes to the site's existing content/text, emphasizing the targeted keyword phrases. We make recommendations on new content; the writing of any new substantive content will cost extra. We then take your words for approval for substantive changes to it, in order to maximize its effectiveness. If you do not want us to make the minor changes to the site's text, please let us know. To contact us with a specific question, please click here.

Presented by : Aarav Infotech Digital Marketing Team

THANK YOU