



Search Engine Optimization

Ayça Turhan

Hacettepe University

Department Of Business Administration



Search Engines


- Well-known search engines:
 - Google
 - Yahoo
 - Bing
 - Yandex



<http://www.rankingtr.com/en/rankings/search-engines.html>


SERP (Search Engine Result Page)

 hadise 

[Web](#) [Görseller](#) [Videolar](#) [Haberler](#) [Uygulamalar](#) [Daha fazla](#) [Arama araçları](#) 

Yaklaşık 3.080.000 sonuç bulundu (0,31 saniye)

Haberlerde




Hadise: Çocuk istiyorum
Ensonhaber - 3 gün önce
Ünlü şarkıcı Hadise, All dergisine verdiği röportajda "önce çocuk" dedi. Hadise, 30 yaş için ...

Kalçalı Hadise | Cem Ceminay | GAZETE VATAN
Vatan - 1 gün önce

HADİSE BAŞKENTLİ MODA TUTKUNLARIYLA BULUŞTU
Milliyet - 1 saat önce


hadise hakkındaki diğer haberler

Hadise - Yaz Günü - YouTube












<https://www.youtube.com/watch?v=EPyS2xrUDg8>
28 May 2015 - netd müzik tarafından yüklendi
Hadise'nin Pasaj Müzik etiketiyle çıkarttığı Tavsiye albümünün "Yaz Günü" isimli çalışması video klibiyle NetD ...

Hadise Video Klipleri ve Şarkıları | İzlesene.com



www.izlesene.com > Müzik > Türkçe Pop
Hadise şarkılarını ve kliplerini yüksek görüntü ve ses kalitesiyle izlesene.com'da dinle.



Diğer resimler

Hadise

Şarkıcı

Hadise Açıkgöz, Belçikalı-Türk şarkıcı ve söz yazarı. Mol, Belçika'da Sivaslı bir ailenin kızı olarak doğup büyüdü. 2003 yılında İdool 2003 yarışmasına katıldı, birinci olamamasına rağmen albüm teklifi almasının üzerine albüm hazırlıklarına başladı. ... [Wikipedi](#)

Doğum: 22 Ekim 1985 (30 yaşında), Mol, Belçika
Boy: 1,69 m
TV şovları: O Ses Türkiye

Şarkılar

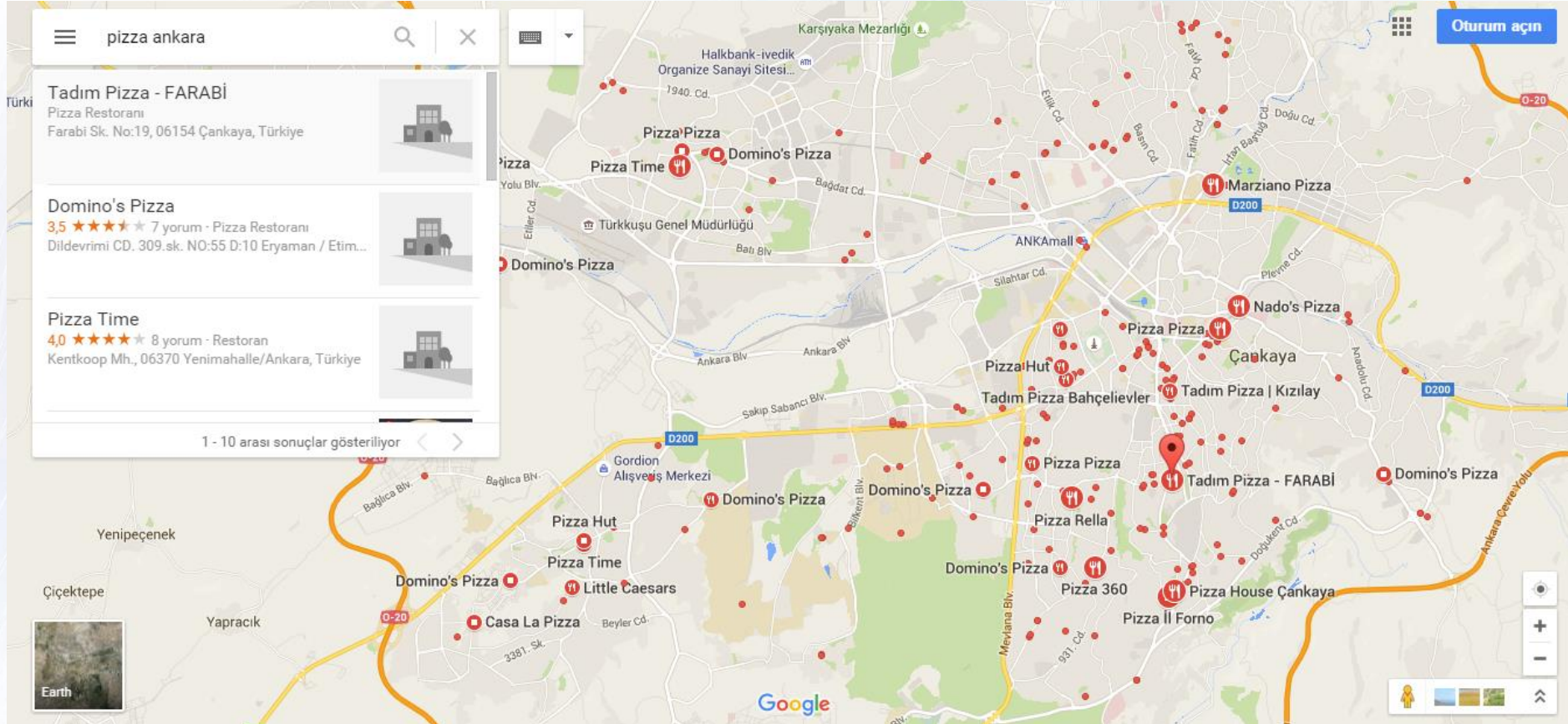
Yaz Günü	2014	Tavsiye
----------	------	---------

SERP

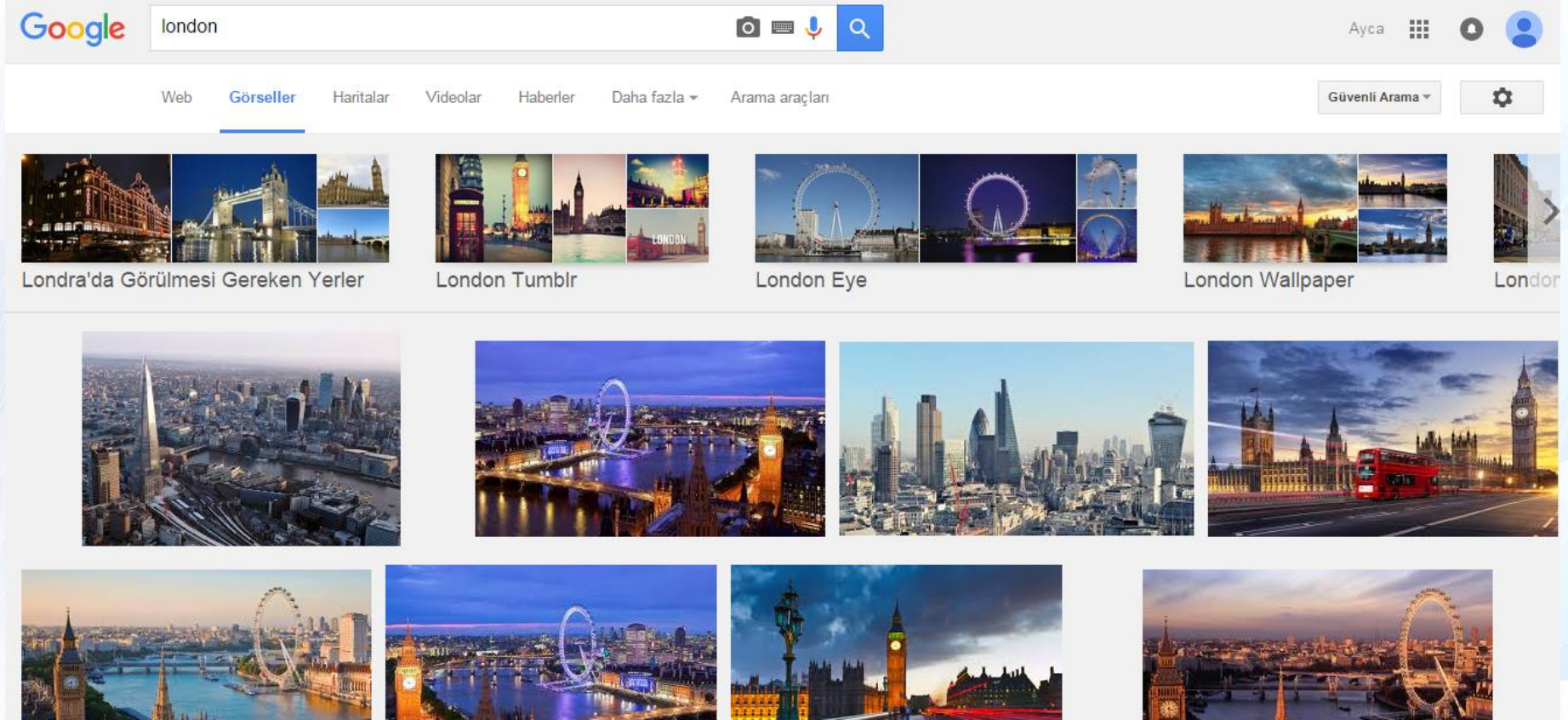
- The page that search engines show as a result of a query is called «**Search Engine Result Page**» (SERP)
- A **query** is a word or string of words that a user types into the search box on a search engine.



Google Maps



Google Images



Google Video



müzik



Web

Videolar

Görseller

Haberler

Haritalar

Daha fazla ▼

Arama araçları

Yaklaşık 586.000.000 sonuç bulundu (0,20 saniye)

Müzik Dinle | İzlesene.com



www.izlesene.com/muzik ▼

Yüksek ses kalitesi ile **müzik** dinle, yerli ve yabancı milyonlarca klipi izle!

netd müzik - YouTube

<https://www.youtube.com/user/netdmuzikk> ▼

Doğan TV Holding bünyesinde bulunan netd, Doğan TV Holding'in gerçek ve tüzel kişilerinin hak sahibi olduğu her türlü dizi, film, program, belgesel ve tüm di...

Türkçe Pop Müzik Listeleri | İzlesene.com



www.izlesene.com > Müzik Listeleri ▼

Türkçe Pop sanatçıları ve en popüler şarkılarını **müzik** listesi olarak dinleyebilir, kendi playlistinizi oluşturup ...

Hadise - Yaz Günü | İzlesene.com



www.izlesene.com/video/hadise-yaz-gunu/8525133

28 May 2015

Hadise'nin Pasaj **Müzik** etiketiyle çıkarttığı Tavsiye albümünün "Yaz Günü" isimli çalışması video klibiyle NetD ...

Hadise - Yaz Günü - YouTube



Google Shopping



Ayca

Web

Görseller

Haritalar

Alışveriş

Daha fazla ▾

Konumunuzu ayarlayın

Sırala Varsayılan ▾

Görüntüle Liste ▾

Satıcı bağlan

Sadece bunları göster

☐ Yeni ürünler

Fiyat

☐ En çok 70 \$

☐ 70 \$ – 200 \$

☐ 200 \$ – 400 \$

☐ 400 \$ üzeri

Git

Satıcı

☐ AT&T

☐ Awardpedia - since 2009

☐ eBay

☐ Gazelle Store



Apple iPhone 5s - 16 GB - Gold - AT&T - GSM

0,00 \$, 10+ mağazada

★★★★★ 2.790 ürün yorumu

Apple · iPhone · iPhone 5 · iOS · 4 inch screen · 4G LTE · 10 hour talk time · 4 ounce · AT&T · 16 GB

You check your **iPhone** dozens and dozens of times a day, probably more. Entering a passcode each time just slows you down. But you do it because

Diğer seçenekler: [16 GB - Gold - Sprint - CDMA / GSM \(435 \\$\)](#) [Diğer](#)



Apple iPhone 6 - 16GB - Space Gray (with contract)

99,99 \$, AT&T adlı mağazada

Apple · iPhone · iPhone 6 · iOS · 4G LTE · 16 GB

Zip check required for Checkout. **iPhone 6** isn't just bigger-it's better in every way. Larger, yet thinner. More powerful, yet power efficient. It ...



Apple iPhone 6 Plus - 64 GB - Silver - AT&T - GSM

299,99 \$, 4 mağazada





★★★★★ 2.126 ürün yorumu

Apple · iPhone · iPhone 6 · iOS · 5.5 inch screen · 4G LTE · 24 hour talk time · 6.07 ounce · AT&T · 64 GB

iPhone 6 Plus isn't just bigger - it's better in every way. A smooth metal surface seamlessly meets the new Retina HD display. It features leading




Google News


basketbol

WebGörsellerVideolar**Haberler**HaritalarDaha fazla ▾Arama araçları


Yaklaşık 338.000 sonuç bulundu (0,27 saniye)



TÜBAD Uluslararası Basketbol Turnuvası İstanbul'da!
Hürriyet - 23 Eyl 2015
Abdi İpekçi Spor Salonu'nda gerçekleştirilecek turnuvada Banvit, Anadolu Efes, Galatasaray Odeabank ve Rusya'dan CSKA Moskova takımları ...
[1- Tübad-Banvit 10.geleneksel Uluslararası Basketbol Turnuvası ...](#)
[Son Dakika](#) - 23 Eyl 2015
[TÜBAD Turnuvası'nın basın toplantısı yapıldı](#)
[Basket Dergisi](#) - 23 Eyl 2015
[TÜBAD Uluslararası Basketbol Turnuvası 25-27 Eylül'de İstanbul'da ...](#)
[Uluslararası](#) - TrtSpor - 16 saat önce
[Derinlemesine keşfedin](#) (18 makale daha var)



Fenerbahçe'de basketbol sil baştan!
Akşam - 2 saat önce
Ömer Onan'ın emekliye ayrılmasından sonra takım kaptanlığına getirilen Sloven asıllı Türk basketbolcu Predzic'in yanı sıra Oğuz ve Semih de ...
Miliyet



Lukas Podolski, Basketbol takımı satın aldı!
Fanatik - 23 Eyl 2015
30 yaşındaki yıldız futbolcunun Rhein Stars Köln basketbol takımını satın aldığı ortaya çıktı. Podolski, hissedarlarından olduğu ve finansal ...




Google Books


Google emarketing


Web Haberler Görseller Videolar **Kitaplar** Daha fazla ▾ Arama araçları

Yaklaşık 66.300 sonuç bulundu (0,78 saniye)

1 ay ücretsiz gönderim ⓘ
Reklam www.ventusmail.com/ ▾
Güvenli toplu e-mail & sms gönderimi için iletişime geçiniz.




Emarketing Excellence: Planning and Optimizing your ...
 <https://books.google.com/books?...> - Bu sayfanın çevirisini yap
Dave Chaffey, PR Smith - 2013 - Önizleme - Diğer sürümler
This new edition seamlessly integrates social media technology like Facebook check-in, social networking, tablets and mobile applications into the mix, demonstrating how these new ways to reach customers can be integrated into your ...

EMarketing
 <https://books.google.com/books?isbn...> - Bu sayfanın çevirisini yap
Seth Godin - 1995 - Snippet görünümü
A marketing guide for small business owners, entrepreneurs, directors, and other individuals demonstrates profit potential from such new technologies as computer bulletin boards, infomercials, 800- and 900-numbers, FAX, the Internet, and CD ...

eMarketing - Sayfa iii
 <https://books.google.com/books?isb...> - Bu sayfanın çevirisini yap
Rob Stokes and the Minds of Quirk - 1995 - Önizleme - Diğer sürümler
advance quotes about eMarketing: the essential guide to online




Universal Search




[Web](#) [Images](#) [News](#) [Videos](#) [More](#) [Search tools](#)

About 1,830,000,000 results (0.58 seconds)

Welcome to Kings Place - kingsplace.co.uk
 www.kingsplace.co.uk/
Discover music & arts minutes from King's Cross -London's cultural gem

London - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/London>
London is a leading global city, with strengths in the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, ...
City of London - Greater London - Londinium - History of London


Images for london [Report images](#)



[More images for london](#)

Time Out London - Events, Attractions & What's on in Lond...
www.timeout.com/london
Find out what's on in London with Time Out. Your guide to the best food & drink, events, activities and attractions in London.

In the news



Study suggests London Underground may be 'too fast'
BBC News - 15 hours ago
A mathematical study of transport in London and New York suggests the British capital ...


[Bloodhound supersonic car unveiled in London](#)

London
Capital of England


London, England's capital, set on the River Thames, is a 21st-century city with history stretching back to Roman times. At its centre stand the imposing Houses of Parliament, the iconic 'Big Ben' clock tower and Westminster Abbey, site of British monarch coronations. Across the Thames, the London Eye observation wheel provides panoramic views of the South Bank cultural complex, and the entire city.

Area: 1,572 km²
Weather: 17°C, Wind W at 23 km/h, 62% Humidity
Local time: Thursday 1:07 PM
Getting there: 5 h 40 min flight. [View flights](#)
Population: 8.63 million (2015)


Points of interest [View 15+ more](#)




London Eye




Tower of London



Madame Tussauds London



Buckingham Palace



Palace of Westminster

Colleges and Universities [View 45+ more](#)



Search Engines

- Responding to user queries with relevant results
 - Crawling & Indexing
 - Determining search results and rankings by constantly tuning their algorithms



Crawling & Indexing

- Search engines use huge set of computers to **fetch/crawl** pages on the web.
- **Crawling** is the process by which bots discover new and updated pages to be added to the index.



Googlebot

- **Googlebot** is Google's web crawling bot (sometimes also called a "spider").
- Googlebot uses an algorithmic process: computer programs determine which sites to crawl, how often, and how many pages to fetch from each site.
- Googlebot's crawl process begins with a list of webpage URLs, generated from previous crawl processes and augmented with sitemap data provided by webmasters.





SON GÜNLERİN POPÜLER VİDEOLARI



05:17

**İnadına Aşk - Yeşimi Kaçırıyorlar
(18. Bölüm)**

İnadına Aşk

136 izlenme



02:03

**Devrilen mikserden dökülen
betonla evlerini onardılar**

Anadolu Ajansı

24 izlenme



00:46

Marseille kötü gidişe "dur" dedi!

Sporx

6 izlenme



02:07

**31. Bolum - DeliDemir ve
Tugtekin**

Diriliş Ertuğrul

40 izlenme



01:05



01:26



01:24



02:30



izlesene > Müzik



MÜZİK

TOP 20



Buray - Sen Sevdâ Mısın? (2015)

xclas06____ıssız d... 1.677.373 izlenme



Gülben Ergen ft. Bora Duran - Çalkala



Mabel - netd m



Fundâ Arar - Bağışla

Mustafa Ceceli - İstikrar

view-source:www.izlesene.com/muzik

```
34 "url": "http://www.izlesene.com",
35 "sameAs": ["http://www.facebook.com/izlesene", "http://www.twitter.com/izlesene", "http://plus.google.com/+izlesene"]
36 }
37
38 </script>
39
40 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8"/>
41 <meta name="robots" content="ALL"/>
42 <meta name="description" content="Yüksek ses kalitesi ile müzik dinle, yerli ve yabancı milyonlarca klipi izle!"/>
43 <meta name="msvalidate.01" content="C30B4D4D11C3E08D7325AD891A622C62"/>
44 <link rel="canonical" href="http://www.izlesene.com/muzik" />
45 <meta property="fb:admins" content="530646730"/>
46 <meta property="fb:app_id" content="58430649062"/>
47 <title>Müzik Dinle | İzlesene.com</title>
48 <link rel="shortcut icon" href="//c1.imgiz.com/izlesene-favicon-32.ico" type="image/x-icon"/>
49
50 <link rel="stylesheet" type="text/css" href="//c1.imgiz.com/html5/responsive/global.css?v=1445856901">
51 <link rel="stylesheet" type="text/css" href="//c1.imgiz.com/html5/css/compress/list.index.1445856901.min.css" />
52
53 <script type="text/javascript" src="//c1.imgiz.com/js/site/jquery-1.7.1.min.js"></script>
54 <script type="text/javascript" src="//c1.imgiz.com/js/compress/v5_common.1445860402.min.js"></script>
55
56
57 <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no" />
58 <!--[if lt IE 9]>
59 <link rel="stylesheet" type="text/css" href="//www.izlesene.com/html5/responsive/global-ie.css?v=1445341598">
60 <script src="//www.izlesene.com/js/site/respond.min.js"></script>
61 <![endif]>
62
63 <link rel="search" type="application/opensearchdescription+xml" href="/opensearch.xml" title="İzlesene'de Ara" />
64
65 <script type="text/javascript">
66 var playerSeemles = true;
67 var controller = 'music';
68 var targeturl = 'http://www.izlesene.com';
69 var loggedUserId = '0';
70 var radioVisible = false;
71 var refU = '';
72 var currentU = '';
73 var ivisit = '';
74 var videoId;
75 var refererVirgul = '';
```




müzik



Web

Videolar

Görseller

Haberler

Daha fazla ▼

Arama araçları

Yaklaşık 49.300.000 sonuç bulundu (0,42 saniye)

Müzik Dinle | İzlesene.com



www.izlesene.com/muzik ▼

Yüksek ses kalitesi ile müzik dinle, yerli ve yabancı milyonlarca klipi izle!

Bu Hafta En Çok İzlenen Müzik Videoları | İzlesene.com

www.izlesene.com/videolar/muzik ▼

Bu Hafta En Çok İzlenen Müzik Videolarını izle, eğlenceyi arkadaşlarınla paylaş.

Müzik Listeleri | İzlesene.com

www.izlesene.com/muzik-listeleri ▼

En sevdiğiniz sanatçıları ve müzik türlerini müzik listesi olarak dinleyebilir, kendi playlistinizi oluşturup arkadaşlarınızla paylaşabilirsiniz.

netd müzik - YouTube

<https://www.youtube.com/user/netdmuzikk> ▼

Mabel Matiz'in, DMC etiketiyle yayınlanan "Gök Nerede" albümünde yer alan "Bir Hadise Var" isimli şarkısı, video klipiyle netd'de. netd Müzik Facebook: ...

Müziğini Her Yerden Dinle, İstedikini İndir. / TTNET Müzik

<https://www.ttnetmuzik.com.tr/> ▼

Yerli & Yabancı milyonlarca şarkının adresi TTNET Müzik bir tık uzağında. Yepyeni Müzik paketleri, editör listeleri, radyolar ve daha fazlası, müzik ile ilgili ...



SUCCESS!

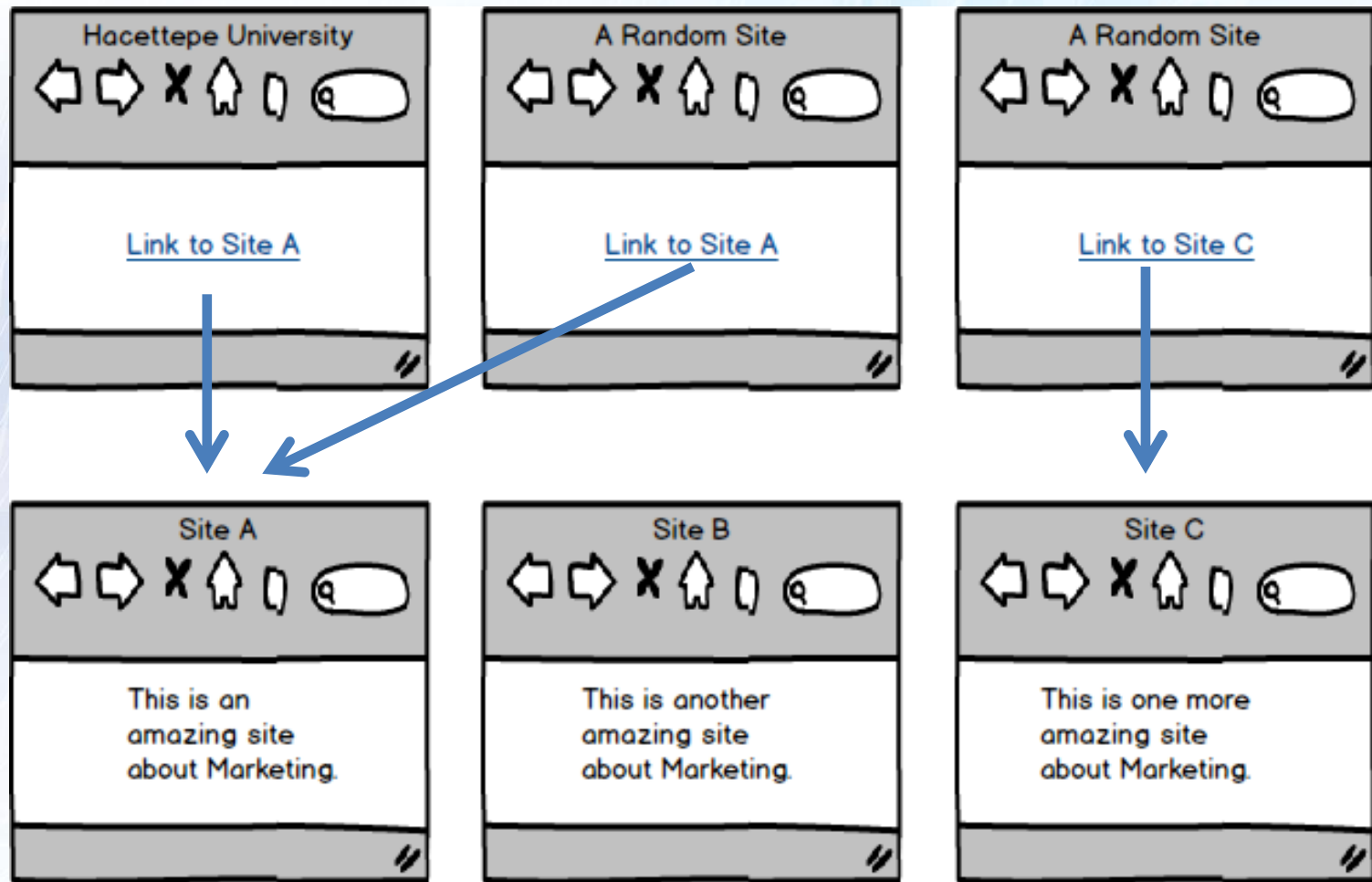


Algorithms

- **Page Rank:**
 - Links are considered to be like votes
 - Some votes are considered more important than others
 - It's Google's system of counting link votes and determining which pages are most important based on links.
 - Of course, sophisticated text-matching is also used.



Page Rank



What is SEO?

- **SEO** means **Search Engine Optimization**.
- It is the practice of optimising a website to achieve higher ranking on the **search engine results pages** (SERPs).
- Although it is highly technical, it still is a marketing function. Teamwork is the best possible way to apply it.
- It contains both technical and psychological elements.



What is SEO?

- It is a continuous process rather than a project.
- It is a process of finding ways to understand:
 - ✓ How search engines see your website
 - ✓ How people use search engines to find content



Why is this important?

People search for
things!





i hate it when |



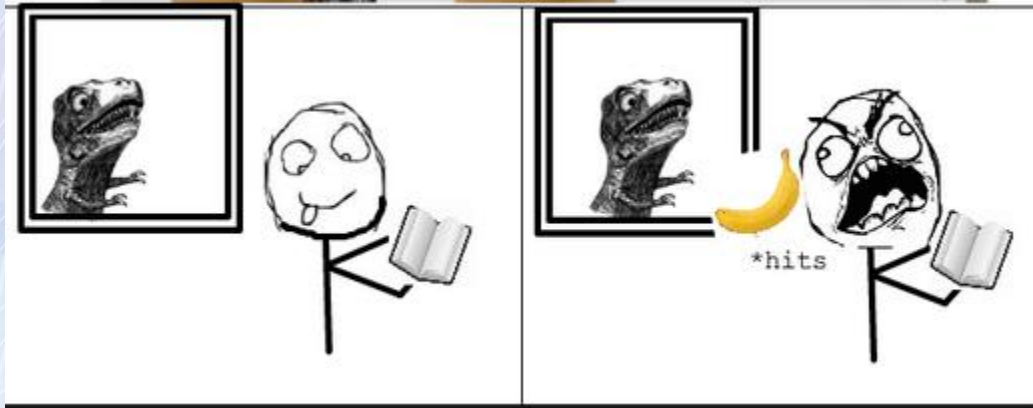
i hate it when **my gf cheated on me with a shark**

i hate it when **you walk outside and someone randomly throws a fridge at you**

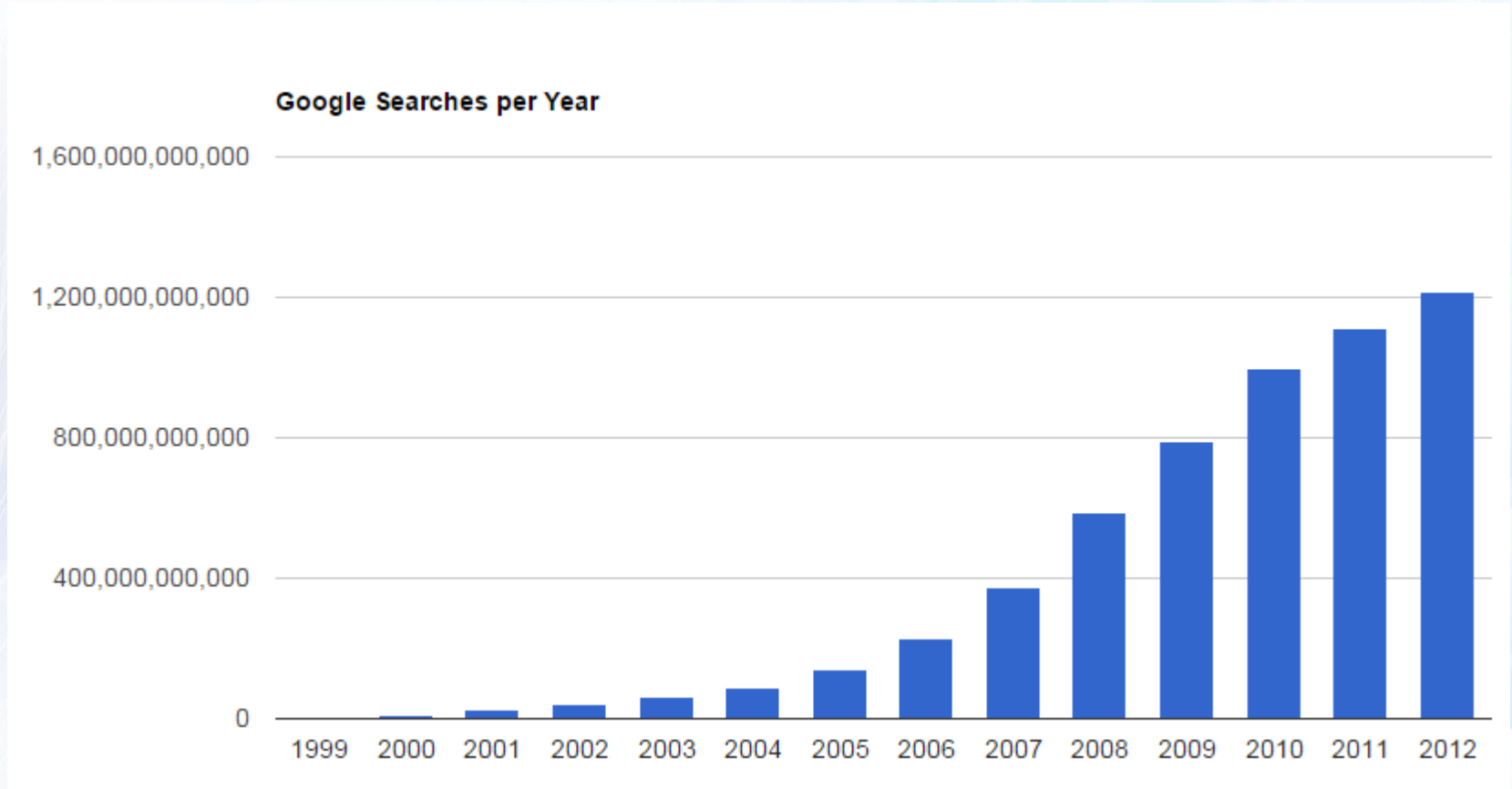
i hate it when **i'm studying and a velociraptor throws bananas on me** [Kendimi Şanslı Hissediyorum »](#)

i hate it when **voldemort uses my shampoo**

Aramak için Enter tuşuna basın



Why SEO is important?



<http://www.internetlivestats.com/google-search-statistics/#trend>



It's critical to be there
when people search
for something related
to your business.



Why ranking high is important?

- On average, 71.33% of searches result in a page one organic click.
- Page two and three get only 5.59% of the clicks.
- On the first page alone, the first 5 results account for 67.60% of all the clicks and
- The results from 6 to 10 account for only 3.73%.

Source: <https://moz.com/blog/google-organic-click-through-rates-in-2014>



Why ranking high is important?



Position	1	2	3	4	5	6 to 10	2nd page	3rd page+
CTR	31.24	14.04	9.85	6.97	5.50	3.73	3.99	1.60



Do the right thing!

- **White Hat SEO:** Ethical SEO practices that conform to the search engine guidelines.
- **Black Hat SEO:** Optimization that goes against search engine guidelines.



ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization -- SEO -- seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Cr ⁺³ Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁺² History	Ln ⁺¹ Numbers	Ph ⁺³ History	
Cf ⁺² Fresh	As ⁺¹ Speed	Hh ⁺¹ Headers	Ti ⁺¹ Identity	Vp ⁻³ Paid	Ps ⁺² Social	
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing	Vd ⁻³ Piracy	Vi ⁻³ Spam		
Ca ⁺¹ Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden	Va ⁻¹ Ads			
Vt ⁻² Thin	Vc ⁻³ Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created links by spamming blogs, forums or other places?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

Written By: [Search Engine Land](http://searchengineland.com)

Design By: [COLUMB FIVE](http://columbfive.com)

Learn More: <http://seind.com/seotable>

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Source: <http://searchengineland.com/seotable>

SEO Strategies

- SEO can be divided into two main strategies:

On-Page
Optimization

Off-Page
Optimization



On-Page Optimization

- On-page optimization is achieved by making changes to the
 - Content
 - HTML code
 - Structure of a website

In order to make it more:

- ✓ **accessible for search engines**
- ✓ **easier for users to find & use**



Off-Page Optimization

- Off-page optimization is generally focused on **building links to the website**
- It can be referred as **increasing a website's popularity** in terms of **quality links** from other websites.



On-Page Optimization



On-Page Optimization

- Keyword Research
- Content
- Meta Tags
- Developing an SEO-Friendly site



Keyword Research & Keyword Development

- Keyword selection is an essential part of SEO.
- The goal is to find:
 - relevant
 - high traffic
 - less competitive keywords
- Generic vs. Branded vs. Long-Tail Keywords
 - Generic: Car
 - Branded: Volkswagen
 - Long-tail: Fuel efficient diesel cars

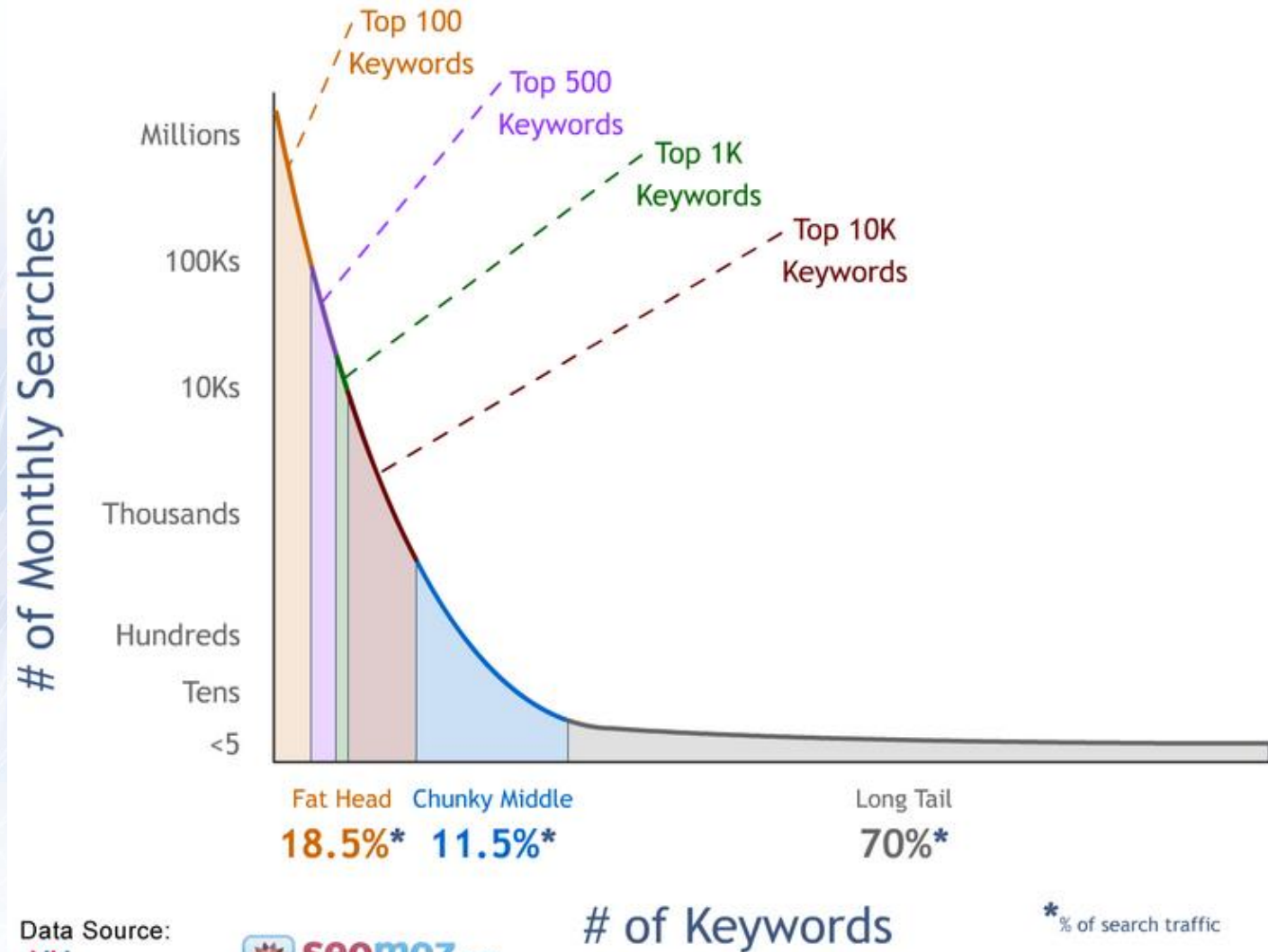


Long-Tail Search Queries

- Longer queries (containing more words) that are often more targeted than shorter broad queries.
 - Computer with high processing speed
 - Shoes with arch support
 - Cheap waterproof dslr case
 - Cool places to eat in London
 - Best place to stay in Rome



The Search Demand Curve



Data Source:



of Keywords














Google Adwords Keyword Planner

Your product or service

laptop

Get ideas

Modify search

Ad group ideas		Keyword ideas		Columns ▾		 Download		Add all (569)	
Keyword (by relevance)		Avg. monthly searches  ▾		Competition 	Suggested bid 	Ad impr. share 	Add to plan		
buy a laptop			2,400	High	TL6.49	—	»		
best laptop in the world			2,400	Medium	TL4.02	—	»		
how to choose a laptop			2,400	Low	TL7.66	—	»		
laptop deals for students			2,400	High	TL10.09	—	»		
lightweight laptop			2,400	High	TL5.19	—	»		
laptop pc			2,400	High	TL5.48	—	»		
cheap laptops for sale under 200			2,400	High	TL2.43	—	»		
student laptops			2,400	High	TL6.15	—	»		



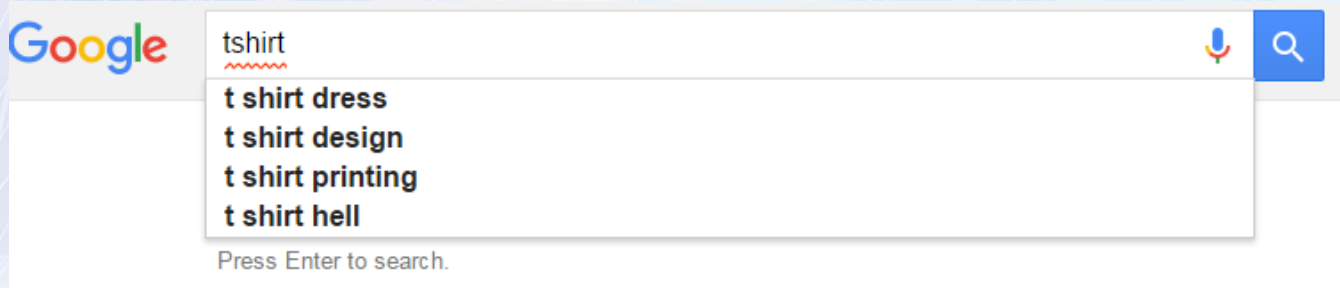
Keyword Research

- Marketers never had access to this much data about customer intentions.
- Keyword research enables marketers to create insights into the thinking of potential customers.



Keyword Research

- You can start with related searches and Google instant



Searches related to tshirt

custom tshirt	tshirt mockup
t shirt lyrics	tshirt factory
budget tshirt	tshirt forum
tshirt maker	tshirt online



Google Adwords Keyword Planner

Enter keywords

car

Get search volume

Modify search

Search volume trends ▾

Average monthly searches



Ad group ideas

Keyword ideas

Columns ▾



Download

Add all (1)

Keyword (by relevance)

Avg. monthly
searches ?

Competition ?

Suggested bid ?

Ad impr. share ?

Add to plan

car



2,740,000

Low

TL6.13

–

»



Google Adwords Keyword Planner

Your product or service

car

Get ideas

Modify search

Ad group ideas

Keyword ideas

Columns ▾



Download

Add all (722)

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
car carpet		4,400	High	TL3.58	–	»
car floor mats		14,800	High	TL6.82	–	»
car ramps		18,100	High	TL1.98	–	»
car lifts for sale		2,900	High	TL6.57	–	»
car polish		9,900	High	TL1.48	–	»
battery chargers for cars		720	High	TL1.82	–	»
led lights for cars		9,900	High	TL2.32	–	»
car tyres		33,100	High	TL7.00	–	»



Some Other Tools

- <http://kwfinder.com>
- <http://keywordtool.io>
- <http://ubersuggest.org>





Any location

Any language

[Plans & Pricing](#)[Testimonials](#)[Register](#)[Log in](#)

All / None

Selected add to list

Add to List

My Lists

Filter

car

75

Keyword (relevancy)

[Search](#)[CPC](#)[PPC](#)[SEO](#)☐

car

2,740,000

\$2.47

10

75

☐ car insurance

823,000

\$21.06

90

☐ used cars for sale

450,000

\$2.78

91

☐ cheap car insurance

246,000

\$22.81

92

☐ car insurance quotes

246,000

\$47.65

93

☐ car for sale

135,000

\$1.65

83

☐ car insurance quote

110,000

\$14.57

87

☐ car dealerships

110,000

\$6.27

81

☐ second hand cars

110,000

\$1.07

83

☐ compare cars

90,500

\$0.65

39

☐ car finder

74,000

\$1.48

75

☐ used car

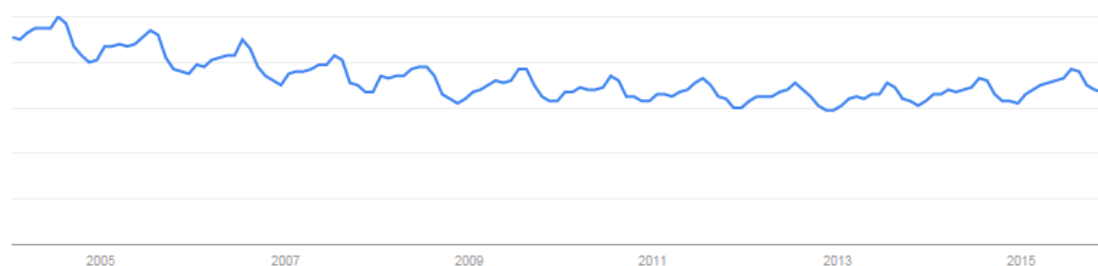
74,000

\$1.84

83

Interest over time. Web Search. Worldwide, 2004 - present.

car



Google SERP

PR

TF

CF

IP

FB

TW

G+

Rank

1

<https://www.cars.com/>

7

77

62

534

5862

5419

2.2M

100

2

<https://en.wikipedia.org/wiki/Car>

6

37

48

178

59

18

67

74

3

<http://www.car.org/>

5

59

47

1976

1237

267

86

96

4

<http://www.cnet.com/topics/car-tech/>

n/a

64

68

679

26

12

59

86

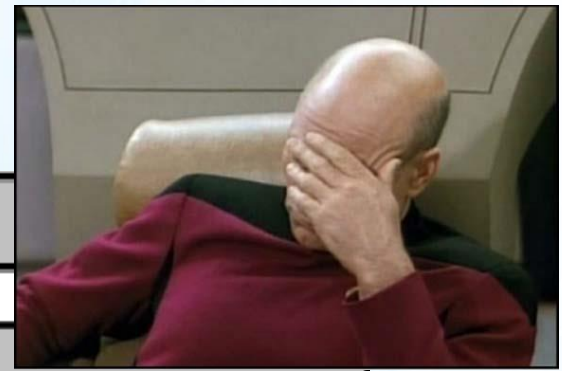
Contact us!



Content

- Content is king!
- Your content must be:
 - High-quality
 - Unique
 - Indexable
 - Fresh





Meta Tags

- A meta tag is one of many labels you use on your webpage.
- Basic tags:
 - Title
 - Description
 - Heading (h1,h2,h3)
 - Keywords (not important anymore)
- Always avoid «keyword stuffing» in your meta tags.
- Use CTRL + U combination on any web page to see the page source.



Meta Tags

- Title Tag:
 - A title tag must correspond to that page's content.
- Meta Description Tag:
 - Describing the content of the page
 - Serving as a short text advertisement on search results
 - Displaying target keywords to indicate content to searchers



```

<!-- This site is optimized with the Yoast SEO plugin v2.3.4 - https://yoast.com/wordpress/plugins/seo/ -->
<title>What Is SEO / Search Engine Optimization?</title>
<meta name="news_keywords" content="" />
<link rel="original-source" href="http://searchengineland.com/guide/what-is-seo" />
<meta name="description" content="Get started learning all about SEO from the industry's most trusted source, Search Engine Land. Review basics of search engine optimization, ranking factors & more." />
<link rel="canonical" href="http://searchengineland.com/guide/what-is-seo" />
<link rel="publisher" href="https://plus.google.com/103218677032751327334" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="What Is SEO / Search Engine Optimization?" />
<meta property="og:description" content="Get started learning all about SEO from the industry's most trusted source, Search Engine Land. Review basics of search engine optimization, ranking factors & more." />

```

search engine optimization



Web

Images

News

Videos

Books

More ▼

Search tools

About 71,000,000 results (0.38 seconds)

[PDF] Search Engine Optimization Starter Guide - Google

www.google.com/.../docs/search-engine-optimization-starter-guide.pdf ▼

the topic of search engine optimization and wish to improve their sites' interaction with both ... Search engine optimization affects only organic search results, not.

Do you need an SEO? - Search Console Help

<https://support.google.com/webmasters/answer/35291?hl=en> ▼

SEO is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an SEO is a big decision that can potentially improve your site ...

What Is SEO / Search Engine Optimization?

searchengineland.com/guide/what-is-seo ▼

Get started learning all about SEO from the industry's most trusted source, Search Engine Land. Review basics of search engine optimization, ranking factors ...



Developing an SEO friendly website

- Content must be indexable.
- Link structure must be crawlable.
- XML sitemaps are useful.
- Logical, semantic flow of links from home page to categories to detail pages must be available.
- Page depth must be kept to minimum (as few clicks as possible to get any page)
- Text-link based navigational structure must be preferred.
- Your site must be fast.



Indexable Content

- The material available to users must be available in HTML text form.

```
→ C ↻ view-source:www.imdb.com/title/tt0468569/?ref_=nv_sr_1 ☆ 🔍 » ⋮

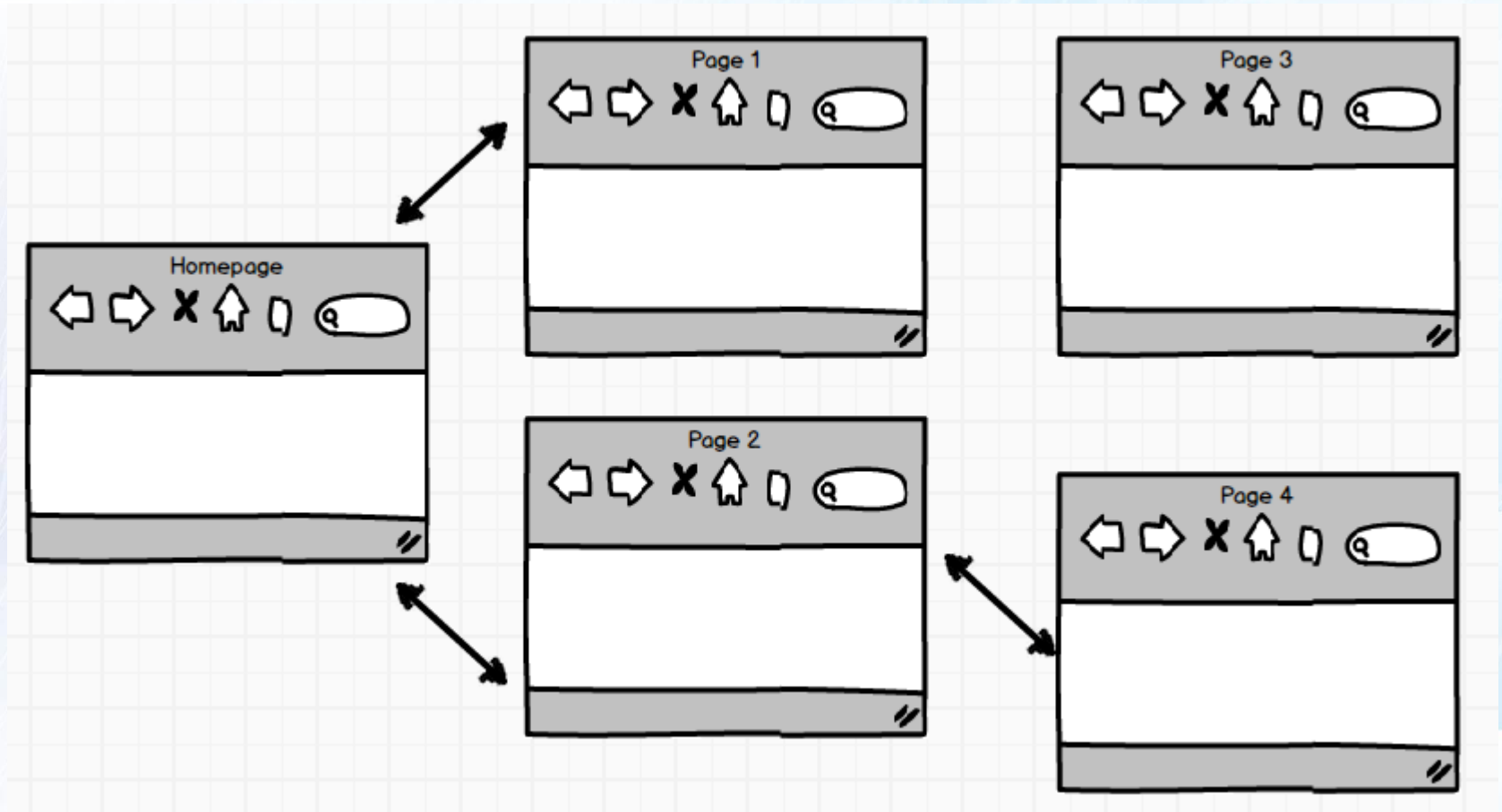
<h2>Storyline</h2>

<div class="inline canwrap" itemprop="description">
  <p>
    Batman raises the stakes in his war on crime. With the help of Lieutenant Jim Gordon and District Attorney Harvey Dent, Batman sets out to dismantle the remaining criminal organizations that plague the city streets. The partnership proves to be effective, but they soon find themselves prey to a reign of chaos unleashed by a rising criminal mastermind known to the terrified citizens of Gotham as The Joker.
    <em class="nobr">Written by
  <a href="/search/title?plot_author=Peteagassi&view=simple&sort=alpha&ref_=tt_stry_pl">Peteagassi</a></em>
  </p>
</div>

<span class="see-more inline">
  <a href="/title/tt0468569/plotsummary?ref_=tt_stry_pl">
>Plot Summary</a>
  <span>|</span>
  <a href="/title/tt0468569/synopsis?ref_=tt_stry_pl">
>Plot Synopsis</a>
  </span>
  <hr />
  <div class="see-more inline canwrap" itemprop="keywords">
    <h4 class="inline">Plot Keywords:</h4>
    <a href="/keyword/dc-comics?ref_=tt_stry_kw">
  > <span class="itemprop" itemprop="keywords">dc comics</span></a>
    <span>|</span>
  </div>
```



Internal Linking



XML Sitemaps

← → ↻ 🏠 📄 www.amazon.com/sitemap-manual-index.xml

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼ <sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_browse.xml.gz</loc>
    <lastmod>2012-07-12T12:00:00+00:00</lastmod>
  </sitemap>
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_dvds.xml</loc>
  </sitemap>
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_kindle.xml</loc>
  </sitemap>
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_e_automotive.xml.gz</loc>
  </sitemap>
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_video.xml</loc>
  </sitemap>
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_special_events.xml</loc>
  </sitemap>
  ▼ <sitemap>
    <loc>http://www.amazon.com/sitemap_black_friday.xml</loc>
  </sitemap>
  ▼ <sitemap>
    ▼ <loc>
      http://www.amazon.com/sitemap_android_appstore_browse.xml.gz
    </loc>
  </sitemap>
  ▼ <sitemap>
    ▼ <loc>
      http://www.amazon.com/sitemap_android_appstore_detail.xml.gz
    </loc>
  </sitemap>
```

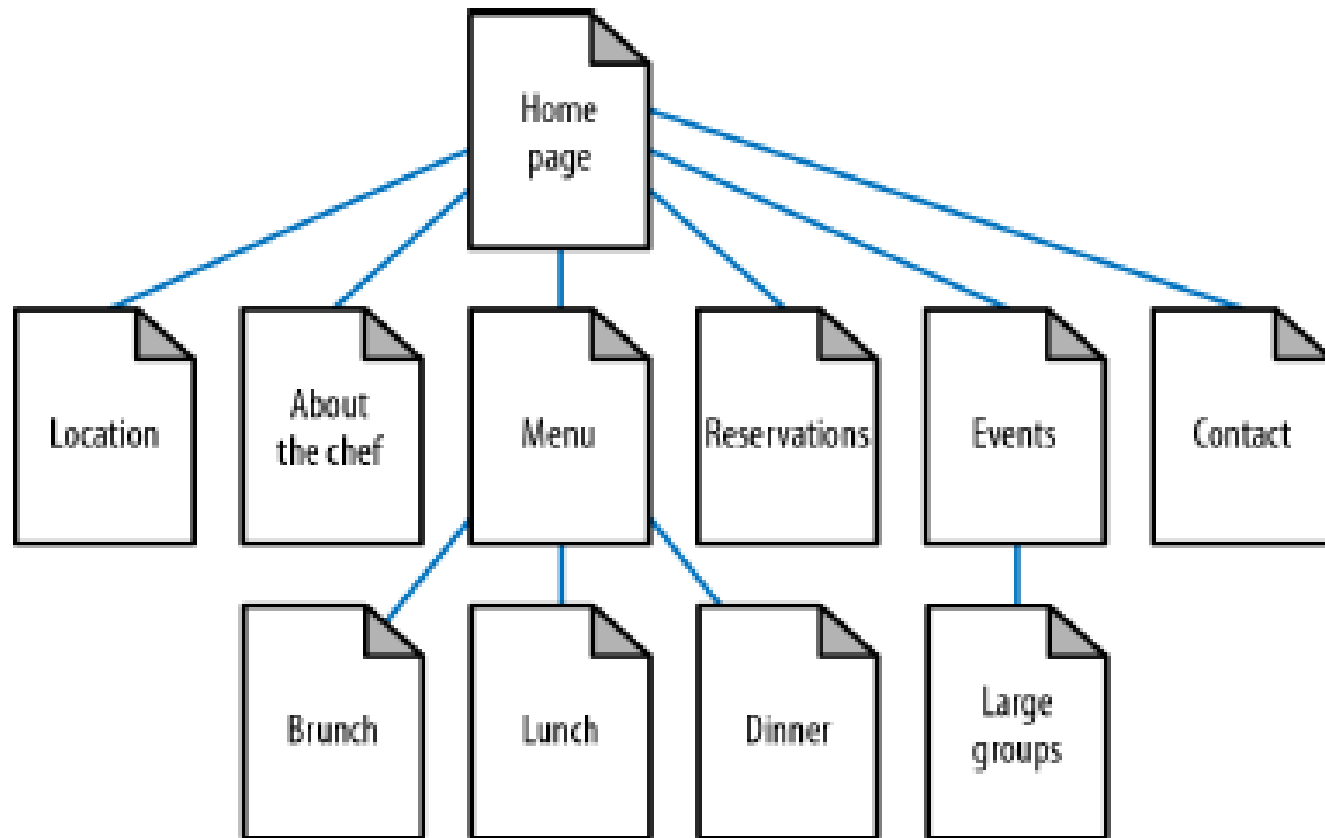


Logical, Category-Based Flow

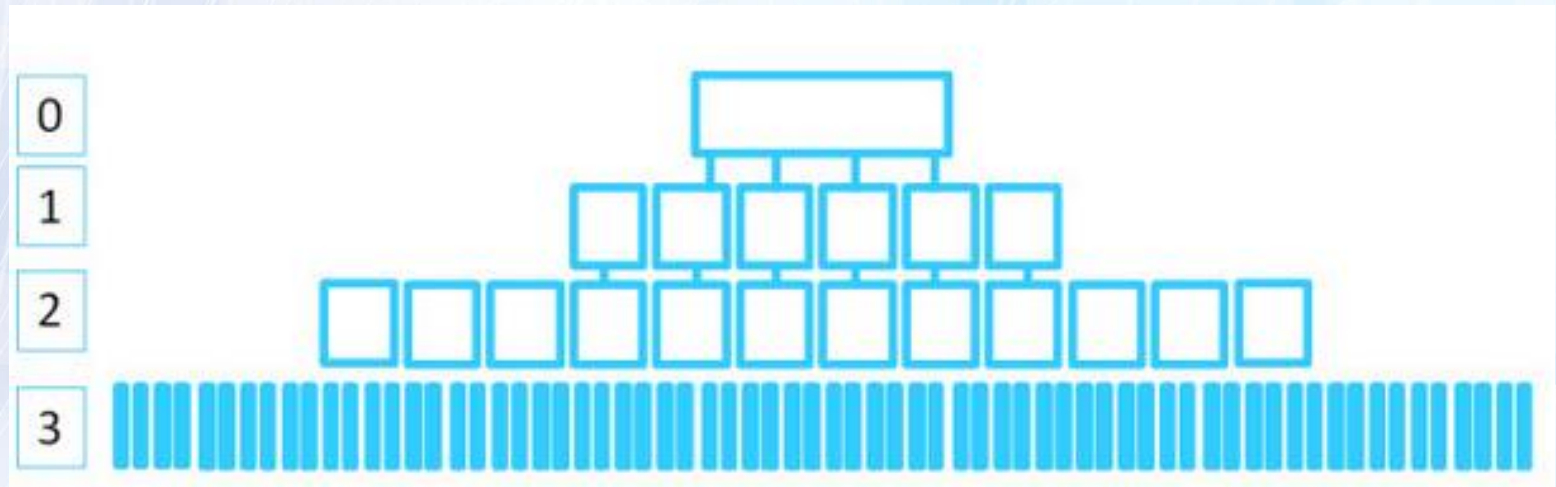
- Two principles of website information architecture:
 - **Usability** or making a site easy to use
 - **Information architecture** or crafting a logical, hierarchical structure for content



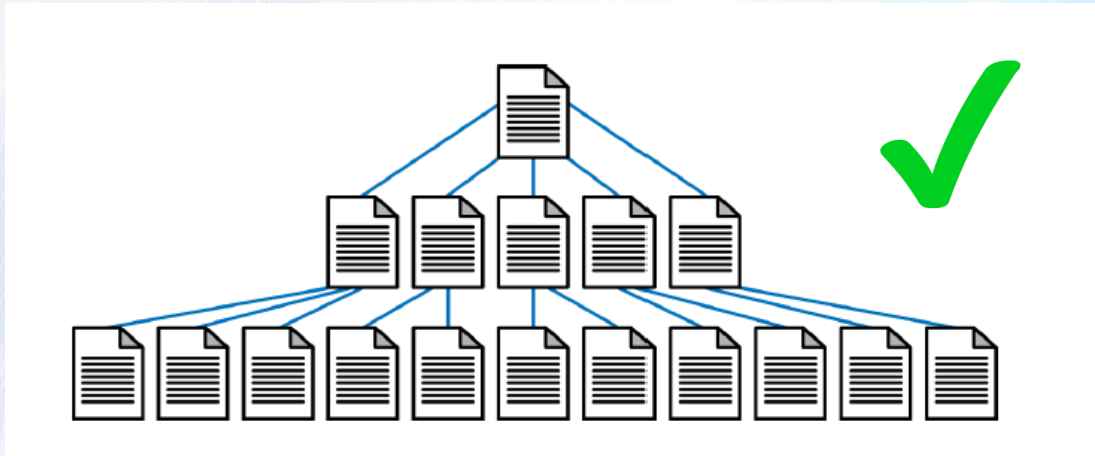
Site Architecture



Page Depth

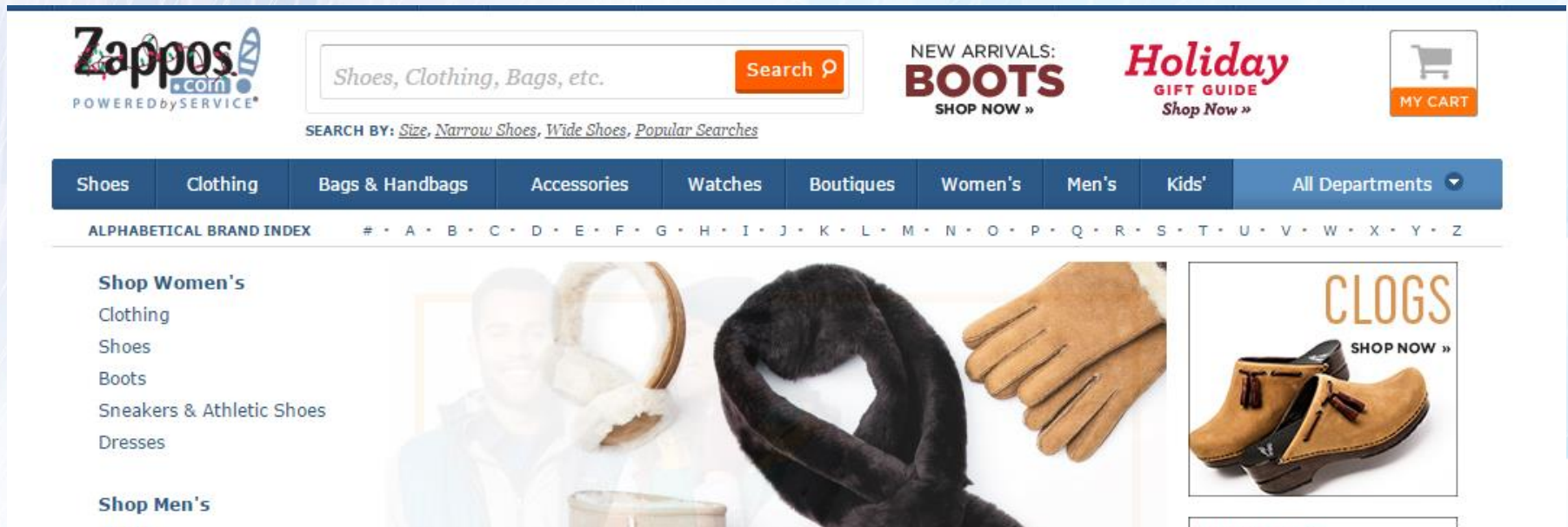


Flat vs. Deep Structure



Search-Friendly Site Navigation

- Text-link based navigational structure must be preferred.



Site Speed

- Google cares about speed therefore having a fast website has a high level of importance in terms of SEO.
- Some Tools:
 - Pagespeed Insights
 - YSlow



Performance Scores

PageSpeed Score

A (95%) ^

YSlow Score

C (76%) ♦

Page Details

Page Load Time

6.4s ^

Total Page Size

915KB ^

Requests

68 ^

PageSpeed

YSlow

Waterfall

Video

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

▼ Specify image dimensions

F (25) ▼

IMAGES

HIGH

▼ Defer parsing of JavaScript

E (51) ♦

JS

HIGH

▼ Optimize images

D (62) ▼

IMAGES

HIGH

▼ Specify a Vary: Accept-Encoding header

D (68) ▼

SERVER

HIGH

▼ Minimize request size

C (70) ▼

CONTENT

HIGH

▼ Avoid a character set in the meta tag

B (85) ▼

CONTENT

HIGH

▼ Avoid CSS @import

B (85) ▼

CSS

MEDIUM

▼ Leverage browser caching

B (89) ^

SERVER

HIGH

▼ Specify a cache validator

B (89) ♦

SERVER

HIGH

▼ Avoid landing page redirects

A (92) ♦

SERVER

HIGH

▼ Remove query strings from static resources

A (92) ♦

CONTENT

HIGH

What do my scores mean?

Rules are sorted in order of impact upon score

Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page

The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

Need optimization help?

Gossamer Threads can handle all of your speed optimization requirements.



Off-Page Optimization



Off-Page Optimization

- Things you do on the internet, but not on your website, to improve search engine result placements.
- Not only SEO knowledge, but also creativity is a vital part of this.



What is Link Building?

- **Link building** is the practice of actively marketing your site with the intent to obtain links from other sites. There are two critical points to remember regarding link building:
 - Link building is a fundamental part of SEO. Unless you have an enormously powerful brand (one that attracts links without effort), you will fail without it.
 - Link building should never stop. It is an ongoing part of marketing your website.



Page Rank Algorithm

- In simple terms, each link to a web page is counted as a vote for that page, and the page with the most votes wins.
- Link value was also affected by:
 - Anchor text
 - Relevance
 - Authority
 - Trust



Types Of Link Building

- Using Content to Attract Links
 - Establish your site as a leading expert on a topic
 - Minimize the commercial nature of content
 - Types of content:
 - Articles
 - Images
 - Videos
 - Infographics
 - Widget/tools
 - Online games



Types Of Link Building

- Marketing content for link acquisition
 - Content syndication
 - Social news and sharing sites
 - Social media
 - Blogs



Types Of Link Building

- Directories



Types Of Link Building

- Incentive-based link requests
 - Giveaways (ie. widgets with a link)
 - Do not buy or sell links. NEVER, EVER!



Types Of Link Building

- Direct Link Requests
 - Create a value proposition
 - Basic e-mail pitch



Types Of Link Building

- Manual Social Media Link Creation
 - Social media sites
 - Forums
 - Blogs



Choosing The Right Link Building Strategy

- Identify types of sites that might link to a site like yours
- Find out where your competitors get links
- Review your website assets
- Identify any strategic limitations
- Identify methods for contacting potential linkers



Choosing The Right Link Building Strategy

- Identify types of sites that might link to a site like yours
 - Noncompeting sites in your market space
 - Major media sites
 - Blogs
 - University and college sites
 - Government sites
 - Sites that link to your competitors
 - Related hobbyist sites



Choosing The Right Link Building Strategy

- Find out where your competitors get links
 - <https://moz.com/researchtools/ose/>
 - <https://majestic.com/>
 - <http://www.linkresearchtools.com/>



Choosing The Right Link Building Strategy

- Review your website assets
 - Existing & new content
 - Especially focus on unique content that leverages your expertise



Choosing The Right Link Building Strategy

- Identify any strategic limitations



Choosing The Right Link Building Strategy

- Identify methods for contacting potential linkers
 - **Direct methods:**
 - Email
 - Blogger networking
 - **Indirect methods:**
 - PR
 - Speaking at conferences



Next Steps

- Execute aggressively
- Conduct regular strategic reviews
- Create a link-building culture
- Never stop



Researching The Competition

- Some tools
 - Searchmetrics
 - Similar Web
- It's useful to analyze the following elements of all competing websites:
 - Content
 - URLs
 - Links
 - Meta Data
 - Etc.



Data!

- You should at least follow:
 - Traffic sources and volume
 - Search Engine Rankings
 - Index status
 - Crawl stats

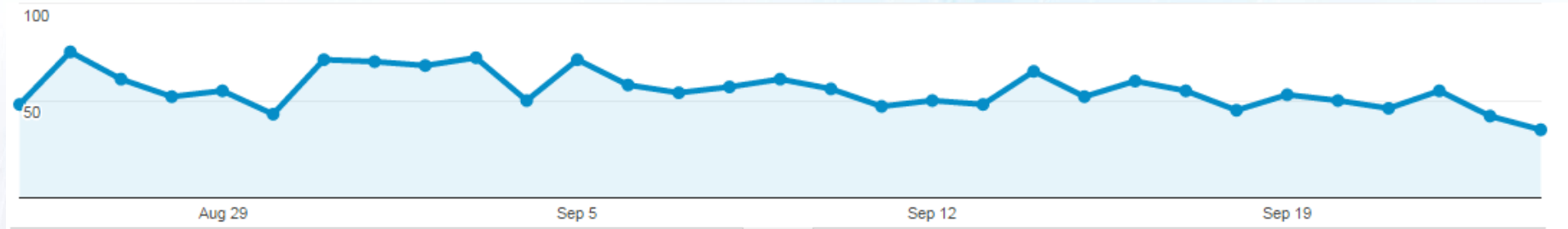


Data Tools

- Web Analytics Tools (like Google Analytics)
- Google Search Console (Formerly know as Google Webmaster Tools)
- Logs
- Free & Paid Tools available online



Organic Search

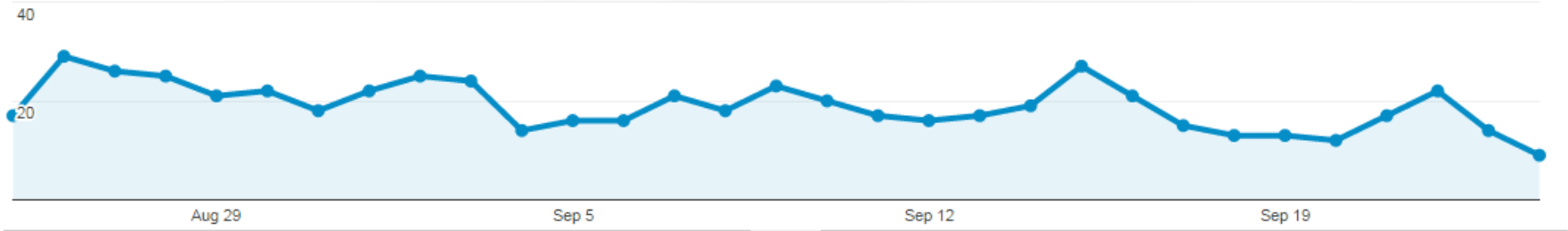


Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other ▾

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Success (Goal 1 Conversion Rate) ?	Success (Goal 1 Completions) ?	Success (Goal 1 Value) ?
	1,725 % of Total: 100.00% (1,725)	90.90% Avg for View: 88.93% (2.22%)	1,568 % of Total: 102.22% (1,534)	60.35% Avg for View: 60.35% (0.00%)	1.85 Avg for View: 1.85 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	31.13% Avg for View: 31.13% (0.00%)	537 % of Total: 100.00% (537)	\$644.40 % of Total: 100.00% (\$644.40)
1. Direct	904 (52.41%)	93.03%	841 (53.64%)	54.31%	1.97	00:02:04	38.61%	349 (64.99%)	\$418.80 (64.99%)
2. Organic Search	589 (34.14%)	86.59%	510 (32.53%)	61.63%	1.89	00:01:33	26.83%	158 (29.42%)	\$189.60 (29.42%)
3. Referral	222 (12.87%)	95.95%	213 (13.58%)	81.08%	1.28	00:00:26	13.06%	29 (5.40%)	\$34.80 (5.40%)



Traffic By Search Engine



Primary Dimension: **Source / Medium** Source Medium Keyword Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

organic



advanced



	Source / Medium ?	Acquisition			Behavior			Conversions		
		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Success (Goal 1 Conversion Rate) ?	Success (Goal 1 Completions) ?	Success (Goal 1 Value) ?
		589 % of Total: 34.14% (1,725)	86.59% Avg for View: 88.93% (-2.63%)	510 % of Total: 33.25% (1,534)	61.63% Avg for View: 60.35% (2.12%)	1.89 Avg for View: 1.85 (1.99%)	00:01:33 Avg for View: 00:01:40 (-7.26%)	26.83% Avg for View: 31.13% (-13.83%)	158 % of Total: 29.42% (537)	\$189.60 % of Total: 29.42% (\$644.40)
<input type="checkbox"/>	1. google / organic	568 (96.43%)	86.27%	490 (96.08%)	61.44%	1.90	00:01:35	27.29%	155 (98.10%)	\$186.00 (98.10%)
<input type="checkbox"/>	2. yandex / organic	13 (2.21%)	92.31%	12 (2.35%)	53.85%	1.85	00:01:06	23.08%	3 (1.90%)	\$3.60 (1.90%)
<input type="checkbox"/>	3. ask / organic	3 (0.51%)	100.00%	3 (0.59%)	66.67%	1.33	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. yahoo / organic	3 (0.51%)	100.00%	3 (0.59%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)



Index Status

Index Status Showing data from the last year

Basic

Advanced

Total indexed ?
7,074,681

10,000,000

7,500,000

5,000,000

2,500,000

9/... 10/26/14 11/23/14 12/21/14 1/18/15 2/15/15 3/15/15 4/12/15 5/10/15 6/7/15 7/5/15 8



Crawl Stats

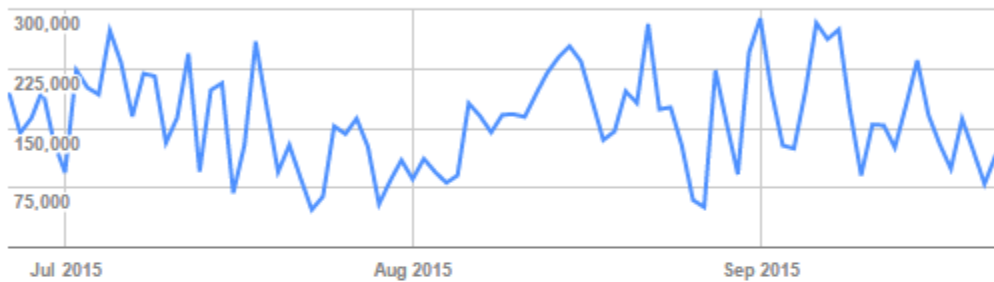
Crawl Stats

Googlebot activity in the last 90 days

Pages crawled per day

High

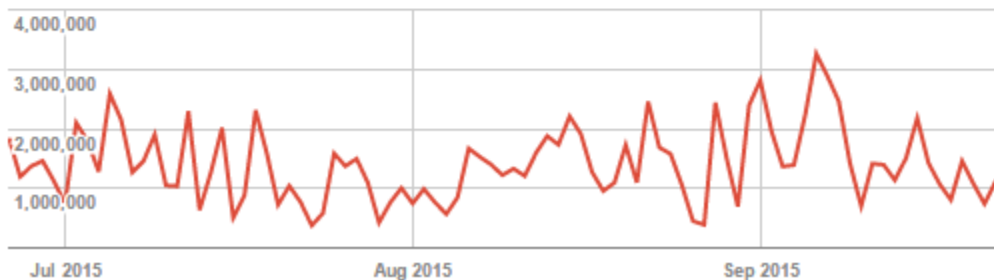
288,505



Kilobytes downloaded per day

High

3,260,672



What has happened lately?

- Panda & Penguin
- Hummingbird
- Mobile



Panda Update

- Panda was rolled in 2011.
- Creating **a great user experience** became more and more important.
- **Unique, good, sharable content** became important as content that is «intentionally created for SEO purposes» got penalized.
- Metrics like bounce rate, average time on site, etc. became more important.



Penguin Update

- Panda was rolled in 2012.
- It was mostly about **backlinks**.
- Buying links and obtaining them through link networks to boost Google rankings was punished.



Hummingbird

- Google's new search algorithm.
- It was released in 2013.
- Pagerank is considered to be one of the ingredients of Hummingbird.
- Designed to focus on meaning behind the words.
- Conversational search
 - «Where can I **buy** a **cheap smartphone**?»



Mobile

- In 2015, Google released their «mobile friendly update»
- Mobile friendly pages now have a boosted ranking on mobile search results.



Other Updates

- Payday
- Pirate
- Exact Match Domain
- Top Heavy
- Pigeon
- For more:
<http://searchengineland.com/library/google/google-algorithm-updates>



Keeping up with the changes

- <https://moz.com/google-algorithm-change>
- Also, keep following all the resources stated in the syllabus in the beginning of the year.



Contact Me

- e-mail: ayca.turhan@hacettepe.edu.tr
- Course Page: www.aycaturhan.com/man423

Sources

- emarketing: The Essential Guide To Marketing In a Digital World 5 Ed.» by Rob Stokes and and Minds of Quirk which is available at:
<http://www.quirk.biz/emarketingtextbook/>
- The Art of SEO (Theory in Practice) Second Edition Edition by Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin (Author)
- SEO Made Simple (4th Edition): Strategies for Dominating Google, the World's Largest Search Engine by Michael H Fleischer

