



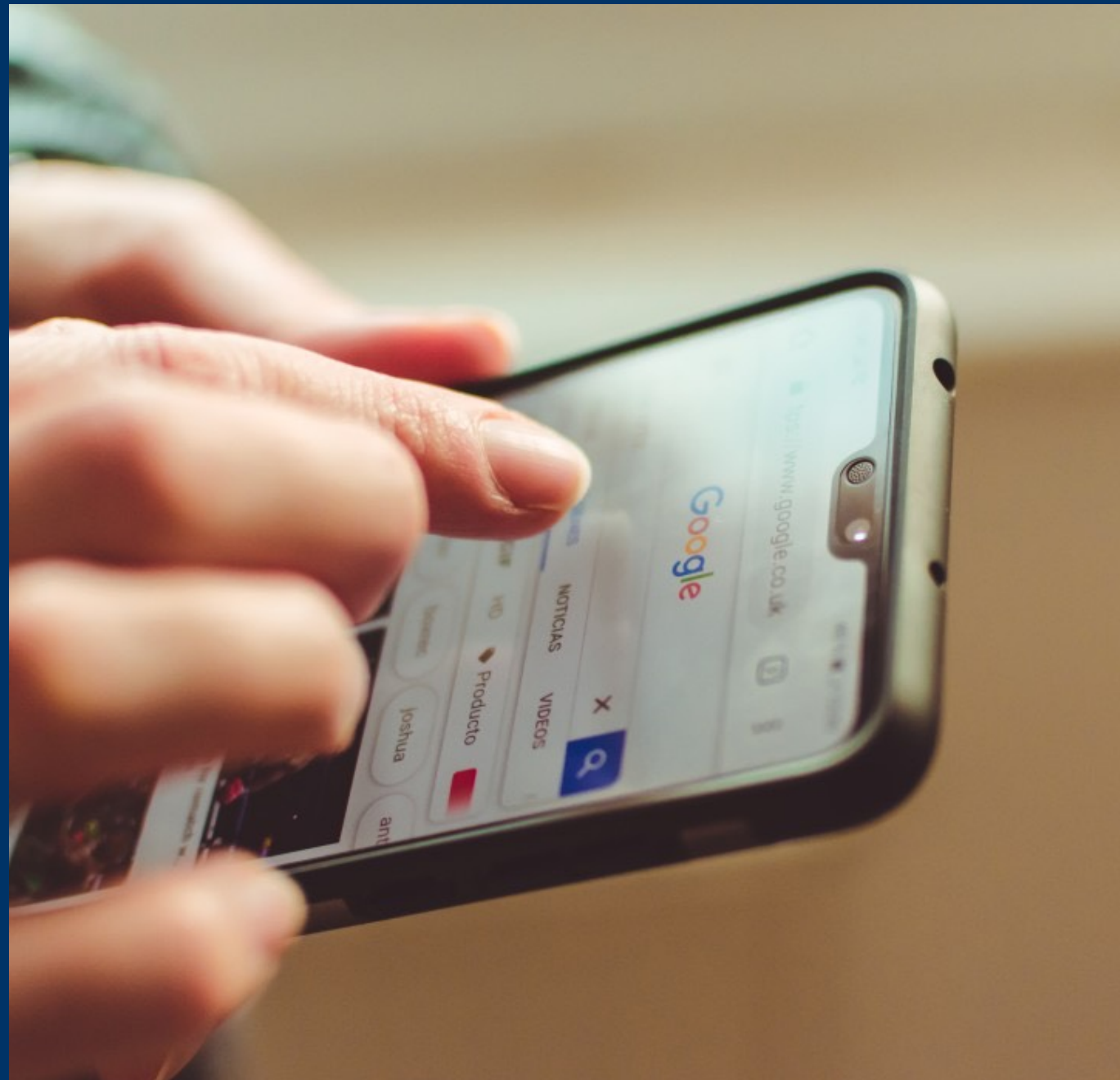
Wavyos Technologies Company Limited

SEO Guide #1

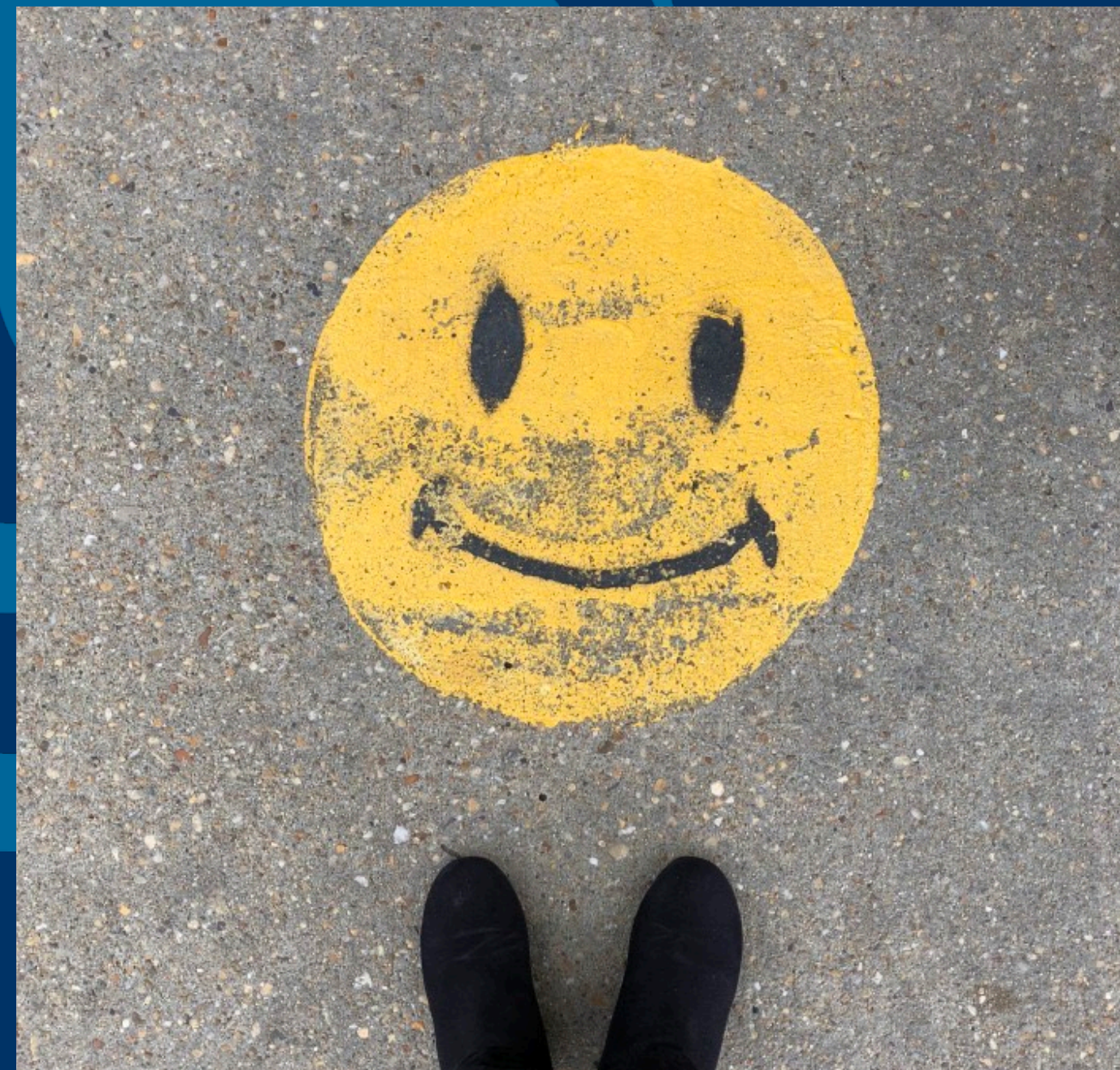
Implementing a Holistic and Sustainable SEO Strategy

V1.2





Google has a reported market share of 90% globally. What they think is important is important to a successful SEO implementation.



Preface

Constantly ranking top in Google demands an extensive SEO strategy. One that focused on every aspect of your website and its marketing.

In order to achieve that, we need to examine the compliance of every single related **TECHNICAL ELEMENT**, create and deliver extraordinary **CONTENTS** and **USER EXPERIENCE**. We do not just pick up some random keywords to target based on our likes or hunches. In fact we need to choose and place them tactically.

To a few reader's disappointment, we're not about to unravel any untold secrets of Google's search algorithms. Indeed no one on earth can. And we are not going to give you any shot-term tricks to boost your ranking either.

We're here to give management, along with some useful tips, a quick walk-through on how to, step by step, develop and implement **a holistic and sustainable SEO strategy**. It is the best and only way to beat your competitions' ranking.

We'll be focusing on Google because it's the largest search engine. It has a reported market share of 90% globally. What Google thinks is important is important to a successful SEO implementation.

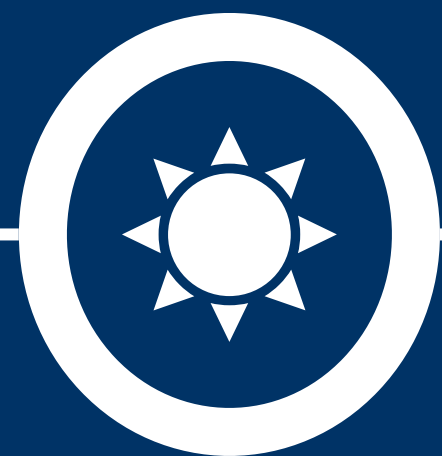
Hope you'll enjoy and find this SEO Guide insightful.

Why is SEO important to your business



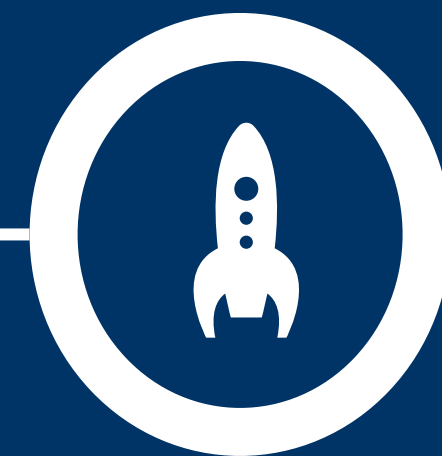
+ Trust

More than 1/3 of people who use a search engine click on the 1st result.



+ Exposure

60% of clicks on the search results page go to the top 3 listings.



+ Traffic

20x more traffic opportunity than paid advertisements on both mobile and desktop.



+ Quality

Organic traffic can snowball over time. Whereas paid search lives on your continuous feeding. Or it dies.



Developing a holistic and sustainable SEO Strategy



“ Google’s mission is to build the universal search engine that helps people find what they are looking for. Making your website and your marketing strategy fit this goal is always the right thing to do.

8 SEO Best Practices

1

Proper keywords research

Find the RIGHT keywords to target. These are those words or phrases your target audiences use when they look for your products or information online.

When you know what they are, you can integrate those words into your copywriting to make the contents of your website more relevant.

2

Good technical SEO

Users like fast websites, and so does Google. A slow and unresponsive website is less likely to be recommended by Google.

By optimizing the images, making the website as lightweight as possible, you make it quicker to load for users and more likable by Google.

3

High quality contents

By quality contents we mean contents that are easy-to-read and understand, and that they must be useful, compelling and valuable.

Audiences want and they are more likely to share entertaining or helpful materials that provide them with answers to their questions.

4

A great user experience (UX)

By increasing your site speed, you increase user experience, but there's more to it.

A solid site structure and clear layout will make your site more easy to navigate. No one would like to use a site that's confusing and difficult to use.

8 SEO Best Practices

5

Mobile optimization

Web access via mobile phones has more than tripled over the past decade. That number has held steady at >50% since 2018. As 5G is growing, we might see mobile traffic grows even more quickly.

Make sure to research how your website works on mobile devices and optimize the mobile user experience.

6

Security

Providing a secure environment for you and your users is important for your trustworthiness.

Examples of this are using complicated passwords for your accounts and using HTTPS.

7

A solid social media strategy

There are other platforms that can help you reach more people. And the best thing about it is that it will help you rank, too.

Invest in a solid social media strategy in order to create buzz for your website and garner attention.

8

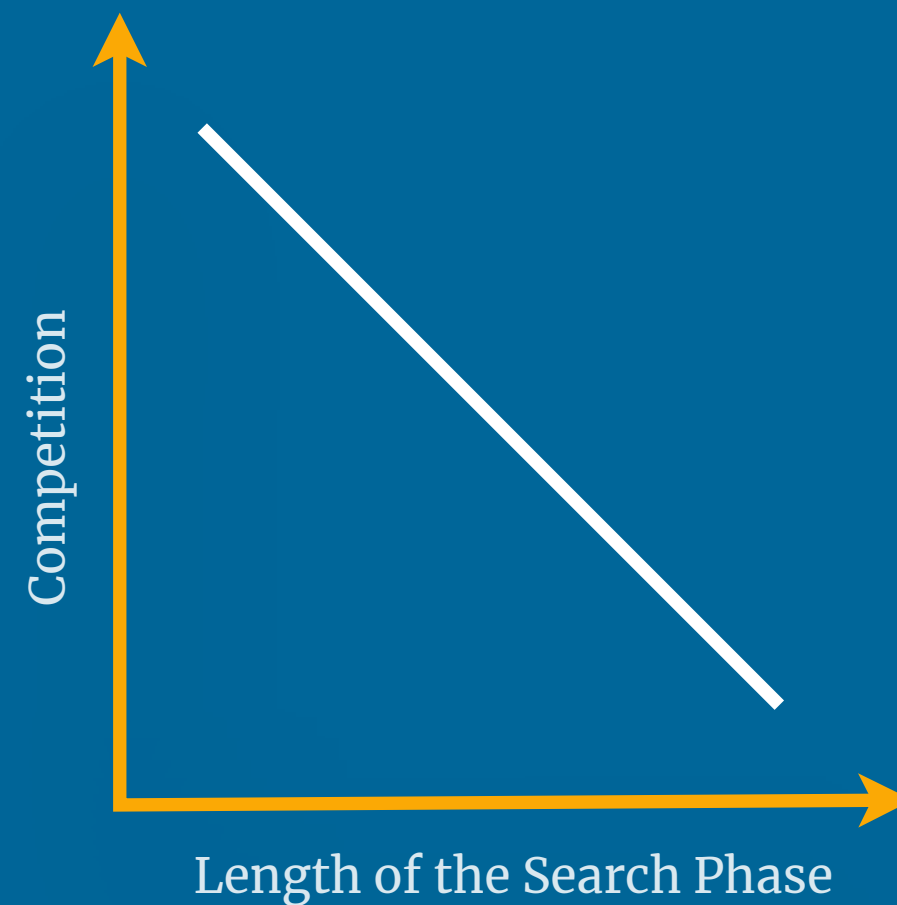
Accessibility

Last but not least, you have to optimize your site's accessibility so that everyone can use it and enjoy, even if they're older adults or visually impaired.

The Basics of Keyword Search

The keyword is the search term that you most want your page to rank for, so when people search for it, they should find your website. It can be just a word, like [shoes], but also a phrase, like [ballet shoes for kids].

When you optimize your page/post for a specific keyword, it's important that people actually search for that keyword. If they're not, you will be doing a lot of hard work for nothing.



The longer (and more specific) search phrases are, the easier it will be to rank for them.

Head Keyword

The main topic or theme of your website is the number one keyword you want people to use to find it. Imagine yourself having a food blog about homemade Italian food. You would then like to be found on a search term like [homemade Italian food]. It would pretty much be the number one keyword.

Mid-Tail Keyword

Mid-tail keywords are more specific keywords, derived from the head keywords they tie into. We don't (and we can't) optimize all pages/posts for the same keyword. Using the above example, you could write about other kinds of homemade Italian food: [homemade Italian pasta], [homemade Italian salads], or something a little more specific likes [Spaghetti Bolognese].

Long-Tail Keyword

Long-tail keywords are even more specific and less common keywords, which often focus on a niche search. In the above food blog we could write about [making leftover risotto into crunchy Risotto Cakes], [5-minutes Bolognese sauce recipe], etc. The longer (and more specific) search phrases are, the easier it will be to rank for them.

Keywords Research

Building your keywords list

1. Defining your company mission

This is the foundation for your keyword research. You need a clear concept of what you have to offer, and what makes your company stand out, that's what's going to make you rank.

2. Making a list of all possible keywords you want to be found for

Try to get into the heads of your target audiences. Who are they? What are they looking for? What search terms would they be using while looking for your products/services? Write down as many answers as possible.

3. Researching your competition

You can't complete a proper keyword research without taking your competition into account. Just google some search terms you would like to rank for and see what results show up.

4. Examining the popularity of those keywords

You may want to avoid unpopular keywords. They don't generate the desired level of traffics. On the other hand you may want to avoid keywords that are too hot and competitive, that you'll have a hard time ranking.

6. Constructing landing pages

You need to link a page to each keyword (or set of keywords). It is the page you want your audience to reach when they search for the keywords. And don't create multiple articles to rank for the same keyword, because you'll be competing with yourself. If you write different articles on the same topic, use different keywords for each of the article.

5. Picturing your audiences' search intent

Whenever someone performs an online search, they are on a quest for something. It can be Informational, Navigational, Commercial or Transactional. You need to find out which intents apply to you and try to answer these search intents by giving people what they want.





Snippet

What is a snippet? Why does it matter?

Search engines use crawlers to index websites. The indexed information is then used to create Snippets, which are linked to sites with a description on a Search Engine Results Page (SERP).

allthatsinteresting.com › how-to-survive-a-zombie-apoc... ▾

How To Survive A Zombie Apocalypse - All That's Interesting

Knowing **how to survive a zombie apocalypse** is no laughing matter. These facts will give you everything you need to stay alive.

Regular snippet is subdivided into Simple Snippet (above) and Rich Snippet (right).

www.thisiswhyimbroke.com › zombie-apocalypse-survi... ▾

Zombie Apocalypse Survival Kit - ThisIsWhyImBroke

★★★★★ Rating: 4,2 - 4 reviews - US\$29.97

Increase your chances of staying alive when the undead rise up by carrying this zombie **apocalypse survival kit**. This reusable tin comes jam packed with 24 ...

Snippet Categories

OneBox Result

Google also introduced search results that aren't linked to a website. For example, when you ask the local time of a city. Google will just show you the time directly on the SERP, without any hyperlink or mentioning where it took the information from.



Featured Snippet

Also known as Featured Results, these snippets do not just give visitors the basic plain text information about the target link. It retrieves more information from the website and presents them in an organized, purposely defined layout, right on the SERP.



Regular Snippet

A Regular Snippet (**Simple Snippet**) has 3 main components: the URL, the Title and the Meta Description. It provide a link to the page that is returned from the query of a search.

Sometimes Google SERP might show some extra information on a snippet. We call this a **Rich Snippet**. For example, if the snippet is about a product, it might also show its price, how it's rated and whether the product is in stock (*see previous slide*).

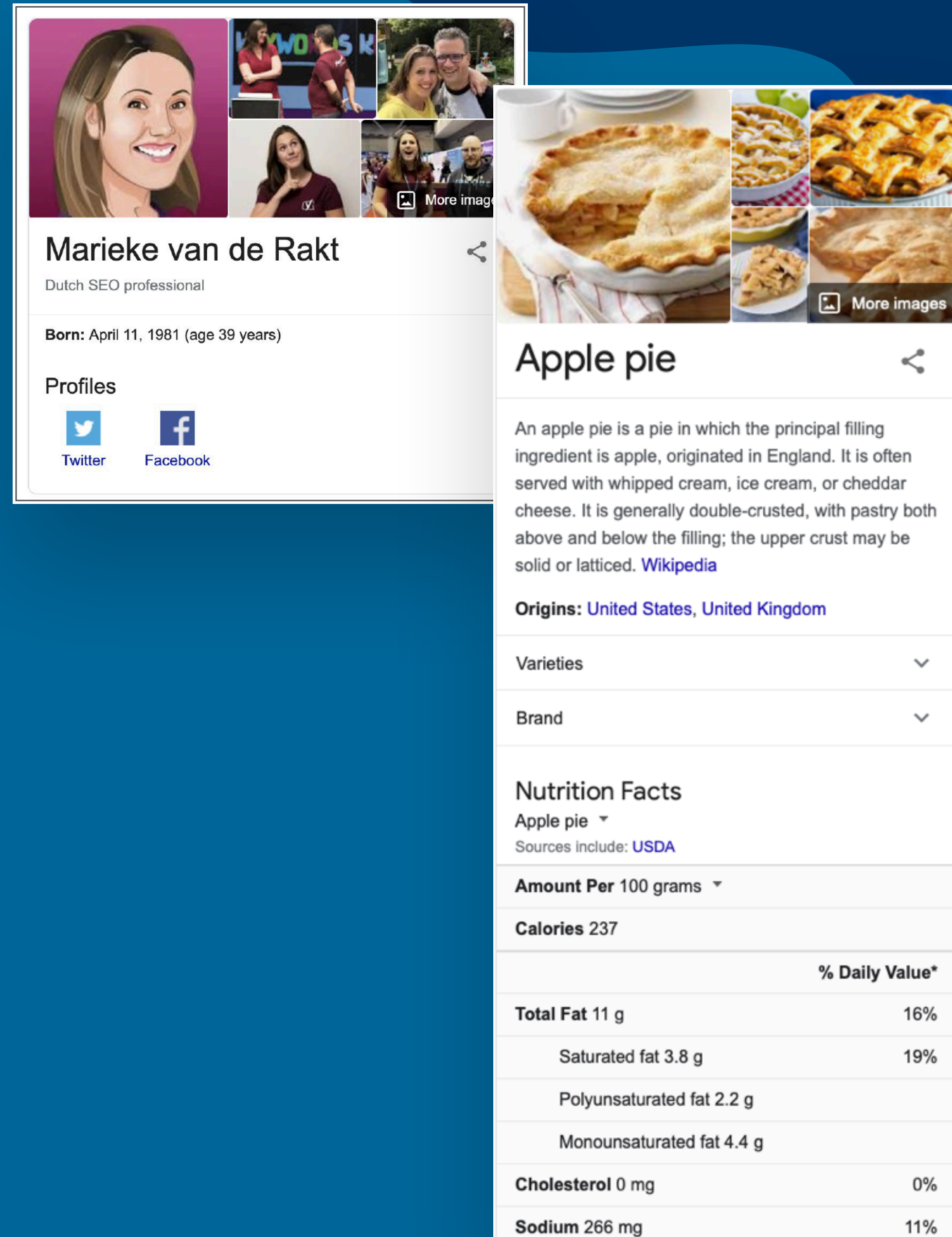


Featured Snippets

Knowledge Graph

Knowledge Graph shows up to the right of the regular search results. They are focused on **a person**, **an organization** or **a concept**.

It shows different types of sources with different topics. For example, it does not just explain to you what an apple pie is if you search for 'apple pie', it also provides you with its nutrition facts. Or if it is for a person, links in the form of his/ her social profiles are shown.



The image shows a search result interface. On the left, a person's profile is displayed for 'Marieke van de Rakt', a Dutch SEO professional born on April 11, 1981. Below her name are social media links for Twitter and Facebook. On the right, a knowledge graph snippet for 'Apple pie' is shown. It includes a description: 'An apple pie is a pie in which the principal filling ingredient is apple, originated in England. It is often served with whipped cream, ice cream, or cheddar cheese. It is generally double-crust, with pastry both above and below the filling; the upper crust may be solid or latticed. Wikipedia'. Below the description are 'Origins: United States, United Kingdom', 'Varieties', and 'Brand' sections. At the bottom, a 'Nutrition Facts' table is provided for 'Apple pie' based on USDA sources.

	% Daily Value*
Calories 237	
Total Fat 11 g	16%
Saturated fat 3.8 g	19%
Polyunsaturated fat 2.2 g	
Monounsaturated fat 4.4 g	
Cholesterol 0 mg	0%
Sodium 266 mg	11%

Featured Snippets

Box Snippets

Different types of box snippets serve different purposes.

Answer Box gives an answer or a definition to a question. **How-To Box** explains an action in steps. Also referred to as Q&A Box, **People Also Ask Box** lists related questions with answers. **Map Box** shows a location, e.g. of a local restaurant. **Movies in Theatre Box** shows the current movie in a cinema nearby.

how old is a plum tree before it fruits

About 124,000,000 results (0,65 seconds)

three to six years

Plum trees typically begin to bear fruit when they are three to six years of age. Fruit develops earlier in some varieties and you even see baby plums begin to appear earlier in age. The fruit will continue to get bigger and bigger until it reaches maturity.

Jun 22, 2019

myperfectplants.com › 2019/06/22 › why-are-there-no-...
[Why Are There No Plums on My Tree? | Per](#)

How to Change Tires

1. Find a Safe Location. As soon as you realize you have a flat tire, do not abruptly brake or turn. ...
2. Turn on Your Hazard Lights. ...
3. Apply the Parking Brake. ...
4. Apply Wheel Wedges. ...
5. Remove the Hubcap or Wheel Cover. ...

THESE ITEMS SHOULD HAVE COME WITH YOUR VEHICLE.

People also ask

Are peaches in season right now? ▾

Can you buy peaches year round? ▾

Where can I buy Georgia peaches? ▾

W

Map

Hours ▾

A Walmart Supercenter
Department store
Coffeyville, KS · (620) 251-4113
Open 24 hours
Their website mentions peppermint oil

B Walmart Supercenter
Department store
Independence, KS · (620) 331-5805
Open 24 hours
Their website mentions peppermint oil

Showtimes at AMC Empire 25
All times are in ET

Today Tomorrow Fri, Oct 11 Sat, Oct 12

All times Morning Afternoon Evening Night

Joker

	10:00 am	10:30 am	11:30 am	12:30 pm	1:00 pm	1:30 pm	2:30 pm
Standard	10:00 am	10:30 am	11:30 am	12:30 pm	1:00 pm	1:30 pm	2:30 pm
	3:30 pm	4:00 pm	4:30 pm	5:30 pm	6:00 pm	7:00 pm	7:30 pm
	8:30 pm	9:00 pm	10:00 pm	10:30 pm	11:15 pm	11:30 pm	
IMAX	11:00 am	2:00 pm	5:00 pm	8:00 pm	11:00 pm		
Dolby Cinema	12:00 pm	3:00 pm	6:30 pm	9:30 pm			

Abominable

	10:00 am	10:30 am	11:30 am	1:30 pm	4:30 pm	7:45 pm	10:30 pm
Standard	10:00 am	10:30 am	11:30 am	1:30 pm	4:30 pm	7:45 pm	10:30 pm
3D	2:00 pm	3:15 pm	6:00 pm	9:00 pm			

Downton Abbey

	1:10 pm	4:10 pm	7:10 pm	10:10 pm
Standard	1:10 pm	4:10 pm	7:10 pm	10:10 pm

More showtimes



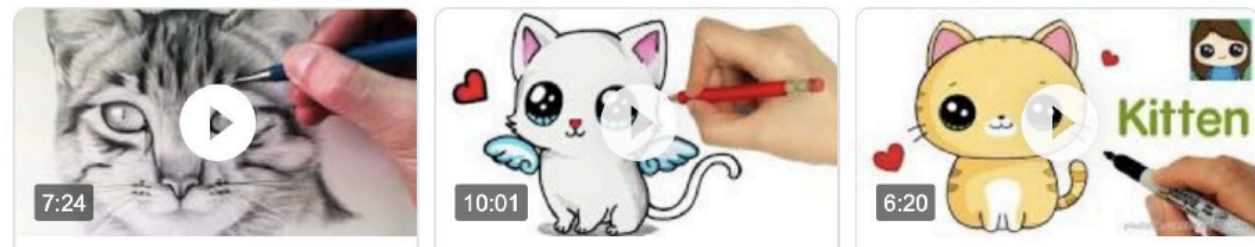
Featured Snippets

Carousels

A carousel shows different snippets related to the search query, usually accompanied by an image.

Video Carousel shows an array of video's based on the search query. **Product Carousel** shows the user suggestions for products that might match the search query. **Twitter Carousel** shows the latest tweets of the person or organization the user googles. **Top Stories Carousel** provides the user with news articles that Google deems relevant. **Top Things To Do Carousel** suggests interesting locations or activities for the user to visit.


Videos



- How to Draw a Cat**
LethalChris Drawing
YouTube - Mar 21, 2016
7:24
- how to draw a cat easy step by step | drawing a cat eas**
Learn sta
YouTube
10:01
- How to Draw a Kitten Super Easy**
6:20

Ads · See lego sets

Products Comparison Sites

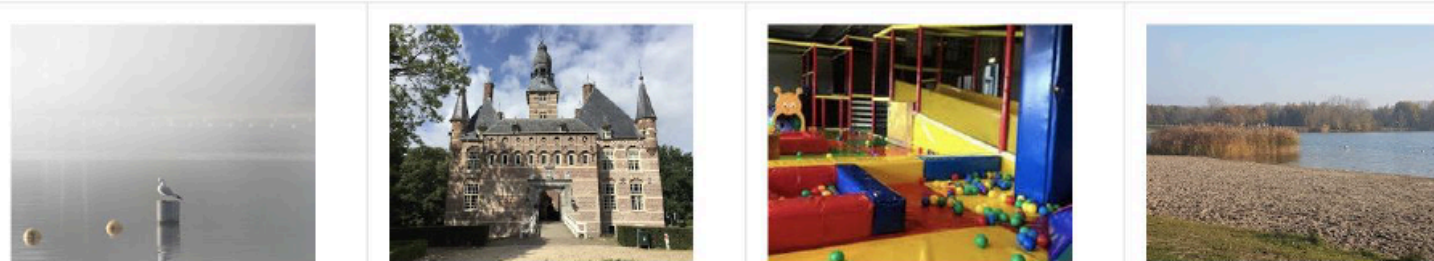


- Lego 6251726 Lego City Le...**
€72.59
Amazon.nl
Free shipping
By Google
- LEGO Star Wars 75192...**
€749.95
MisterBricks LE
★★★★★ (844)
By Compartner
- LEGO Creator 3in1 huis...**
€89.99
Blokker.nl
★★★★★ (132)
By Buy Bye

Top stories

- Celebrate Star Wars day with some of these great Lego Star Wars sets**
TechRadar · 7 hours ago
- 'Once Upon a Virus': China mocks US coronavirus response in Lego-like animation**
The Japan Times · 1 day ago

Top sights in Wijchen



- Berendonck Water skiing**
- Stichting Museum Kasteel Wijchen Museum**
- Monkey Town Wijchen Playground**
- Recreatiegebied Berendonck... Park and Garden**

[More things to do](#)

...re perfect for your Dark Side life



The answer is Great Contents, Site Hierarchy and Structured Data



“ *Featured results tend to attract more traffics than the regular ones. They stand out due to their formatting and screen location. They can also help a user to decide, directly from the results page, if a particular search result is the one they are looking for.*

*However, there is something to keep in mind. It's up to Google to determine if your listings are getting featured results. There are no guarantees you'll get them. What we can do though, is to create the **Best Contents**, maintain a sound **Site Hierarchy**, make good use of and apply **Structured Data** properly, so as to help Google to find everything they need to make featured snippets.*

ORIGINAL

Original content doesn't necessarily mean new. It should be fresh, something that people want to read and share.

READABLE

Google reads texts! Having an organized structure with subheadings and clear paragraphs, it is more likely for Google to grasp the main message of your contents. If Google understands your page/ post, it is more likely to rank in the search engines.

FINDABLE

Findability has to do with maximizing the likelihood Google picks up your content in the search engine.

The 3 Key Elements of SEO-Friendly Contents

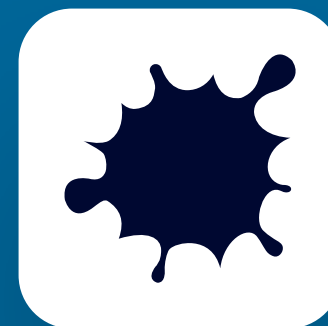
People prefer nice, readable texts. Texts with a high keyword density are in fact, terrible to read. Instead of using your focus keyword over and over, you should use synonyms if possible.

*Google actually recognizes synonyms to keywords now. **Usually, a keyword density of 1 to 2% is perfect.** In addition, you should make sure your use of keywords is balanced throughout the text: in your page title, first paragraph, one or several subheadings, and in your meta description.*



Don't Cheat

Don't use any short-term tricks! Some of these tricks might get you ranked quickly, they usually don't work in the long run. They might even backfire and will have negative consequences for your site score and ranking.



Keyword Stuffing

It is no longer working in modern SEO implementation. Some websites tried to lift their ranking by filling pages with (unrelated) keywords or numbers. These keywords often appear out of context and make the article difficult to read.



Link Building

Google views backlinks as 'votes' for the popularity and relevance of websites. But not just quantity, quality matters too. Some sites try to rank higher by buying links. But be aware when it's done the wrong way link building will give you negative results!



Page Swapping

A trick for getting ranked for one page, and then, after the page has attained a good position in the search results, replacing that page for another.

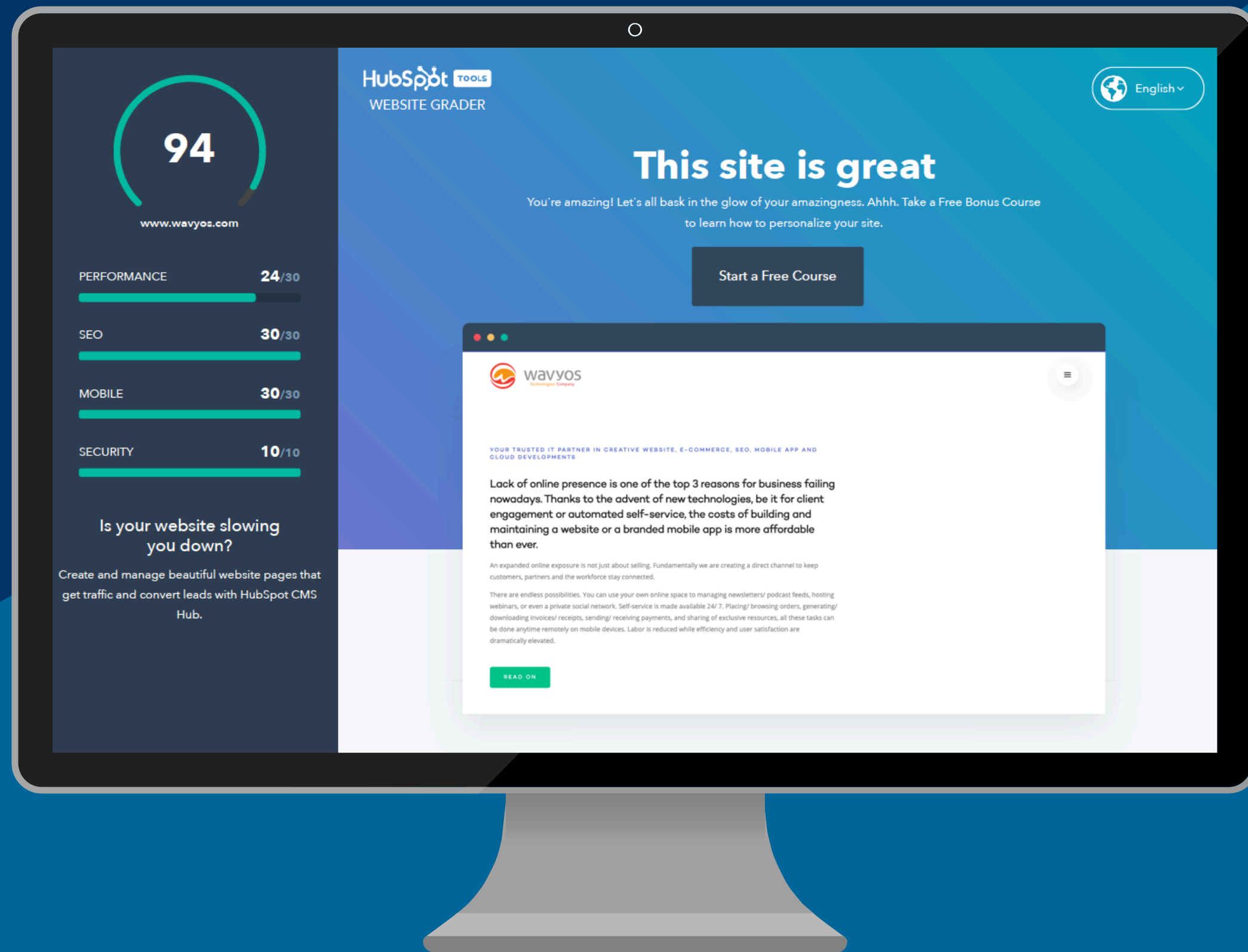
How good is your website?

It's unbelievable just how many businesses don't know anything about their website's performance. They simply don't measure. But without measurement, no one is able to continually improve it and work toward reaching your business objectives.

[Google Analytics](https://analytics.google.com) (analytics.google.com) is the best free tool in measuring website traffic. It is a good starting point for obtaining visitors and page views data. The basic metrics it provides will help you get cracking. You can slowly explore other metrics to improve your website's performance as you go.

Next head to the [HubSpot Website Grader](https://website.grader.com) (website.grader.com), it's a free online tool that grades your site against few other key SEO metrics.

Enter your website and email, in a minute or two you'll be getting an overall SEO Score of your website, along with breakdowns and useful tips to improve your website across Performance, SEO, Mobile and Security.



Hint: The average HubSpot Website Grader score in early 2020 is 67.

This score is not related to ranking directly. It is not keyword specific. It tells us in general how SEO-friendly your website is, and prepared moving into the next level of SEO implementation.



*What makes a website rank? It used to be that **great content** and **design** alone were enough. Today, we also need **speed**, **structured data**, **mobile device optimization** and **security measures**.*

Expert Advice

SEO is the practice of optimizing websites in an attempt to put them in a top position on the SERPs. In order to achieve this we need to help search engines to connect and understand our website. They can't do it on their own. We help them do it by speaking in a language they understand.

Holistic and sustainable SEO is the best and only way to achieve the best result because,

1. you focus on making every aspect of your site great, and
2. you keep the users in mind.

When you're just starting out, you probably can't get the best results yet. Keep in mind that SEO is a long-term strategy. You need to have a little patience. Focus on all aspects of website optimization we outlined in this document. Try to be that best result, provide answers, interesting stories and useful materials to your target audiences. Create contents for people, not search engines. It will pay off eventually!



Let us help with your SEO project



SEO Audit



Technical Fine-Tuning



Keyword Research



Copywriting
(Outsourced)



Website/ Page Design



Page Optimization/
Readability Review



Periodic Ranking
Report

Thank You



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