

SEO EXPLAINED



Learn from professionals how SEO works
and how to make it work for you.

WEBDEVBUILDERS LTD

SEO Explained

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it work for you.*

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Foreword

Our objective with this booklet is to provide you with an overview of common SEO terminology, their meanings, and how you can leverage them. We also want to, hopefully, steer you away from dishonest developers or marketers who will promise you what is not possible which will only hurt your business. With that in mind, we do not guarantee that this booklet will place you on the first page of Google's search results. Unless a considerable amount of money is spent on paid ads, it is not feasible for a new business to appear on the first page of Google. Anyone who guarantees you otherwise is being dishonest and their actions can result in your website being permanently blacklisted from Google – a situation you will want to avoid at all costs.

There are no shortcuts to your SEO success. The only way to be successful is to use a thorough and methodical approach which will lead you in the right direction. This is what this guide will do, it will help you to get started and will give you enough information that you won't fall bad actors who promise you the sun and pay you in snake oil. In short, this booklet is a primer to get you started.

Our hope more than anything is that you find this guide informative and useful. And as always, the team at WebDevBuilders Ltd are always happy to have a chat if you have any questions. You can reach us at: contact@webdevbuilders.com

SEO - What is it and how does it work?

SEO stands for Search Engine Optimization. SEO is essential for businesses and website owners because it helps to drive more organic traffic to your website, which can result in more leads, sales, and revenue. More traffic means that your website ranks higher on search engine results pages which in turn means it is more likely to be seen by potential customers who are searching for products or services related to your business. SEO is basically essential for any website if you are serious about your users finding your website.

Ultimately SEO is a catch term for the practice of improving the quantity and quality of traffic to your website from search engines like Google, Bing, and Yahoo. It involves optimizing your website's content and structure to make it more visible and attractive to search engines, which in turn increases your website's ranking on search engine results pages (SERPs). We will discuss SERPS in a future chapter, for now we are going to look at the different implementations of SEO:

1. **Keyword research:** This is where you identify the words and phrases that people use when searching for information related to your business or industry. What your customers use to find your type of business may surprise you!
2. **On-page optimization:** Optimize your website's content and structure to make it easy for search engines to crawl and index your pages. This includes optimizing your page titles, meta descriptions, headings, images, and internal linking. This is one of the major reasons we

recommend that you have your website created by a professional website design company (such as us!) as this is critical for the success of any website.

3. **Off-page optimization:** Build high-quality backlinks from other relevant websites to your own. This helps search engines understand the authority and relevance of your website. While there are ways to skip ahead with underhanded tactics such as buying backlinks to get your website on page 1 of Google, this practice is heavily frowned upon by reputable website design companies as this practice quickly leads to blacklisting by Google. Take our advice and let your backlinks be built up naturally rather than trying to skip to the front of the queue and get your website delisted by Google. Delisting is a death sentence for any website and Google rarely if ever changes their mind once this action has been taken.
4. **Technical optimization:** Ensure that your website is technically sound, with fast loading times, proper site architecture, and mobile responsiveness. This is another great reason you will want your website to be created and maintained by a professional website design company, ideally one that is owned and operated by Software Developers who place technical optimization at the heart of everything they do (like us!). Of note, this is easier to implement from the start rather than at the end as the underlying architecture and design of your website is easier, and cheaper, to setup correctly at the start of a website deployment rather than afterwards.
5. **Content creation:** Produce high-quality, original content that provides value to your audience and incorporates relevant keywords.
6. **Analytics and reporting:** Monitor your website's performance, track your rankings, and analyze your traffic to identify opportunities for improvement. The most common way of accomplishing this is via Google Analytics, largely because it is free to use and does an amazing job of tracking all of the data and interactions on your website.

For SEO to work you will need to consider all 6 of the above and implement them to the best of your ability. If you can do these 6 well, you will improve

your website's visibility on search engines and attract more traffic to your site. However, it's important to note that SEO is an ongoing process, and it can take time to see results. What this means is that even if you do all 6 of the above perfectly, it could still take a few months to see results. This is normal and nothing to worry about.

How does SEO work?

Search engines use complex algorithms to determine which websites to rank higher on SERPs. These algorithms take into account many different factors, including the relevance, quality, and authority of your website's content. SEO involves optimizing your website's content and structure to align with these factors and make your website more attractive to search engines. In short, the better your SEO is implemented, the higher you will appear in search engine results.

SEO Types - What they are and how they work

On-page SEO:

This means optimizing the content and structure of individual web pages on your website to make them more attractive to search engines. This includes optimizing page titles, meta descriptions, header tags, and content to align with target keywords. When we create websites we implement this from the beginning to ensure that your branding is being reflected. In short, we make sure you are wearing your best outfit before you head out to do business!

Off-page SEO:

This means optimizing external factors that impact your website's search engine rankings, such as link building, social media marketing, and online reputation management. The easiest way to build this up is to ensure that your website is linked to quality and trusted websites. Good examples of this would be:

1. Government organizations

2. Governing bodies
3. Original blog posts

Bad practice here would be to purchase backlinks as this will harm your website's SEO rather than add to it. This is why with WebDevBuilders Ltd we will organically build your off-page SEO over time rather than trying to take a shortcut that will ultimately just hurt your SEO.

Technical SEO:

This means optimizing the technical aspects of your website, such as site speed, mobile responsiveness, and website structure, to improve its search engine rankings. Page performance matters which is why at WebDevBuilders Ltd we built our own hosting platform so that we can «add more info »

Local SEO:

This means to optimizing your website's content and structure to improve its visibility in local search results. This includes optimizing your website for local keywords, creating and optimizing your Google My Business profile, and building local citations.

E-commerce SEO:

This means to optimizing your website's content and structure to improve its visibility in search results for e-commerce-related keywords. This includes optimizing product pages, building inbound links, and using product schema

markup to improve the appearance of your listings in search results.

Voice SEO:

This refers to optimizing your website's content and structure to improve its visibility in voice search results. This includes optimizing content for featured snippets, incorporating natural language queries, and using structured data markup to help search engines understand the context of your content.

Video SEO:

This refers to optimizing your website's video content to improve its visibility in search results for video-related keywords. This includes optimizing video titles, descriptions, and tags, building inbound links to your video content, and using video schema markup to improve its appearance in search results.

Overall, the type of SEO that you choose to focus on will depend on your specific business goals and needs. It's important to have a holistic SEO strategy that incorporates multiple types of SEO to improve your website's visibility and attract more organic traffic.

SERP - What is it?

SERP stands for “Search Engine Results Page”. It refers to the page that a search engine displays in response to a query from a user. The SERP typically includes a list of relevant web pages, along with their titles, descriptions, and links.

SERP Example:



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<https://www.webdevbuilders.ie>

WebDevBuilders - Website Design Limerick

WebDevBuilders Ltd is an award winning website design and API integrations company that offers expert Website Design, SEO Services, API Integrations and Mobile ...

The goal of SEO is to optimize a website’s content and structure to improve its visibility in the SERPs. This involves various strategies such as:

- Keyword research
- On-page optimization
- Link building
- Technical SEO

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By improving a website's ranking in the SERPs, it can attract more organic traffic and potential customers.

Organic SEO

Organic SEO, also known as natural or unpaid SEO, refers to the process of optimizing a website to improve its visibility and ranking in organic search engine results pages (SERPs) without paying for placement or traffic.

Organic SEO involves optimizing various the various elements of a website such as the content, structure, and coding to improve its relevance and credibility in the eyes of search engines. This includes identifying and targeting relevant keywords and phrases, optimizing meta tags and descriptions, building high-quality backlinks, improving site speed and mobile responsiveness, and creating valuable and engaging content that meets the needs of users. Everything we have discussed in this booklet basically!

The goal of organic SEO is to increase the website's visibility and ranking in search engine results pages, which in turn can drive more organic traffic to the site. The higher a website ranks in search results, the more likely it is to attract clicks and visits from potential customers or users. Organic SEO is a long-term and ongoing process that requires continuous monitoring, analysis, and optimization to maintain and improve search engine rankings and visibility. For Organic SEO to work and work well you need to have a SEO expert to maintain the SEO on your website. If this is something that interests you we are happy to have a chat about what we can do for you so please let us know.

Paid SEO

Paid SEO, also known as search engine advertising or pay-per-click (PPC) advertising, is a form of digital marketing that involves paying for placement or traffic in search engine results pages (SERPs) and other online platforms.

Paid SEO typically involves creating and running ads that appear at the top or bottom of search results pages or on other websites and social media platforms. These ads are triggered by specific keywords or phrases that users search for, and advertisers pay for each click or impression their ads receive. The cost associated with each click can be anything from a couple of cents to several euros.

Paid SEO allows advertisers to target specific audiences and geographic locations, and to set budgets and bidding strategies to optimize their campaigns for maximum ROI (return on investment). Paid SEO can also provide faster results compared to organic SEO, as ads can be launched quickly and can start generating traffic and conversions almost immediately. However not all ads are created equally and ad spend can rise pretty quickly.

Honestly, Paid SEO can be expensive, and it requires continuous monitoring and optimization to ensure that the ads are reaching the right audiences and delivering a positive return on investment. The cost per click is heavily dependent on how much competition you have in your targeted location for the the keywords you are trying to use. The more competitive it is, the more it will cost you to be on top. In Paid SEO, assuming all the setups are equal, cash

is king and the business with the deepest pockets will come out on top. To give you an idea of why it can be expensive, here are several reasons explained in detail:

1. **Competition:** The cost of paid search advertising is largely driven by competition for keywords. The more businesses bidding on a particular keyword, the higher the cost per click (CPC) will be. Anything from 2-3 cents per click to €5.00+
2. **Ad placement:** The cost of paid search advertising can also vary based on where your ad appears on the search engine results page. Ads in the top positions generally cost more than those further down the page.
3. **Quality score:** Your ad's quality score is a measure of how relevant and useful it is to users. Ads with higher quality scores generally have lower CPCs, so investing in high-quality ads can actually help reduce costs over time.
4. **Ad spend:** The more you spend on paid search advertising, the more you can expect to pay overall. However, it's important to balance your ad spend with your overall business goals and ROI.
5. **Geographic location:** The cost of paid search advertising can also vary based on your geographic location, as some regions or countries may have higher levels of competition or demand. For example it is a lot more expensive CPC wise for "website design" in the USA than it is in Ireland (not that its cheap here either!)

Overall, the cost of paid search advertising can vary depending on a range of factors. However, with effective planning, targeting, and optimization, businesses can still achieve a positive ROI from their paid search campaigns. Ideally paid SEO should be part of a comprehensive digital marketing strategy that includes both organic and paid tactics to maximize visibility, traffic, and conversions. If this is something that interests you we are happy to have a chat about what we can do for you so please let us know.

Google Analytics

Google Analytics is a free web analytics service offered by Google that allows website owners and marketers to track and analyze website traffic and user behavior. It provides insights into how users interact with a website, which pages are popular, how long users stay on the site, and more.

Google Analytics is important for SEO because it provides valuable data that can help website owners and marketers make data-driven decisions about their SEO strategies. Some ways Google Analytics can be used for SEO include:

1. **Identifying top-performing pages:** Google Analytics can show which pages on a website receive the most traffic, which can help with optimizing those pages further.
2. **Tracking search engine traffic:** Google Analytics can show which search engines drive the most traffic to a website, as well as which keywords users are searching for to find the site.
3. **Monitoring bounce rates:** Bounce rate refers to the percentage of users who leave a website after viewing only one page. A high bounce rate can indicate that a website is not providing the information users are looking for or that the website is not user-friendly.
4. **Measuring the effectiveness of SEO campaigns:** Google Analytics can track the success of SEO campaigns by showing increases in traffic or changes in user behavior.

Overall, Google Analytics provides essential data to help website owners and

GOOGLE ANALYTICS

marketers understand their audience and make informed decisions about their SEO strategies.

Google Analytic Terminology

Total Clicks:

The total number of clicks represents the number of times visitors clicked on a link that leads to your website. Clicks can come from a variety of sources such as:

- Organic search results (Organic SEO)
- Paid search ads (Paid SEO)
- Social media posts
- Email campaigns
- etc.

The total number of clicks is an important metric to measure the effectiveness of your digital marketing efforts and the engagement level of your website visitors.

Total Impressions:

The total number of impressions represents the number of times your website appeared in search results or on other websites where your ads are displayed.

Impressions are not the same as clicks, as a single user can see your website multiple times without clicking on it. Impressions are an important metric to measure the visibility and reach of your website, as well as the effectiveness of your ad campaigns.

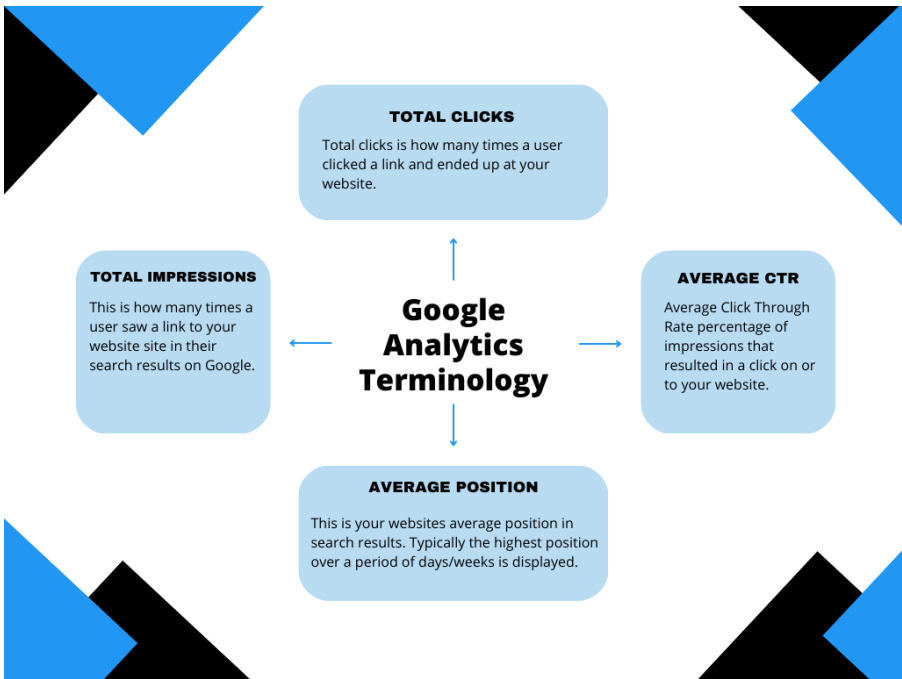
Average CTR (Click-Through Rate):

The average CTR represents the percentage of clicks you received out of the total number of impressions. It is calculated by dividing the total number of clicks by the total number of impressions and multiplying by 100. The average CTR is an important metric to measure the effectiveness of your ads or search engine optimization efforts, as it indicates how well your website is attracting clicks and engaging visitors.

Average Position:

The average position represents the average ranking of your website or ad in search results or other platforms where it is displayed. It is calculated based on the position of your website or ad for each search query or display ad. A lower average position indicates a higher ranking, which means your website or ad is more visible to users. The average position is an important metric to measure the effectiveness of your search engine optimization or advertising efforts, as it indicates how well your website is performing compared to your competitors.

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Google Analytics Terminology Graph

SEO Tools - Are there any free ones?

Yes there are, lots in fact. We have picked out several of the best ones that you can get started with right now that are relatively user friendly to use. Please be aware though that the functionality of some of these is limited and can also be quite technical. If you need assistance with any of these please let us know - we have tried them all and use many of the pro versions to this day!

Google Keyword Planner: This is a free tool provided by Google that allows you to research keywords, get search volume data, and estimate the cost of running ads for specific keywords.

Google Search Console: Google Search Console is a free tool provided by Google that allows you to monitor your website's performance in search results. It's easy to set up and provides valuable information about your website's visibility, search traffic, and technical issues. This tool is great for seeing how your website is performing.

Yoast SEO: This WordPress plugin has a free version that will analyze your content and provides suggestions to improve your on-page optimization, such as checking for keyword density, providing a meta description, and optimizing your images. It also includes features to generate XML sitemaps, breadcrumbs, and canonical URLs.

Screaming Frog SEO Spider: This free tool is used for analyzing site structure. This tool is available for both Windows and Mac operating systems and allows

you to crawl your website to find broken links, analyze page titles and meta descriptions, and review other on-page elements. You can use this for up to 500 pages on the free version.

Conclusion

SEO can be complex, but it does not have to be overwhelming. By now you will have more of an idea of what SEO is and how it should be used. If you can implement well crafted SEO and keep it up to maintained using up-to-date best practices, you can improve your website's visibility, attract more organic traffic, and grow your business online. If you need more help with SEO, consider consulting WebDevBuilders Ltd who can guide you through the process and help you achieve your goals. We are always happy to have a chat and you can reach us on contact@webdevbuilders.com

Epilogue

This booklet is intended to show you, a business owner, what is involved with SEO and ideally why you should implement SEO to the best of your ability. It is not an exhaustive step by step guide on exactly what to do as that would be far larger than a booklet! But here at WebDevBuilders Ltd, we hope that you now have a greater understanding of what SEO is and how it works. We are always happy to answer any questions you have and if you are looking for a more involved managed service, we are happy to discuss this also.

Finally we wanted to say thank you for reading this booklet. This is the first booklet we have officially produced and we hope you enjoyed reading it as much as we enjoyed creating it.

Thank you,

The Team at WebDevBuilders Ltd

www.webdevbuilders.ie