

SEO & Web Analytics

Lecture I

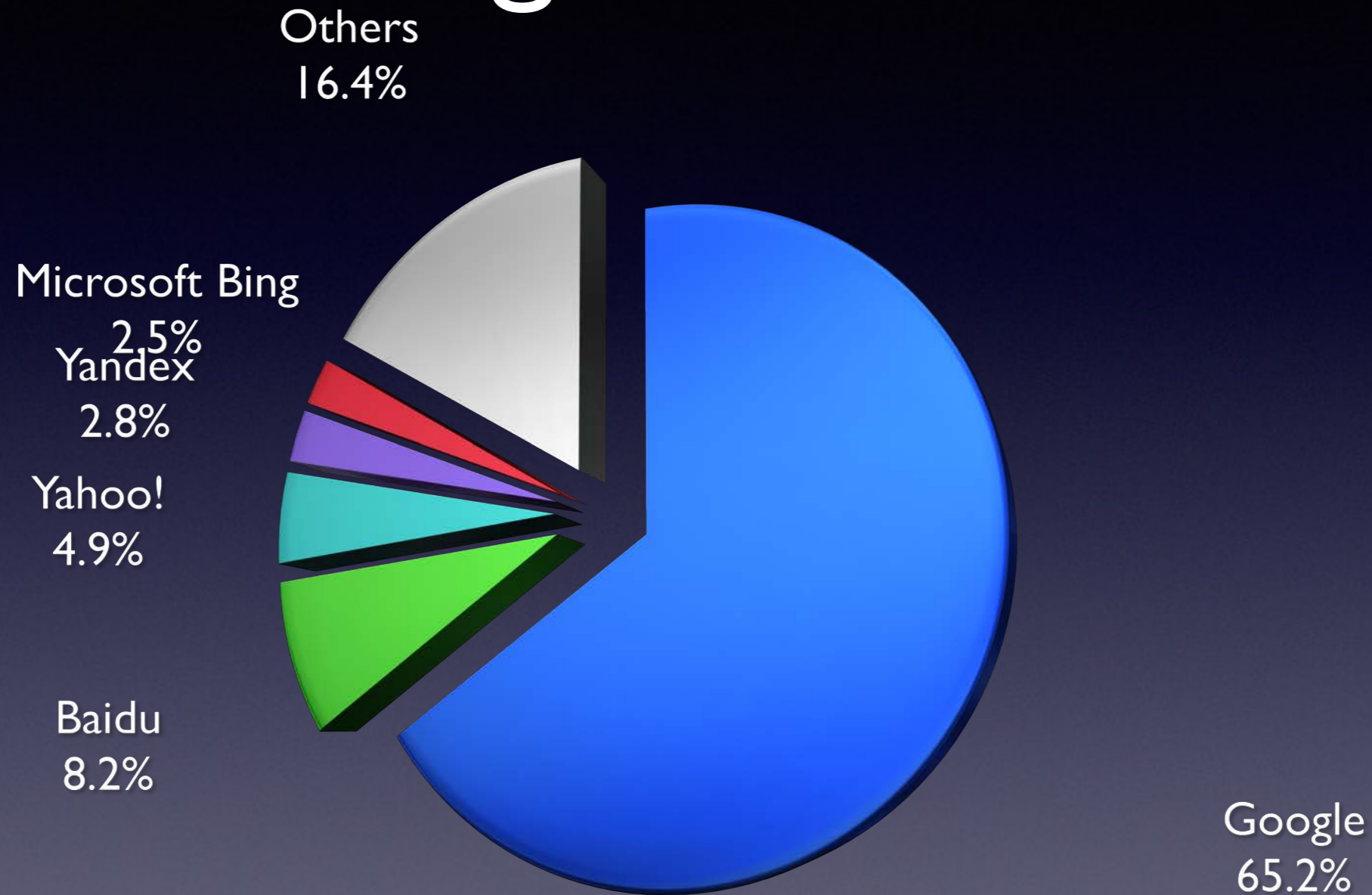


Kwun Yeung & William Wong

List of Search Engines

- Google
- Yahoo
- Bing
- Baidu
- Others

Search Engine Market Share



comScore's worldwide search figures till December 2012

Why SEO?

- 2.7 billion internet users in the world
- Online shopping in Four Asian Tigers increase by mid to high range double-digit percentages
- Over 5 billion searches on Google per day
- Google Search Syndrome

What SEO brings you?

- Increase sales & revenue
- Build brand awareness

What is Search Engine

A web search engine is a software system that is designed to search for information on the World Wide Web.

Wikipedia

What is Search Engine

Search Engine is a deaf and
weak sight old man

Kwun Yeung

Characteristics of Search Engine

- Search Engine CANNOT
 - read image
 - listen to music
 - play with Flash game / banner

Search Engine Can
Read Text Only!!

What you can see on Search Engine

- Number of search result
- Organic Search Result
- Paid Search Result
- Images
- Videos
- News
- Locations (Map)
- Wikipedia

No. of search result

About 1,760,000,000 results (0.20 seconds)

SafeSearch on



Paid Search Results

Ad related to **apple**

[store.apple.com - Official Apple® Store](#)

[store.apple.com/hk](#)

Shop for the latest **Apple** products. Free shipping on all orders.

New iPad mini

iPad mini. Every inch an iPad. Free shipping and free engraving.

iPhone 5 - Unlocked

Order iPhone 5 - unlocked. Free shipping.

New iMac

Get the all-new ultrathin iMac. Buy now from **Apple**. Free shipping.

Education Pricing

Enjoy your student discount at the **Apple® Store for Education**.

Hong Kong (English) - Apple

[www.apple.com/hk/en/](#)

Apple designs and creates iPod and iTunes, Mac laptop and desktop computers, the OS X operating system, and the revolutionary iPhone and iPad.

Apple

Apple designs and creates iPod and iTunes, Mac laptop and ...

iPhone

Apple Store - Compare iPhone models - Tech Specs - Features

Apple Store

Mac - iPad - Shop iPhone - Apple Retail Store - Shop iPod - Account

iPad

iPad mini - Shop iPad - iPad Accessories - iOS 6 - ...

Mac

MacBook Pro - iMac - Mac mini - OS X Mountain Lion - ...

MacBook Air

Tech Specs - Mac notebooks - Features - ...

[More results from apple.com](#)

apple near Hong Kong

- Change location

Apple Store, Festival Walk

[www.apple.com](#)

4 Google reviews

A 又一城, 九龍塘連之路 80 號
香港
3979 3600

Apple Store, ifc mall

[www.apple.com](#)

4.4 ★★★★★ 21 Google reviews

B IFC Mall
Harbour View St, 香港
3972 1500

Apple Store, Causeway Bay

[www.apple.com](#)

4.3 ★★★★★ 6 Google reviews

C Hysan Place
500 Hennessy Rd, 香港
3979 3100

[See results for apple on a map](#)

News for apple

[Links 18 Aug. Apple's App Store Isn't As Secure As You Think](#)

Forbes - 1 hour ago

It is true that **Apple's** App Store is more secure than many or most others out there. For **Apple** does at least try to run each piece of code before ...

[Apple Has \\$200 Billion To Spend, It's Time To Go Big](#)

Forbes - 1 hour ago



[Map for apple](#)

Apple Inc.

Consumer electronics company



Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in Cupertino, California that designs, develops, and sells consumer electronics, computer software and personal computers. [Wikipedia](#)

Stock price: AAPL

(NASDAQ) US\$502.33 +4.42 (+0.89%)

16 Aug 4:00 pm EDT - Disclaimer

Headquarters: Cupertino, CA, United States of America

Founded: April 1, 1976

Founders: Steve Jobs, Ronald Wayne, Steve Wozniak

[Feedback/More info](#)

Locations

Organic Search Results

Wikipedia

News

Some Terms You Must Know

- Conversion Rate
- Organic Search Result
- SERP - Search Engine Result Page
- Paid Search, Pay per Click
- Keywords, Search Terms
- Adwords
- PageRank
- Crawler, Spider, Robot
- Index

How Search Engine get all this result?

- Crawler/Spider/Robot
- Indexing
- Rate

How Search Engine Rate the content?

- Relevancy
 - How the content of the page is related to the Search Term
- Importance
 - Quality of the page. Does other websites with similar Search Term link to this page? (Quality of inbound links, aka backlinks)

Objective of SEO

- Improve Organic Search Result
 - Improve Relevancy
 - Improve Importance

Optimize for each page,
not a site!

White Hat / Black Hat



White Hat SEO

- produce results that last a long time
- conforms to the search engines' guidelines and involves no deception
- ensuring that the content a search engine indexes and subsequently ranks is the same content a user will see
- easily accessible to the spiders

Black Hat SEO

- improve rankings in ways that are disapproved of by the search engines, or involve deception
- sites may eventually be banned either temporarily or permanently once the search engines discover what they are doing

We should apply
White Hat SEO!!

creating content for human

Relevancy

- What Keyword does the page contain?
- Where do keywords appear in the page?
- How to describe the content of the page?

Keywords in page title

Keywords in URL



Keywords in H1

Search Engine Optimization and Web Analytics for Business

IT 06-009-29-02 (31)

Start Date: 22-10-2013

Apply Online

Application Form Print Share to: Facebook Twitter Email

Email: ks.choi@hkuspace.hku.hk

- General Info
- Programme Details
- Application

Course Description

It is designed to teach the marketing strategies and tactics on Internet with combination of using search engine optimization and web analytics. This will help students learn how to reach target customers, increase social influence and improve search engine positioning. Key topics to be discussed include creating searchable websites, link building, web metrics measurements and analytics data.

Topics include:

There will be 5 sessions made up of the following:

Session 1 **2 hours**

- Subject Page
- Business Analysis and Informatics

Keywords in content

Location of Keywords

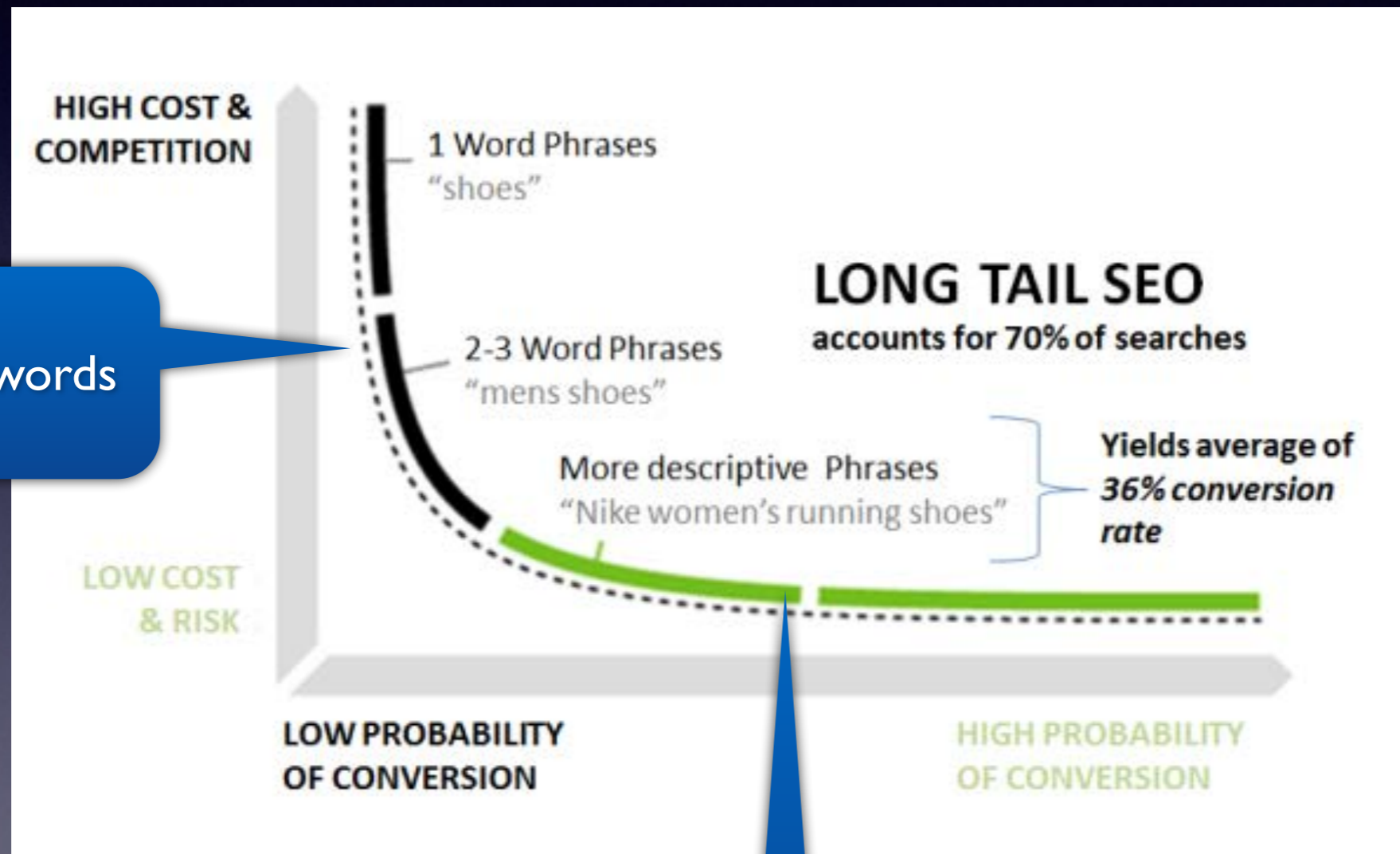
Order by importance

- Domain Name
- Subdomain
- Page Name URL
- Title Tag
- h1 Heading
- Internal Link Anchor Text
- 1st paragraph in HTML on page
- h2, h3,... Heading Tags
- Image Alt Text
- Repeat in HTML Text
- Bold `` or `` Tags
- List Item ``
- Italic: `<i>` or `` Tags
- Meta Description
- Meta Keyword

Choosing the right keywords

- Primary Keywords - Keywords and phrases that have strong connection to your product/service
- Secondary Keywords - Keywords and phrases that support or relate to primary keywords
- Don't be too general

Long Tail Theory



Examples

- Primary Keyword
 - 鞋
- Secondary Keywords
 - 健康童裝鞋
 - 大碼高踭鞋
 - 健康鞋墊
 - 皮鞋護理保養

Exercise

SEO in website design

Domain Name

- Contain keyword
- Better have the keyword at the beginning
- Easy to remember
- Easy to spell
- Avoid using hyphen (consider when you see a domain name face-book.com)

Title Tag

```
<html>
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <title>Guitar News - Lessons - Gear Reviews - Music Videos - Guitar World</title>
  </head>
```

Google
Hong Kong

guitar



Guitar World: Guitar News – Lessons – Gear Reviews – Music Videos

www.guitarworld.com/ ▾

3 days ago - The online destination for guitarists featuring artist news, lessons, gear reviews, album news, music videos, photos, transcriptions, lists and ...



Google
Hong Kong

guitar Arpeggios Yngwie Malmsteen|



[A Clean Sweep: Mastering Sweep-Picked Arpeggios with Yngwie ...](http://www.guitarworld.com/clean-sweep-mastering-sweep-picked-arpeggios-y...)
www.guitarworld.com/clean-sweep-mastering-sweep-picked-arpeggios-y... ▼

Jul 31, 2013 - When I was first getting into the **guitar**, I played it incessantly. I lived it, breathed it, ate it and slept it. I was also extremely ...

Writing Titles

- Accurately describe the page's content
- Create unique title tags for each page
- Use brief, but descriptive titles

Examples

- 歡迎來到 ABC 網站
 - 除非你希望讓人家找到「歡迎」「光臨」「網站」
- 更正建議
 - 球員卡、運動商品、卡片交換 - ABC 小鋪

Tips

- Title should not be too long (Google not displaying title after 70 characters)
- Put keyword or phrase at the beginning of the title (put your site name at the end)
- Use phrase over keyword
- Use modifiers (best, cheap, most, etc.)
- Use numbers

Exercise

Meta Description

```
<html>
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <title>Guitar News - Lessons - Gear Reviews - Music Videos - Guitar World</title>
    <meta name="description" content="The online destination for guitarists featuring artist
news, lessons, gear reviews, album news, music videos, photos, transcriptions, lists and more." />
  </head>
```

Meta Description

- Not important to search ranking
- Gain click-through rate on SERP
- Advertise content to searchers
- Employ the keywords intelligently
- Unique to each page
- Optimally be between 150-160 characters

Can I Omit Meta Description?

- Search Engines extract relevant text automatically
- Consider applying social meta tags (Facebook OpenGraph tags)

OpenGraph Meta Tags

```
<meta property="og:title" content="Facebook 的廣告盈利前景" />
<meta property="og:site_name" content="Creativeworks Blog" />
<meta property="og:description" content="FB 的股價終於從上招股價，並向歷史新高進發，真是可歌可泣、可喜可賀。作為 FB 廣告的用家及業者，我們有幾點設身觀" />
<meta property="og:type" content="article" />
<meta property="og:image" content="http://blog.creativeworks.com.hk/wp-content/uploads/2013/08/20130803-FB-Ad.png" />
```



SEO-Friendly URLs

- Use words in URLs
- Create a simple directory structure
- Provide one version of a URL to reach a document
- Use hyphens to separate words, don't use underscore, space
- Avoid to use parameters. If you do, limit to 2 or less

SEO-Friendly URLs

SEO-Friendly URL

1 Protocol
2 Subdomain
3 Domain
4 Top-Level Domain
5 Folders / Paths
6 Page
7 Named Anchor

Keyword Priority¹
Observed Google priority of keyword placement:
(1) Domain
(2) Subdomain
(3) Folder
(4) Path/Page

SEO Tips for URLs

- Use **subdomains** carefully. They may be treated as separate entities, splitting domain authority.
- Separate **path** & **page** keywords with hyphens ("-").
- **Anchors** may help engines understand page structure.
- Keyword effectiveness in URLs decreases as URL length and keyword position increases.¹

¹ SEOMoz correlational data (2009)

Old Dynamic URL

1 Protocol
2 Subdomain
3 Domain
4 Top-Level Domain
5 Page / File Name
6 File Extension
7 CGI Parameters

Popular TLDs²

- .com - commercial
- .net - infrastructure
- .org - non-profit
- .edu - schools
- .info - informational
- .biz - small business
- .name - personal sites

Popular ccTLDs*

- .cn - China
- .de - Germany
- .uk - United Kingdom
- .nl - Netherlands
- .eu - European Union
- .ru - Russian Federation
- .ar - Argentina

Popular Extensions

- .htm - Static HTML
- .html - Static HTML
- .php - PHP code
- .asp - ASP code
- .aspx - ASP.NET
- .cfm - ColdFusion
- .jsp - Java Code

² Verisign domain report (2009) * ccTLD = Country Code TLD



[Canon EOS 6D In-Depth Review: Digital Photography Review](#)



www.dpreview.com/reviews/canon-eos-6d ▾

by Amadou Diallo - in 210 Google+ circles

Review based on a production **Canon EOS 6D** with Firmware v1.1.2. Less than a week after arch-rival Nikon grabbed headlines with the D600, Canon ...

[EOS 6D - Product Catalog - \[Canon Hongkong Company Limited \]](#)

www.canon.com.hk › ... › [EOS Digital SLR Camera](#) › [EOS Digital](#) ▾

EOS 6D Body: HK\$15,980. **EOS 6D** with EF 24-105mm f/4L IS USM Lens Kit Set: HK\$21,580. **EOS 6D** with EF 24-70mm f/4L IS USM Lens Kit Set: HK\$25,980 ...

[Canon EOS 6D - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Canon_EOS_6D ▾

The **Canon EOS 6D** is a 20.2-megapixel full-frame CMOS digital single-lens reflex camera made by Canon. It was publicly announced on September 17, 2012, ...

[Canon U.S.A. : Consumer & Home Office : EOS 6D](#)

www.usa.canon.com › ... › [Products](#) › [Cameras](#) › [EOS Cameras](#) ▾

The **EOS 6D** DSLR camera is the ideal tool for unlocking your creative vision. It features a 20.2 Megapixel Full-Frame CMOS sensor, a wide ISO range of ...

[Canon EOS 6D 相機規格、價錢及介紹文章- DCFever.com](#)

www.dcfever.com/cameras/specification.php?id=1766 ▾ [Translate this page](#)

2060 萬像素、視鏡頭而X 光學變焦、視鏡頭而mm 至視鏡頭而定mm、3.0 吋(921000 像素) Clear View II TFT LCD 熒光幕, 視野率為100 %、重量: 770 克、機身 ...

[用家心得](#) - [二手市場\(20+\)](#) - [規格比拼](#) - [詳細相機規格](#)

[Canon EOS 6D Review | Digital SLRs | CNET UK](#)

reviews.cnet.co.uk/digital-slrs/canon-eos-6d-review-50011113/ ▾

★★★★★ Rating: 4.5 - Review by Nik Rawlinson

May 3, 2013 - It isn't pocket money, but the **EOS 6D** nonetheless puts full-frame features within reach of the more ambitious enthusiast photographer. I'd have ...

Even Worse Case

- Amazon - [http://www.amazon.com/
Canon-20-2-Digital-Camera-3-0-Inch/dp/
B009B0MZ8U/](http://www.amazon.com/Canon-20-2-Digital-Camera-3-0-Inch/dp/B009B0MZ8U/)

Ease of Navigation

- Create a naturally flowing hierarchy
- Use mostly text for navigation
- Use "breadcrumb" navigation
 - Home > Kitchen > White Coffee Mug
- Put an HTML sitemap page on your site, and use an XML Sitemap file


Heading Tags

```
<html>
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <title>Guitar News - Lessons - Gear Reviews - Music Videos - Guitar World</title>
    <meta name="description" content="The online destination for guitarists featuring
artist news, lessons, gear reviews, album news, music videos, photos, transcriptions, lists and
more." />
  </head>
  <body>
    <h1 class="title_smaller">Ask Paul: The Basics of Rock Guitar in Five Songs</h1>
    <p>I began to seriously play guitar at the impressionable age of 11 (It would have been
```

Heading Tags

- Use on only 1 `<h1>` tag on a page
- Search Engine may check if `<h1>` contain the same keyword from title
- Unique heading for each page


Quality Content



Ask Paul: The Basics of Rock **Guitar** in Five Songs

Posted 08/15/2013 at 1:34pm | by **Paul Riario**

10 Comments [f Share](#) 1 [Tweet](#) 187 [Share](#)



I began to seriously play **guitar** at the impressionable age of 11 (It would have been earlier if my parents hadn't discouraged me) by receiving an acoustic and some lessons. Two years later, I had my first electric **guitar** and joined a band. I haven't stopped consistently playing live since.

When I started, my intentions of playing **guitar** were pure; I was perfectly content to be in the background, in the shadows of stage right, as the foundational rhythm **guitar** player. The Brad Whitford, The Malcolms — they were all I strived to be.

But as anyone will tell you after playing in many bands, things change, and you either evolve or be eaten alive. So after the lead **guitar** player in my first band departed, I was told, "Hey man, you're the lead **guitar** player now."

I was terrified. This was not my chosen path, up front and sharing all the glory with the lead singer. No thanks. But you know what? I rose to the challenge.

So with that, I learned to swim rather than sink, and these are five of the many songs I was playing at the time that I believe carved out the lead player I am today. Even though these songs will teach all you'll need to know about rock playing, with barre chords, chugging, single-note riffing, double-stops and arpeggios, they also contain all the rudimentary moves that bridge the gap from being just another rock **guitar** player to being a lead **guitar** player — and I'll tell you why:

Quality Content

- Keyword must appear in the first paragraph
- Keyword density in the page is suggested to be between 1 - 3 percent
- Use relevant tones and language
- Create content for your readers
- Create pillar posts

Image Alt Text

- Remember the weak sight old man?
- Alt text will be displayed if image is not loaded
- Search Engines see Alt text as description of the image
- Name the image files with suitable filenames with descriptive keywords



Anchor Text In Hyperlinks

```
<a href="/review-schecter-usa-hellwin-100-guitar-amp">Review: Schecter USA Hellwin  
100 Guitar Amp</a>
```

Anchor Text In Hyperlink

- Avoid
 - Please click here.
 - 請按這裡
 - Our Service
 - 關於

Brands Digital Marketing Budget

- Content Marketing
- Social Media
- SEO
- SEM
- Online Advertising
- Forum Seeding