

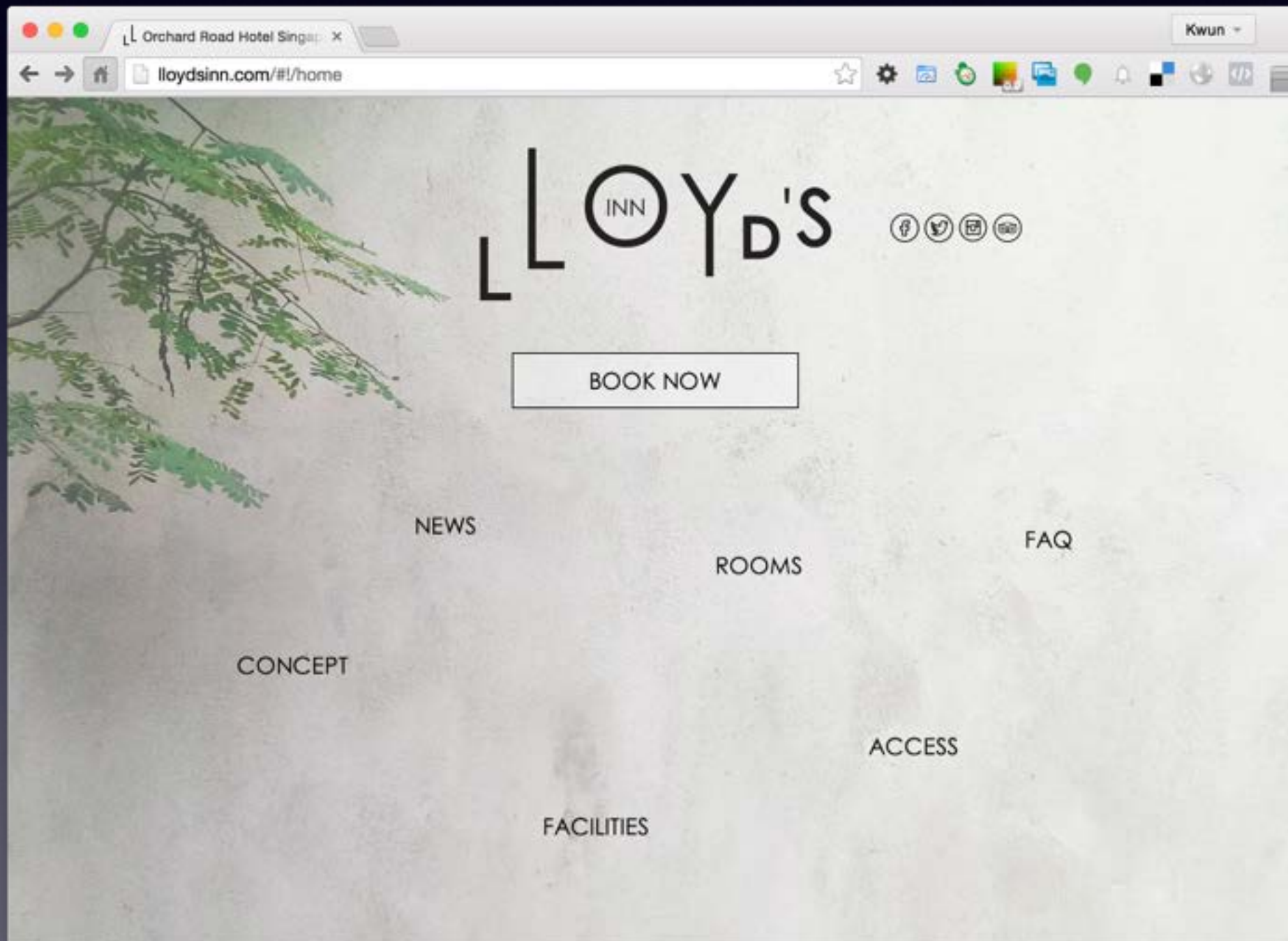
SEO & Web Analytics

Lecture 3



Kwun Yeung & William Wong

How Single page website do SEO?



How Single page website do SEO?

- Deeplinking
 - www.example.com/#section/page
 - Example - <http://lloydsinn.com/>
- Modern browsers location object
 - Example - <http://hlkagency.com/>
- Sitemap

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline: Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg



Body Text: _____

_____chocolate donuts_____

_____donuts_____

_____chocolate donuts_____

_____donuts_____

chocolate_____

_____chocolate donuts_____

_____chocolate_____

_____chocolate donuts_____

Page URL: <http://marysbakery.com/chocolate-donuts>

Keywords

- As a search engine user - Search Term



Keywords

- As a webpage owner - words we guess search engine users would search

Apple is expected to release the 4.7-inch **iPhone 6** around September of 2014, but there has been some disagreement about the launch date of the 5.5-inch iPhone. Due to production issues that may or may not be resolved, the larger 5.5-inch iPhone could launch alongside the 4.7-inch version, or at a somewhat later date.

Along with a larger screen, the **iPhone 6** may feature a durable sapphire display in at least some models, and rumors have also indicated the **iPhone 6** may adopt slimmer bezels and a thinner chassis. The larger 5.5-inch **iPhone 6** might also incorporate Optical Image Stabilization as a differentiating feature from the 4.7-inch **iPhone 6**. It is also possible that the larger **iPhone 6** will be the only model with a 128GB storage capacity, which has been mentioned in rumors and seen in leaked schematics.

Recent mockups, alleged schematics, and part leaks have suggested the **iPhone 6** will be considerably thinner than the current iPhone 5s, possibly between 6mm and 7mm, and closer in thickness to the iPod touch. The existing iPhone 5s has a thickness of 7.6mm, while the iPod touch measures in at 6.1mm.

Keywords

- As a search engine - words to index webpages

iPhone 6

iPhone 6 Rumor Roundup - CNET

www.cnet.com › [Mobile](#) › [Phones](#) ▼

by Xiomara Blanco - 6 days ago - The iPhone 6 is expected to have a bigger screen when it hits later in 2014. Here's everything we know about its release date, prices, and ...

iPhone 6 | Release date, price, specs, new features, pictures ...

www.pcadvisor.co.uk › [News](#) ▼

by Chris Martin - 5 days ago - iPhone 6 is coming soon! To help you know what to expect, here's our iPhone 6 release date, price, specs and new features rumour round-up.

iPhone 6 — release date rumors, screen size speculation ...

www.imore.com/iphone-6/ ▼

by Rene Ritchie - The iPhone 6 will be Apple's next flagship device. Rumor has it the Apple iPhone 6 will sport both 4.7- and 5.5-inch screens along with a thinner, more curved ...

iPhone 6 News, Reviews, Rumors and Coverage | BGR

bgr.com/iphone-6/ ▼

3 days ago - While it's widely accepted that Apple's upcoming iPhone 6 models will come in two different sizes, including a 4.7-inch model and a 5.5-inch ...

Apple iPhone 6 specs, price, release date: Stuff's take on the ...

www.stuff.tv/apple/apple-iphone-6/review ▼

Review by Esat Dedezade

Aug 18, 2014 - Absolutely everything we think we know about the iPhone 6. Tempted? UPDATED 18/07/14: iPhone 6 battery details leak – and it could come ...

What SEO brings you?


- Increase sales & revenue
- Build brand awareness


SEO Tools

Google Places

<https://www.google.com/business/placesforbusiness/>

How would you like to validate your listing?
For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:

 **By phone**
We'll call you at this phone number 2723 8006

 **By postcard (2-3 weeks)**
We'll send you a postcard in the mail to this address

VENTIQUE by Mabevenni
Unit D-F, 23/F, 8 Hart Avenue
Tsim Sha Tsui
Kowloon
香港

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

SEOquake

Chrome or Firefox Extension

The screenshot shows the OpenRice website with the SEOquake extension data overlaid at the top. The data includes:

- Info
- PR: 6
- PA: 2,120,000
- LD: 3437
- LD: 13813
- Rank: 4674
- Age: March 2, 2000
- Rank: 202047

The website content includes a search bar, navigation menu, and various promotional banners. The main banner features the text "尋·城中優質餐廳" (Search for quality restaurants in the city center). Other banners include "熱店大賞" (Hot Store Awards), "開飯生活" (Dining Life), "開飯遊蹤" (Dining Trails), and "中秋特集" (Mid-Autumn Festival Special).

SEO-Centro

<http://www.seocentro.com>

The screenshot displays the SEO-Centro website interface. At the top left is the logo "SEO Centro" with the tagline "web marketing resources". To the right is a search bar for "Search SEO Blogs Archive:" with a "Search" button and a checkbox for "Search SEO Posts Last 14 Days". A navigation bar contains links for "SEO News", "SEO Tools", "Online Tools", "Promotion Tools", and "Co". The main content area features a green banner for "Landing Page Optimization" with the URL "www.ClickTale.com" and the text "Create Optimal User-Friendly Forms & Check-Outs. Schedule a Demo". On the left is a "Menu" with links to Home, SEO Archives, SEO Articles, and SEO Services. Below the menu are sections for "SEO Tools" (Meta Tag Analyzer, Rank Checker, PageRank Check, Keyword Density, Keyword Analyzer, Social Link Popularity, Keyword Suggestion) and "Promotion Tools" (QR Code Generator). The main content area is titled "Keyword Density Tool" with a "BOOKMARK" button. It includes a description of the tool, a "Check your keyword density?" section with a URL input field (containing "http://"), and checkboxes for "Include Title", "Include Description", and "Include numeric keywords?". A CAPTCHA image shows the number "6575" with a "new" label below it. The text "Please enter the access code as displayed above." is at the bottom.

SEO Centro
web marketing resources

Search SEO Blogs Archive:
 Search
 Search SEO Posts Last 14 Days

SEO News SEO Tools Online Tools Promotion Tools Co

[Landing Page Optimization](#)
www.ClickTale.com
Create Optimal User-Friendly Forms & Check-Outs. Schedule a Demo

Menu

- » [Home](#)
- » [SEO Archives](#)
- » [SEO Articles](#)
- » [SEO Services](#)

SEO Tools

- » [Meta Tag Analyzer](#)
- » [Rank Checker](#)
- » [PageRank Check](#)
- » [Keyword Density](#)
- » [Keyword Analyzer](#)
- » [Social Link Popularity](#)
- » [Keyword Suggestion](#)

Promotion Tools

- » [QR Code Generator](#)
new

Keyword Density Tool BOOKMARK

SEO tool to help webmasters analyze the keyword density from their web pages and include a tag cloud for easy display of the most important keywords from your site. Keyword density is the measurement in percentage from the number of times a keyword or phrase appears compared to the total number of words in a web page. [Bookmark this page!](#)

Check your keyword density? R+1 12

example: <http://www.host.com> or <http://www.host.com/index.html>.

URL

Elements to include?

Include Title Include Description

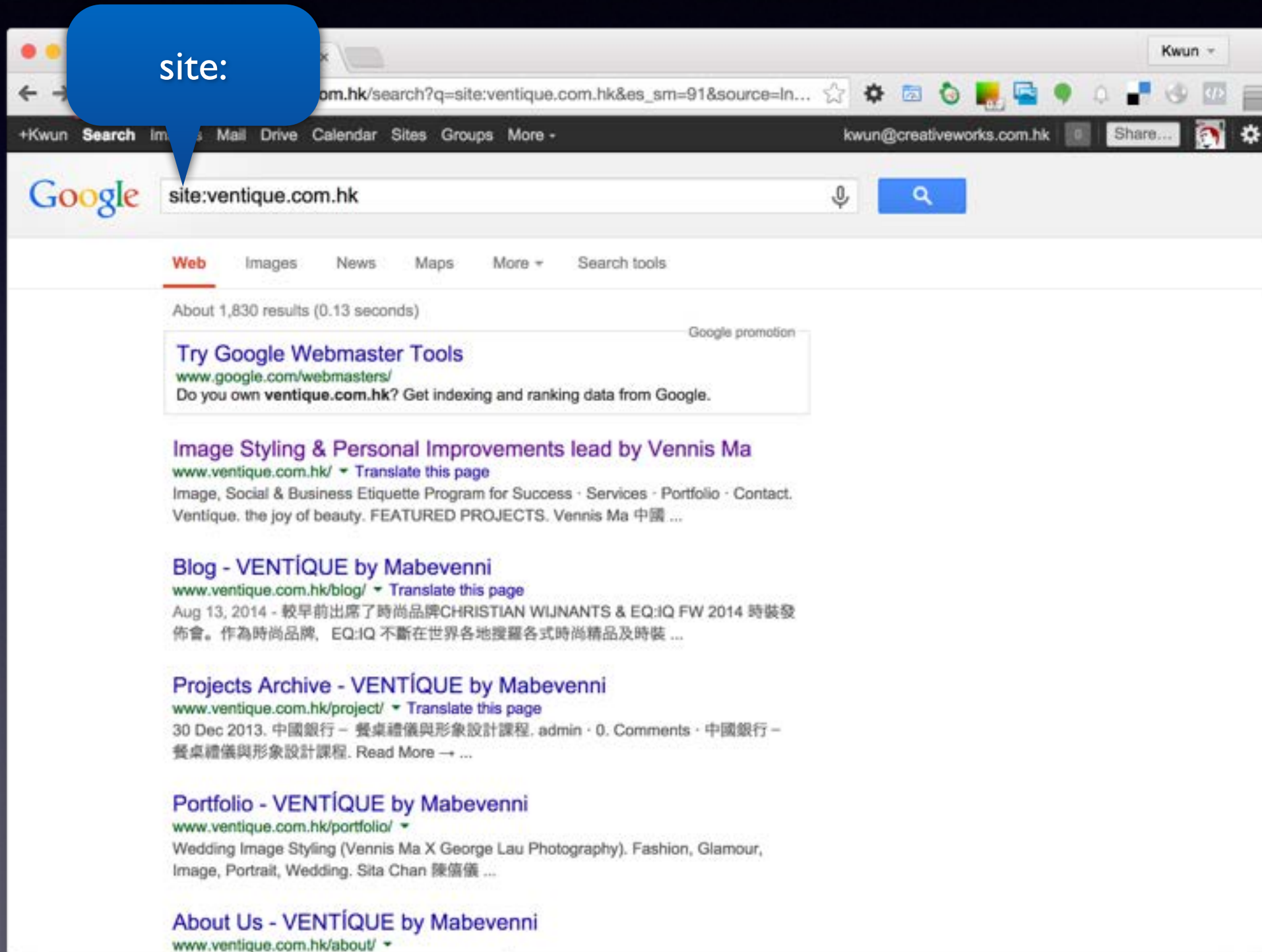
Include numeric keywords?

Yes No

6575
new

Please enter the **access code** as displayed above.

Google



site:

om.hk/search?q=site:ventique.com.hk&es_sm=91&source=ln...

+Kwun Search Images Mail Drive Calendar Sites Groups More - kwun@creativeworks.com.hk Share...

Google

Web Images News Maps More Search tools

About 1,830 results (0.13 seconds)

Google promotion

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own **ventique.com.hk**? Get indexing and ranking data from Google.

Image Styling & Personal Improvements lead by Vennis Ma
www.ventique.com.hk/ Translate this page
Image, Social & Business Etiquette Program for Success · Services · Portfolio · Contact.
Ventique. the joy of beauty. FEATURED PROJECTS. Vennis Ma 中國 ...

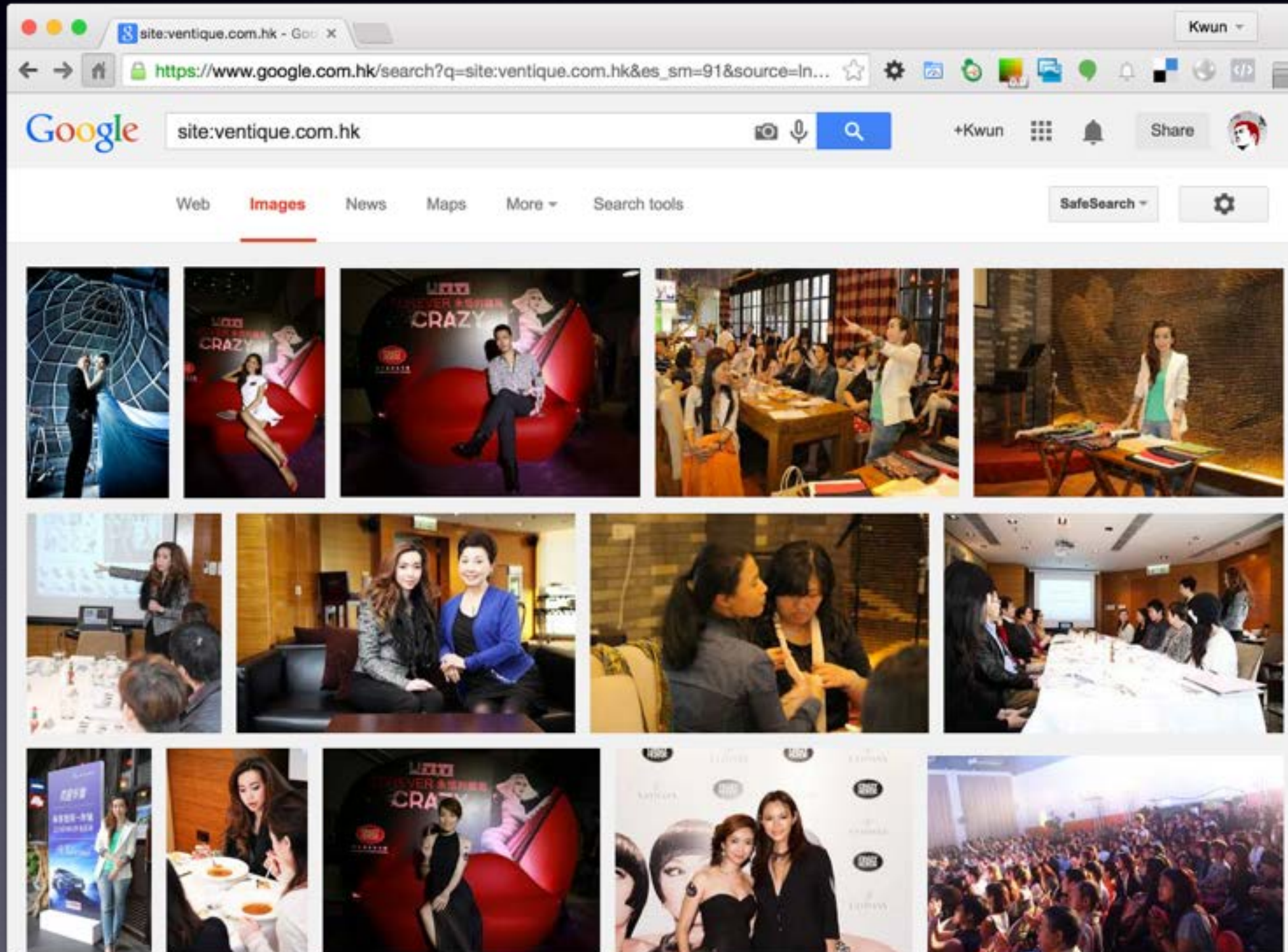
Blog - VENTIQUE by Mabevenni
www.ventique.com.hk/blog/ Translate this page
Aug 13, 2014 - 較早前出席了時尚品牌CHRISTIAN WIJNANTS & EQ:IQ FW 2014 時裝發
佈會。作為時尚品牌, EQ:IQ 不斷在世界各地搜羅各式時尚精品及時裝 ...

Projects Archive - VENTIQUE by Mabevenni
www.ventique.com.hk/project/ Translate this page
30 Dec 2013. 中國銀行 - 餐桌禮儀與形象設計課程. admin · 0. Comments · 中國銀行 -
餐桌禮儀與形象設計課程. Read More → ...

Portfolio - VENTIQUE by Mabevenni
www.ventique.com.hk/portfolio/ Translate this page
Wedding Image Styling (Vennis Ma X George Lau Photography). Fashion, Glamour,
Image, Portrait, Wedding. Sita Chan 陳儀儀 ...

About Us - VENTIQUE by Mabevenni
www.ventique.com.hk/about/ Translate this page

Google Image



Open Site Explorer

<http://www.opensiteexplorer.org>



The screenshot shows the Open Site Explorer website interface. At the top left is the MOZ logo. On the right side of the top navigation bar, there are links for "Recent CSV Reports", "Help", "Hello, kopanda", and "Log Out". A "Campaigns & Tools" button is also present. The main header features a compass icon and the text "OPEN SITE EXPLORER The Search Engine for Links". Below this is a search input field with the text "Enter a URL to start searching:" and a "Search" button. A "Compare Pages" link is located below the search field. A "See How It Works" link is positioned below the search field. The bottom section contains a "Get More with Pro" section with a "Learn More About PRO" button. On the left, there are statistics about the Mozscape index, including the number of URLs, root domains, and links, as well as percentages of nofollowed links and canonical tags. A compass icon is also present in this section.

MOZ

Recent CSV Reports ? Help Hello, kopanda Log Out Campaigns & Tools

OPEN
SITE EXPLORER
The Search Engine for Links

Enter a URL to start searching:

http:// Search

+ Compare Pages

[See How It Works](#)

Open Site Explorer is powered by the Mozscape index.

77 Billion URLs | 166 Million Root Domains | 770 Billion Links

2.33% of all links found were nofollowed
16.81% of all pages now employ a rel=canonical tag
73 links on the average page
10.55 external links on average

38 days of data, last updated July 11, 2013; next index update: August 26, 2013

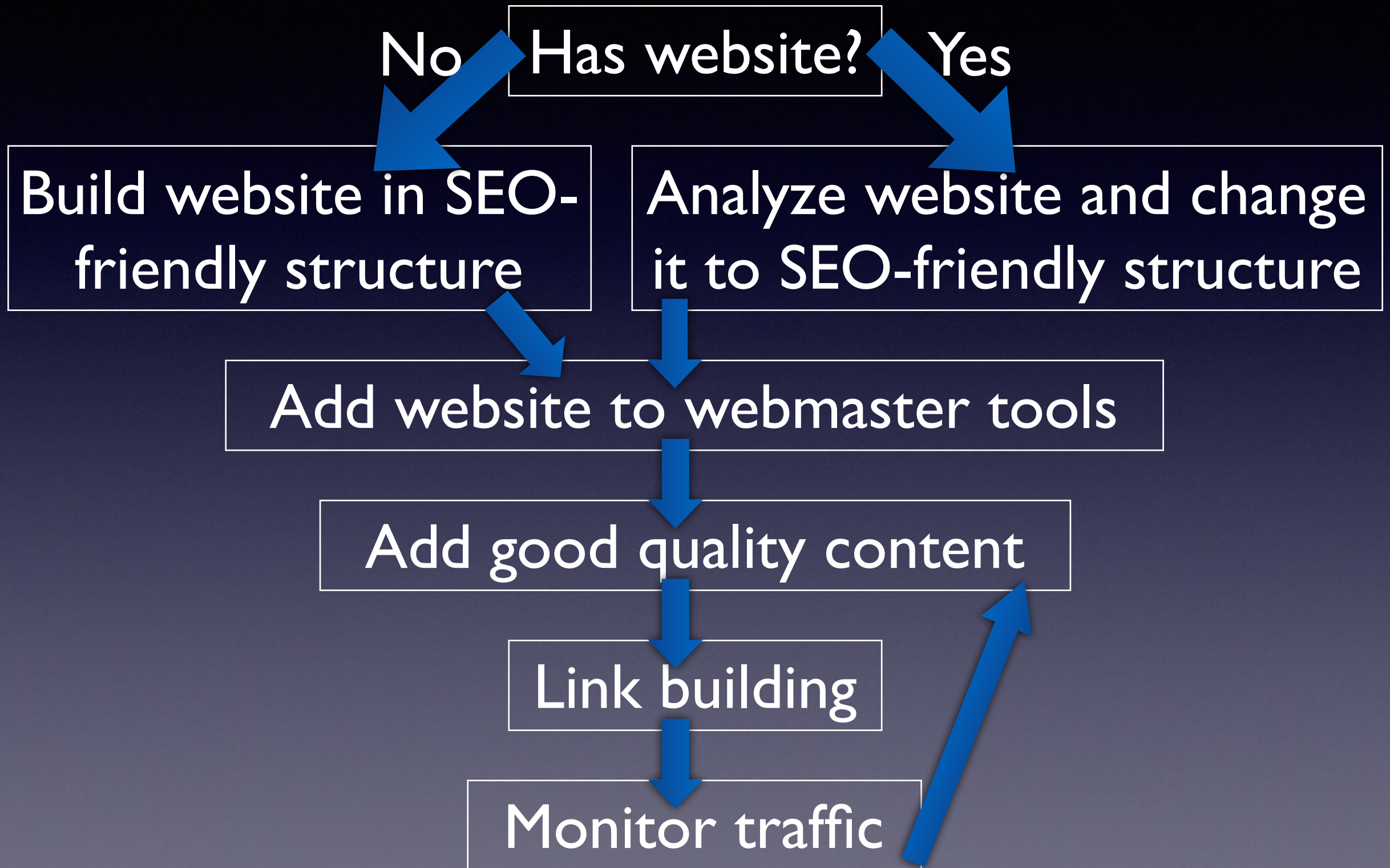
Get More with Pro

Unlimited Open Site Explorer reporting is just one of many tools to help you improve your inbound marketing when you subscribe to Pro.

[Learn More About PRO](#)

Exercise

SEO workflow



Issues of SEO

- Search engines not paid for organic search
- Each year, Google made over 500 algorithm changes - almost 1.5 per day.
- SEO is time consuming

Search Engine Marketing (SEM)

- SEO to increase organic search ranking
- Keywords advertising
- Web analytics

Google Adwords

- Google's main source of revenue
- Cost-Per-Click (CPC) advertising
- Cost-Per-Thousand-Impression or Cost-Per-Mille (CPM) advertising
- Text, banner and rich-media
- Budget control
- Targeted

Google Adwords

Keywords ideas

The screenshot displays the Google AdWords Keyword Planner interface. The browser address bar shows the URL: https://adwords.google.com/ko/KeywordPlanner/Home?_c=1111245544&.... The page header includes the Google AdWords logo, navigation links (Home, Campaigns, Opportunities, Tools), and account information (Customer ID: 474-234-6521, kwun@creativeworks.com.hk).

The main section is titled "Keyword Planner" and includes the subtext "Add Ideas to your plan". It features three input fields: "Your product or service" (image styling), "Your landing page" (www.ventique.com.hk), and "Your product category" (Fashion & Style).

On the left sidebar, there are sections for "Targeting" (Hong Kong, English, Google and search partners, Negative keywords) and "Date range" (Show avg. monthly searches for: Last 12 months). Below this is "Customize your search" with "Keyword filters", "Keyword options" (Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan), and "Include/Exclude".

The main content area shows "Search volume trends" with a bar chart titled "Average monthly searches". The chart displays search volume from August 2013 to July 2014. The y-axis ranges from 0 to 1K. The x-axis labels are Aug 2013, Nov, Feb, and Jul 2014. The bars show a fluctuating trend with peaks around 800-900 searches and troughs around 600-700 searches.

Below the chart, there are tabs for "Ad group ideas" and "Keyword Ideas". A table of keyword ideas is displayed with columns: Ad group (by relevance), Keywords, Avg. monthly searches, Competition, Suggested bid, Ad impr. share, and Add to plan. The table lists three keyword ideas:

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Stylist (19)	personal stylist, ...	280	Medium	HK\$4.11	0%	»
Fashion Styling (...)	fashion styling, f...	110	Low	-	0%	»
School Fashion ...	fashion school, f...	170	Medium	HK\$19.15	0%	»

At the bottom right of the table, there is a "Send feedback" button.

Google Adwords

Targeting ideas

The screenshot shows the Google AdWords Display Planner interface. The browser address bar displays the URL: https://adwords.google.com/da/DisplayPlanner/Home?__c=1111245544.... The page title is "Google AdWords" and the user is logged in as "Kwun".

The interface is divided into several sections:

- Display Planner:** Includes "Add ideas to your plan", "Your customers are interested in" (Fashion & Style), and "Your landing page" (www.ventique.com.hk).
- Campaign Targeting:** Includes "Hong Kong", "English", "Ad Scheduling", and "No campaign exclusions".
- Filters:** Includes "Ad formats and sizes" (Show all) and "Mobile operating systems" (All available).
- Available network inventory (Weekly):** Shows "1M - 5M Cookies" and "100M - 500M Impressions".
- Demographics:** Includes bar charts for AGE, GENDER, and DEVICE.
- Targeting Ideas:** Includes tabs for "Ad group ideas" and "Individual targeting ideas", and a list of targeting ideas.

Demographics Data:

Category	Sub-category	Percentage
AGE	18-24	17%
	25-34	28%
	35-44	19%
	45-54	8%
	55-64	3%
	65+	2%
GENDER	Female	40%
	Male	42%
	Unknown	18%
DEVICE	Desktop	41%
	Mobile	45%
	Tablet	14%

Targeting Ideas Table:

Website	Ad formats	Relevance	Hist. CPC	Impr. / wk
fashionising.com	[Icons]	[Progress Bar]	HK\$0.00 - HK\$10.00	5K - 10K
Anonymous (in Arts & Ente...	[Icons]	[Progress Bar]	--	100K - 150K

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Wordpress

<http://wordpress.org>

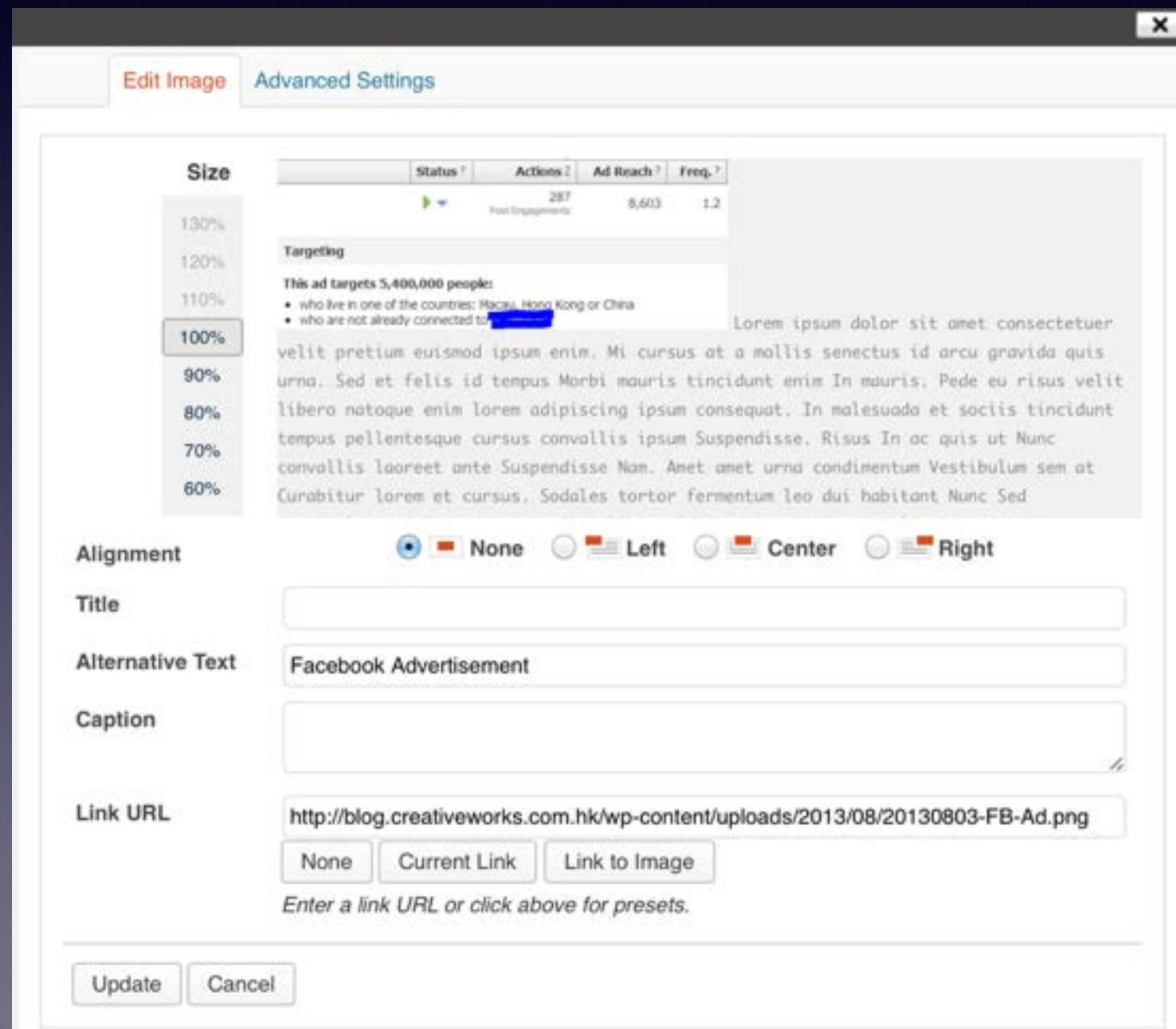
The screenshot shows the WordPress.org website interface. At the top left is the WordPress logo and the text "WORDPRESS.ORG". To the right is a search bar labeled "Search WordPress.org" with a magnifying glass icon. Below the logo is a navigation menu with links: "Showcase", "Themes", "Plugins", "Mobile", "Support", "Get Involved", "About", "Blog", and "Hosting". A blue button labeled "Download WordPress" is positioned to the right of the navigation menu. The main content area features a search bar on the left, a grid of image thumbnails, and an "ATTACHMENT DETAILS" section for a selected image. The selected image is "MountainView.jpg", dated "November 28, 2012", with dimensions "6000 x 4000". Below the image, there is a "Title" field containing "Gorgeous View". To the right of the image grid is a text block: "WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time." Below this text is another paragraph: "The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plugins and themes available to transform your site into almost anything you can imagine. Over 60 million people have chosen WordPress to power the place on the web they call 'home' — we'd love you to join the family." At the bottom of this section is a blue button labeled "Download WordPress 3.6" next to the text "Ready to get started?". At the very bottom of the page is a yellow banner with the text "WordPress is also available in 中文(简体)."

Wordpress

- Easy to use Content Management System (CMS)
- Highly SEO enhanced
- A lot of plugins to extend functionality
- WordPress SEO by Yoast

Wordpress

SEO friendly tool for editing content



Wordpress SEO by Yoast

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [Facebook 的廣告盈利前景 - Creativeworks Blog](#)
blog.creativeworks.com.hk/2013/08/07/facebook的廣告盈利前景/
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，我們有幾點設身觀察到的情況，可以與對FB公司有興趣的你分享。首先，是兩個問題，這兩個問題的積，其實就是 FB 收入的增長空間：1. FB 的活躍用戶，究竟還能否上升？大家看看身邊還有多少朋友是潛在的活躍用戶？ ...

Focus Keyword: ?

Your focus keyword was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **No**
- Meta description: **No**

SEO Title: ?

Title display in search engines is limited to 70 chars, **33** chars left.

Meta Description: ?

The meta description will be limited to 156 chars, **156** chars left.

Wordpress SEO by Yoast

WordPress SEO by Yoast

General Page Analysis Advanced Social

To update this page analysis, save as draft or update and check this tab again.

- There are 113 words contained in the body copy, this is below the 300 word recommended minimum. Add more useful content on this topic for readers.
- No meta description has been specified, search engines will display copy from the page instead.
- The keyword doesn't appear in the first paragraph of the copy, make sure the topic is clear immediately.
- The keyword density is 0%, which is a bit low, the keyword was found 0 times.
- The images on this page do not have alt tags containing your keyword / phrase.
- The page title contains 37 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- No outbound links appear in this page, consider adding some as appropriate.
- No subheading tags (like an H2) appear in the copy.
- The copy scores 81.4 in the [Flesch Reading Ease](#) test, which is considered easy to read.
- You've never used this focus keyword before, very good.
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- The keyword / phrase appears in the URL for this page.