



By Janardhan Nagaiahgari



Janardhan Nagaiahgari

8+ Years Exp. Certified Growth Marketing Professional



Worked for 150+ Global & Domestic Brands



1550+ Students Trained



80+ CR Budget Handled



16,000+ Leads generated



12+ Marketing Certifications



Engineering Graduate (JNTUA)-2016

Who Can Learn SEO?



Students or Beginners

Business
Owners/Entrepreneurs

Web Developers & Designers

Content Creators Writers

Marketing Professionals

Work from Home Enthusiasts

Job Opportunities/Month



5000+ Jobs

Bangalore



5800+ Jobs

Hyderabad



2000+ Jobs

Chennai



4000+ Jobs

Mumbai

~Rs. 2,40,000/-
Fresher Avg. Salary

~Rs. 50,00,000/-
SEO Head Avg. Salary

Digital Marketing



01

Existing Business Owner or
New startup Plans

Looking for Customers
or Sales

02

03

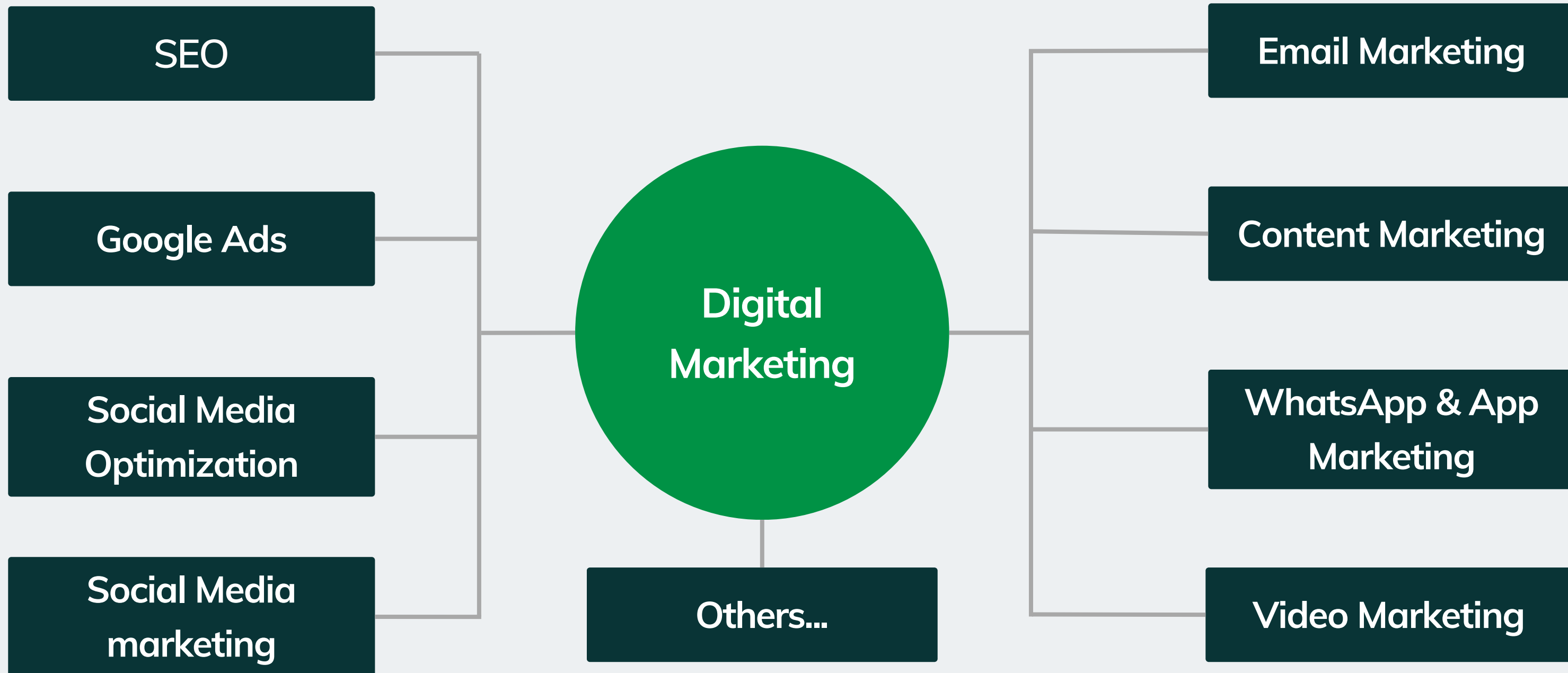
Digital Channels Such as
Google, Social Media & others

Leads or Sales

04



Digital Marketing Universe



Search Engine Optimization



Official Info/ Brand Websites

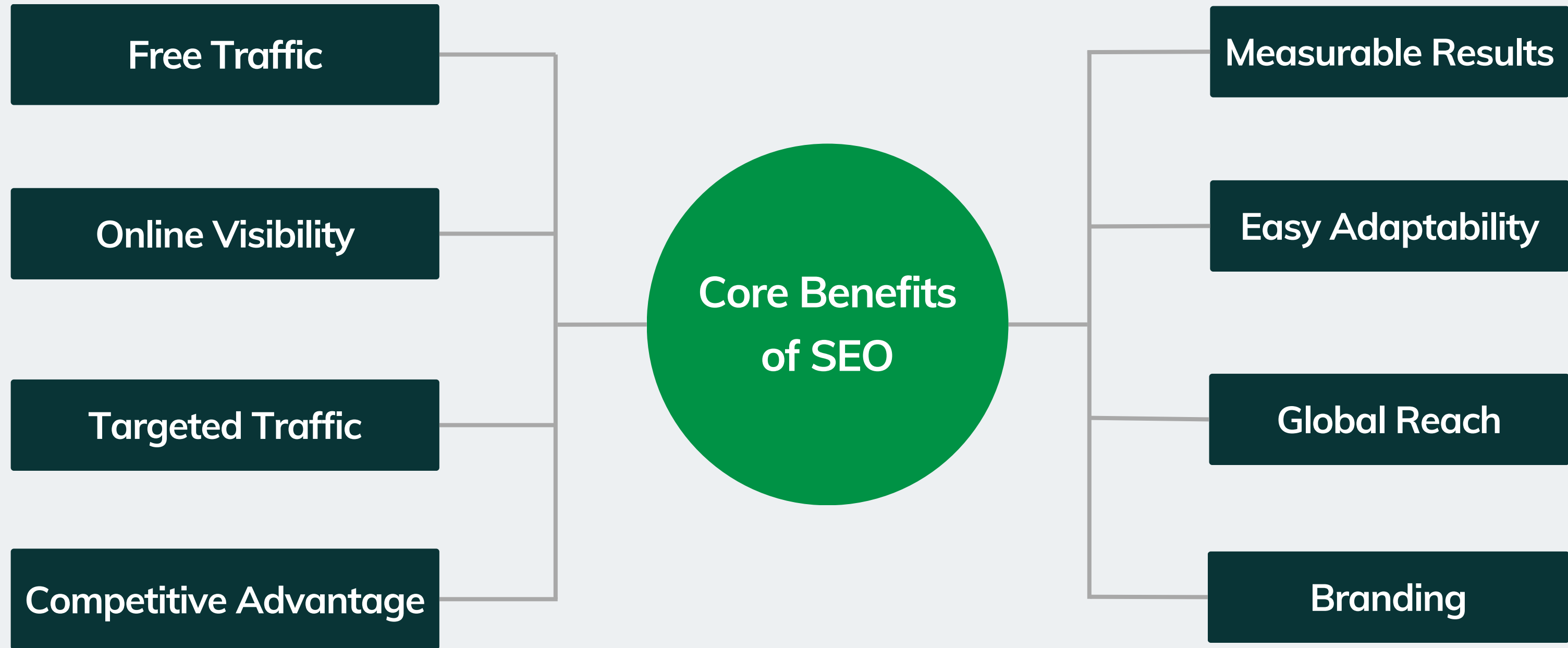
Brand Apps

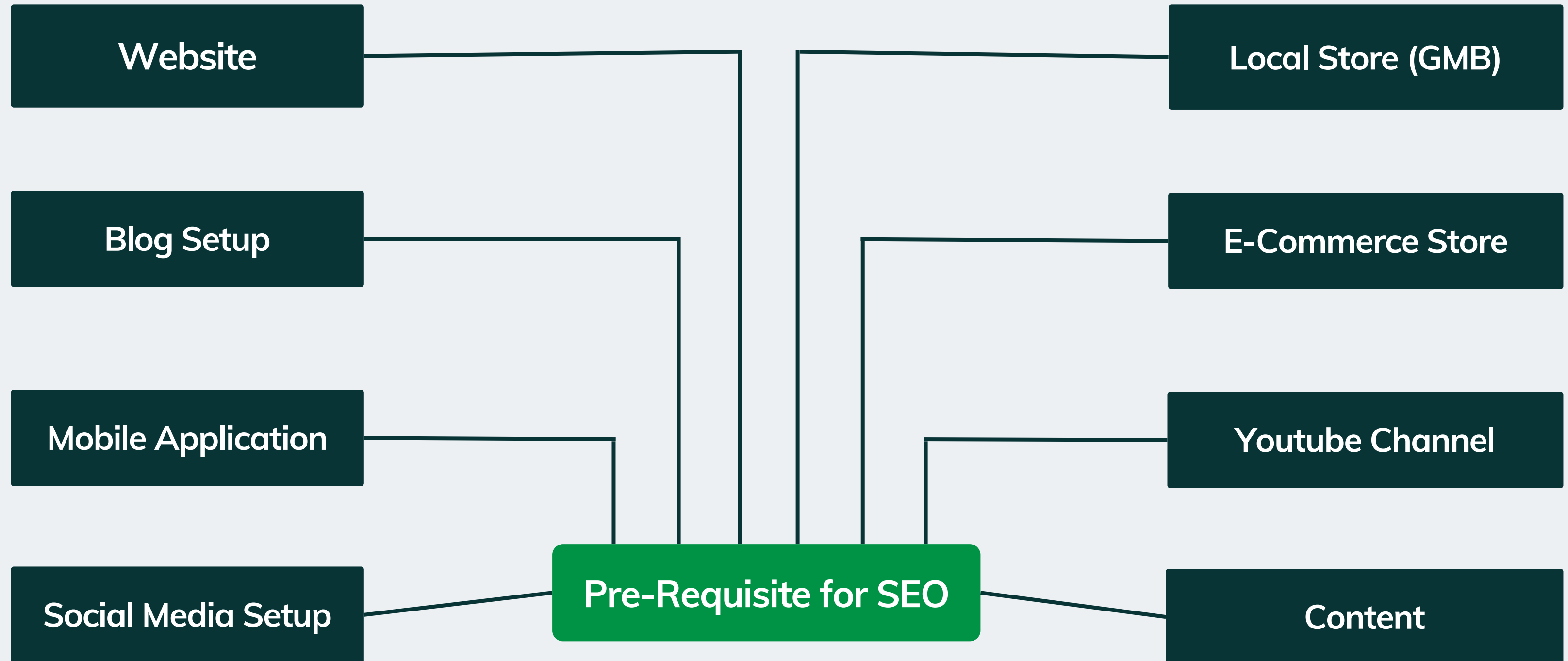
Official Info/ Brand Images

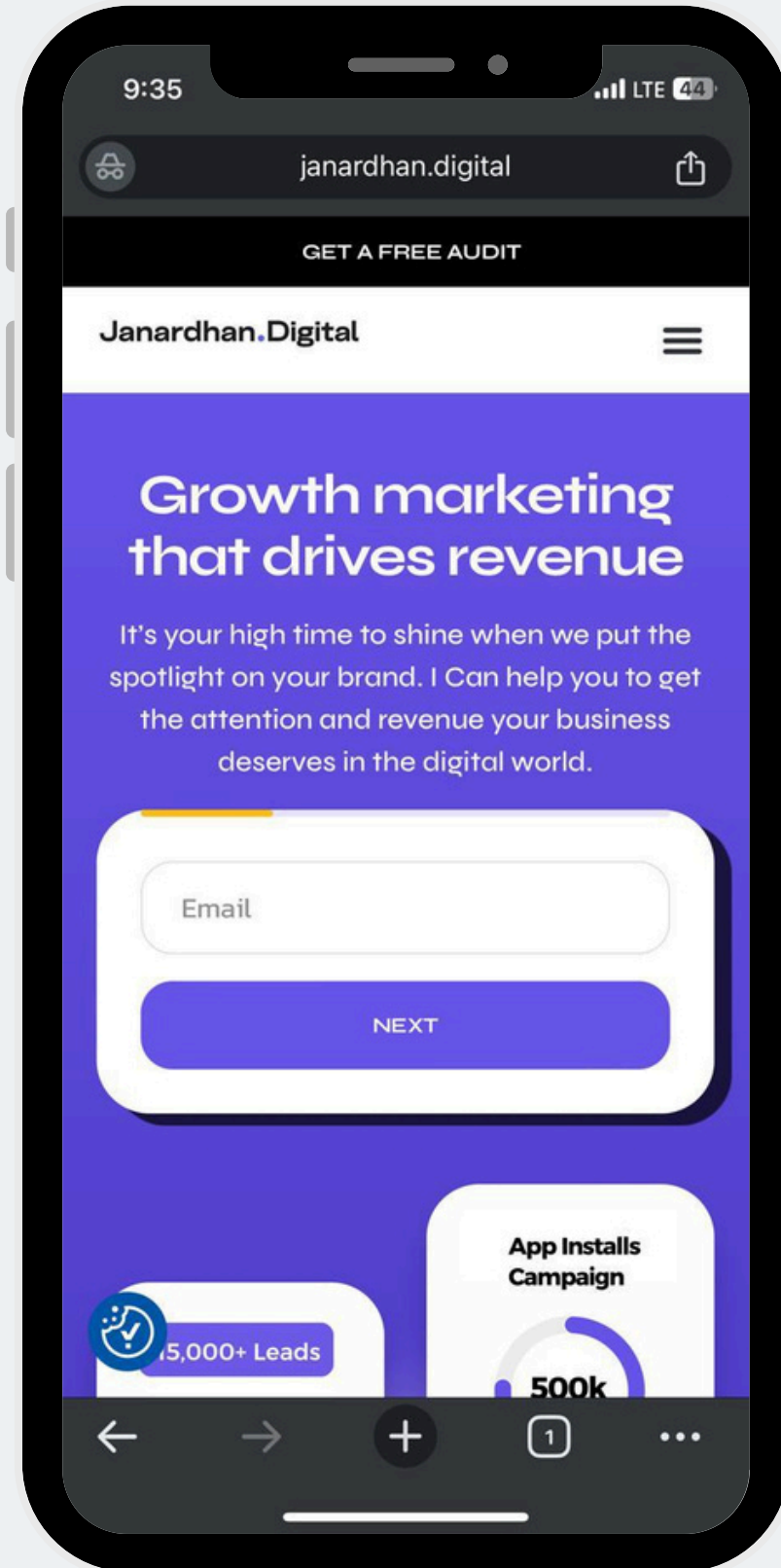
Official Info/ Brand Videos

Schema Markups

Public Figure Profiles

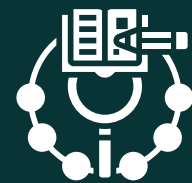






What is Website

Collection of interconnected web pages hosted on a server, accessible through the internet.



Products

List of products that we sell as a E-commerce business owner



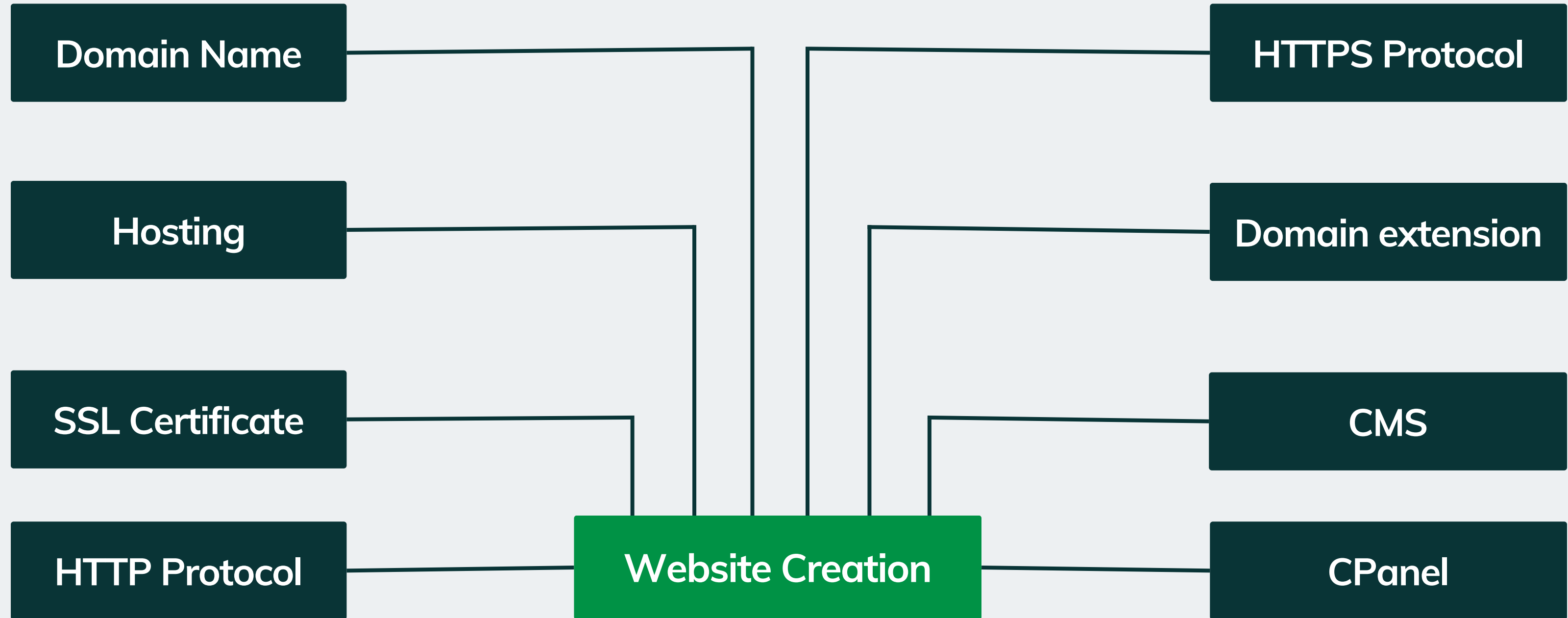
Posts/Blogs/Article

Information content to educate our customers



Service Pages

Service content to generate Leads



Free Website + Domain + Server

- Ideal for Beginners
- Sub domain from web 2.0
- Limited Options for Domain Name

Paid Website + Domain + Server

- Official site
- Paid- Domain, Server & Hosting
- Custom Domain Extensions
- Custom Names



How to Choose Domain for your usage

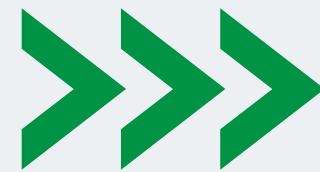
Tool: [Hostinger.in](https://www.hostinger.in) | [Godaddy.com](https://www.godaddy.com)

Domain Extensions in Website

Domain Extension

Suffix that follows the
domain name

Ex: “.Com”, “.in”



TLD Domains

Top Level Domains

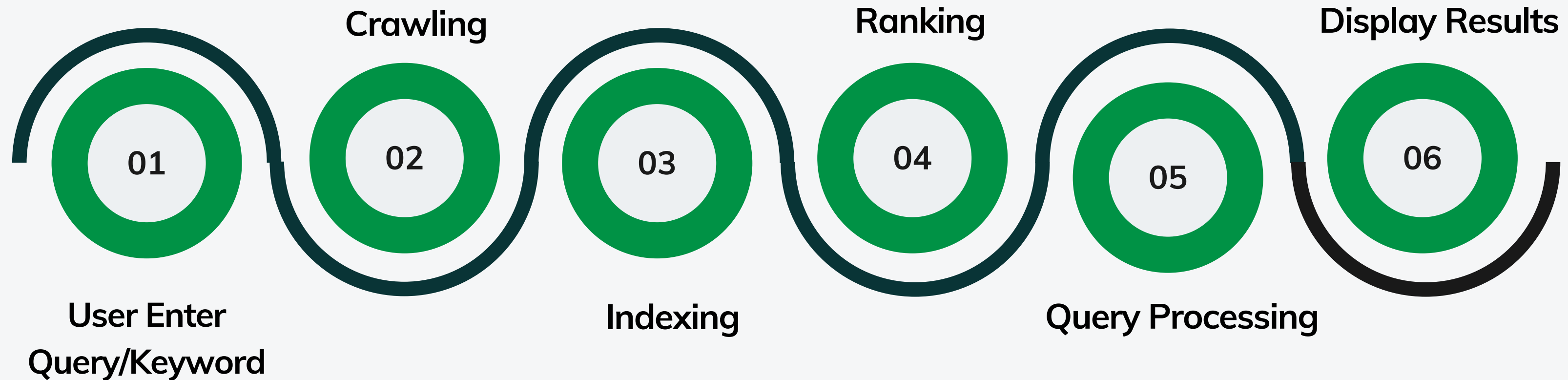
- Janardhan.com
- Janardhan.org
- Janardhan.net

CCTLD

Country Code Top Level
Domains

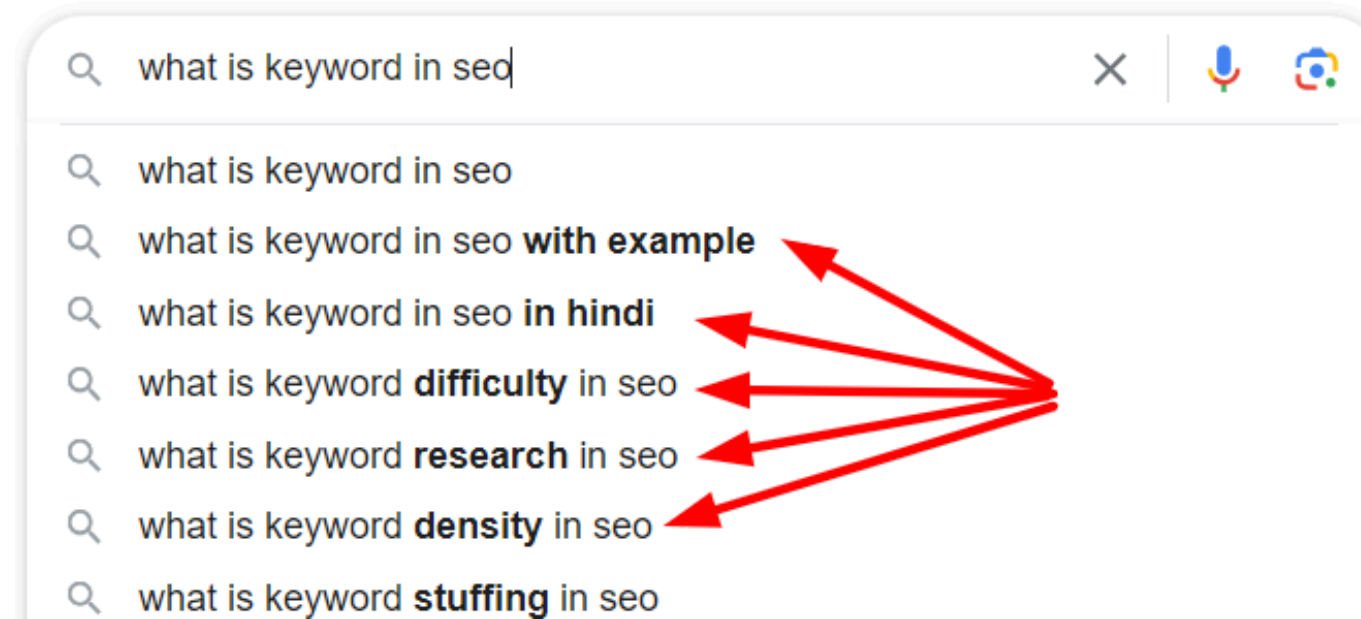
- Janardhan.in
- Janardhan.co.in
- Janardhan.au

Search Engine Working Mechanism



Keyword is **King** in SEO

Specific term or phrase that people enter into search engines when looking for information, products, or services.



Single word

Phrases

Questions

Long sentences

Product Names

Person/Organization

Receipes

News



Short Tail Keyword

Keyword Length is 3 or Less than 3 words

Example:

- Digital Marketing= 2 words
- SEO= 1 word
- Digital Marketing firm = 3 Words

Long Tail Keyword

Keyword Length is Greater than 3 words

Example:

- Digital Marketing Course in India= 5 words
- Online Marketing Course in India= 5 words
- Best Digital Marketing firm = 4 Words

Ultimate Guide to **Keyword Research**



Keywords matches
your business

Right Keywords



What Exactly user
search for

User Intent



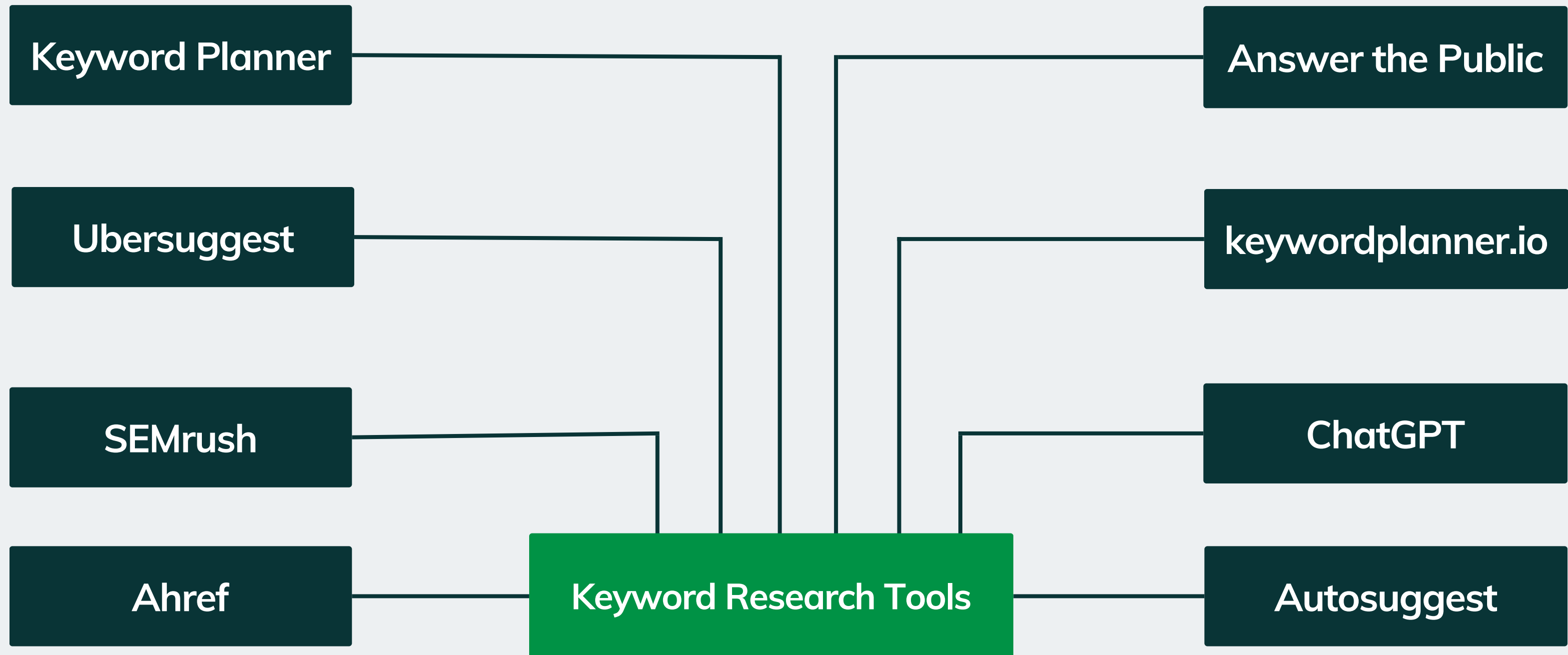
What is driving
them acquisitions

Competitors



Apply and monitor
them for 30 days

Monitoring



Types of SEO's

Aspect	On-Page SEO	Off-Page SEO
Definition	Optimization strategies applied within website	Strategies applied outside website
Focus	Content, HTML, architecture of the website	Backlinks, social signals, online reputation
Control	Direct control over implementation	Indirect control, reliant on external factors
Importance	Critical for website's visibility and ranking	Complements on-page efforts, enhances authority
Impact	Immediate impact on search engine rankings	Long-term impact on authority and credibility
Time investment	Requires ongoing maintenance and updates	Time-consuming, involves relationship-building
Examples	Optimizing titles, headings, and meta descriptions	Acquiring quality backlinks from reputable sources, social media marketing

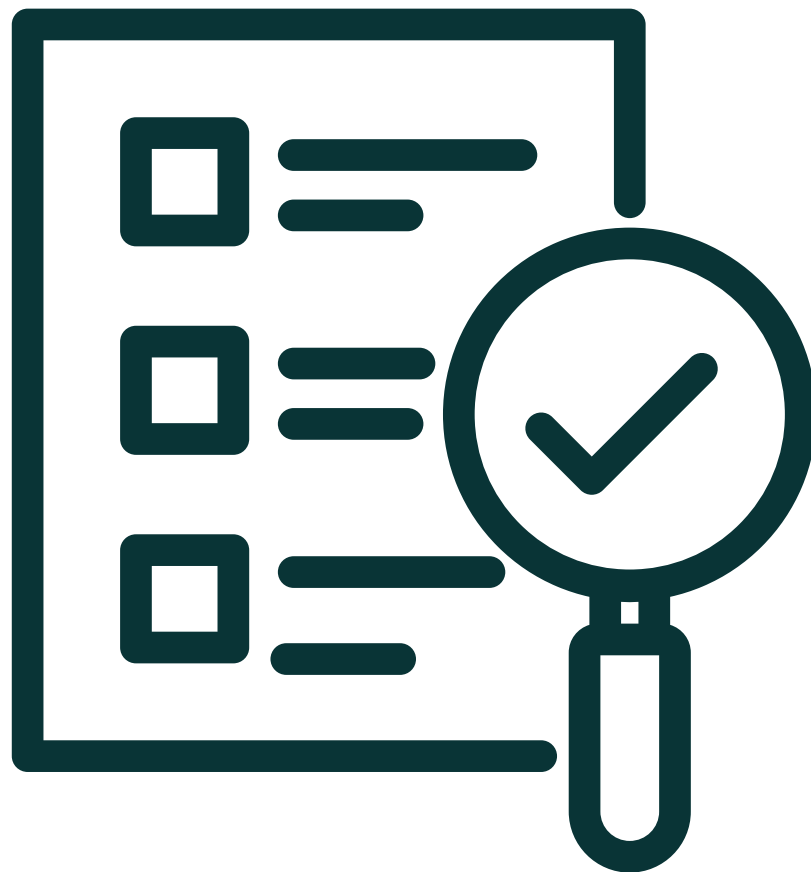
Techniques of SEO's

Aspect	Black Hat SEO	White Hat SEO
Techniques	Uses unethical and manipulative techniques	Relies on ethical and sustainable practices
Compliance	Violates search engine guidelines	Adheres to search engine guidelines
Focus	Focuses on quick results and shortcuts	Focuses on long-term, sustainable growth
Risk	Carries high risk of penalties and bans	Low risk of penalties and bans
Quality	Often results in poor user experience	Prioritizes user experience and quality
Examples	Keyword stuffing, cloaking, link farming	Quality content, keyword research, link building

SERP

(Search Engine Results Page)

Web page that comes up as a result of any search query



Brand Logo

Brand Name

Title of landing Page

Description of Page

URL/Link of a Page

Schema Markups



Meta Tags & Types

- HTML elements that provide information about a web page to search engines and website visitors.
- These tags are placed in the head section of a webpage's HTML code.
- Meta tags do not appear on the actual webpage itself but are embedded within the code.



HTML Elements

->



SEO

Meta Titles in SEO

Title of Our Website or Web Page
Displayed in Search Results

what is meta title in seo



Search Engine Watch

<https://www.searchenginewatch.com> › 2016/05/16 › h...

How to write meta title tags for SEO (with good and bad ...

16-May-2016 — Title tags are **used to tell search engines and visitors what any given page on your site is about** in the most concise and accurate way possible.



Semrush

<https://www.semrush.com> › blog › meta-description

What Is a Meta Description? [+ SEO & Writing Tips]

15-May-2023 — A meta description tag is a **brief summary of a webpage** that may be used by **search engines** like Google to generate a snippet, the descriptive ...

Title Length should be <60 character

Focus Keyword Must be there

Brand Name at the End of Title

Try Mentioning Current Year(Optional)

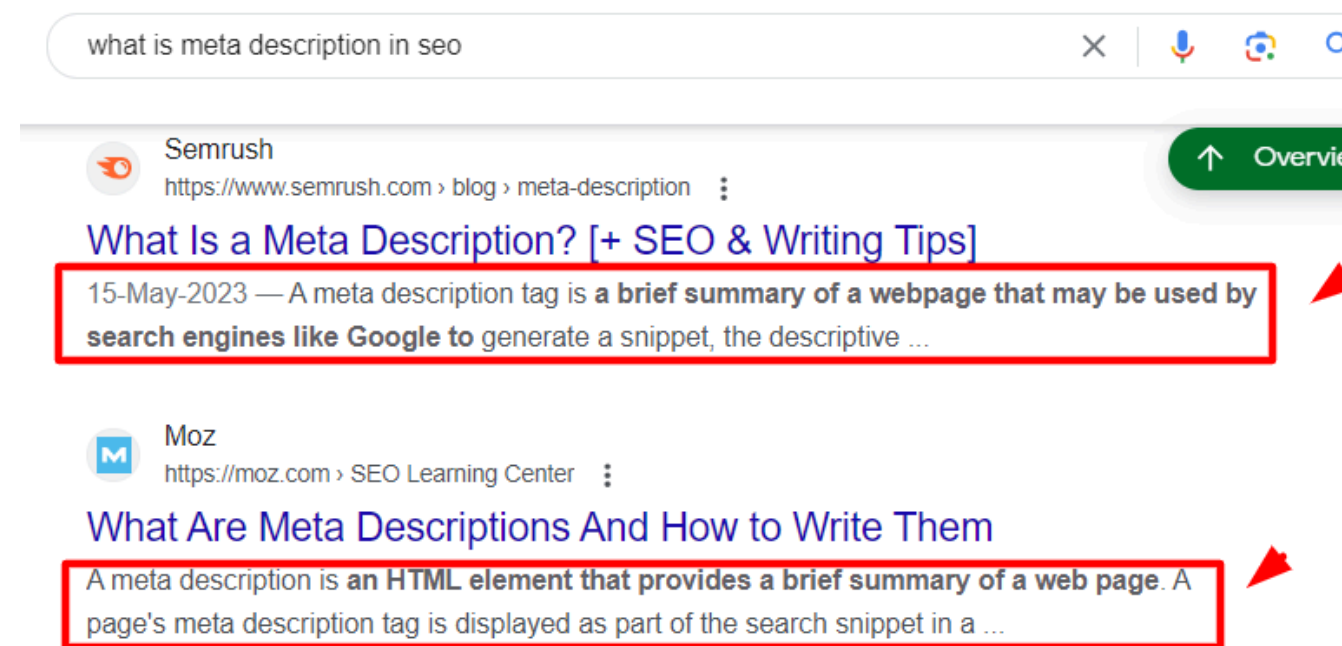
Variable + Automation

Action Keywords



Meta Description in SEO

Brief Summary of Our Website or Web Page Displayed in Search Results



Character limit < 150 characters

Include Relevant Keywords

Highlight Unique Selling Points






Create a Compelling Call-to-Action (CTA)

Variables + Automation

Action Keywords + Urgency Creation

Meta **Keywords** in SEO

What Else or other Important Keywords you would like to Rank/Focus on.

- Q what is seo
- Q what is seo in **digital marketing** 
- Q what is seo **content writing** 
- Q what is seo in **youtube** 
- Q what is seo **and how it works** 
- Q what is seo in **website** 

Maximum Keyword Count is 10

Understand Their Limited Impact

Focus on Content Relevance

Avoid Keyword Stuffing

Focus on User Intent

Meta Robot Tag in SEO

HTML tag that goes the head tag of a page and provides instructions to bots.

- ✓ **Do-Follow:** Follow the Site info
- ✓ **No-Follow:** Don't follow the Site info
- ✓ **Do-Index:** index site in search results.
- ✓ **No-Index:** Don't index site in SERP

```
<meta name='robots' content='index, follow' />
```

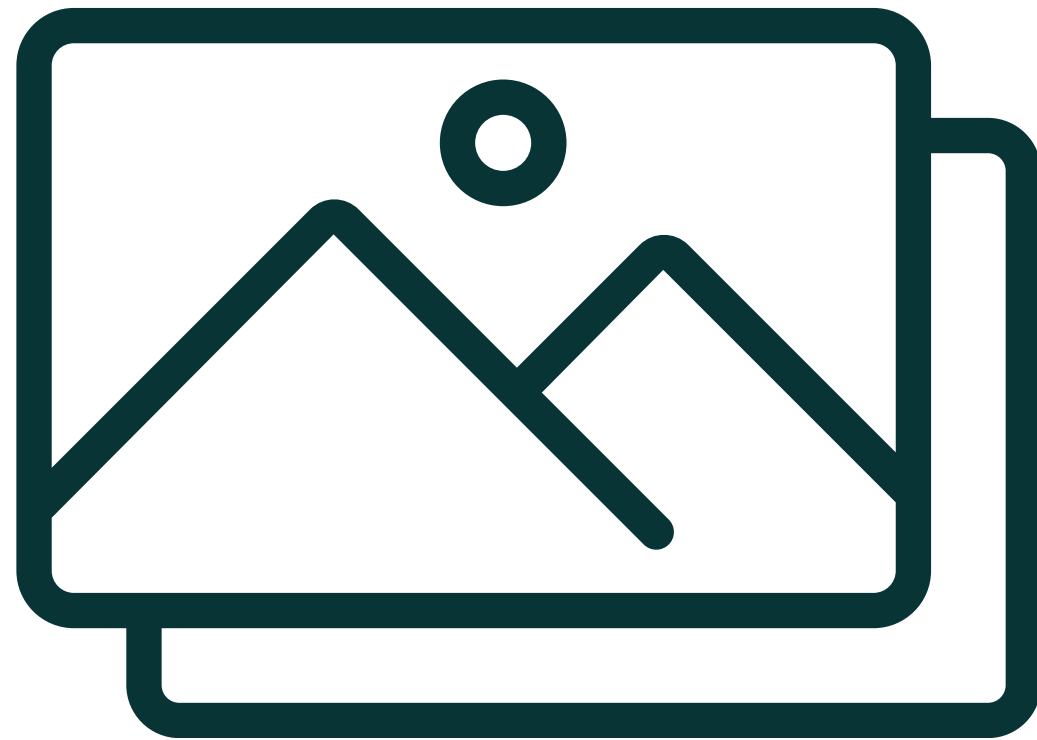
```
<meta name='robots' content='index, no-follow' />
```

```
<meta name='robots' content='noindex, follow' />
```

```
<meta name='robots' content='noindex, no-follow' />
```

Image Optimization in SEO

Improving the visibility and performance of images on a website



Tool: Detailed SEO

Image Size should not exceed 100 kb

An image Filename with Focus Keywords

Image Alt Tags with Keywords

Image Title Tag with Keywords

Image Captions with Secondary Keywords

Add image structured data

Image Sitemap Creation

Image GEO Tagging

URL Optimization in SEO

Uniform Resource Locator Appears in SERP
& Source for Pages

what is url structure in seo

Search Engine Journal
<https://www.searchenginejournal.com/technical-seo>

The Ultimate Guide for an SEO-Friendly URL Structure

04-Feb-2021 — URLs are commonly written in the lowercase “like-this-dot-com” as opposed to mixed case “Like-That-Dot-Net” or in all uppercase “LIKE-THIS-DOT- ...

Design Powers
<https://designpowers.com/blog/url-best-practices>

URL Structure: Best Practices for SEO-Friendly URLs

01-Feb-2021 — URL structures tell Google what different pages of the website are ab and how they relate to each other. Internal linking (links to pages ...

<100 Chatacters

Use Keywords

Use Hyphens

Keep URLs Short

Use Lowercase Letters

Avoid URL Parameters

Avoid Special Characters

Use HTTPS

Canonical URL Optimization

Specifying the Preferred Version of a web page's URL when multiple URLs Point to the same content.

V1: www.janardhan.digital/seo-2023

V2: www.janardhan.digital/seo-2024

Identify Canonical Version URL's

Use Absolute URLs

Identify instances of duplicate content

Avoid Self-Referential Canonicals if

Use 301 Redirects When Appropriate

Code: `<link rel="canonical" href="Link"/>`

OG Tags (Open Graphs- Social Media)

Structured information about the content of the page when it is shared on Social Media



Tool: Metatags.io

Title You would like to Display

Website Link would like to Display

Image link to Display

Landing Page Link

Brief Summary

OG Tag **Commands**

Page Title



```
<meta property="og:title" content=" Page TitlePage Title">
```

Website



```
<meta property="og:type" content="website">
```

Image link



```
<meta property="og:image" content="image link">
```

Page URL



```
<meta property="og:url" content="page URL">
```

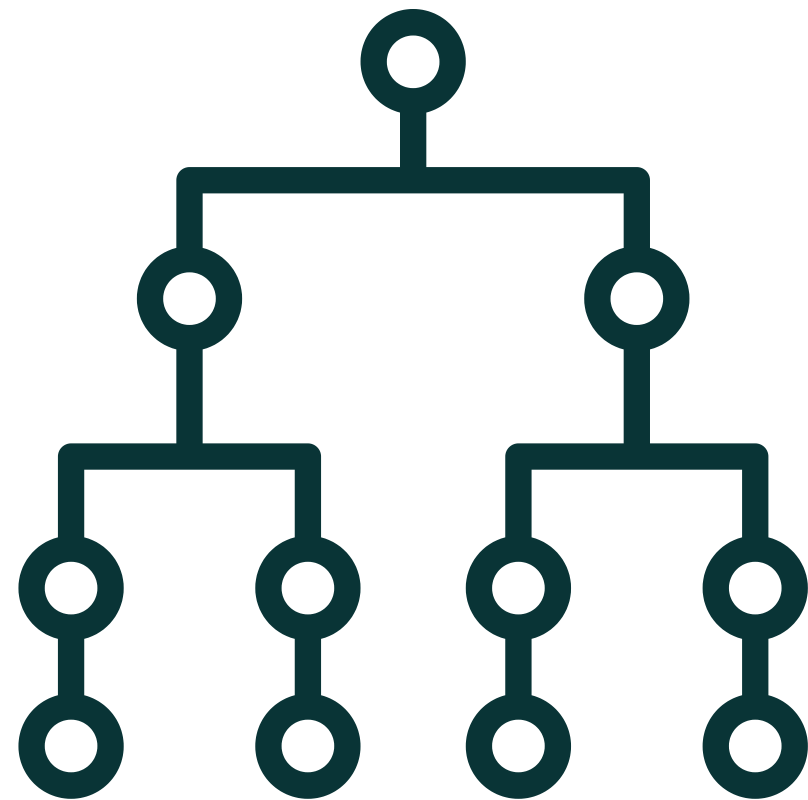
Content Brief



```
<meta property="og:description" content="Brief of our content">
```

HeadingTag Optimization

Heading tags are HTML elements used to structure and define the content of a web page.



Ranges from H1 to H6

H1. Tag Code: `<h1> Main Headline</h1>`

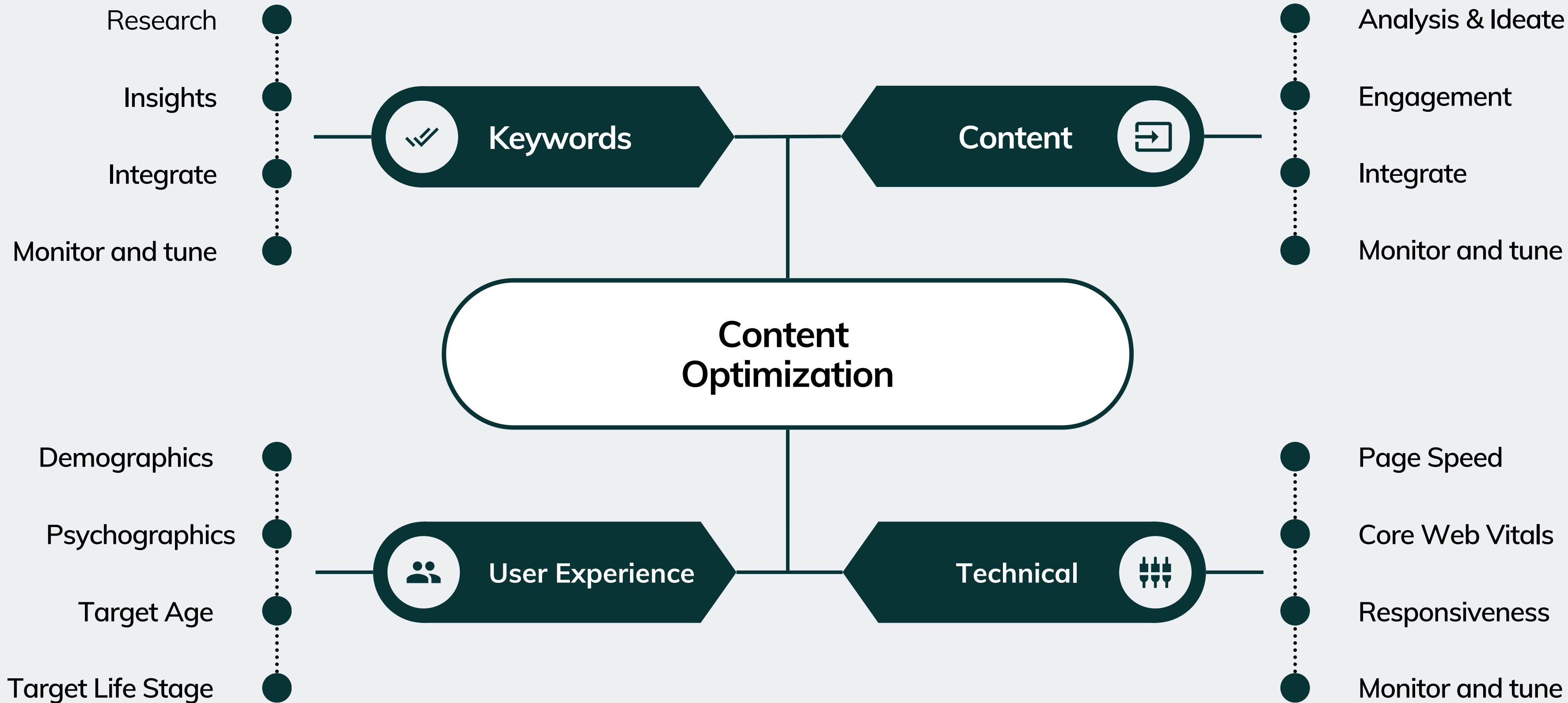
H2. Tag Code: `<h2> Secondary Headline</h2>`

H3. Tag Code: `<h3> Third Headline</h3>`

H4. Tag Code: `<h4>Minor Headlines</h4>`

H5. Tag Code: `<h5> Minor Headlines</h5>`

H6. Tag Code: `<h6> Minor Headlines</h6>`



keyword Density (KD)

How many times a keyword or phrase appears on a web page compared to the total number of words on the page.

$$KD = \left(\frac{\text{Number of times keyword used}}{\text{Total Word Count}} \right) * 100$$

Focus on Content Quality

Write for Humans, Not Search Engines

Use Synonyms & Variations

Meaning and context of content

Maintain 2-4% of KD

Sub Concepts of **keywords**



Total no. of times the same keywords are repeated on a page.

keyword Frequency



Finding root keywords or new keywords related to your Focus keywords.

Keyword Stemming

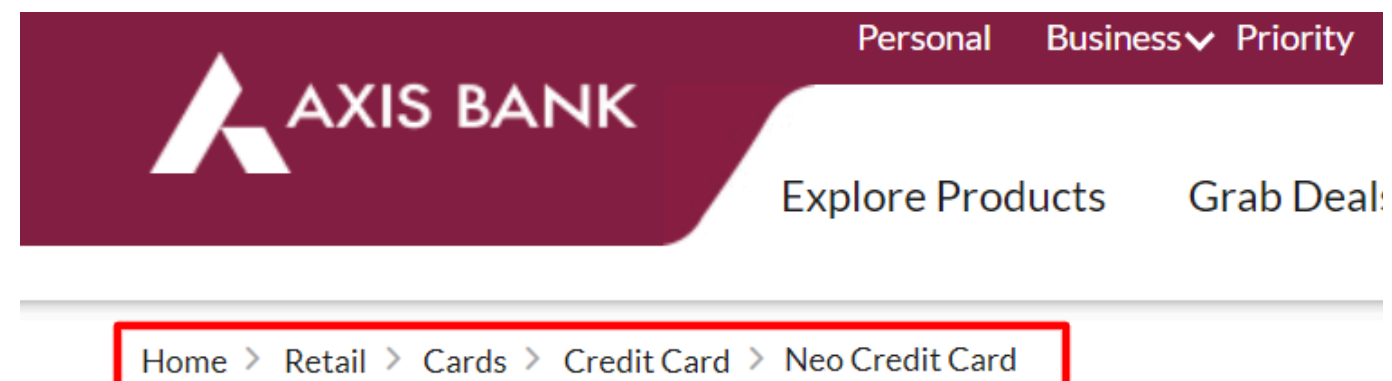


How many landing pages same keyword is ranking for.

Keyword Canobilization

Breadcrumbs **Optimization**

Navigational aid or trail of links that show the user's current location within a website's hierarchy



User Navigation

Enhance the user experience

Site structure- Google Loves it

Lower Bounce Rates

Easy Access to Information

Blogs.Janardhan.Digital

Domain Authority

Domain Authority(DA), says how well you are maintaining your site since it is created.

How to Improve it?

- Domain Age
- Content used in web pages
- Content with Current Trend
- Backlinks acquisition
- Technical Issues



Domain Authority

Tool: Moz.com

Page Authority

Page Authority(PA) says how well you are maintaining your Web Page since it is created.

How to Improve it?

- Page Age
- Content used in pages
- Content with Current Trend
- Backlinks acquisition
- Technical Issues



Page Authority

Tool: Moz.com

SPAM Score

SPAM Score helps us to understand how spammy a website is and how trustworthy a website is.

How to Improve it?

- Regularly Audit Your Backlinks
- Disavow Spammy Links
- Regularly Update Your Website
- Comments & User Generated Content
- Build High-Quality Backlinks

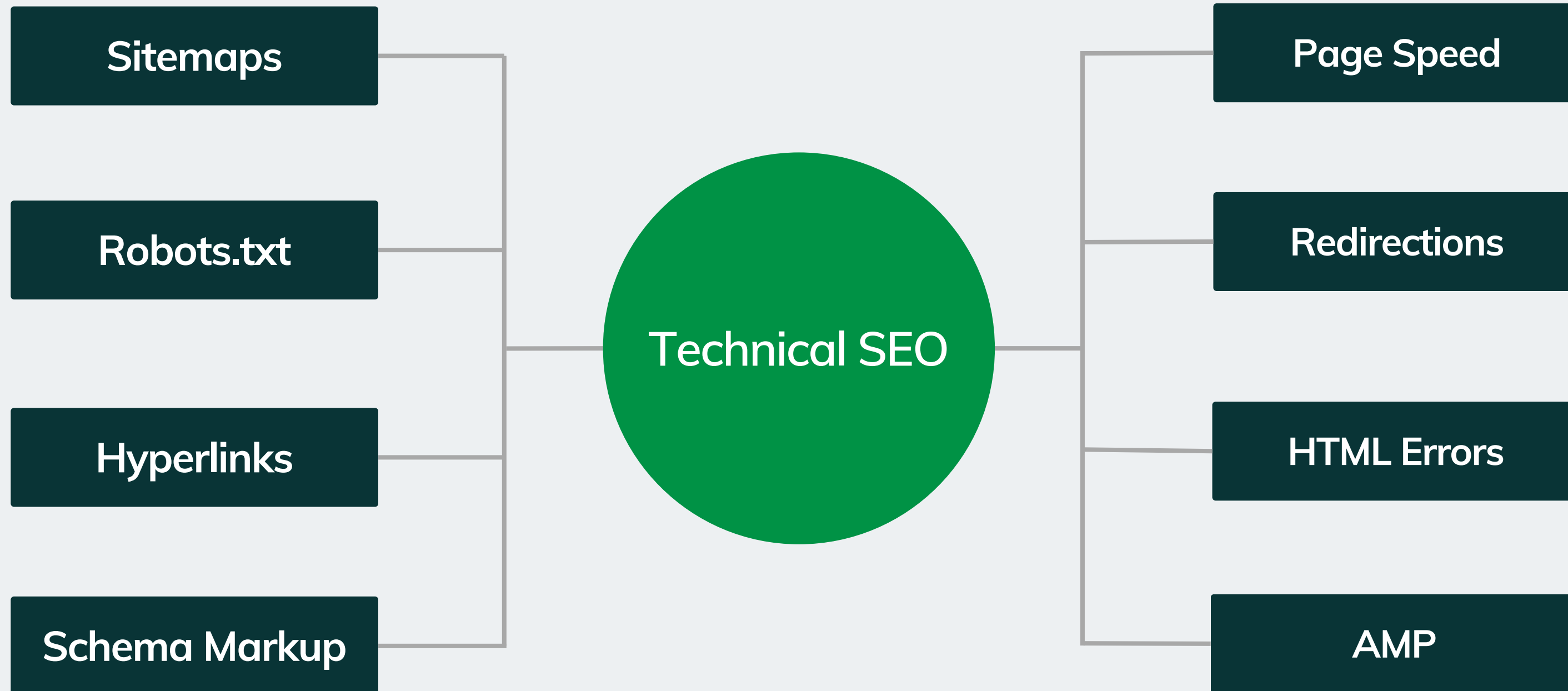


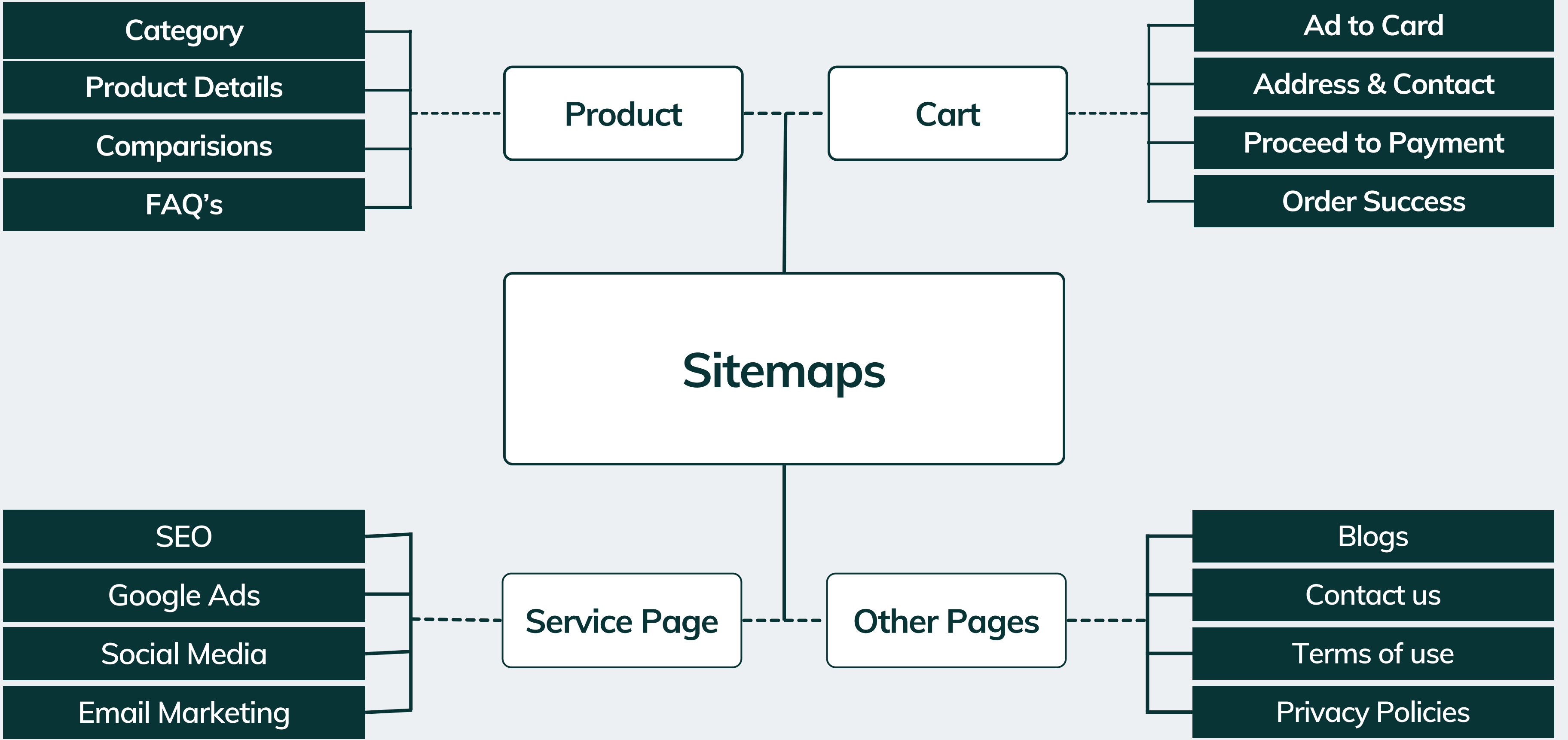
Tools:

- Moz.com
- Search Console(Disavow)

[Search.google.com/search-console/disavow-links](https://search.google.com/search-console/disavow-links)

Universe of **Technical SEO**





XML Sitemaps

File that lists all the URLs of a website along with additional Metadata



Tool: xml-sitemaps.com

Include All Important Pages

Keep your XML sitemap up-to-date

Use the `<priority>` tag

Include Last Modification Date

Verify: domain.com/sitemap.xml

Janardhan.digital/sitemap.xml

HTML Sitemaps

Unlike XML sitemaps, which are primarily intended for search engines, HTML sitemaps are designed for human users.



Tool: [Mysitemapgenerator.com/](https://mysitemapgenerator.com/)

Organize Content Hierarchically

Use Clear and Descriptive Anchor Text

Avoid overwhelming with too many links

Provide Categories or Sections

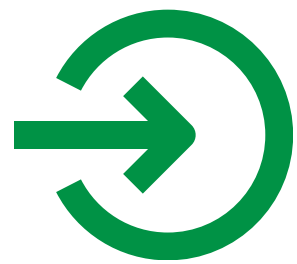
Include Internal Links Only

Verify: domain.com/sitemap.html

Plugin: Simple Sitemap

Robots .txt File

Text file passes instructions to Search engines about what page we can enter and what page is restricted.



Syntax

```
user-agent: *  
allow: /  
disallow: /  
sitemap: janardhan.digital/sitemap.xml
```

Public vs Private Pages

Page Restriction

Block Sensitive or Duplicate Content

Bulk Blocking with Directory

Consider Crawl Budget

Verify: domainname.extension/robots.txt

Janardhan.Digital/robots.txt

Syntax for Robots.txt File

User-agent Directive

Syntax: User-agent: * (Specify search engines)

Allow Directive

Syntax: Allow: /pages
Which pages are allowed to Crawl

Disallow Directive

Syntax: Dis-Allow: /pages
Which pages are not allowed to Crawl

Sitemap Directive

Sitemap:
janardhan.digital/sitemap.xml

Hyperlinks/Hyperlinking

Internal Links

User Passes from One Page to another Page in Same Site

External Links

User Passes from One Page to another Page to Different Site

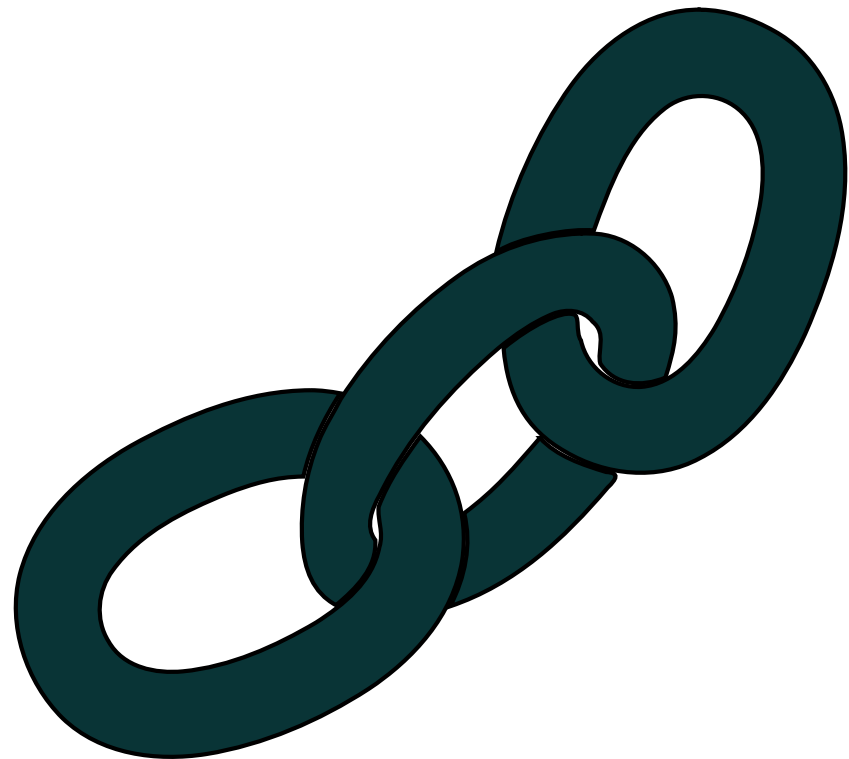
Anchor text

Clickable Text that takes user from one page to another Page

Example: ` Anchor Text`

Internal Linking in SEO

Link That Passes from one landing page to another landing page on your website.



` Anchor Text`

Relevant to the content of the page

Use descriptive anchor text

Avoid phrases like "click here" or "read more."

Clear hierarchy & structure for your site

Include your internal links in the XML sitemap

Minimize the use of redirect chains

External Linking in SEO

Link That Passes from one landing page to another landing page on your website.



` Anchor Text`

Ensure that external links are relevant

Link to reputable and authoritative websites

Use descriptive and relevant anchor text

Natural linking pattern within your content

Consider using the "rel=nofollow" attribute

Check for broken external links on your website

Anchor Text

Clickable text that comes under hyperlinking,It usually appears as blue underlined text.

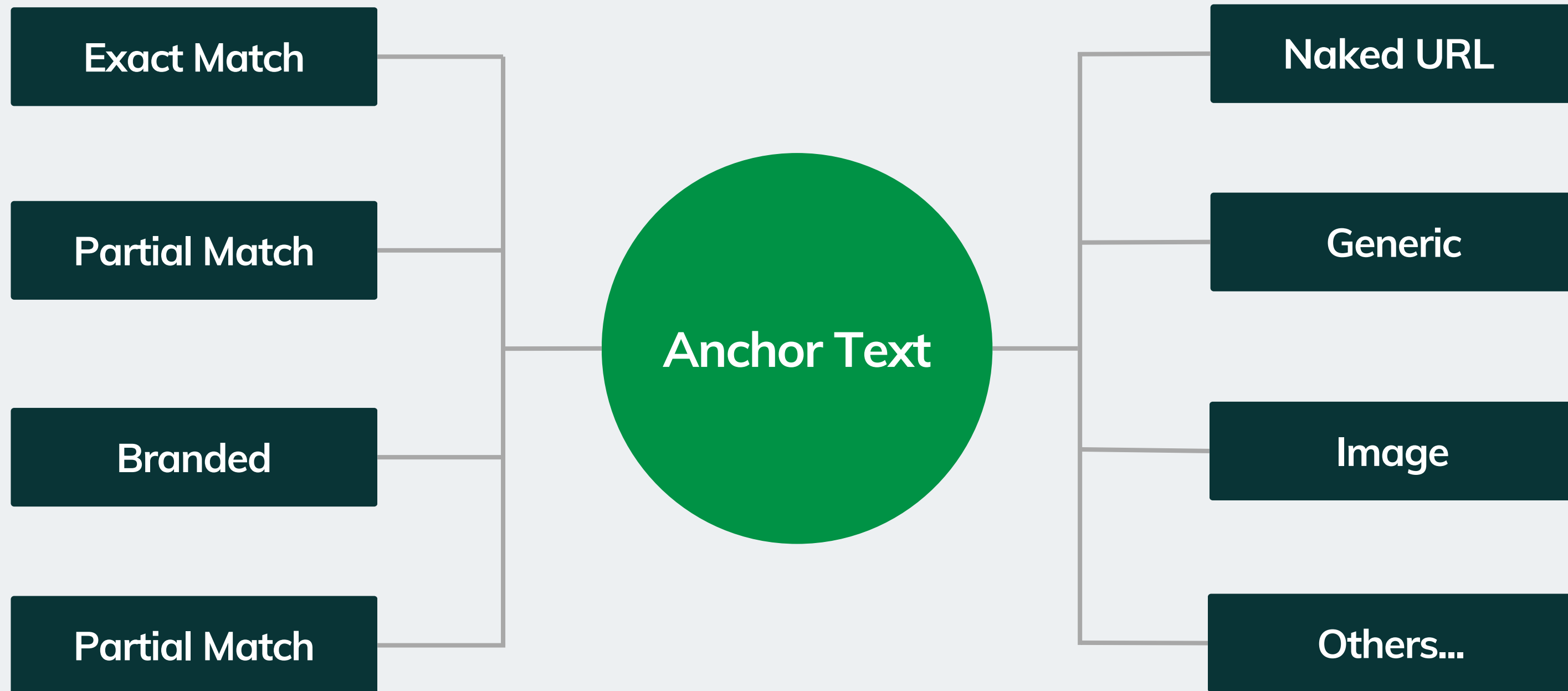
Benefits of Anchor Text

- Regularly Audit Your Backlinks
- Disavow Spammy Links
- Regularly Update Your Website
- Comments & User Generated Content
- Build High-Quality Backlinks



` Anchor Text`

Worlds of **Anchor Text**



Errors & Redirections

404 Error



Page Not Found on Server

301 Redirection



Sending Users Permanently
from Old to New

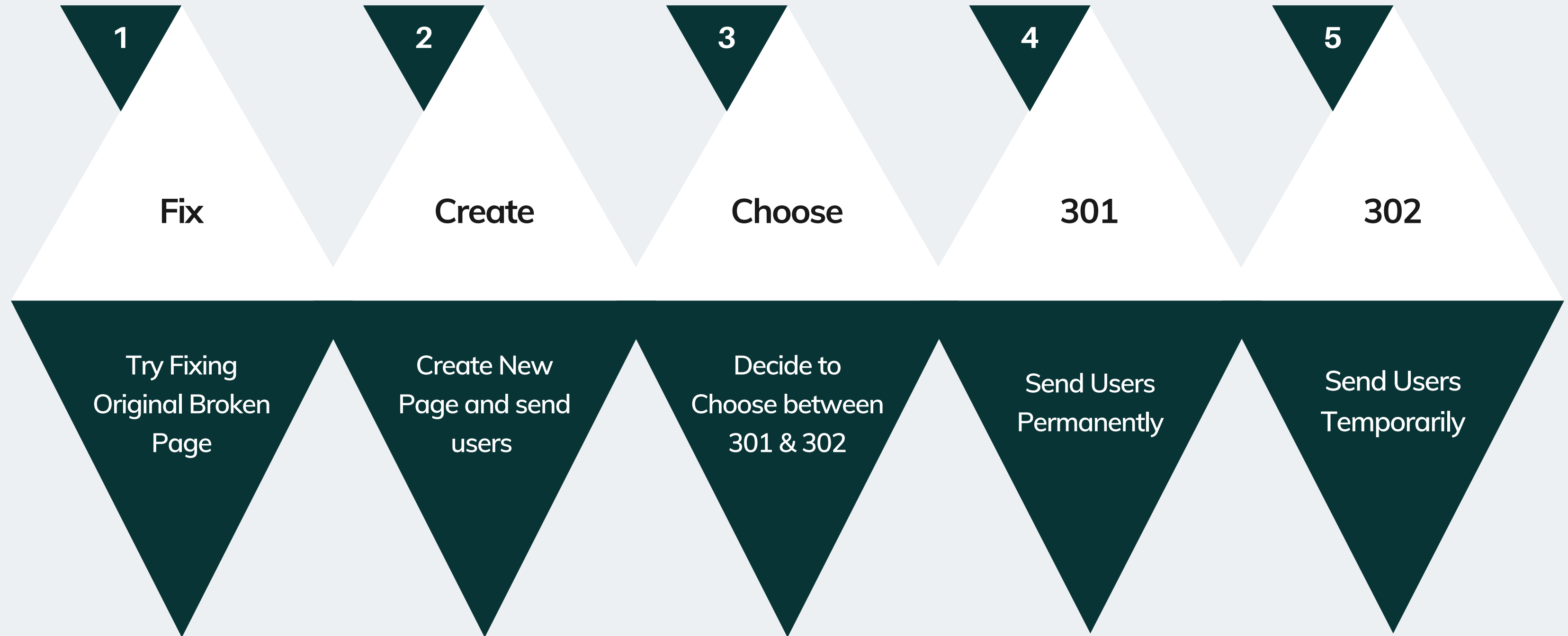
302 Redirection



Sending Users temporarily from
Old to New

How to Perform **Redirections**

Step by step Process



Speed **Matters** in SEO

How Fast a site or a Landing page is responding when a user enter



Fast Loading



Better user experience

Low Bounce Rates

Impacts conversion rates

Positively on your brand

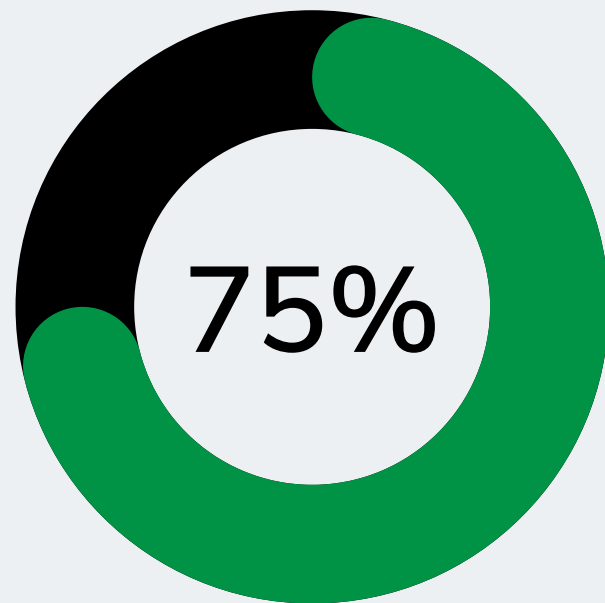


solarwinds
pingdom



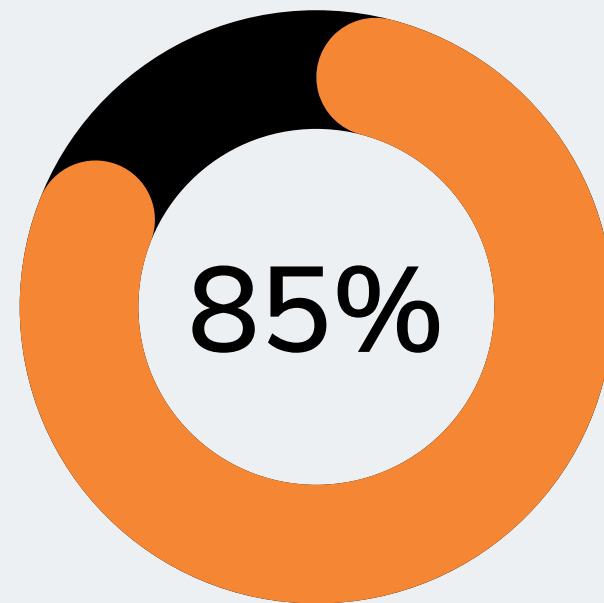
Aspect	Slow Page Speed	Fast Loading Speed
User Experience	Frustrating, users may abandon the site	Smooth and seamless browsing experience
SEO Impact	Negatively affects search engine rankings	Positively impacts search engine rankings
Conversion Rates	Decreased conversion rates	Increased conversion rates
Bounce Rate	High bounce rate	Low bounce rate
Engagement	Low user engagement	High user engagement
Mobile Experience	Poor mobile experience	Improved mobile experience
Brand Reputation	Negative impact on brand reputation	Positive impact on brand reputation
Server Costs	Higher server costs due to increased load	Lower server costs due to decreased load
User Retention	Decreased user retention	Increased user retention

Core Web Vitals in Page Speed



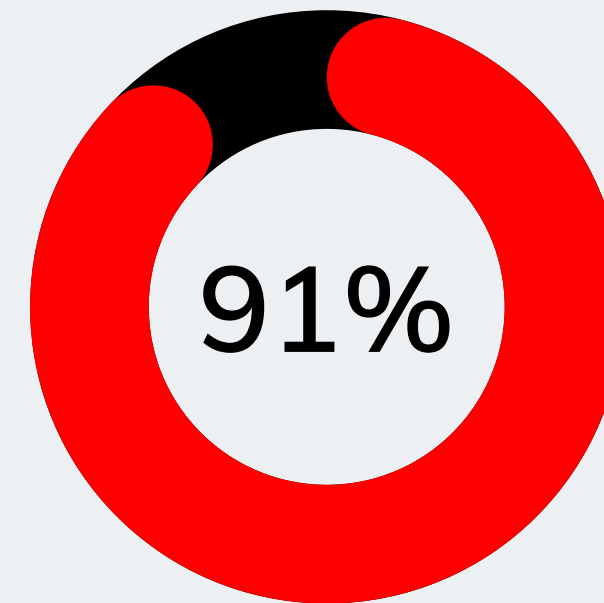
LCP

How long it takes for the biggest piece of content to appear.



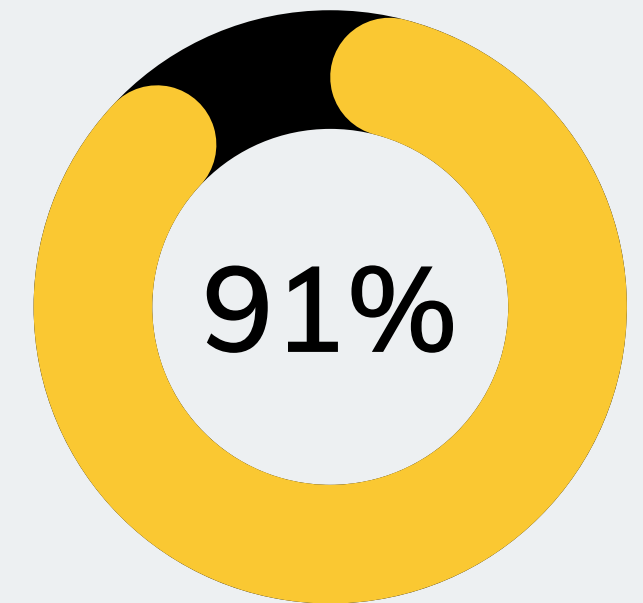
FCP

Measures when the first Paint Occurs.



CLS

Sum total of all individual layout shift scores for every unexpected layout shift



FID

How long it takes for a web page to respond to a user's first interaction

Schema Markups in SEO

Additional Information about your site that you would like to display in SERP

[Blue Tuxedo Sea Urchin - Saltwaterfish.com](#)

[www.saltwaterfish.com](#) > [Home](#) > [Invertebrates](#) > [Urchins](#)

★★★★★ Rating: 5 - 4 reviews - \$16.99 - Out of stock

The Blue Tuxedo Sea Urchin is an excellent algae eater and cc growth of the same in the aquarium. It helps in maintaining the c

Blog/News

FAQ's

Breadcrumbs

Person

Organization

Receipe

Product

Event

Local Store

Video

Blogs.Janardhan.Digital



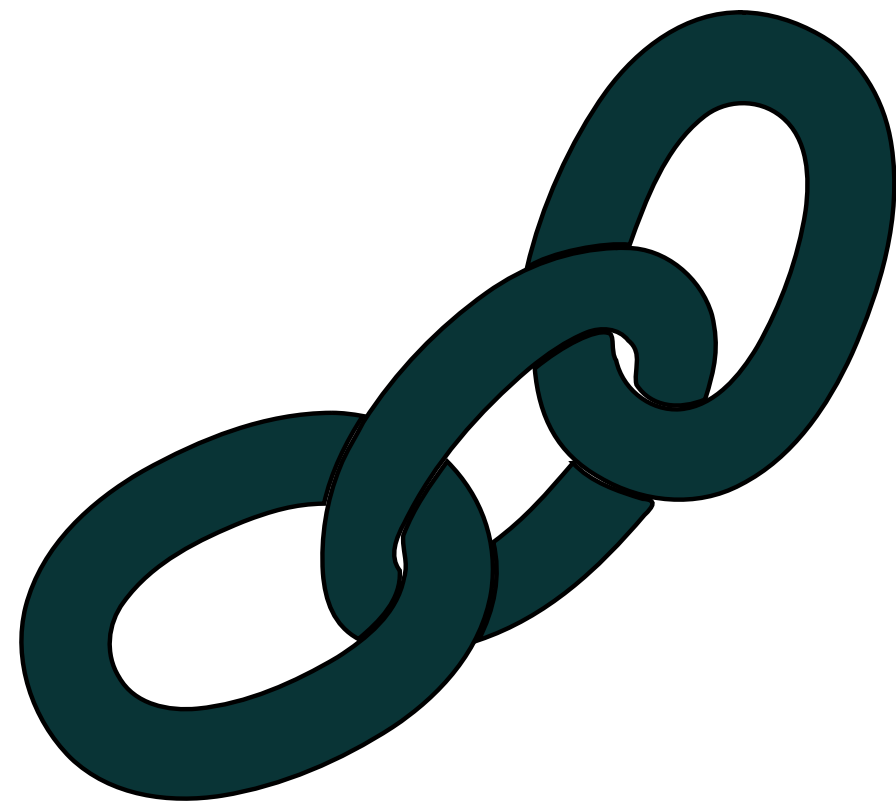
Off Page SEO

SEO practices we do outside of our website to outrank your competitor in Search Results Page.



Backlinks/**Link Building**

Incoming links to your website from another website. More high quality Backlinks can result in high Keyword position in SERP.



Improved Search Engine Ranking

Increased Website Traffic

Enhanced Credibility & Authority

Faster Indexing & Crawling

Long-term Growth & Sustainability

Types of Backlinks

Contextual Links

Hyperlink within the body of a piece of content that is surrounded by relevant text.

Sponsored

Link that is placed on a site in exchange for compensation or some form of consideration.

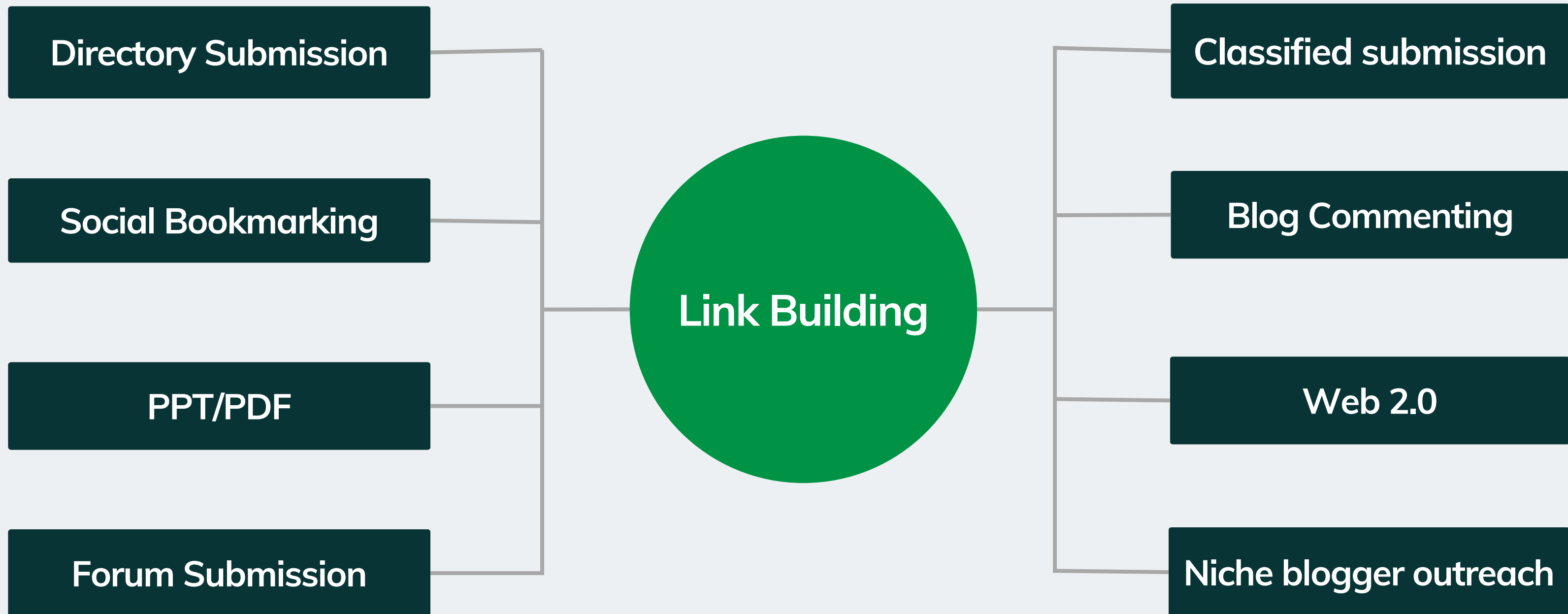
UGC

User Comments, forum posts, or other forms of user-contributed content on websites.

Image Links

Link that is associated with an image rather than text.

Types of Backlinks



Directory Submission

It is the practice of submitting a website's URL and other relevant details to online directories or listing websites.



Steps to Create Directory Submission links



Research Directories

Choose the Right Category

Submit Website Details

Review Submission Guidelines

Optimize Title and Description

Verify Submission

Social **Bookmarking**

Online storage service by many providers that allows users to Store web page information edit and share.



Steps to Create Social Bookmarking Links



Identify Relevant Bookmarking Sites

Create Accounts

Submit Your Links

Choose the Right Category or Tags

Craft Compelling Titles & Desc

Verify & Submit

PPT Submissions

Creating & Sharing PowerPoint presentations on various online platforms to obtain backlinks to your website.



Steps to Create PPT Bookmarking Links



Create High-Quality PPT's

Include Relevant Keywords & Links

Convert Presentation to PPT Format

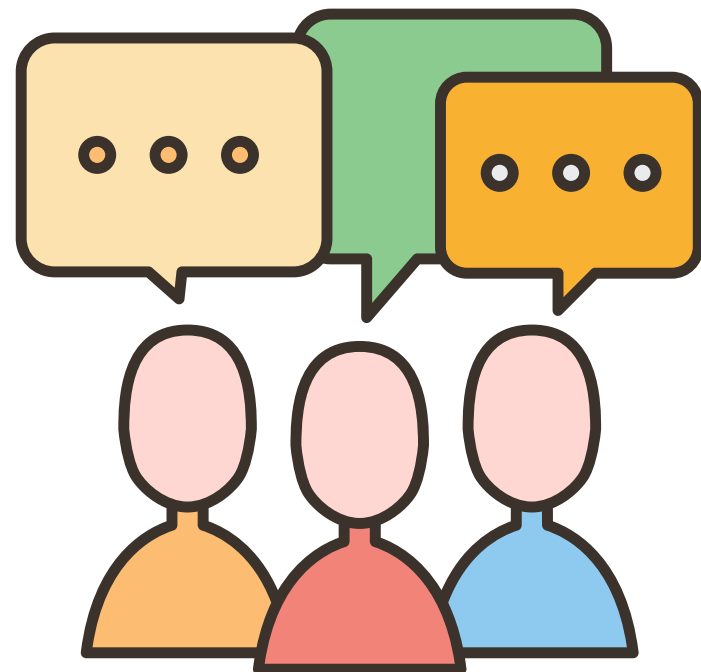
Choose PPT Submission Platforms

Create Accounts or Profiles

Submit Your PPT Presentations

Forum Submissions

It is the process of obtaining backlinks to your website by participating in online forums and discussion boards.



Steps to Create Forum Submission Links



Identify Relevant Forums

Register and Create a Profile

Read & Understand Forum Rules

Contribute Valuable Content

Include Links in Your Posts

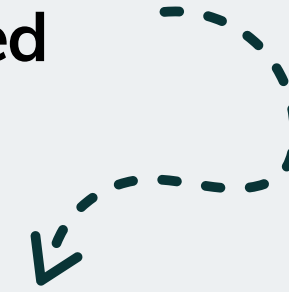
Use Signature Links

Classified **Submissions**

It is the process of obtaining backlinks to your website by participating in online forums and discussion boards.



Steps to Create Classified Submission Links



Identify Relevant Classified Websites

Register or Create an Account

Choose the Right Category

Create Compelling Ad Content

Include Your Website Link

Optimize for Keywords

Blog Commenting

It is the process of leaving comments on blog posts published by other websites or blogs, along with a link back to your own website.



Steps to Create Blog Commenting Links



Identify Relevant Blogs

Read and Understand Blog Posts

Register or Sign In

Write Genuine & Relevant Comments

Use Your Real Name and Email

Include Your Website URL

Article Submission

Process of submitting articles to online article directories or content submission websites.



Steps to Create Article Submission Links



Identify Reputable Article Directories

Create High-Quality Content

Optimize Your Articles

Follow Submission Guidelines

Create Author Accounts

Submit Your Articles

Web 2.0 Backlinks

User-generated content-sharing websites that enable users to create and publish their own content.



Steps to Create Web 2.0 BackLinks



Identify Relevant Web 2.0 Platforms

Create Accounts or Blogs

Customize Your Blog

Publish High-Quality Content

Include Backlinks to Your Website

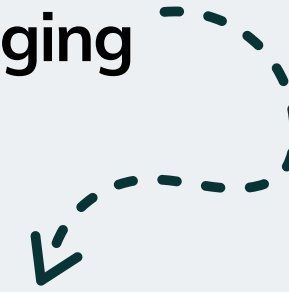
Interlink Your Web 2.0 Properties

Guest Blogging

Content marketing strategy where a writer creates content for another company's or individual's blog.



Steps to Create Guest Blogging backLinks



Identify Target Blogs

Understand Guest Post Guidelines

Craft High-Quality Content

Include Relevant Links

Build Relationships

Submit Your Guest Post



Local SEO

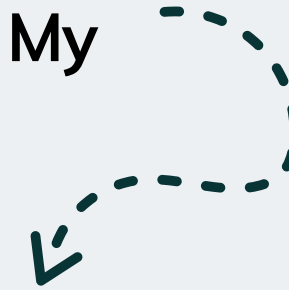
Business Growth for Local stores

Google My Business

Allows businesses and organizations to manage their online presence in Google Search and Google Maps.



Steps to Optimize Google My Business



Information filled out accurately

Upload high-resolution images

Encourage user Reviews

Include relevant keywords

Services & Business Categories

Enable Messaging and Booking

Local Business Listings

Online profiles that contain information about a business and its services, specifically tailored to a local audience.



Here's how to create local business listings:



Identify Relevant Directories

Gather Accurate Information

Create a Google My Business Listing

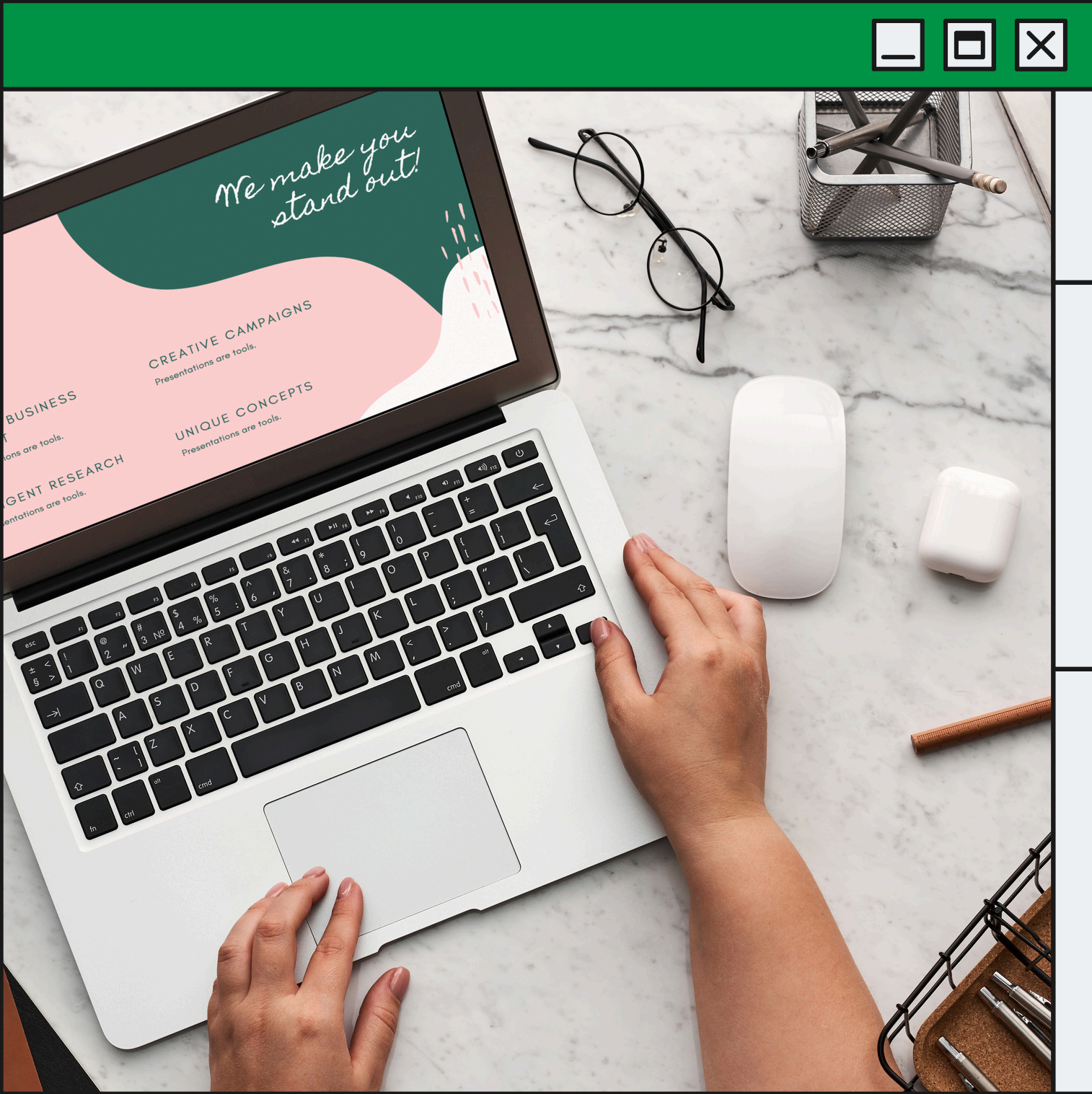
Claim & Verify Listings on Platforms

Encourage Reviews

Enable Messaging and Booking

Daily, Weekly, and Monthly Updates

Google Algorithm Updates

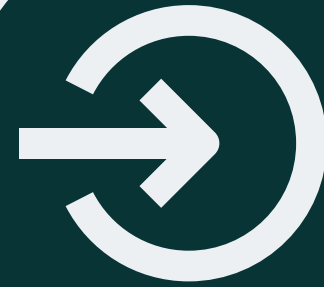


Algorithm Updates



Improve search
results

Objective-1



Relevant
Content

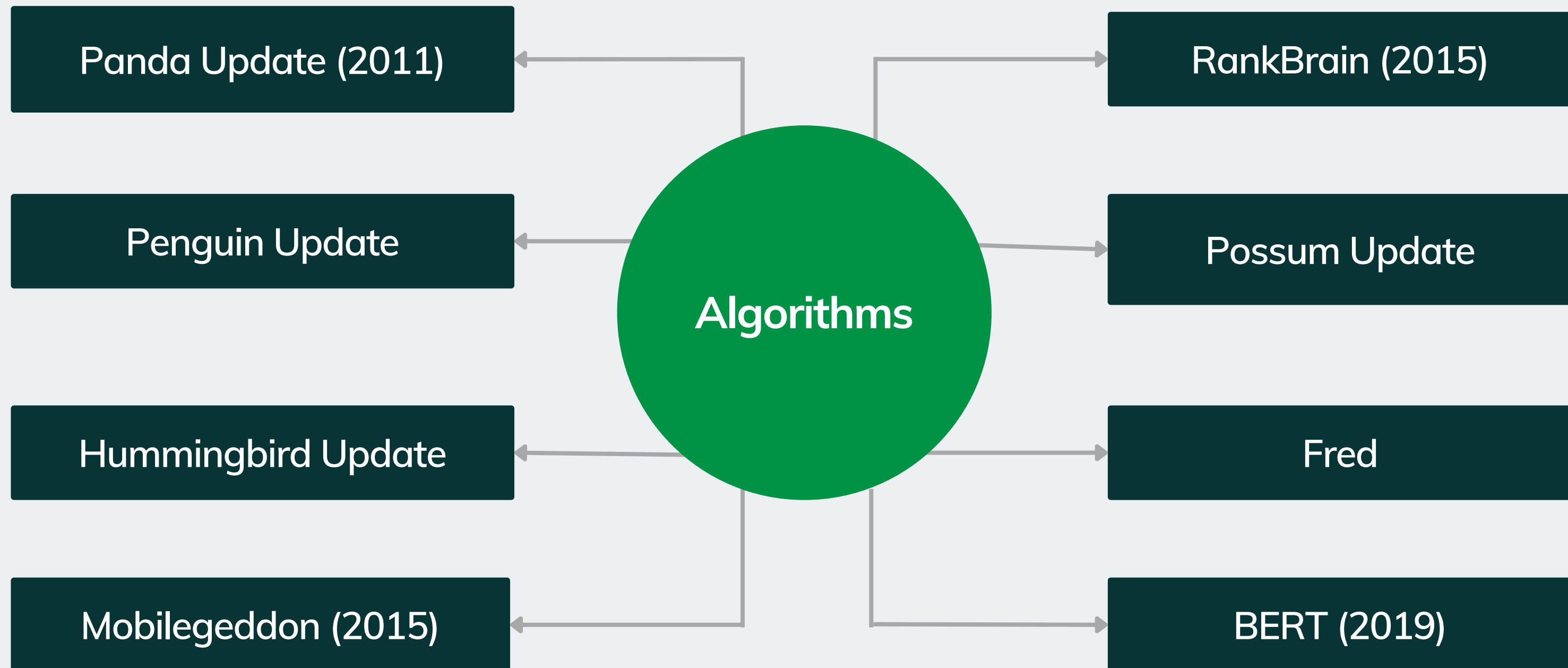
Objective-2



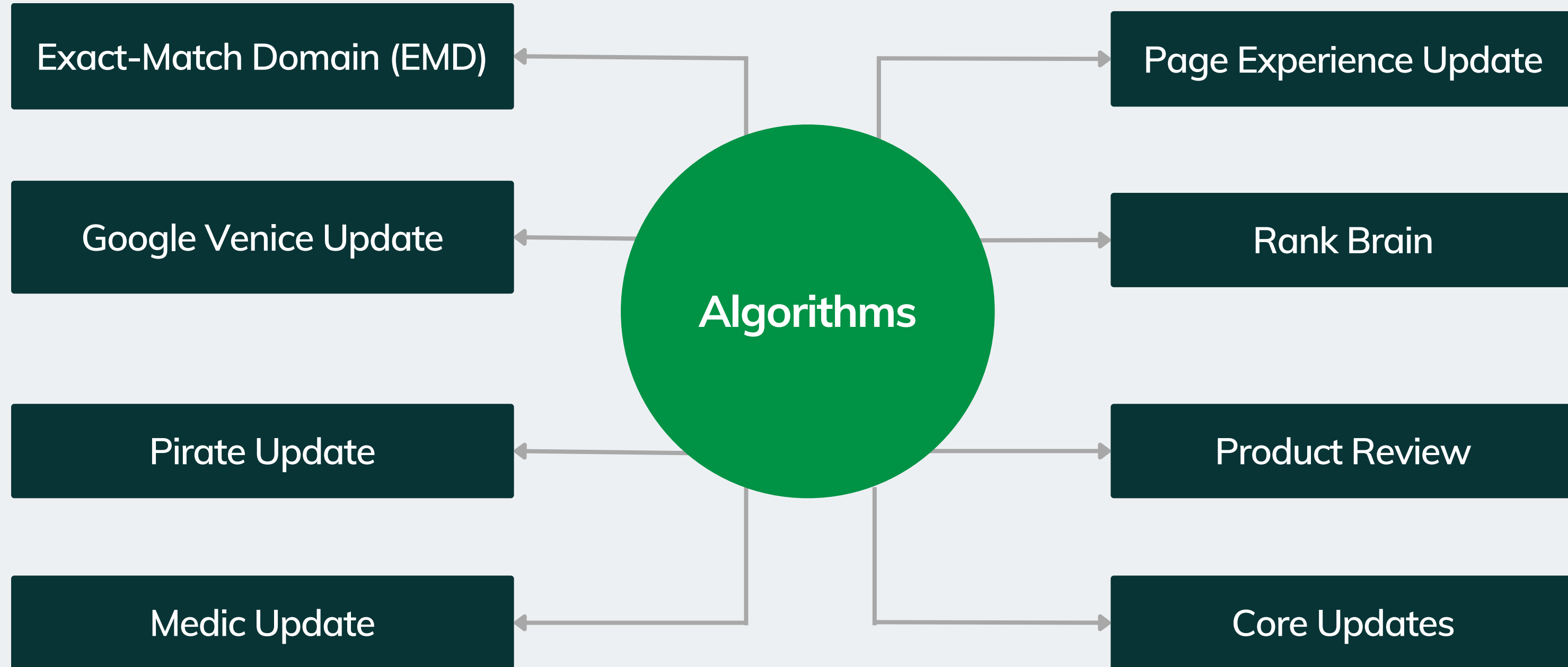
De-Index/Punish sites
that don't Follow

Objective-3

Major Algorithm Updates

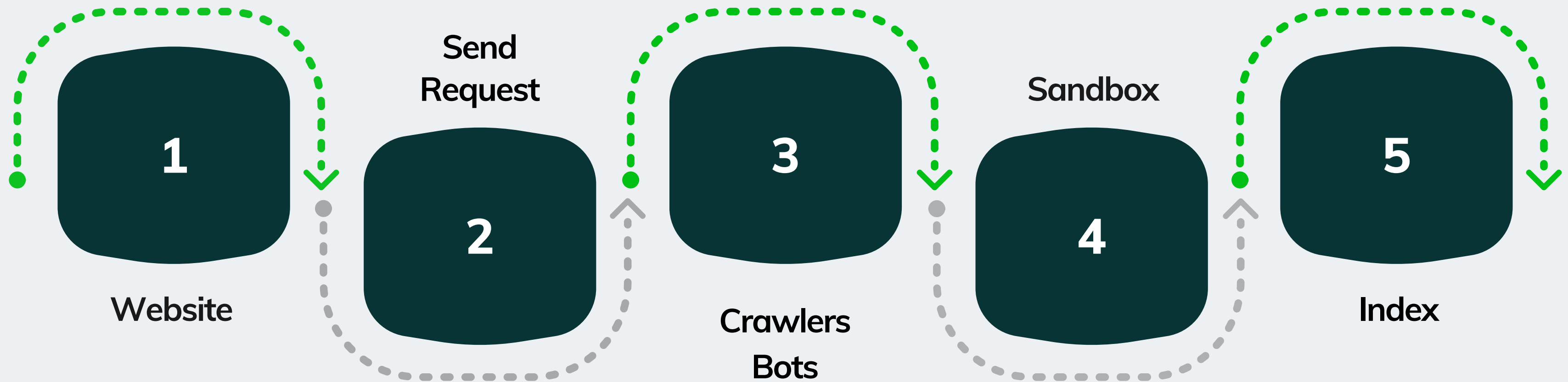


Major Algorithm Updates



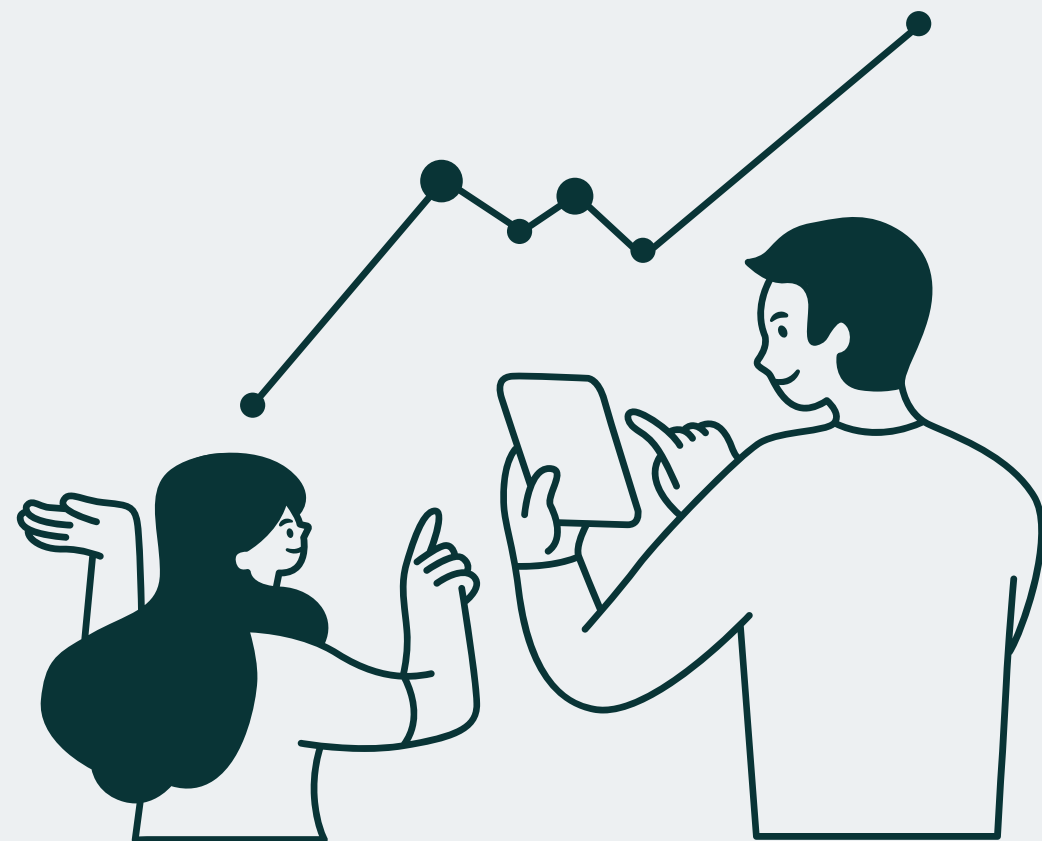
How Search Engine works

5-Step Ordering Process



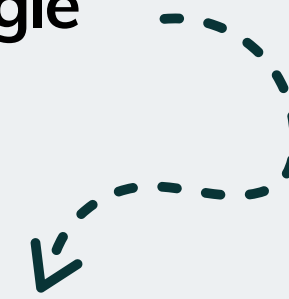
Google Search Console

Online profiles that contain information about a business and its services, specifically tailored to a local audience.



[Search.google.com/search-console](https://search.google.com/search-console)

Core Benefits of using Google Search Console for SEO



Identify Relevant Search Terms

Website Performance

Issues & Bugs to Fix

Sitemaps & Removals

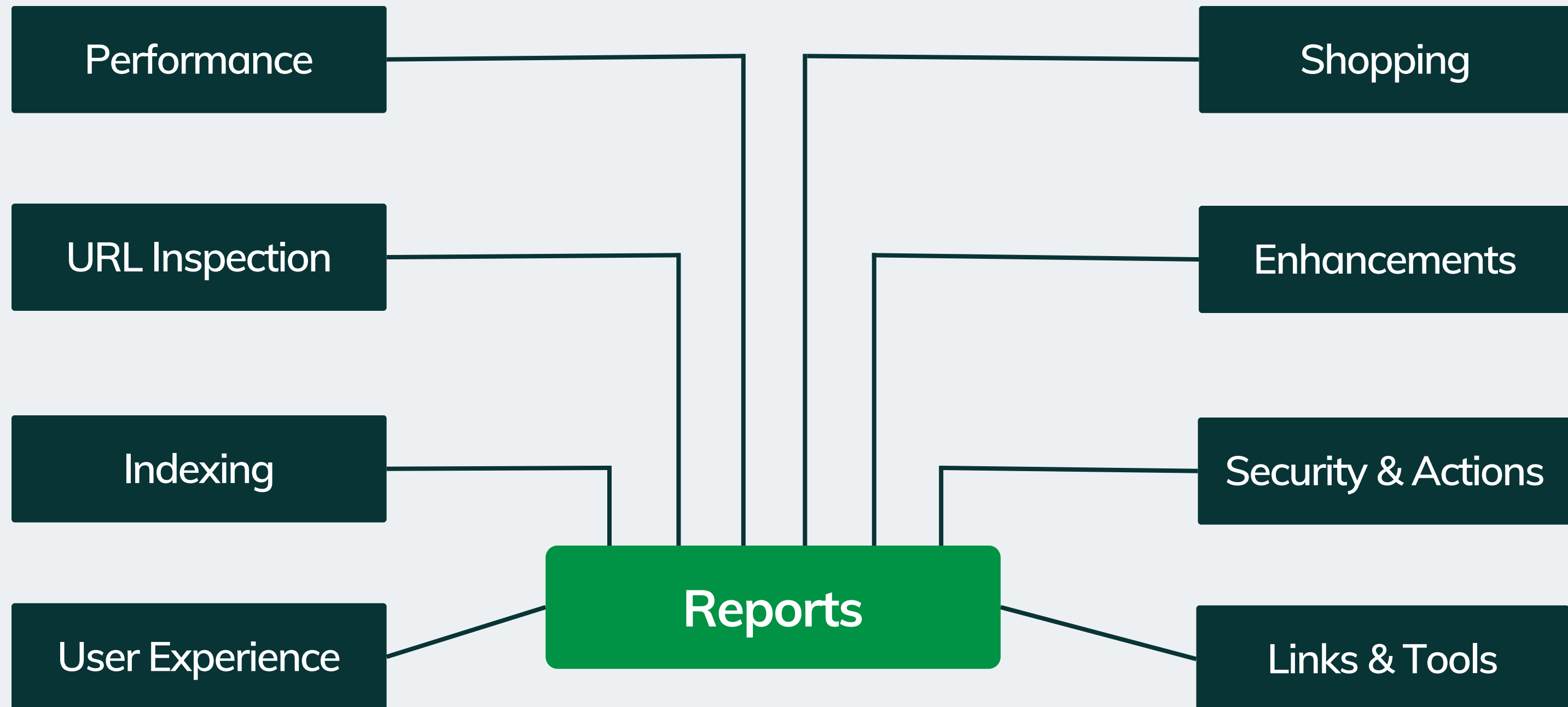
Crawling & Budgets

Access Management



@janardhandigital_official

Reporting Features on **Search Console**



#GoogleAnalytics

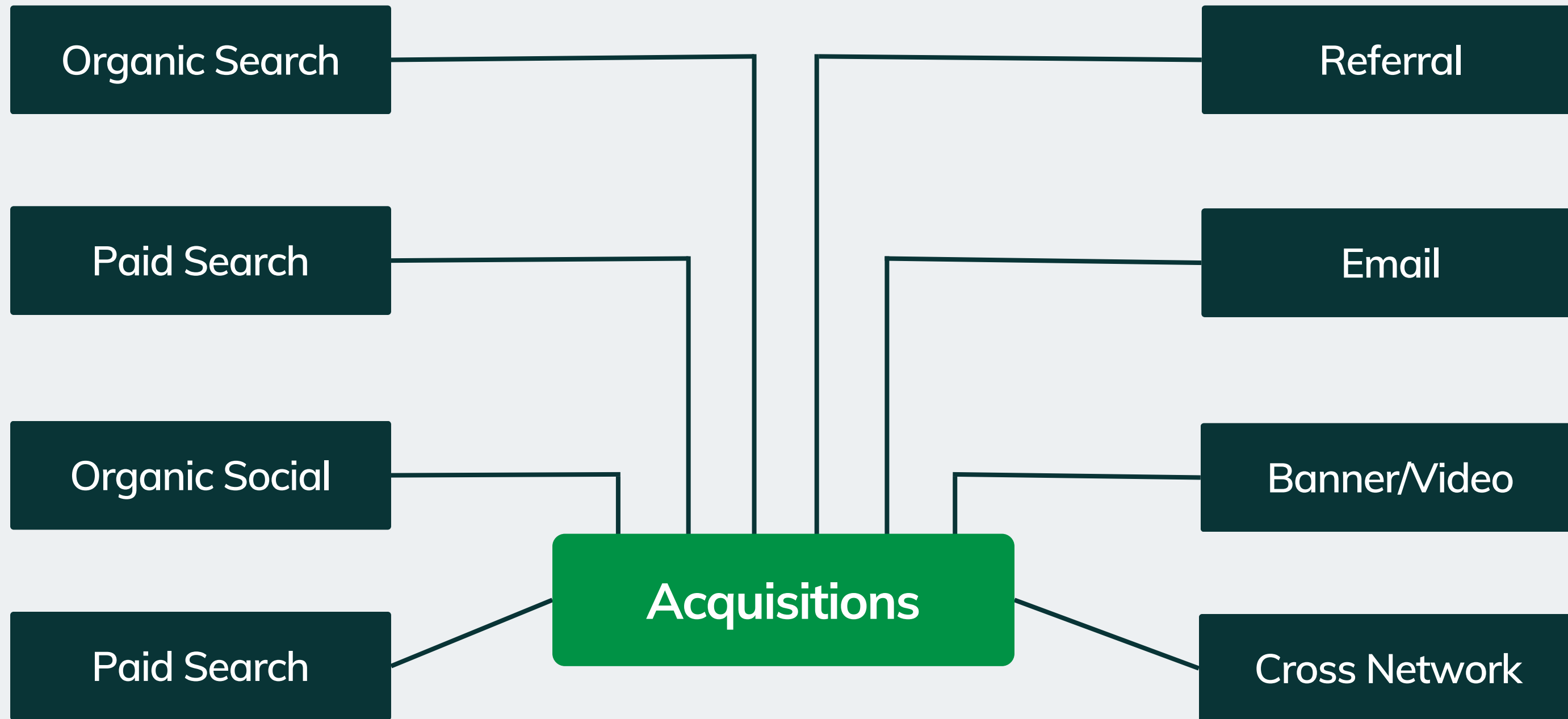
Analysis of results

Trends and challenges

Tool: [Analytics.google.com/analytics](https://analytics.google.com/analytics)



User Acquisitions Sources

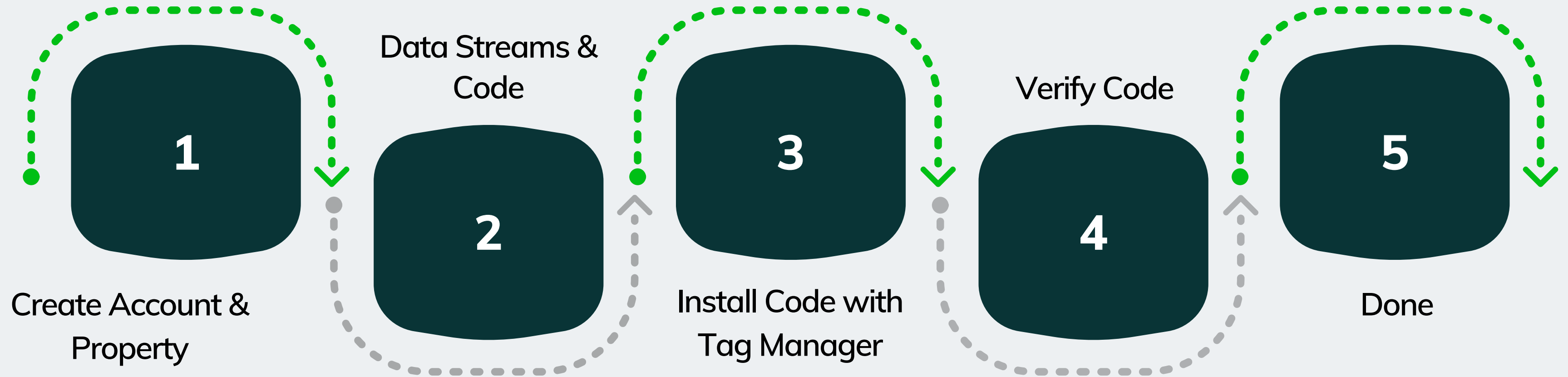


Types of Google Analytics

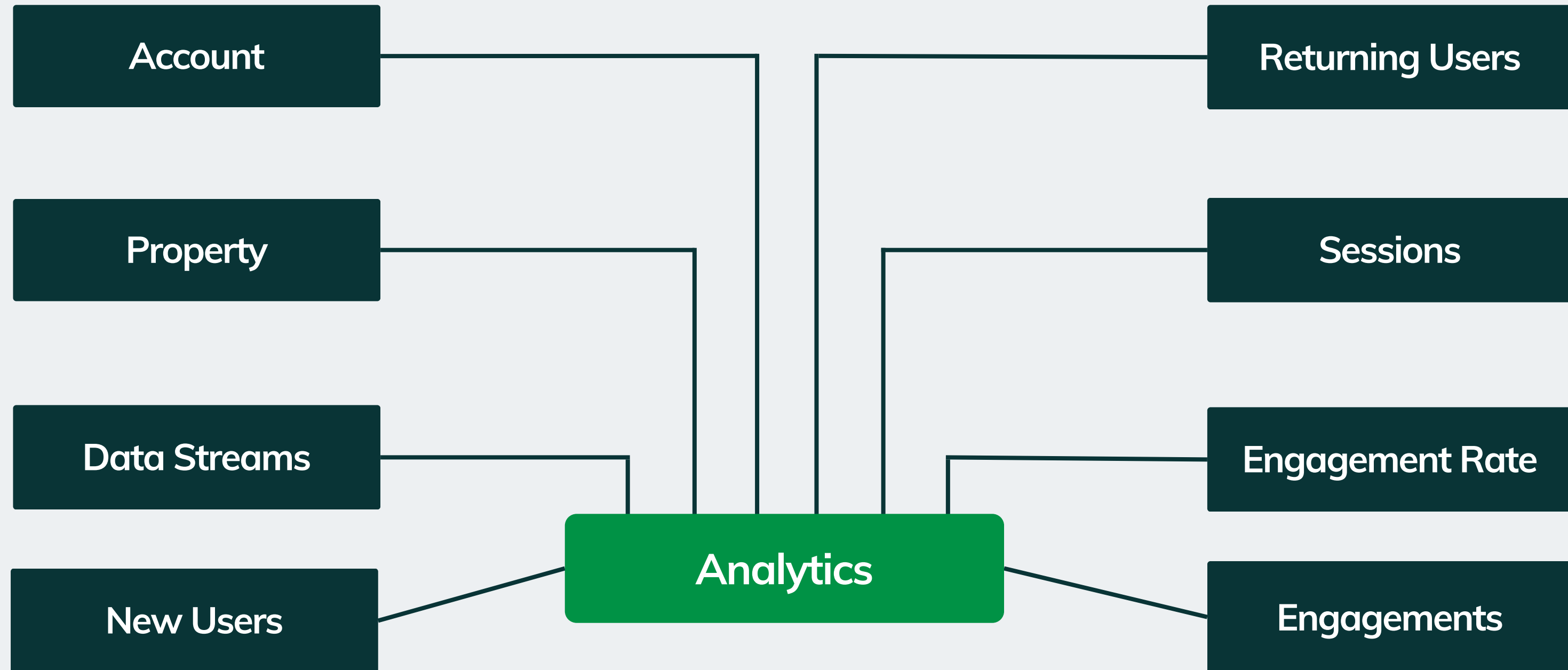
Universal Analytics	GA 4
Session-based Data Model	Event-Based Data Model
Relies on cookies and client-side tracking scripts to collect	GA4 supports multiple tracking methods
Session-based metrics and user-level data	Comprehensive user-centric measurement capabilities
Traditional reporting features	Advanced analysis features powered by machine learning algorithms
Has limitations in terms of data privacy and compliance	Granular controls over data collection, retention, and processing

How To Create Google Analytics

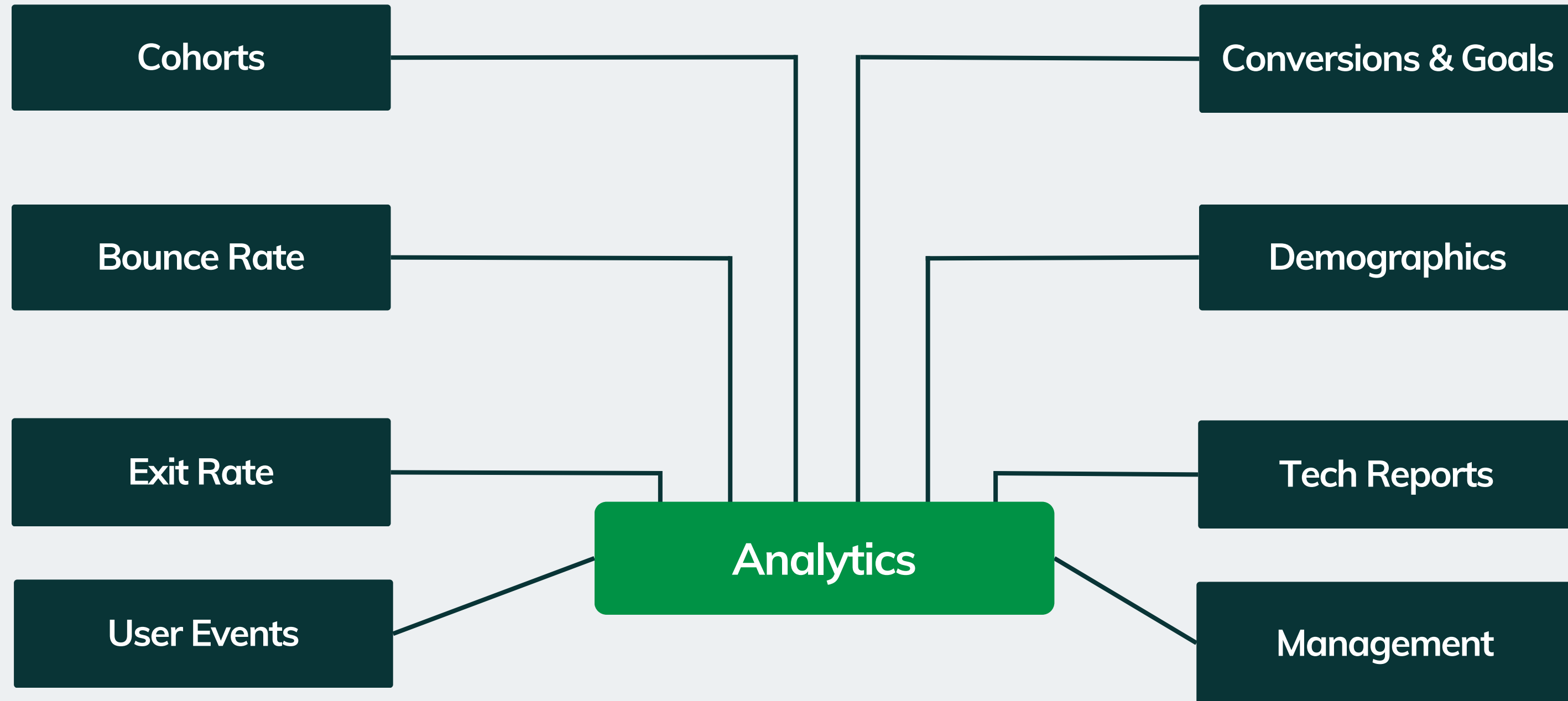
5-Step Ordering Process



Fundamentals of Google Analytics

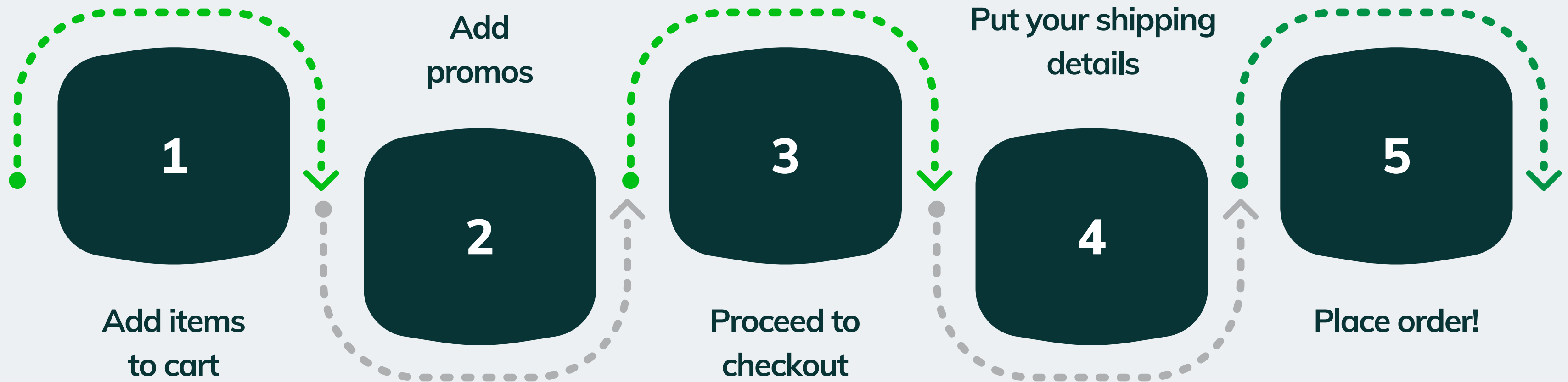


Fundamentals of Google Analytics



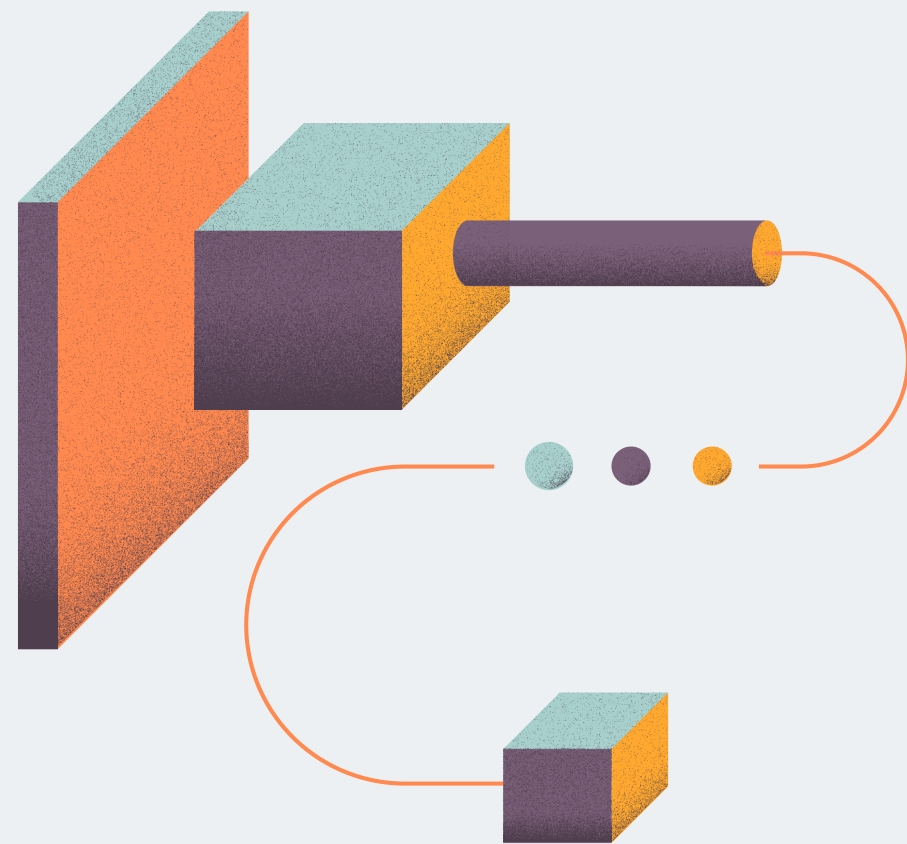
Funnel Exploration in GA4

5-Step Ordering Process



Google Tag Manager

Data Recording Tool



Benefits of using Google tag
Manager



Track Conversion Sources

Setup Events

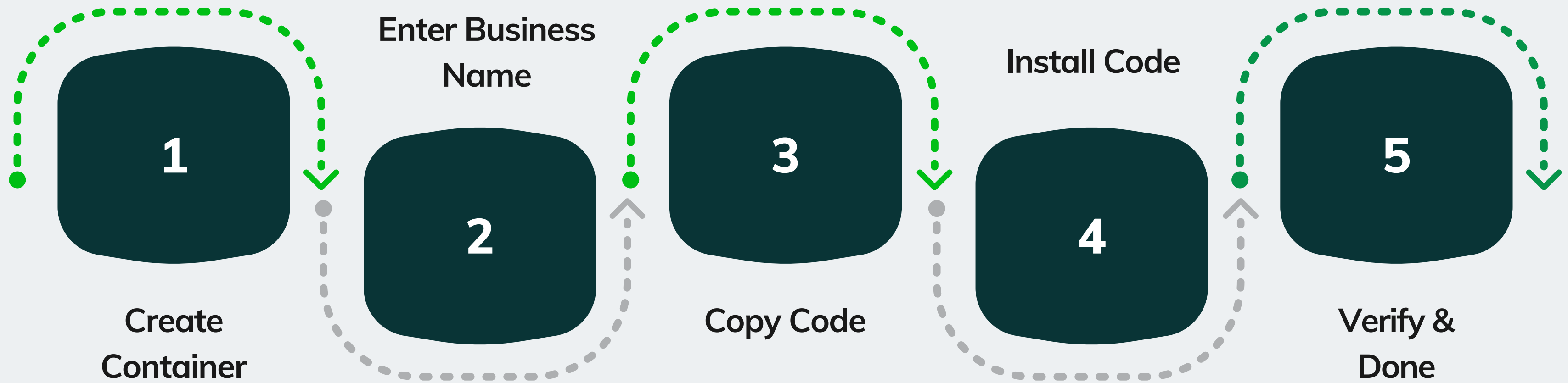
Integrate Marketing Channels

User behaviour Analysis

Lightweight website

How it Works @Google Tag Manager

5-Step Ordering Process



Google TagManager- Data Recording Tool




Organizational unit
that holds all the
tags, triggers, and
variables

Container



All Changes &
summary of the
account

Workspace



Account & User
Access Management

Admin

Competitor Analysis

Know your Competitor in Every Corner



Product or Service Offerings

Target Audience & Customer Segments

Marketing and Advertising Strategies

Brand Positioning & Messaging

Customer Experience and Feedback

Online Presence & Visibility

Technology and Innovation

Business Performance & Growth Strategies



SpyFu Ubersuggest

SEO Audit **to Perform**

Analyzing various aspects of the website



What Inspections to Cover
During SEO Audit?



Technical SEO

On-Page SEO

Content Quality & Relevance

Keyword Analysis & Research

Backlink Profile

User Experience (UX)

SEO Performance Reports

Analyzing various aspects of the website



What Aspects to Cover in Reporting



Google Search Console Report

Google Analytics Report

Conversions & Engagements

Calls , Form Fills & Sales

WOW, MOM & Quarterly Growth

Performance is **Everything** (KPI)



Tracking Organic
traffic Growth

Organic Traffic



Where your site
appear in SERPs

Keyword Rank



Higher CTR indicates your
listings are compelling &
relevant

CTR



Evaluate the quality
and relevance of Leads

Conversion Rates

Thank you

Janardhan Nagaiahgari

