

# SEO (Search Engine Optimization)

Initiate in optimization for search engines

INTRODUCTORY GUIDE

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## What is SEO and why do we need it?

Anyone who publishes something on the Internet does so for one reason only: so that someone else can read or view that information, but there is one problem: according to Internetlivestats.com, the number of sites in the world exceeded the figure of 1 in 2016 billion. In other words, the agglomeration is quite large and the main problem is that the end-user finds the information that you published on your site.

One of the most used ways to access the information is to search on search engine, the most popular being Google. Did you know that... according to Internetlivestats.com, Google is currently processing about 40,000 searches per second or about 3.5 billion searches per day?

## How does Google really work?


Each second, Google scans tens of thousands of sites (the term used is crawls) and stores their content in its database (the term used is indexed). When a user is searching for something, they are looking for Google's database and not directly on the Internet. Google is not a man! I know, it seems like "winter isn't like summer," but what I mean is that Google doesn't perceive the sites as a human perceives them.



Google has a limited list of criteria on which it analyzes the content of pages that may and often differ in importance and weight with the criteria used by a person. The important thing is that if we want to be found on the Internet, we need to write content to make it relevant for our readers, but also Google. In other words, SEO or SEO Optimization means to build our website and articles in this way, which are well understood by Google and easier to find for our audience.

## **What criteria are used by Google?**

Unfortunately, this is the first big problem: The full list of criteria used in secret and it also changes quite often. Fortunately, there are alternatives: Those who take care of optimization for Google, SEO specialists who are, through successive tests, they have been able to identify with great precision who they are the main criteria for which Google shows its results.



Below I will present you the most important criteria that Google follows for sorting the sites in the page of search results on Google, also called SERP (search engine results page).

## **Main criteria used by Google**

All the criteria used by Google to analyze a site or page can be divided into two main categories:

### **Authority**

Authority means at what level the trust is which Google has on a site or page. Important: In general, the Authority's criteria do not have a direct link to the subject of the site or page respectively. We will see further who they are the main criteria we have to take into account calculation to gain Authority (trust) on Google. Let's look at the following example: Official website of the Presidency institution and a blog of an unknown person. If we do not follow a specific topic, which of the two sites do you have more confidence in providing more accurate information? The answer should be as obvious as possible: the information on the presidency's website is official information of one of the most important state institutions. It is as much as possible naturally for it to be tested and corrected. On the other hand, anyone can post anything on a blog. Google has developed a list of criteria based on which it calculates the probability that the information provided by a site to be more reliable. The more Google trusts that site, the more so we will say that the site has more Authority.



## Relevance

Relevance means how important the site object is to search for a user. Important: in the case of relevance, the topic addressed in the site or page respectively. The more relevant the subject is to a user's search, the more relevant the site is and the more likely it is to appear above in the list of results for that search. Let's look at the following example: We have two sites: the official website of the presidency and a blog on cat slippers (there is also something like this). If I'm looking for more information about cat slippers, which of the two sites are more relevant to my search? Again, the question is rhetorical. Cat slippers are not a matter of national interest, so it is very unlikely that they will be discussed on the Presidency's website. My search for a blog with information about cat slippers will be much more relevant and most likely will appear on the list of eligible results, perhaps even in the first places. The more content a site or page is to a user's search, so we say it is more relevant to that user. In other words, Google's result list is given by the following "Equation":




- **The Equation for displaying the results on google.**

Authority, Relevance, Position in Google In other words, for our site or article appears higher in Google results, it must make it more relevant for users' searches and increase Google's authority. Let's see how we can do this. Before I see how authority increases, respectively the relevance I want to clarify. I've used the phrase "our site or article" many times before. Have you ever wondered why? Because both authority and relevance are calculated separately for a site and an individual page.

## **Website and Pages**

Generally, a site is composed of several pages. For example, the main page of a site may even be the main page, for example: "www.mysite.com". However, the same site can also have secondary pages. He may have a contact page that could have the address: "www.mysite.ro/contact". The same site may have a page with products, which could have the address: "www.mysite.com/products". Another page could be a product page, for example: "www.mysite.com/products/product1".



The structure of the given site for example could be the following: General authority of the site, General relevance of the site, page, page authority, page relevance.

**What does this mean that authority and relevance are calculated at the page level?**

The most important effect is that for the different searches, different pages of the site may be offered as a result. If none of the pages of our site is very relevant to the user search, it is possible to appear in the results with pages with sufficiently high authority. Remember: SEO is a competition between sites and pages. To be first you don't have to like his site for our page to be perfect, but only more relevant or with more authority than our competitors.



## How we increase the authority

I said earlier that, in general, the criteria depending on which Google calculates the authority of a site does not take into account the topics on that site.

The criteria in the list below are not all criteria used to calculate authority. A complete list is Google's best-kept secret, but even so, we can say with some precision some of the main criteria used in the calculation of authority. Note that the order in which these criteria appear does not necessarily reflect their importance.


### Site size

The more pages we have and the more content on our site, the more the site authority is higher. This is why Wikipedia appears in the first position for 25-30% of all searches. When it comes to SEO, we can say for sure that "size matters".

### The size of the content of each page

I said earlier that authority is calculated at the site level, but also at the level of the individual page. A site with thousands of blank pages will not have much authority. For a good result, as many pages as possible must have content-rich for readers.





Google tries to provide relevant results to all its users. Then when you are looking for something, you expect to find complete and relevant information. Which is the chance that an article of several sentences will provide complete information and relevance?

## **Site speed**

How many times have you wanted to access a site, but you didn't succeed because after 10-20 hours seconds are still not loaded? The speed with which the pages load shows how good it is that site is optimized and, ultimately, how pleasant the experience will be for the user.

## **The number of external links to that site / page**

Think of a very, very important piece of news published by a newspaper. Being news valuable it will be taken over by many other publications that will mention the source through a link to the source. In general, a valuable site or page will have many links to it. The number and type of links is an important signal for Google in the calculation of authority.

The number of links to a page is a very important signal for Google about the importance of that page, whether those links come from our site or external sites.



## Site age

The older a site is, the more authority it will have. Even if it is an important criterion, it is not an essential criterion. By and large, a site with a long history older than 6 months has a chance to reach the first place if he scores well at the other criteria.

Errors present on the site (HTML, 404, etc ...)

From Google's point of view, site code errors mean two things

Negligence on the part of the administrator - reason for which he will be penalized

An unpleasant experience for users. Either the site loads hard or it does it loads with mistakes and is displayed

It is necessary to try to correct and solve as many numbers as possible big errors. Fortunately, many free tools can help us with this aspect. One of these tools is provided by Google itself - that is by Google Search Console, a program also called Webmaster Tools. Although free this Utility is one of the most important tools for any SEO project, problem-solving and monitoring results. Its operation is presented extensively in the course of SEO Optimization on and off site.




## Important to remember

These are one of the most important criteria used by Google to calculate authority. We do not know the full list and it is assumed that in total there are over 100 criteria just for authority. To meet your needs, White Blue Design offers you a specialized course in which it also presents other criteria used by Google to calculate authority, the methods by which we can measure approximately the level of authority (unfortunately these data are also kept Google secrets), and what are the most effective ways you can gain authority for your site. Learn more on the SEO optimization course page on and off site

## How we grow Relevance

If so far we have talked about factors that do not have a direct connection to the content, if it is relevant it has to do almost exclusively with what and how we write. Remember: relevance to a search is calculated almost exclusively depending on the content. For this reason, the main criterion will be the analysis of the text and the secondary (much less important) analysis of existing images on the site or pages. As in the case of the other factors mentioned so far, the relevance is calculated at both site and page level. A very important aspect to remember is that, although lately, Google has made progress very big, it is still far from really understanding what it is about on a site or in an article. When the search engine turns a page (I wanted to use the word I read, but it is not very suitable) he applies a mathematical algorithm to determine statistically what it's on that page.



For example, if in an article the word apple or apple often appears, then statistically it is very likely that the article is related to the apple fruit. Should not I understand what the article is about to make this deduction? The most important criteria for establishing relevance are:

### **How the title of the article is written**


Currently, one of the most important criteria for establishing relevance is the title of the respective page / article. If we want our article to be relevant for a certain topic, it must appear explicitly in the page title / article.

### **How the first paragraph is written**

Another important aspect considered by Google is the first paragraph. Obvious, and it must be relevant to our subject if we want the page to be optimized for search engines.

### **Existence of a Meta-Description**

When you search on Google the results will have 3 areas - The title, written in general with blue, the physical link (permalink) written in green and a description - written in black. That description is the meta-description or the first paragraph, if not there is a meta-description.



Google considers, however, that an article is more careful if there is also a meta-description and that article will be even more relevant if the subject for which we want to become relevant will be mentioned in the meta description.

## Frequency of use

The frequency with which **the topic appears in the content of** our page / article is a very important criterion for relevance. After all, it would be really weird as an article to be relevant to a topic you don't mention right? Important: When writing content, always **write it for your readers and not for Google**. An article written just for SEO generates a strongly unpleasant impression to readers and denotes a lack of professionalism **and also, in** recent years Google **has considerably improved** its algorithms for the detection of artificial content. Where such content will be identified, almost certainly your will be penalized and will have none the chance to reach the first positions in searches..




## Grammatical correctness

It may sound strange, but grammatical correctness is an important factor in SEO and relevance. One, because who cares about its content, by default, it respects him and his users, so he will try to offer a pleasant experience to readers. Two, because the existence of grammatical errors is one of the main one's criteria for identifying the artificially generated artificial content. Anyway, content with mistakes = poor quality content.

### Important to remember

These **are one of the** most important criteria used by Google to calculate Relevance, but they are not all. White-blue-design.com offers you a specialized course, dedicated to growth relevance and content optimization of articles: SEO Journalism course. In **this course, you** will provide a list with many more criteria for increasing relevance, we will teach you how to write optimized articles and some **tools to help** you check the content written articles. Also learn how to effectively write a title and an introduction so that you increase the number of accesses of your article. The course is supported by **a coach with** experience in the field of journalistic and will present you how you can effectively write the title and the introduction article to maximize clicks from readers. Thank you and we are waiting for you on [white-blue-design.com](http://white-blue-design.com). You will discover more information, useful articles, services and courses.



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