

SEO

The closest look ever

Looking at SEO: From far away

What we see is:

- ◇ What SEO is.
- ◇ How it's done.
- ◇ Goals
- ◇ Uses
- ◇ Main challenges
- ◇ Etc.

Looking at SEO: A closer look

What we see is:

- ◇ What are the factors that impact SEO (200, 250, 500, W/E)

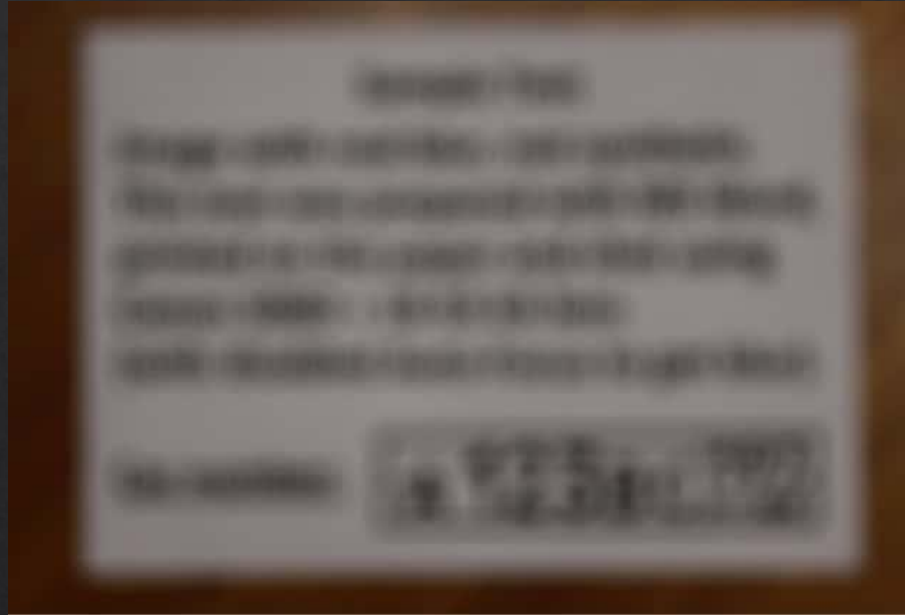
Looking at SEO: An even closer look

What we see is:

- ◇ How to get the most out of those SEO factors.
 - ◇ How links are meant to be.
 - ◇ Title tag, Meta description, etc.

Looking at SEO: The closest look ever

What we see is:



What we need is a GENUINE source of knowledge which is not MANIPULATED.

- ◇ Webmaster central (By Google).
- ◇ Search quality evaluator guidelines (By Google) and the changes that are pure.

SEO fundamentals

- ◇ AUTHORITY
- ◇ TRUST
- ◇ RELEVANCY

Authority

- ◇ Authority in real world
- ◇ Authority in SEO
- ◇ Similar metrics out there

Uses

- ◇ Link earning and building
 - ◇ Authority and trusted resources
 - ◇ Relevant resources
 - ◇ Link anchor text (To super authority websites like Moz)
- ◇ Raters guidelines.
- ◇ Etc.

Trust

- ◇ Trust in real world
- ◇ Trust in SEO

Signs of existence

Websites that publish content take the most impressions within a few mins.

Uses

- ◇ Link earning and building
 - ◇ Authority and relevant resources
 - ◇ Trusted resources
- ◇ Outbound links and citations
 - ◇ Link anchor text (To super authority websites like twitter)
- ◇ Etc.

Relevancy

- ◇ Relevancy in real world
- ◇ Relevancy in SEO

Uses

- ◇ On-page SEO
 - ◇ All the factors
 - ◇ Semantic HTML
- ◇ Technical SEO
- ◇ Etc.

Does any authority agree?

◇ VIDEO



What relevancy is (an intro to Semantic HTML)

- ◇ www
- ◇ A specific domain
- ◇ A specific sub-domain
- ◇ A specific directory
- ◇ A specific page
- ◇ A specific section



MORE
Relevant