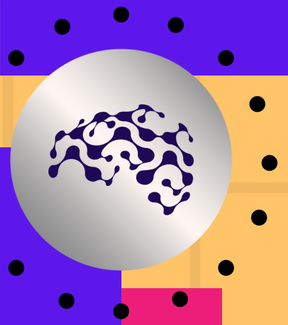
TDH Agency | @thedigitalhacks | thedigitalhacks.com

SEO Brochure

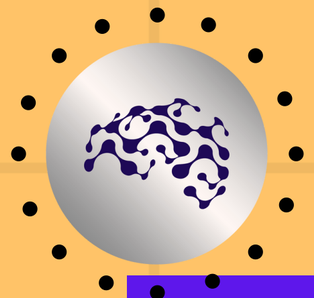
THE DIGITAL HACKS

THE DIGITAL HACKS

Introduction



1- What is SEO?



SEO

SEO stands for search engine optimization, which is a set of practices designed to improve the appearance and positioning of web pages in organic search results. Because organic search is the most prominent way for people to discover and access online content, a good SEO strategy is essential for improving the quality and quantity of traffic to your website.

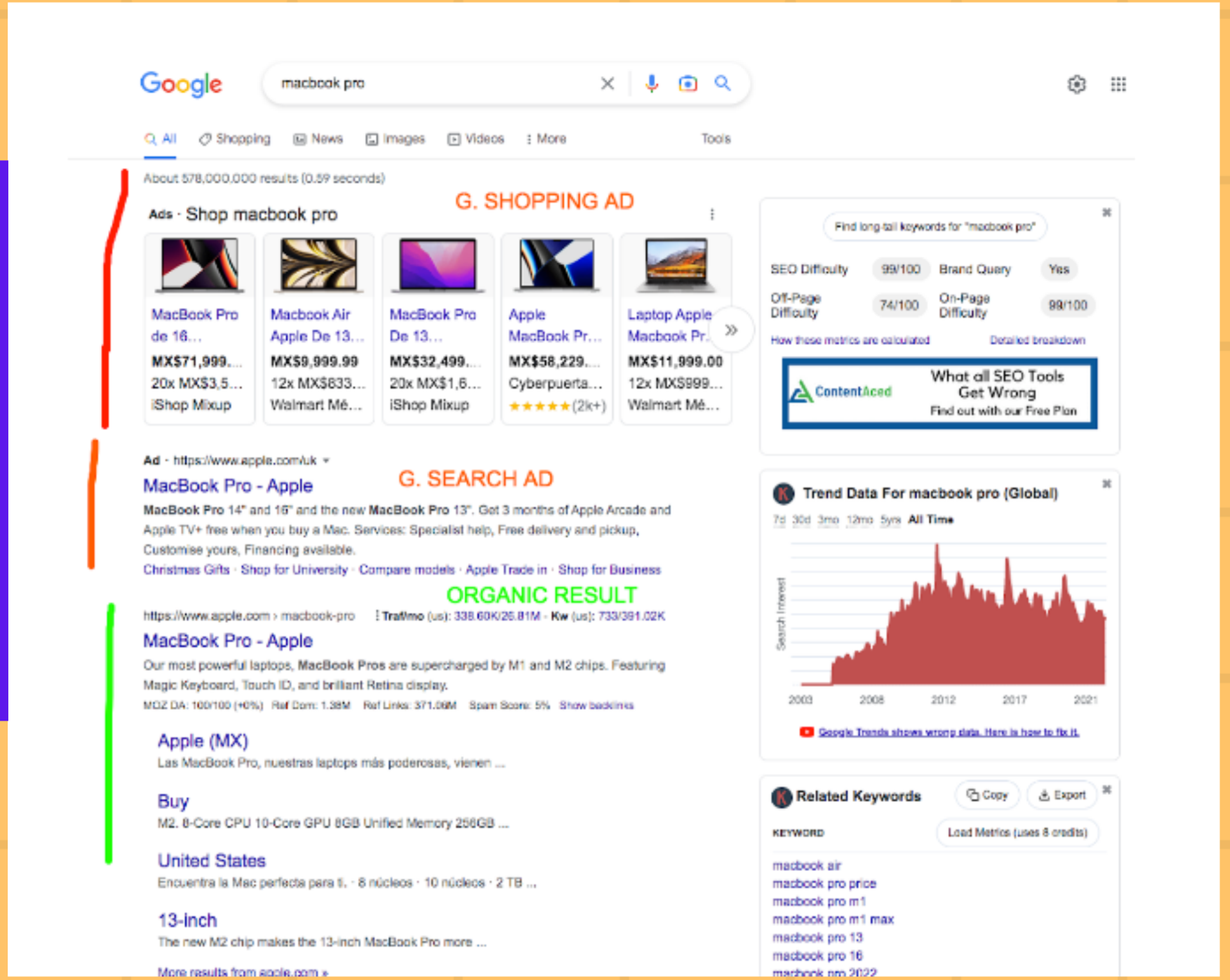
Source: MOZ

Why is SEO important?

Organic search results are the unpaid listings on a search engine results page (SERP) that the search engine has determined are most relevant to the user's query (Search on a Search Engine).

Check this Example:

If you search for “macbook pro” on Google (depending on your location), probably the first results you will get will be Google Shopping Ads of that product



How does a Search Engine Work?

Search Engines have automated robots called crawlers that use links to scour the Internet, find web pages, and decipher page data that are indexed to be included in search engine results.

Search Engines Examples:

- **Chrome**
- **Firefox**
- TOR (**torproject.org/**)
- **Safari**
- **Microsoft Edge**

THE DIGITAL HACKS

What are the factors that determine whether or not a site is optimized for a search engine?

Difference between OnPage SEO & OffPage SEO

THE DIGITAL HACKS

On-Page SEO

On-page SEO refers to SEO factors and techniques focused on optimizing aspects of your website that are under your control

Source: WooRank

On-Page SEO Factors

Core Web Vitals:

A set of real-world metrics that quantify the user experience of a website.
-Visual stability, Interactivity, Loading time

Mobile friendliness:

Mobile-friendliness is a measure of how well a site performs when someone tries to visit and use it with a mobile device.

Title tags:

Title tags, also called "page titles", are HTML tags that (as you probably guessed) define the title of the page and describe what the content of the page will be about.

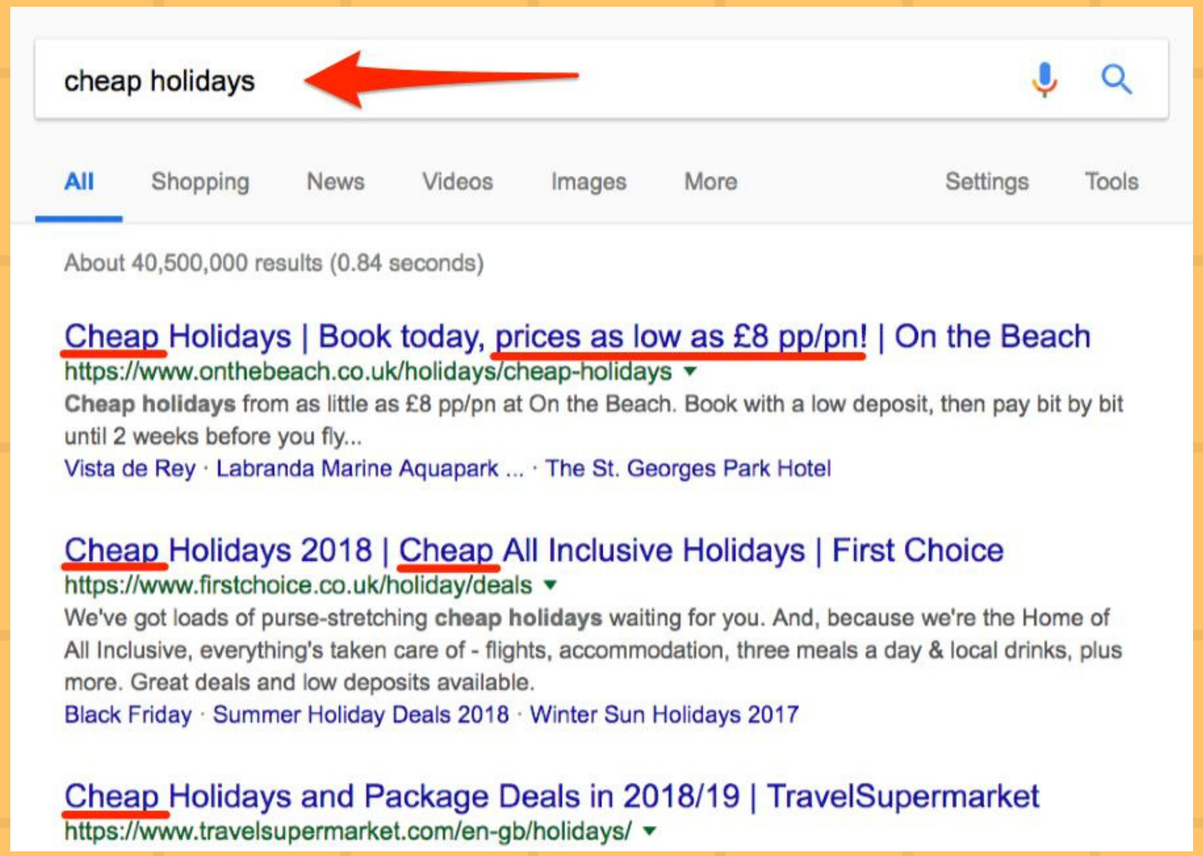
50-70 characters.

Meta Desriptions:

Meta descriptions are, like title tags, HTML tags that help describe what the page is about.

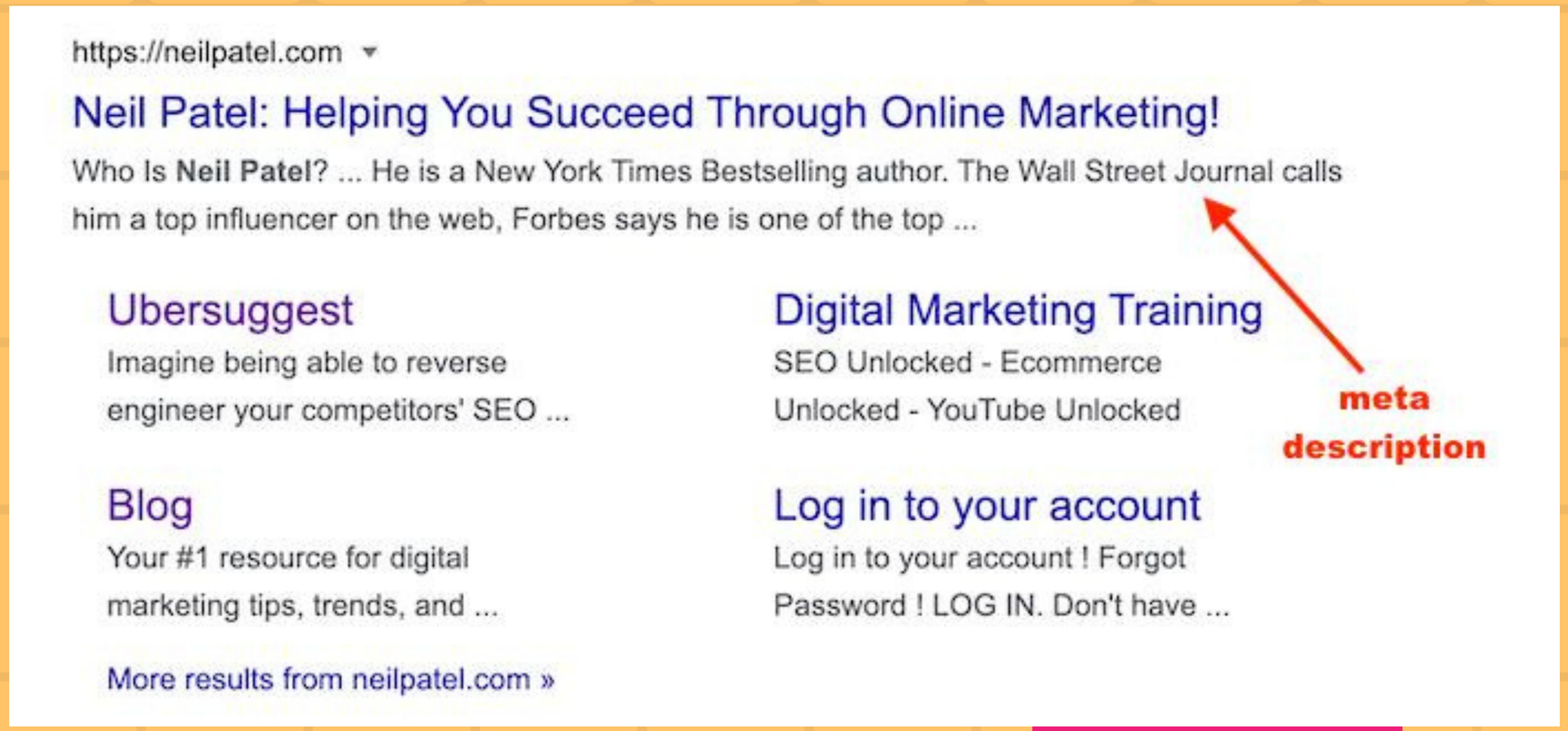
Entre 50 y 160 caracteres.

Example of Title tags:

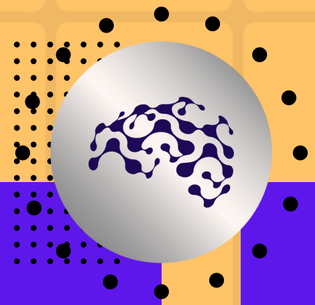


Source: NeiiPatel

Example of Meta Desriptions:



Source: Hubspot



Content Quality:

A) Is it useful for the user?
B) Is it easy to read?
C) Is it unique? and D) Is it relevant to a user's query?

HTML headers:

HTML headers are HTML tags that specify titles and subheadings within the content of a web page. They help your website visitors to better read and understand your content.

Example of HTML Headers :

Headings

<H1>	<H2>	<H3>	<H4>	<H5>
1	12	11	1	4

<H1>	A simpler way to grow your business
<H2>	Start your journey
<H2>	Actionable SEO Tasks
<H2>	Keep pushing forward. We got your back.
<H2>	A complete marketing tool for your website

Show more

Image Alt text:

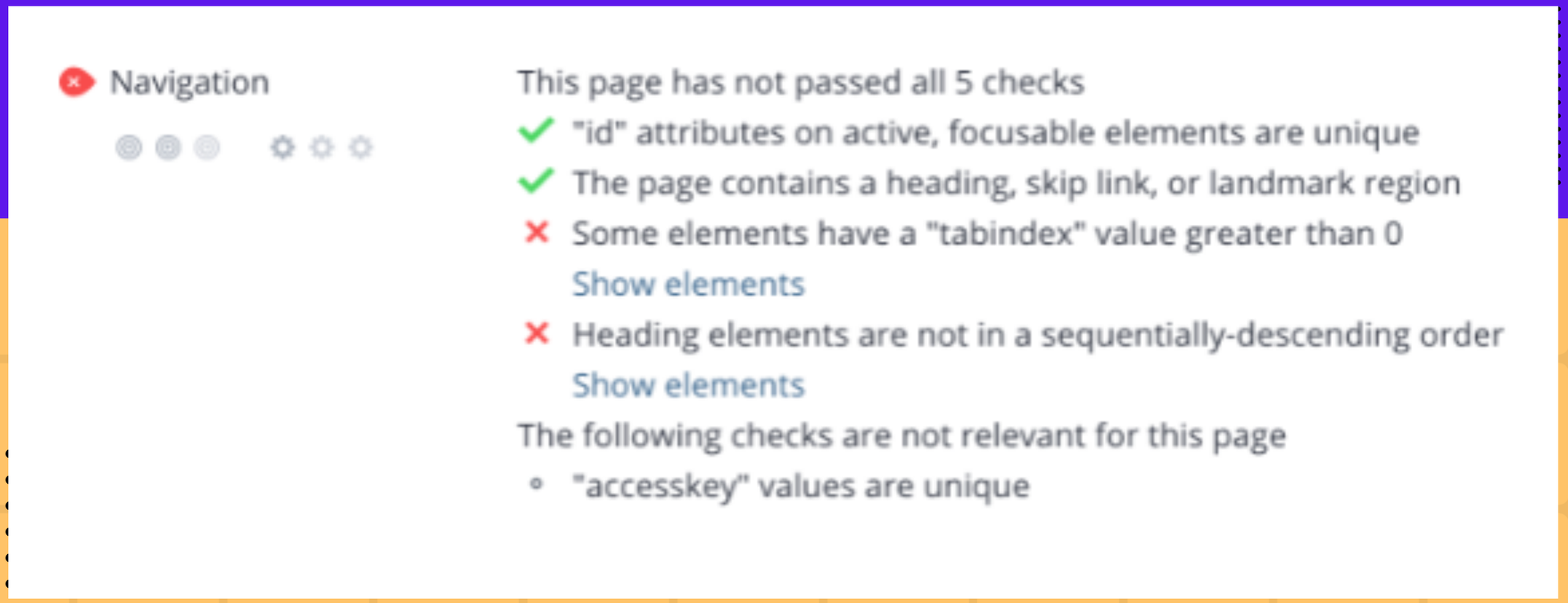
Image "alt text" refers to an attribute within an image's HTML tag that contains a text description of the image.

Internal Links:

Linking to other pages on your site from within your own content is useful, as it helps visitors find related content with additional background or context.

Page navigation:

In the context of on-page SEO, "navigation" is making sure that all users can access and consume the content of a web page.



Off-Page SEO

Off-page SEO is the collection of strategies, tactics, and efforts you put into promoting your content on third-party sites across the web.

Source: WooRank

THE DIGITAL HACKS

Off-Page SEO Factors

Backlinks:

Links to your webpage from other websites are a determining factor in off-page SEO. They determine the authority and trustworthiness of the site in the eyes of search engines.

Social media:

While a page's rank isn't directly influenced by the number of shares, likes, or comments it gets, social media is still an important channel for promoting your site online.

Unlinked mentions:

Unlinked mentions are any time an unaffiliated site mentions your company name or website online without linking to your site.

Google My Business:

Google My Business (GMB for short) allows businesses to easily and simply provide important information directly to Google. This information includes location and/or service area, type of business, contact information, and opening hours.

Source: Ahrefs

Another Factor Impacting SEO off-page

Reviews:

Customer reviews are a ranking factor that affects the order of results in the map pack, but are probably of little importance for localized organic results.

THE DIGITAL HACKS

What is it and why do you need it?

Google Analytics

Source: Google

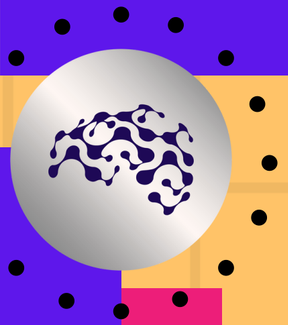
Google Analytics

Google Analytics is a platform that collects data from your websites and apps to create reports that provide insights into your business.

It is imperative to understand your audience, traffic sources and user behaviour.

THE DIGITAL HACKS

What are them?



Google Search Console & Google Tag Manager

What is Google Search Console?

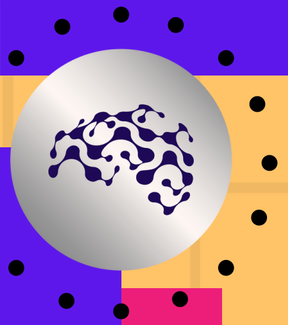
Google Search Console is a free tool provided by Google to help you measure your site's search performance and traffic, fix problems, and make your site shine in Google's search results.

Google Tag Manager:

Google Tag Manager is a Tag Management System (TMS) that allows you to quickly and easily update measurement codes and related code snippets, collectively known as tags, on your website or mobile app.

THE DIGITAL HACKS

#RankingFactors



How to optimize a website for SEO

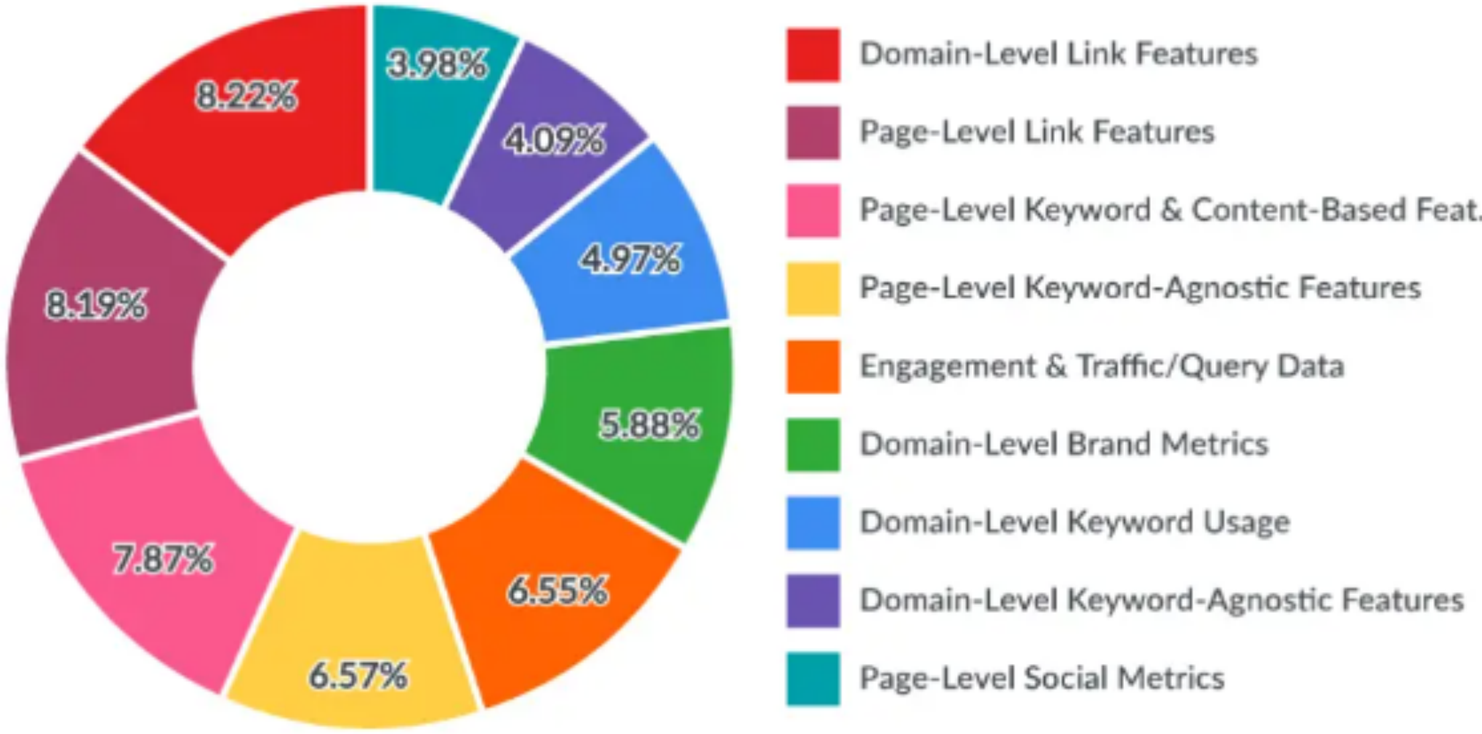
What are the SEO Ranking factors?

- A secure and accessible website
- Page speed (including mobile page speed)
- Mobile friendliness
- Domain age, URL and authority
- Optimized content
- Technical SEO
- User Experience (RankBrain)
- Links
- Social cues
- Actual business information

Source: Optinmonster

The Influence of Ranking Factors in Google's Algorithm

Based on a survey of over 150 SEO experts



Source: MOZ

Auditing your Website

The first steps in auditing a website for SEO are to know your current rank, review your website's analytics, and determine the keywords that will set you apart.

Website Audit

ON-PAGE SEO SCORE

77 GREAT

ORGANIC MONTHLY TRAFFIC

194 GREAT

ORGANIC KEYWORDS

239 GREAT

BACKLINK

3,371

We've discovered **132** pages on your site and laid out what you need to fix to maximize your
Above you'll find your overall score and general site metrics. Below you'll see a list of SEO issu
how fast your site loads.

PAGES DISCOVERED

132

We've crawled **105** pages and found **27** blocked pages for a total of **132** pages discovered.

PAGE STATUS

SEO ISSUES DISCOVERED

160

TOP SEO ISSUES

5 pages have a low word count

Source: Ubersuggest

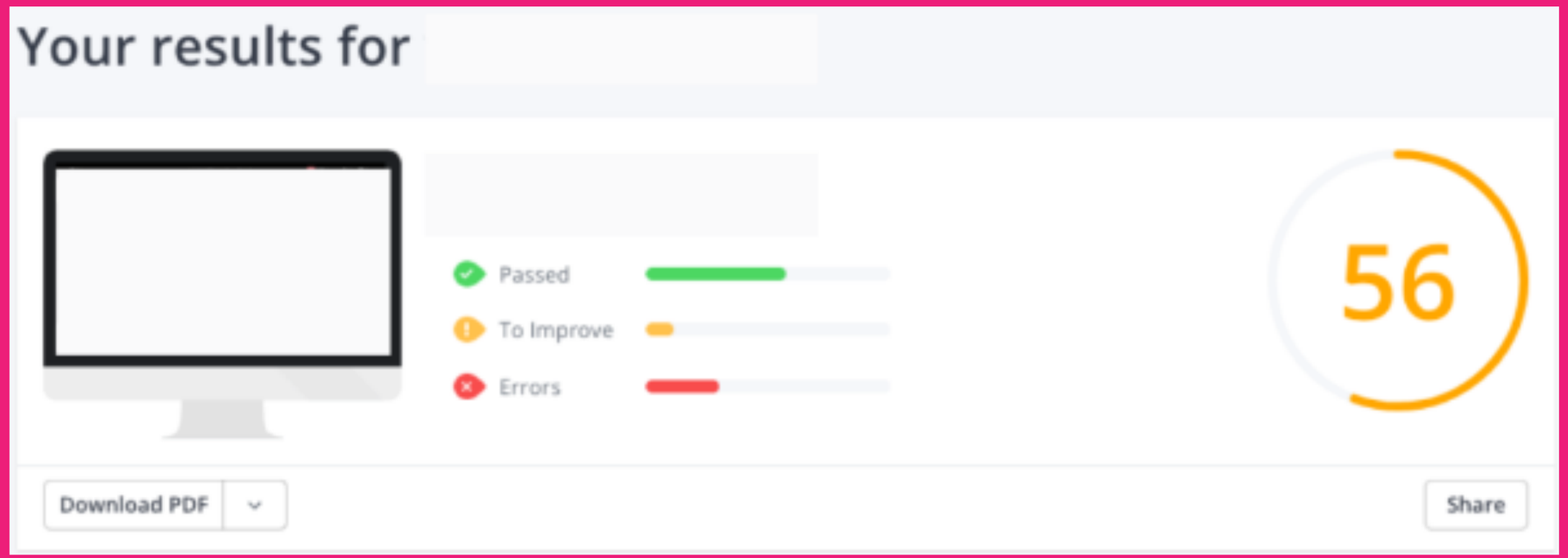
How can we help you

Define your website Health

- Check errors that determine a low result for the site: Broken links, wrong keywords, non-correct image size, wrong or missing meta descriptions.
- Page Titles.
- Meta Descriptions.
- The composition of the URL.
- Secondary Titles H2, H3, H4 etc...
- Visual Content: Number of Images, Videos.
- Image Size.

Define your website Health

Check your website:
https://pagespeed.web.dev/



Usually, a score below 30 means your site has multiple critical errors. Between 30 and 70 is a medium score, meaning the website has space to improve on different factors.
A score above 70 results in a high level of optimization.

How can we assist you:

- Page Speed Optimization.
- Keywords suggestion analysis.
- Backlinks Analysis.
- OnPage SEO Optimization.
- Accelerate mobile performance and mobile optimization.
- Name your images with relevant keywords.

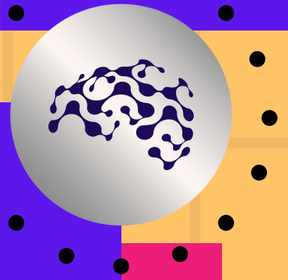
- SEO Anlaysis and Plugis Configuration.
- Web Core Vitals Optimization.
- Add an XML Sitemap.
- Robot File 404 Errors.
- External 404 Errors.
- Install a Cache Plugin.
- SSL Security
- Replace your competitors' broken links.

And more...

THE DIGITAL HACKS

SEO Tools that support our work.

Our Favorite SEO Tools



SEO Platforms & Plugins

THE DIGITAL HACKS

Best SEO Tools

- SEOZoom
- Ubersuggest
- SemRush
- SpyFu
- Moz
- SimilarWeb
- RankMath
- Yoast

THE DIGITAL HACKS

Contact Us for a Quote

BOOK A MEETING!

+44 2392162142

www.thedigitalhacks..com

hello@thedigitalhacks.com

115 Mare St, Hackney, London E8 4RU, United Kingdom