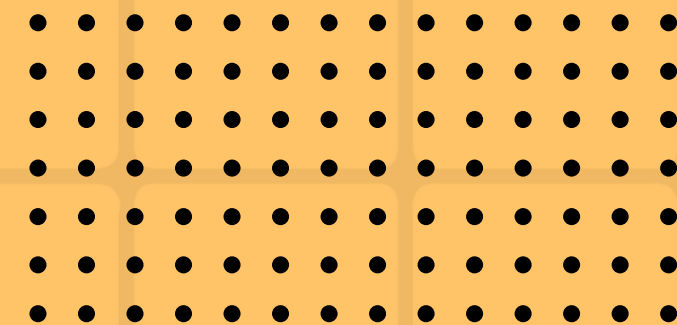
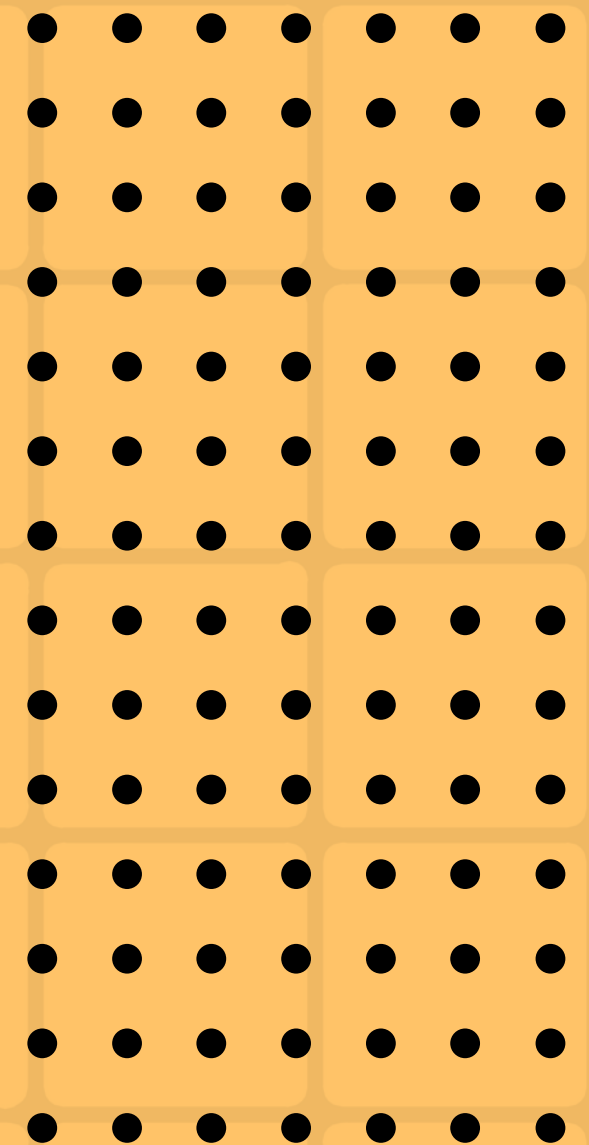
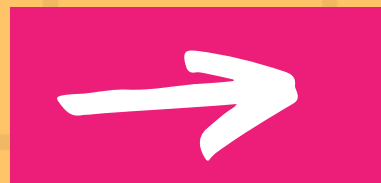


# S E O Brochure

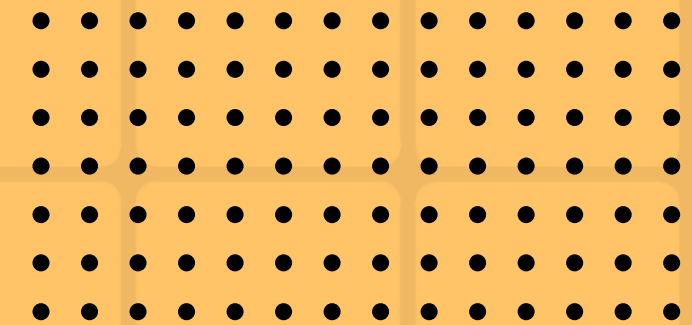
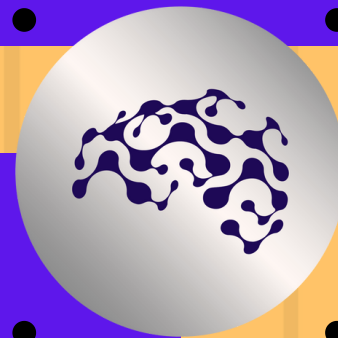
THE DIGITAL HACKS

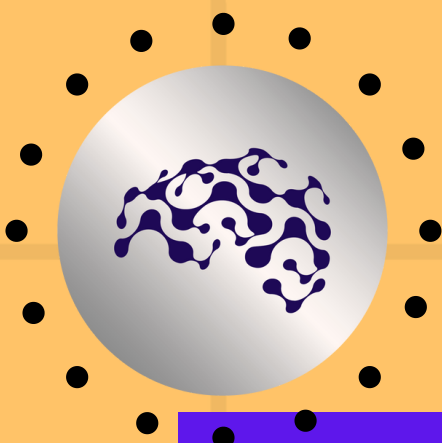


THE DIGITAL HACKS

# Introduction

## 1- What is SEO?



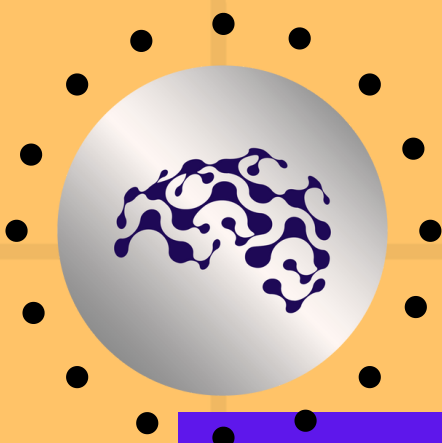


# SEO

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

The screenshot shows a Google search for "macbook pro". The search bar at the top contains "macbook pro" and the Google logo. Below the search bar, there are tabs for "All", "Shopping", "News", "Images", "Videos", and "More". The "All" tab is selected.

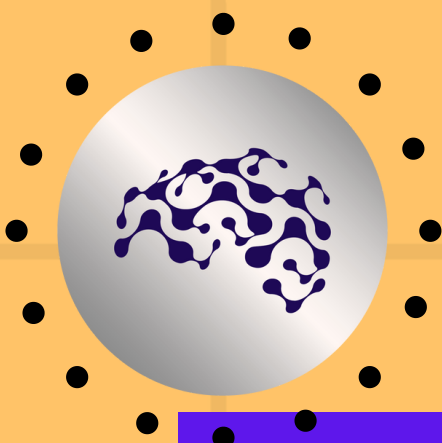
The search results are divided into three main sections:

- G. SHOPPING AD:** This section displays five product cards for MacBook Pro models. Each card includes a product image, the model name, and the price. The prices are: MX\$71,999.00, MX\$9,999.99, MX\$32,499.00, MX\$58,229.00, and MX\$11,999.00. The cards are from various retailers like iShop Mixup, Walmart México, and Apple.
- G. SEARCH AD:** This section shows a search ad for "MacBook Pro - Apple". The ad includes a link to the Apple website, the product name, and a brief description of the MacBook Pro 14" and 16" models. It also mentions the new MacBook Pro 13" and lists features like 3 months of Apple Arcade and Apple TV+ free.
- ORGANIC RESULT:** This section shows the organic search results for "MacBook Pro - Apple". The first result is from the Apple website, titled "MacBook Pro - Apple". It includes a link to the Apple website, the product name, and a brief description of the MacBook Pro 14" and 16" models. It also mentions the new MacBook Pro 13" and lists features like 3 months of Apple Arcade and Apple TV+ free.

On the right side of the search results, there are several widgets:

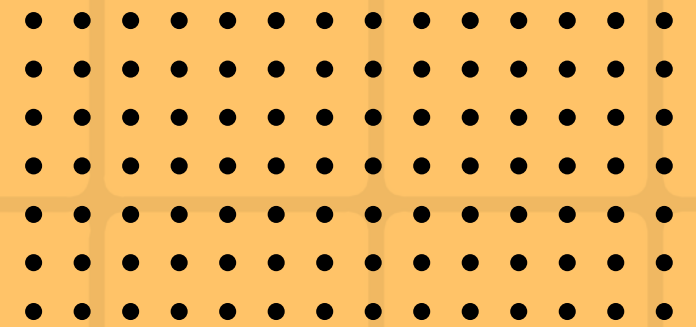
- Find long-tail keywords for "macbook pro":** This widget shows SEO Difficulty (99/100), Brand Query (Yes), Off-Page Difficulty (74/100), and On-Page Difficulty (99/100). It also includes a link to "How these metrics are calculated" and a "Detailed breakdown" link.
- ContentAcademy:** This widget promotes a free plan for finding out what all SEO tools get wrong.
- Trend Data For macbook pro (Global):** This widget shows a line graph of search interest over time, from 2003 to 2021. The graph shows a significant increase in search interest starting around 2012, peaking around 2017, and then declining.
- Related Keywords:** This widget lists related keywords for "macbook pro", including "macbook air", "macbook pro price", "macbook pro m1", "macbook pro m1 max", "macbook pro 13", "macbook pro 16", and "macbook pro 2022".

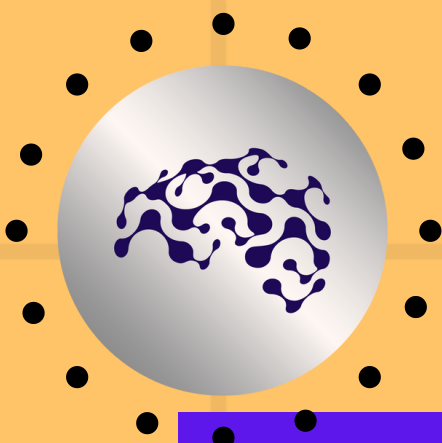




# How does a Search Engine Work?

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:

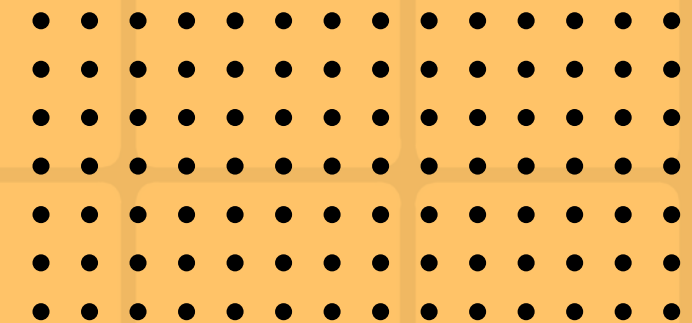
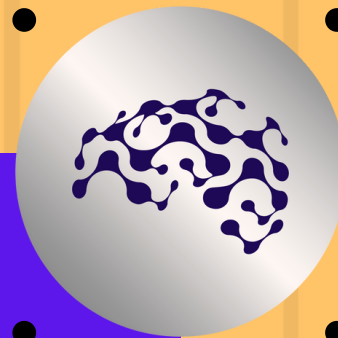
- Chrome
- Firefox
- TOR ([torproject.org/](https://torproject.org/))
- Safari
- Microsoft Edge



## 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



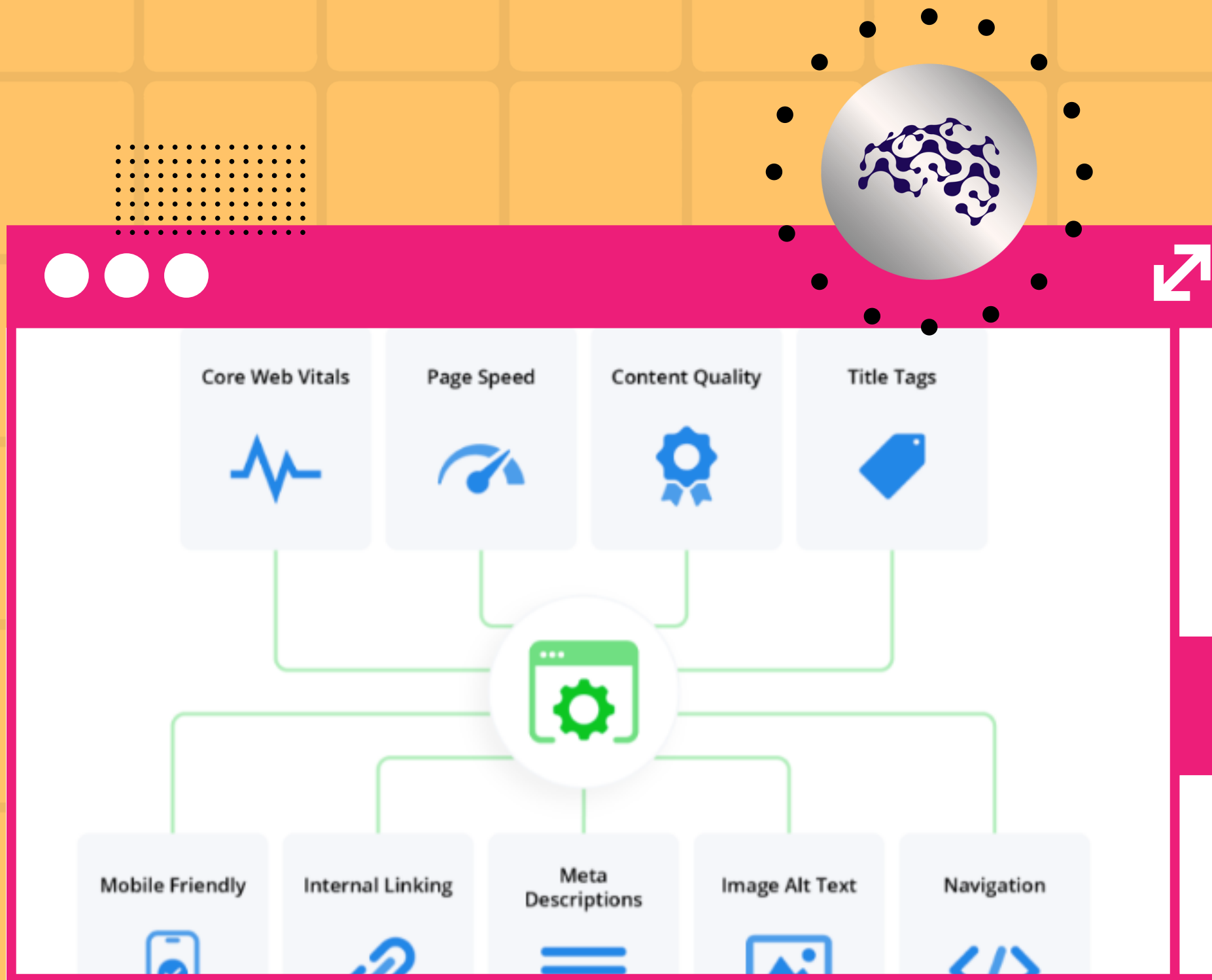
## THE DIGITAL HACKS

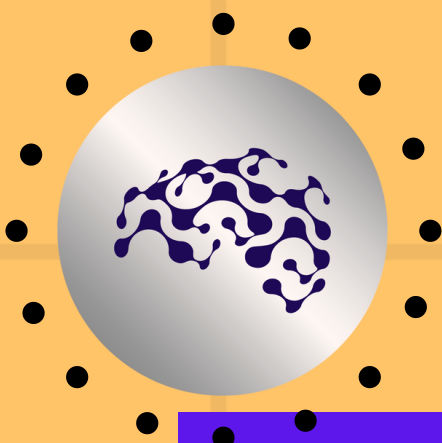


# On-Page SEO

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:

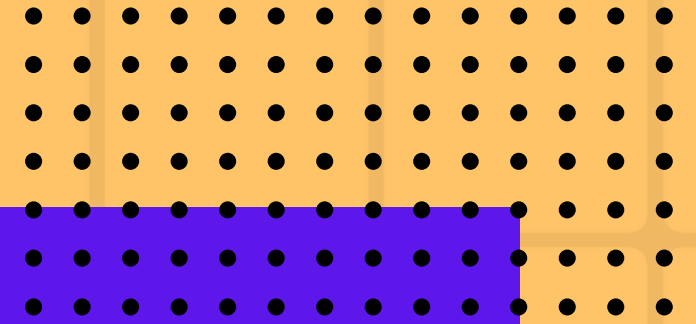
A set of real-world metrics that quantify the user experience of a website.

-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.

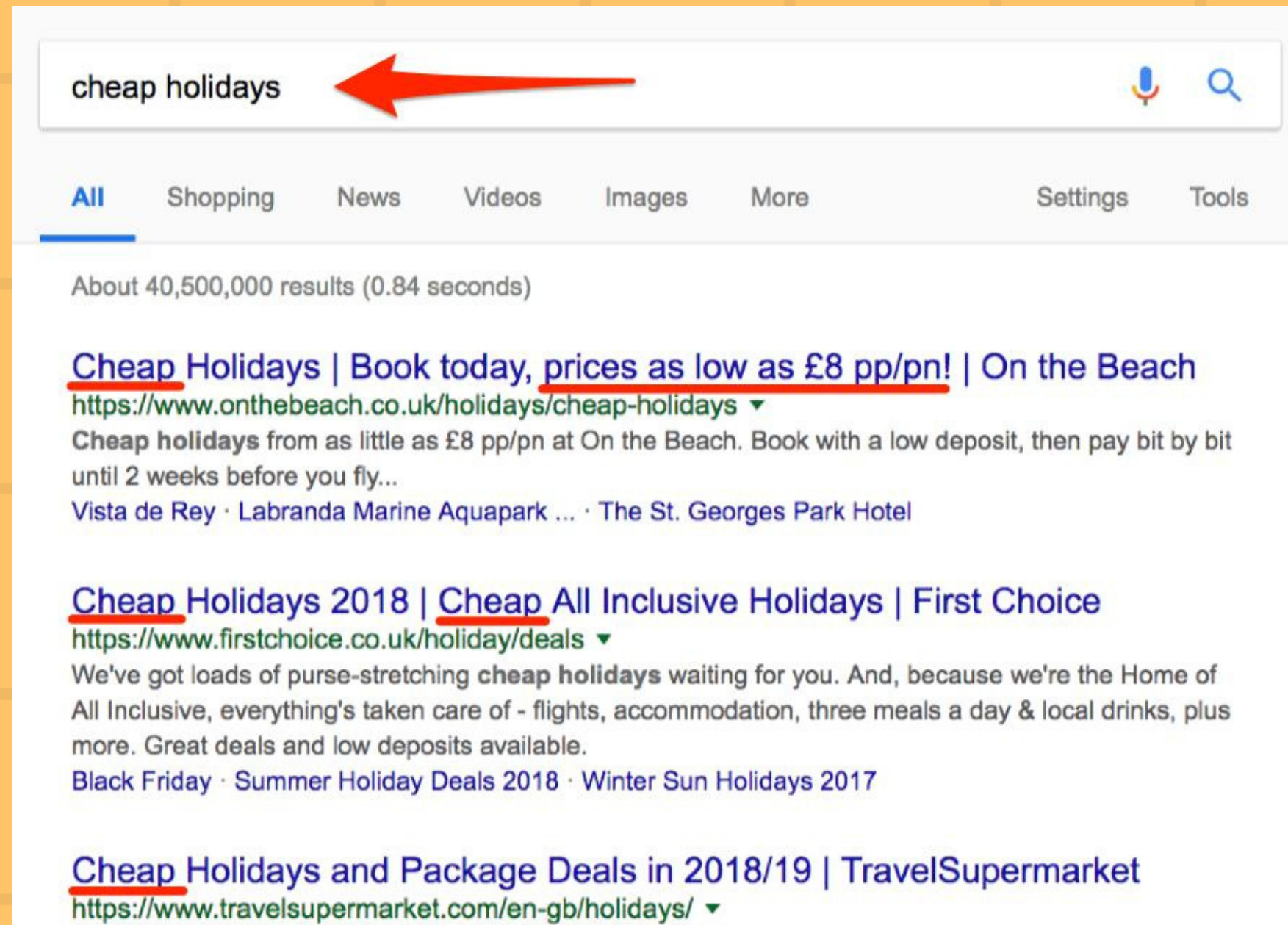
## Meta Descriptions:

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:



A screenshot of a Google search interface. The search bar at the top contains the text "cheap holidays". A red arrow points from the right towards the search bar. Below the search bar, there are tabs for "All", "Shopping", "News", "Videos", "Images", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 40,500,000 results (0.84 seconds)". There are three search results listed. The first result is from "On the Beach" with the title "Cheap Holidays | Book today, prices as low as £8 pp/pn! | On the Beach" and the URL "https://www.onthebeach.co.uk/holidays/cheap-holidays". The second result is from "First Choice" with the title "Cheap Holidays 2018 | Cheap All Inclusive Holidays | First Choice" and the URL "https://www.firstchoice.co.uk/holiday/deals". The third result is from "TravelSupermarket" with the title "Cheap Holidays and Package Deals in 2018/19 | TravelSupermarket" and the URL "https://www.travelsupermarket.com/en-gb/holidays/".

cheap holidays

All Shopping News Videos Images More Settings Tools

About 40,500,000 results (0.84 seconds)

Cheap Holidays | Book today, prices as low as £8 pp/pn! | On the Beach  
<https://www.onthebeach.co.uk/holidays/cheap-holidays> ▼  
Cheap holidays from as little as £8 pp/pn at On the Beach. Book with a low deposit, then pay bit by bit until 2 weeks before you fly...  
Vista de Rey · Labranda Marine Aquapark ... · The St. Georges Park Hotel

Cheap Holidays 2018 | Cheap All Inclusive Holidays | First Choice  
<https://www.firstchoice.co.uk/holiday/deals> ▼  
We've got loads of purse-stretching cheap holidays waiting for you. And, because we're the Home of All Inclusive, everything's taken care of - flights, accommodation, three meals a day & local drinks, plus more. Great deals and low deposits available.  
Black Friday · Summer Holiday Deals 2018 · Winter Sun Holidays 2017

Cheap Holidays and Package Deals in 2018/19 | TravelSupermarket  
<https://www.travelsupermarket.com/en-gb/holidays/> ▼

Source: NeiiPatel



## Example of Meta Descriptions:

https://neilpatel.com ▾

### Neil Patel: Helping You Succeed Through Online Marketing!

Who Is Neil Patel? ... He is a New York Times Bestselling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top ...

#### Ubersuggest

Imagine being able to reverse engineer your competitors' SEO ...

#### Blog

Your #1 resource for digital marketing tips, trends, and ...

[More results from neilpatel.com »](#)

#### Digital Marketing Training

SEO Unlocked - Ecommerce Unlocked - YouTube Unlocked

#### Log in to your account

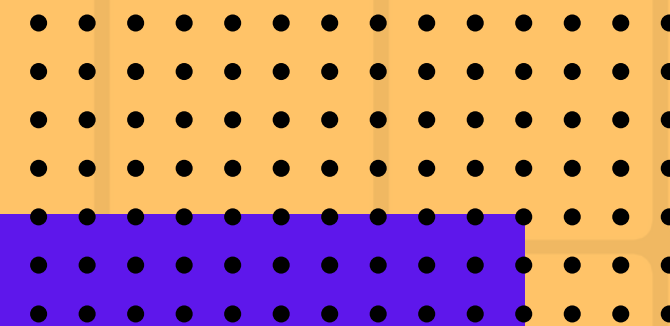
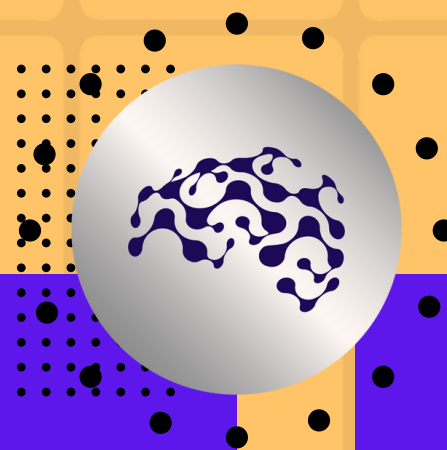
Log in to your account ! Forgot Password ! LOG IN. Don't have ...

**meta  
description**



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 :

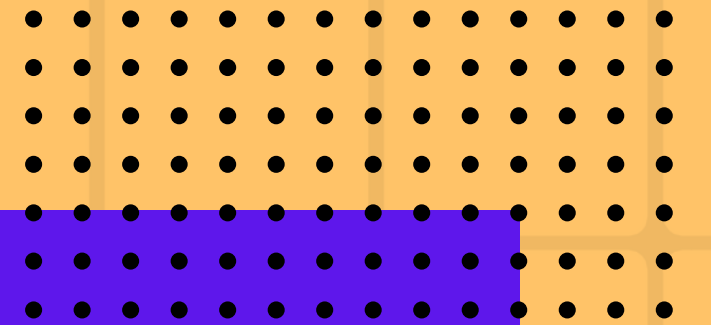
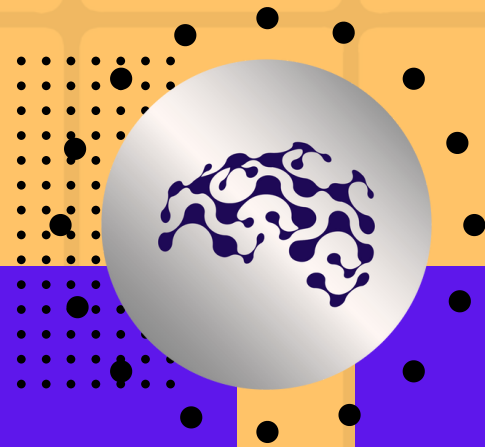
### ✓ Headings



<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.

### Navigation



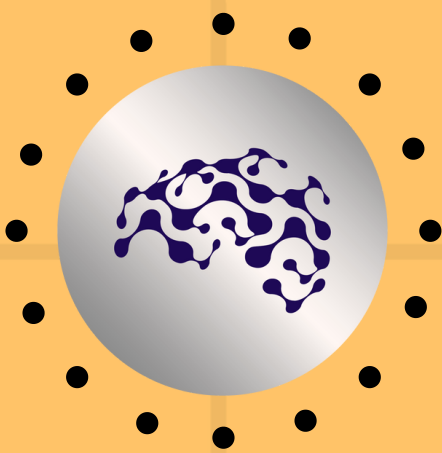
This page has not passed all 5 checks

- ✓ "id" attributes on active, focusable elements are unique
- ✓ The page contains a heading, skip link, or landmark region
- ✗ Some elements have a "tabindex" value greater than 0  
[Show elements](#)
- ✗ Heading elements are not in a sequentially-descending order  
[Show elements](#)

The following checks are not relevant for this page

- "accesskey" values are unique

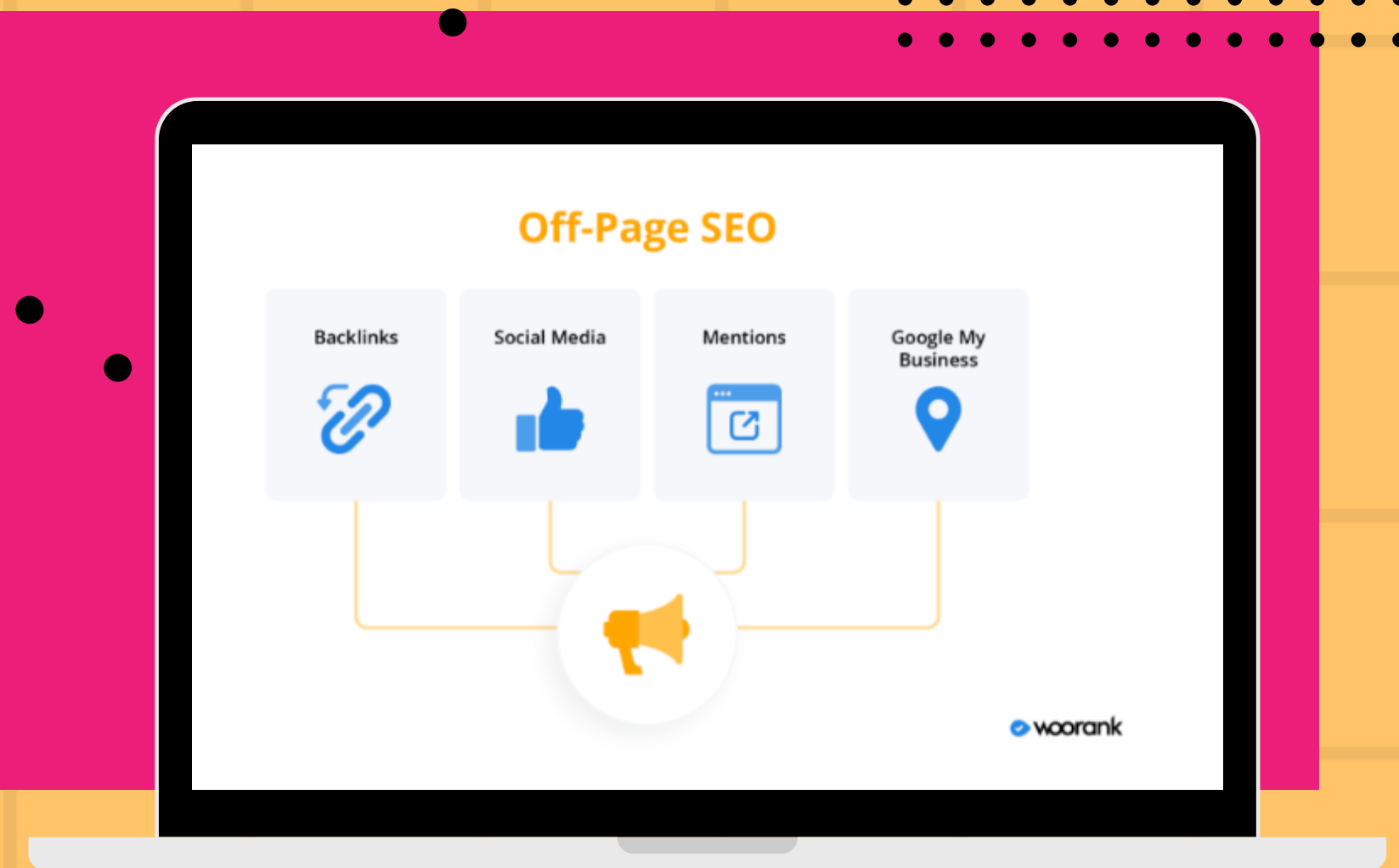




# Off-Page SEO

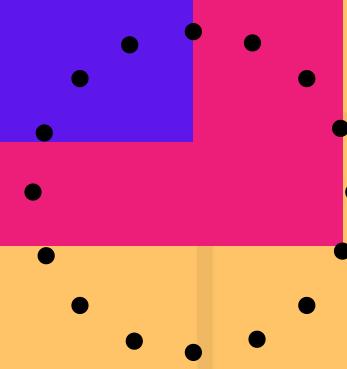
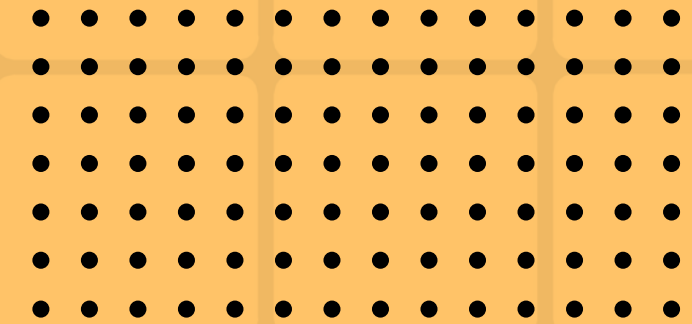
Off-page SEO is the collection of strategies, tactics, and efforts you put into promoting your content on third-party sites across the web.

*Source: WooRank*



## THE DIGITAL HACKS

# Off-Page SEO Factors



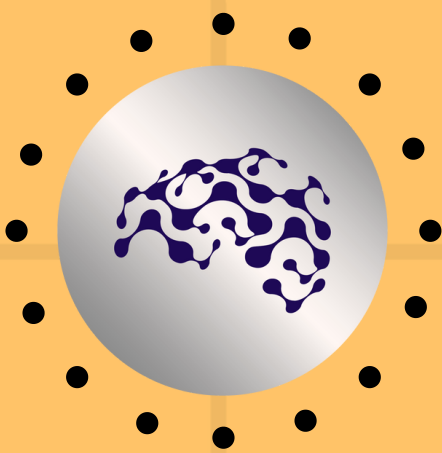
### **Backlinks:**

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.





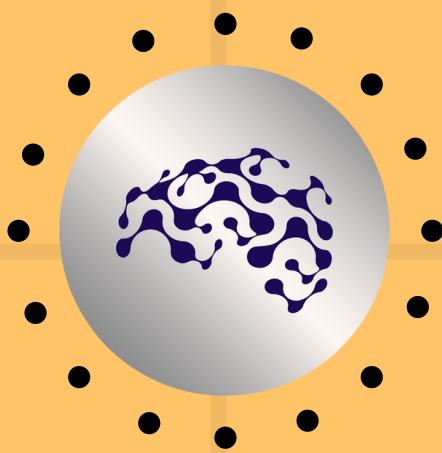
## Unlinked mentions:

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:

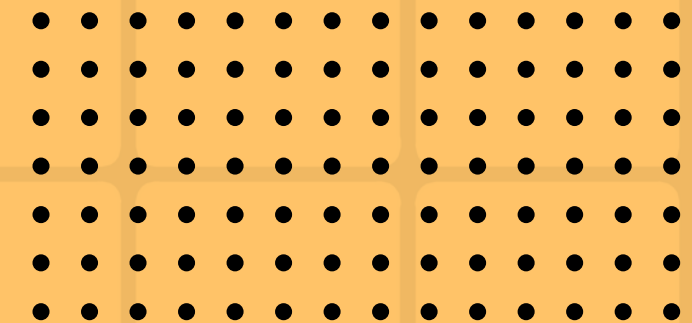
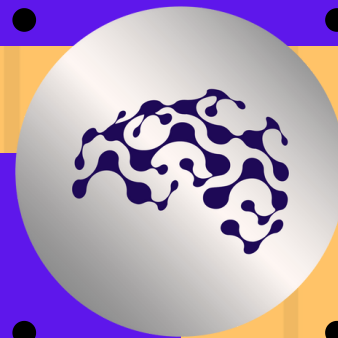
Customer reviews are a ranking factor that affects the order of results in the map pack, but are probably of little importance for localized organic results.

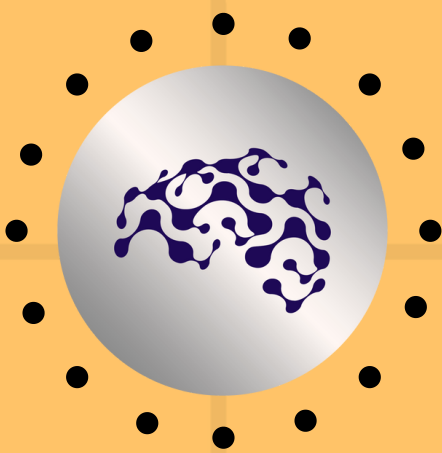


## THE DIGITAL HACKS

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.

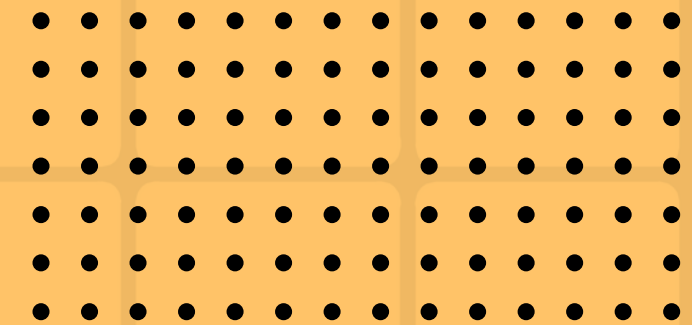
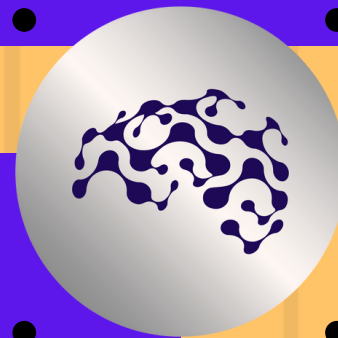
It is imperative to understand your audience, traffic sources and user behaviour.

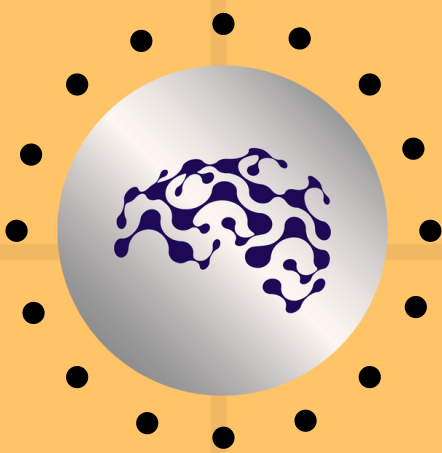


## THE DIGITAL HACKS

What are them?

Google Search  
Console & Google Tag  
Manager

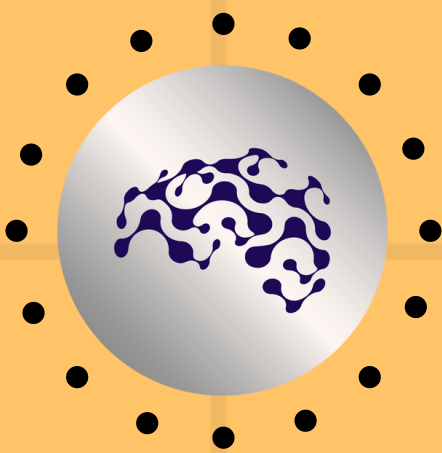




Google Search Console is a free tool provided by Google to help you measure your site's search performance and traffic, fix problems, and make your site shine in Google's search results.

# What is Google Search Console?





# Google Tag Manager:

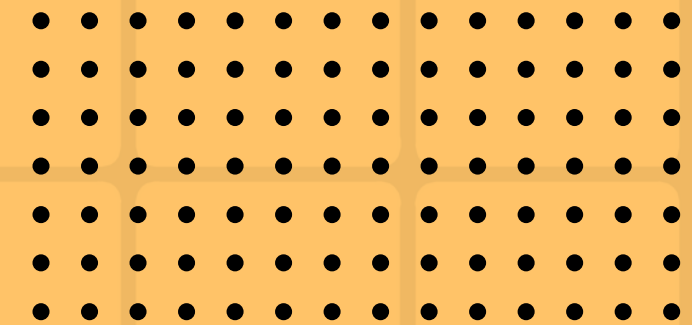
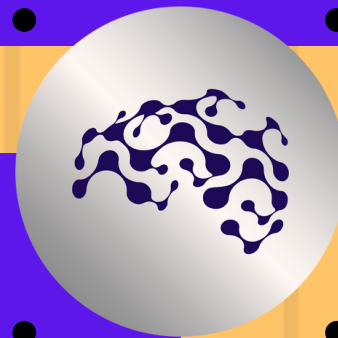
Google Tag Manager is a Tag Management System (TMS) that allows you to quickly and easily update measurement codes and related code snippets, collectively known as tags, on your website or mobile app.



THE DIGITAL HACKS

#RankingFactors

How to optimize a  
website for SEO



# What are the SEO Ranking factors?

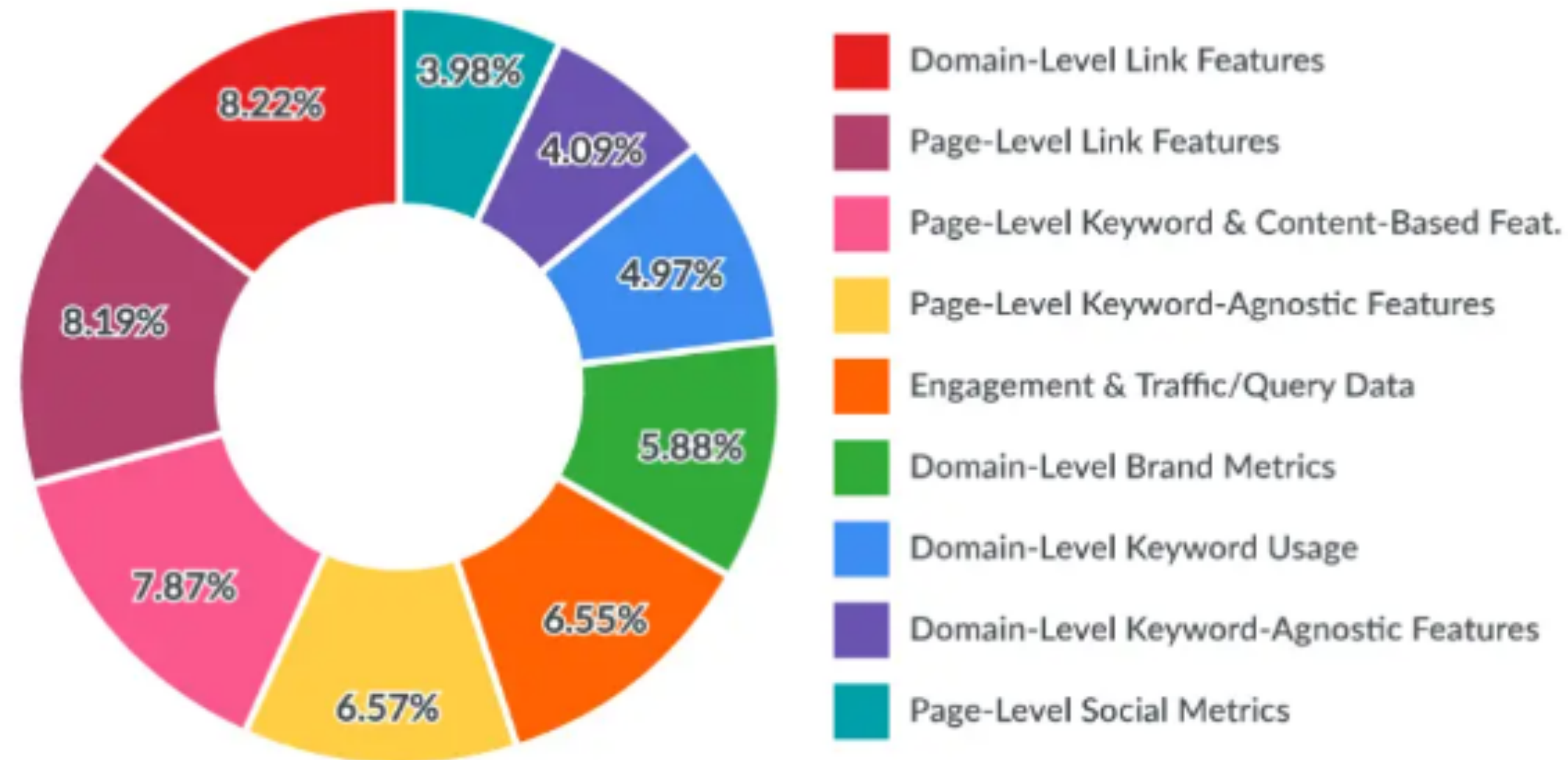
- A secure and accessible website
- Page speed (including mobile page speed)
- Mobile friendliness
- Domain age, URL and authority
- Optimized content
- Technical SEO
- User Experience (RankBrain)
- Links
- Social cues
- Actual business information

Source: Optinmonster

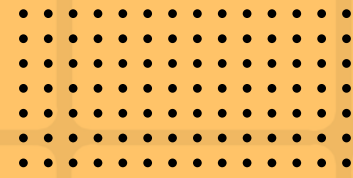
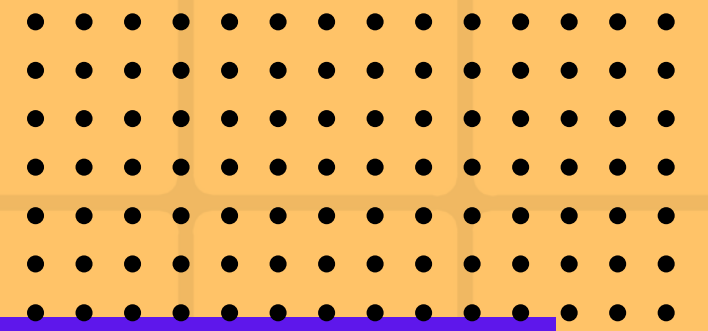
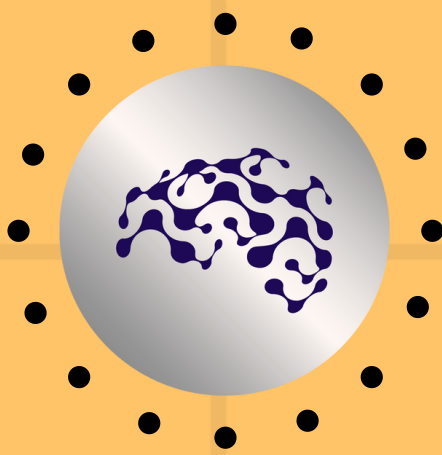


# The Influence of Ranking Factors in Google's Algorithm

Based on a survey of over 150 SEO experts

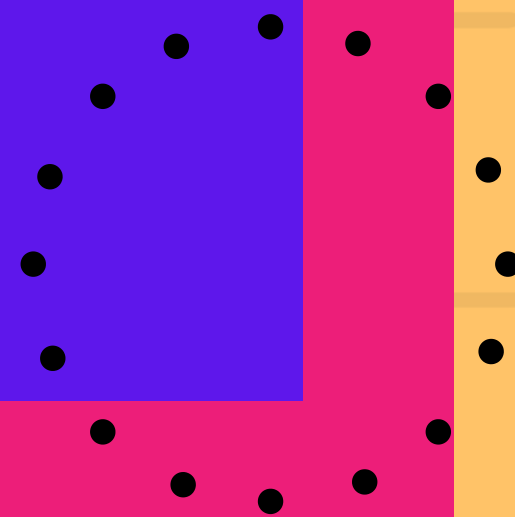


Source: [MOZ](#)



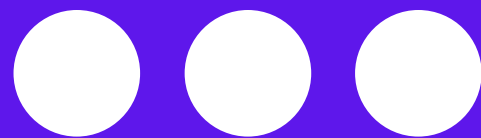
The first steps in auditing a website for SEO are to know your current rank, review your website's analytics, and determine the keywords that will set you apart.

# Auditing your Website



# Website Audit

Source: Ubersuggest



## ON-PAGE SEO SCORE ?

**77**

GREAT

## ORGANIC MONTHLY TRAFFIC ?

**194**

GREAT

## ORGANIC KEYWORDS ?

**239**

GREAT

## BACKLINKS

**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 issues, 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.

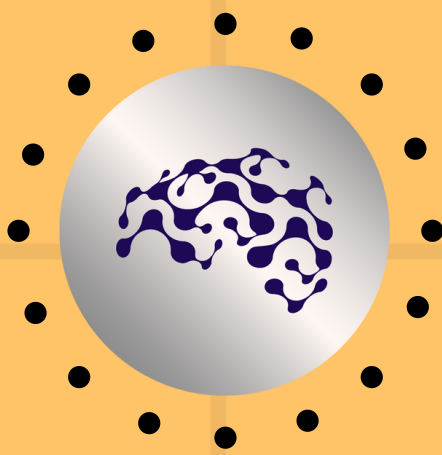
## PAGE STATUS ?

## SEO ISSUES DISCOVERED ?

**160**

## TOP SEO ISSUES ?

**5 pages** have a low word count

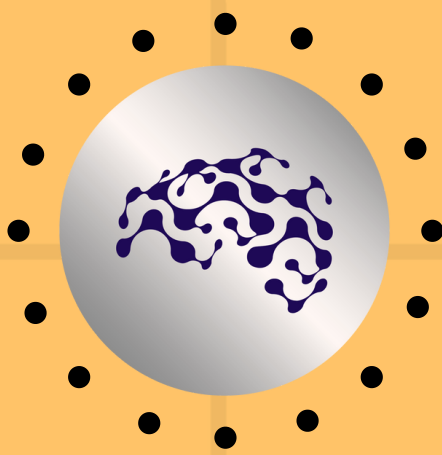


How can we  
help you

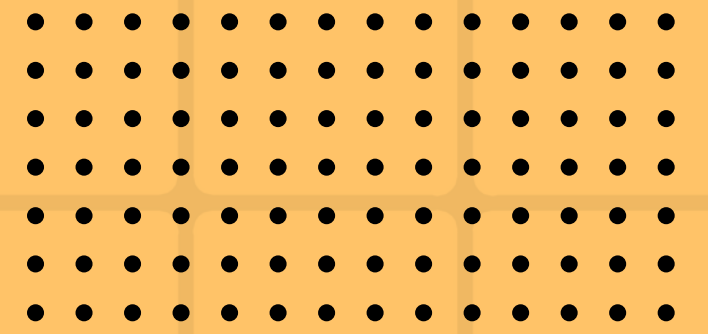
# Define your website Health

- 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.

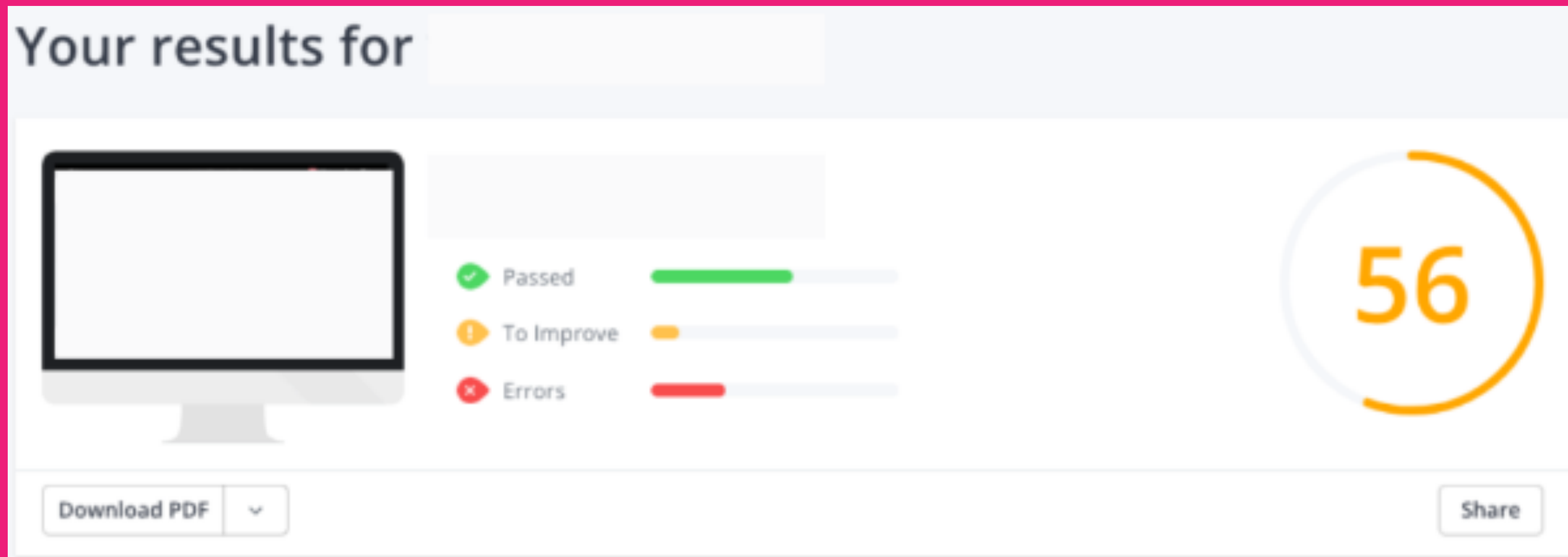




# Define your website Health



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

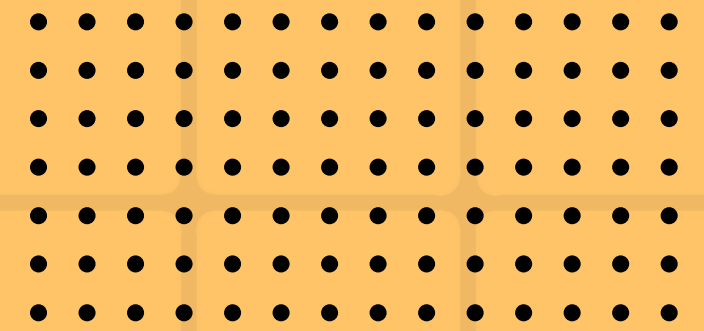


Usually, a score below 30 means your site has multiple critical errors. Between 30 and 70 is a medium score, meaning the website has space to improve on different factors.

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 Analysis and Plugins 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...

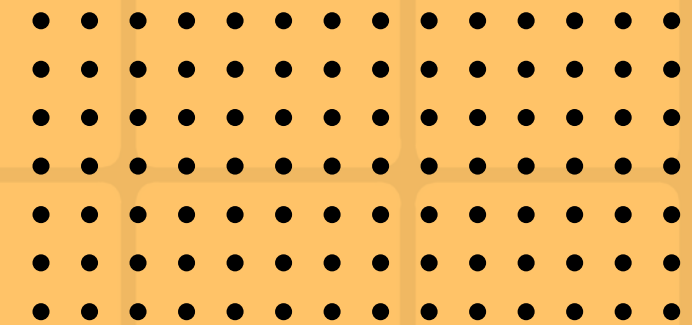
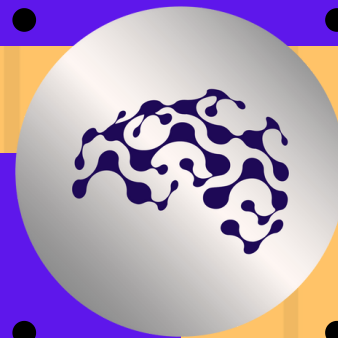


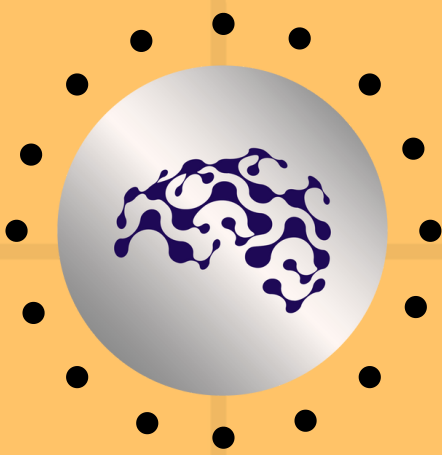
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SEO Tools that  
support our work.

SEO  
Platforms & Plugins

Our Favorite  
SEO Tools





## THE DIGITAL HACKS

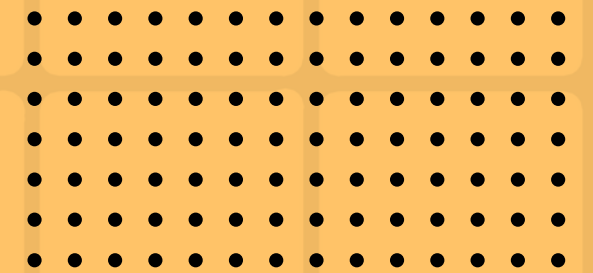
# Best SEO Tools

- [SEOZoom](#)
- [Ubersuggest](#)
- [SemRush](#)
- [SpyFu](#)
- [Moz](#)
- [SimilarWeb](#)
- [RankMath](#)
- [Yoast](#)



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a Quote



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MEETING!



+44 2392162142



[www.thedigitalhacks.com](http://www.thedigitalhacks.com)



[hello@thedigitalhacks.com](mailto:hello@thedigitalhacks.com)



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United Kingdom

