

# Search Engine Optimization Solution for Search

*Garnering search visibility and SEO for online publishers*



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# Search Engine Optimization: The Solution for Search

*Garnering search visibility*

## Search Engine Optimization (SEO)

The search scenario is changing manifolds, search engines have laid out their priorities, and we need to pay a close attention to these priorities. Most businesses mistake paid campaigns as the only way of successfully implementing SEO. However, these ad-hoc approaches are often futile. A solid Return on Investment (RoI) should be the focus for any SEO strategy.

We often take the slowest route to victory, which is a 'strategy without tactics'. Often SEO and Pay Per Click (PPC) strategies are created based on the commercial keywords. These keywords lead us to focus only on the hyper-competitive elements that are completely useful. We need a conceptual change in SEO. A change that does not completely focus on persuading searchers to a business page. At a tactical level, we need to raise awareness amongst the target or local audience for the business and create new customers simultaneously.

SEO has created a huge shift for the Digital Marketing industry in targeting customers. Hence, to distinguish and establish ourselves through SEO, we need to re-examine our goals and objectives. We need to surpass the gnawing effect of running expensive PPC campaigns—that lead to diminishing results without SEO. Instead, we need to work on creating a plan for SEO that creates awareness and demand.

## The Impact of SEO

*Rebooting SEO to remain relevant*

When it comes to implementing SEO techniques, enterprises pose one central question—how do search engines determine the relevance of a page for a given search query? The answer is rather simple: code, design, and write your website in a manner that will appeal to your target audience.

There are various strategies that can be implemented, but one such strategy that has been proved useful is the SOSTAC methodology by the marketing firm PR Smith. Its founder, PR Smith, created a digital marketing strategy to deliver results and structure marketing techniques. This method promises a more tactical approach, and when applied to SEO practices, it provides the desired results.

### **SOSTAC**

Situation Analysis– Where are we now?

Objectives – Where do we want to go?

Strategy – How do we get there?

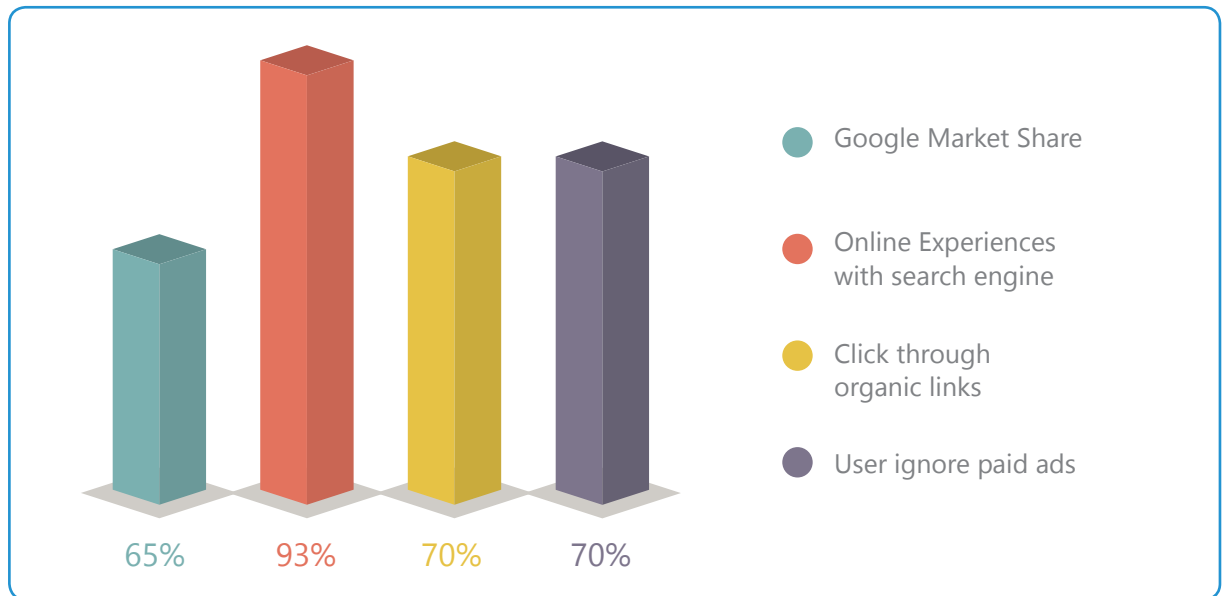
Tactics – How do we reach the goal? What channels should we use?

Actions – Checklists, call of action, guidelines, and process

Control – Metrics to ensure that we are progressing

It is crucial to ask these questions even at an advanced level. This methodology provides a firm ground for detailed analysis and insight into the who, why, and how elements of SEO, which are, in turn, based on business and audience analysis.

These techniques help draft a rebooting strategy that can be tweaked as per the business requirement to garner search visibility.



<http://rapidboostmarketing.com/shocking-seo-statistics-2014/>

## Top Five Best SEO Practices



### 1. Search Visibility

Search visibility is about obtaining the highest visibility for your website or the content on your website. The ultimate goal should be to get to the first page of the search and, preferably, the first position. The only sure way of increasing search visibility is knowing what your audience is searching for. Every piece of information that you broadcast should be relevant to your audience and not to your likes. The search world loves quality. And quality can be achieved only when you have your search engine optimization and social parameters in place.



### 2. On-page SEO

One of the most important processes to begin with is on-page SEO. Website is the place where customer interacts with business through marketing campaigns and clicks, so if you have not optimized the on-page SEO parameters, there is no way search will acknowledge you. Fine-tune your website by updating Meta tags, URL structure, body tags, and keywords. Moreover, when working on the on-page factors, it is crucial to check the canonicalization tag, broken links, invalid markups, and double redirections. This ensures that your on-page SEO efforts are not futile and helps in achieving maximum results.



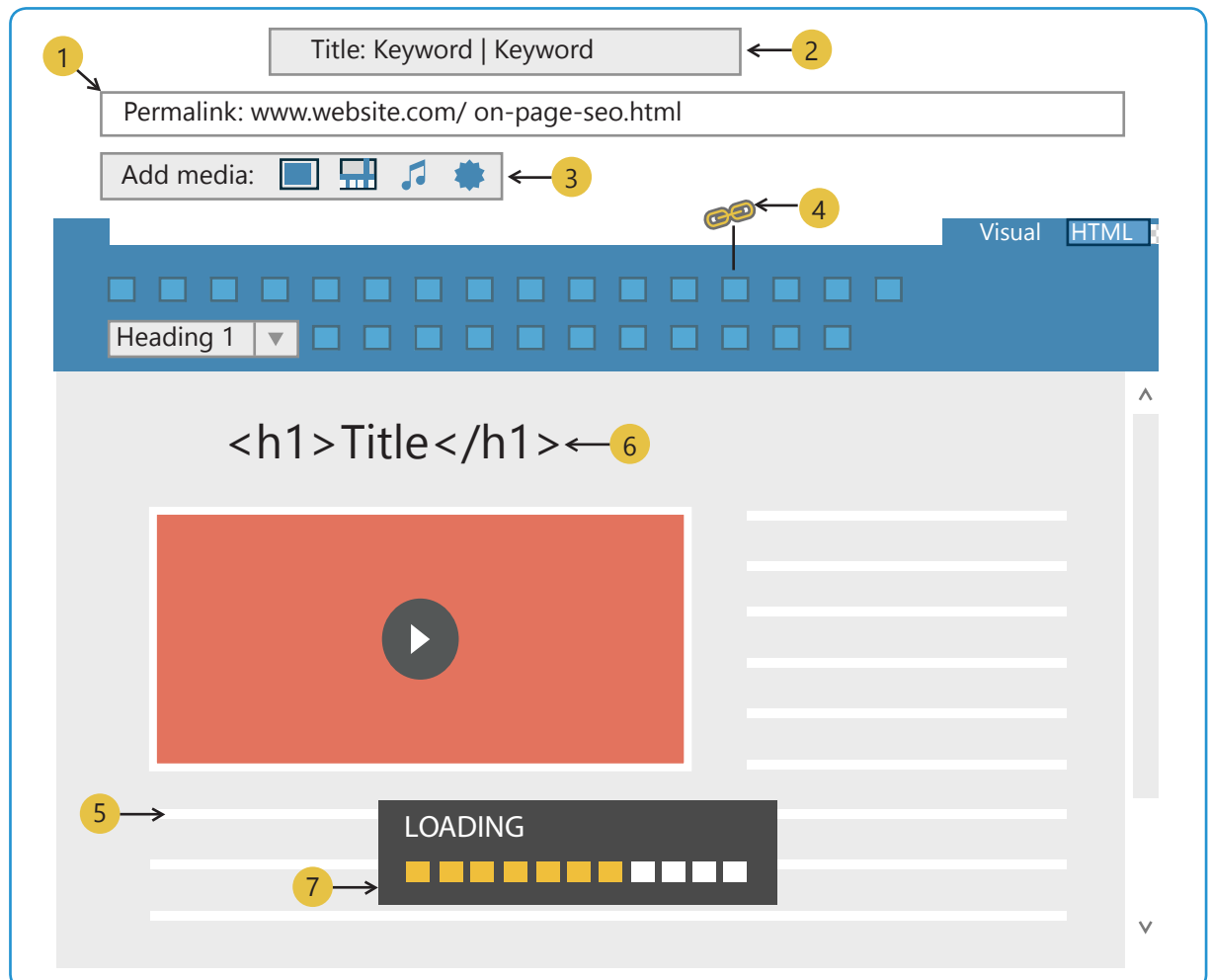
### 3. Off-page SEO

The activities that are performed outside the website code are known as off-page SEO. However, we have seen a slow decline for several off-page activities, resulted from the Google updates. But, link building has come out as a winner amidst this. Link building has become the only valuable factor for building traffic and boosting domain value through off-page SEO. Targeted link building is going out and getting the required links back to the URL/page. These three crucial methods define link building:

- Reach-out: Reaching-out and sending emails, connecting with other businesses

socially, and writing blogs to voice your opinions. These methods connect with like-minded businesses and audience.

- Paid augmentation: Paid methods work best when you know the target audience and their requirements. These audiences are often not reachable through organic methods. Hence, augmented paid methods work better in such scenarios.
- Popularize: Send a word out and let the world know that your brand/product is live. To popularize your business, you can: send emails to your subscribers, draft a newsletter and send it to prospective clients, or publish it on the blog. Popularize your brand through methods that have the maximum outreach.



1

#### Leverage SEO friendly Permalinks URL:

The page URL should be short and keyword rich. Google has stated that the first 3-5 words in a URL are given the most weight.

2

#### Keyword in Title:

Title tag is one of the important on-page SEO factors. A title with a keyword would rank higher as compared to the others. Always include page appropriate keyword in the title.

3

#### Dazzle with Multimedia:

Engaging images, videos, and infographics reduce bounce rate and increase time on site: Based on the Google ranking factors.

4

#### Outbound Links:

Outbound links provides page relevancy signal that helps search find the page and topic. Adding outbound links to authority boosts Page Rank (PR) in search.

5

#### Keywords in first 100 words:

The keyword should appear in the first 100-150 words of the article. This emphasizes that the article is about the given keyword.

6

#### Title in H1 tag:

The headline tag or H1 tag is the title of your website/blog/post. Ensure that the website has the right H1 tag in place.

7

#### Master the Loading Speed:

Boost the loading speed of the website. Ideally, it should take 4 seconds to load a website. Any longer, and the user would lose interest.

8

#### Content:

Content has been the king and will continue to be. Add quality content on the website that caters to the target audience.



## 4. Mobile SEO

Today, more than half the world's population is accessing Internet through mobile devices. If social media is considered, then this number is even higher. With this increasing shift to mobile, it has become necessary to adapt to this trend. With the Google Mobilegeddon update, search engines want every website over the web to be mobile-

friendly. The basic checklist for a mobile-friendly website is:

- Optimize the website for mobile
- Check the crawlability
- Check website pages for compatibility
- Create responsive website design
- Implement mobile URLs

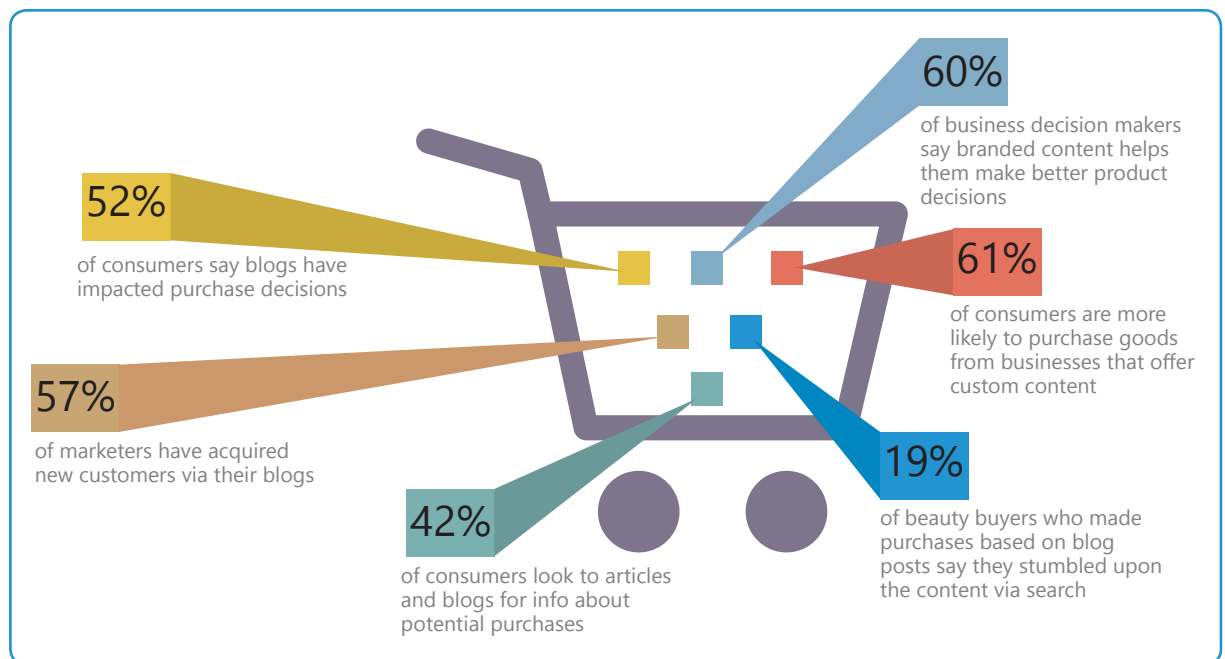


## 5. Content

In the current search climate, to achieve absolute results in SEO, quality content creation has become the most necessary step. Search engines are focusing on providing the users with best search results, which means that only the websites with relevant results will get featured. Content is

generally what the user is searching for—it can be in the form of articles, videos, blogs, or social media. Following are the only three things that search wants to see in the content:

- Content uniqueness
- Content quality
- Content relevance



<http://www.brafton.com/infographics/why-content-for-seo>

## SEO for Online Publishers

Back in 2009, the print publishing business was declining from USD 49.435 billion to USD 27.564 billion. (Source: <http://bit.ly/1KELYyc>) Given the rise of Internet usage amongst the masses, the dynasty of online publishers has witnessed a phenomenal growth. With over thousands of online publishers competing in the national and international markets, it is ideal for publishers to opt for SEO to witness incremental traffic growth.

Information architecture is an important mechanism in a website, more so in an online publishing website. This mechanism ensures that the website is prepped for:

- Adding or updating content frequently
- Updating time-sensitive content

- Driving aggregate website traffic from the content as compared to other static website pages

Website content holds utmost priority for online publishers. To gain visibility for the content and face the consistent challenges, implementation of SEO and content strategies is important. Some key elements of the SEO and content strategies are as follows:

SEO and content strategy
Content in desktop and mobile format
Structured data markup
Inclusion in Google News
Scalable keyword research
Editorial calendars
Use of tags and categories
Adherence to Panda and other search updates
Safeguarding from syndicated and sponsored content
Advertising model effectiveness and optimization
Call of action

A strong foothold on technical, editorial, and marketing grounds provides the ultimate leverage for SEO to drive the desired coverage for online publishers.

### The Bottom Line

With Cybage, both the functional sides of SEO—quality and technical implementation—can be managed and transformed in an optimized way. As the new search updates create complication between the right and the wrong practices, it has become important to optimize the website before you are penalized by the search engines. A strong SEO strategy that focuses on both the standard SEO methods and incorporates the upcoming digital marketing trends will lead any business to success. We can certainly help increase the search visibility of websites.

### About Cybage Software Pvt. Ltd.

Cybage Software Pvt. Ltd. is a technology consulting organization specializing in Outsourced Product Engineering services. As a leader in the Hi-tech and Product Engineering space, Cybage works with some of the world's best independent software vendors (ISVs). Our solutions are focused on modern technologies and are enabled by a scientific, data-driven system called the ExcelShore® Model of Operational Excellence. This unique model de-risks our approach, provides better predictability, and ensures a better value per unit cost to our clients.



With a laser-sharp focus on technology, Cybage solves complex problems for its clients using new-generation technologies such as Cloud, Mobility, E-commerce, Data Analytics, and Social Collaboration, and enables enterprise-wide digital transformation. A highly skilled talent pool of more than 5,700 employees makes Cybage a worthy partner for technology startups, mid-size companies, and Fortune 500 corporations alike. With offices in eight countries across the world, Cybage provides seamless services and dependable deliveries to its clients in all geographies.

To know more about us, visit us at [www.cybage.com](http://www.cybage.com) or write to us at [biz@cybage.com](mailto:biz@cybage.com).



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