

# Search Engine Optimization to Enhance Website Visibility and Ranking

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## Abstract

The goal of this research is to address questions that spin around optimizing techniques to enhance the visibility of a website in Search Engines. What can web content creators and webmasters do to make their content accessible using search engines? In order to understand the true potential of Search Engine Optimisation, we need to focus on the primary elements that make this entire process function. The key role players in Search Engine Optimisation are search engine itself (Ex: Google), the SEO Consultants and the end user of a search engine. The factors that truly contribute depends on various dimensions which include focus keywords, content-length, readability score, content structure, how visitors interact with your website, visitor location, and much more. The whole process of Search Engine Optimisation may take significant time however with the involvement of professional SEO content writers and SEO Consultants one can achieve all the factors presented in this research work. With the frequently changing Technology, one should keep up with the frequently changing ranking algorithms to stay on top of the competitors.

## Overview

To get started with the Search Engine Optimisation steps, we first begin with keyword research. Keyword research is the first and foremost step that should be taken with extra care as this is going to make or break your entire Search Engine Optimisation process. Once you have the clarity of your keywords, you can then focus on the second step that is the on-page SEO. The on-page SEO will help us improve individual web pages and enhance the visibility in the search engine with more relevant organic traffic. The final move will be to perform the off-page SEO. The off-0page SEO is a set of actions that are taken outside your website to improve your search engine rankings within the search engine result pages.

## Keyword Research

To understand what to rank for, keyword research plays the prime role to identify the words and phrases an end user enters in the search engine. The keyword research is not confined to determine the words, it also helps in analysing how differently people research for an idea or a topic on a search engine.

The screenshot shows the Google Ads Keyword Planner interface. The search term is 'hospitals in karimnagar'. It displays 369 keyword ideas. The table below lists several ideas with their respective metrics.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Your search term						
<input type="checkbox"/> karimnagar hospitals	100 - 1K	Low	—	₹2.57	₹3.90	
Idea						
<input type="checkbox"/> jobs in karimnagar	1K - 10K	Low	—	₹0.79	₹14.24	
<input type="checkbox"/> karimnagar hospitals list	100 - 1K	Low	—	₹2.59	₹4.01	
<input type="checkbox"/> karimnagar hospitals phone numbers	10 - 100	Low	—	₹2.22	₹4.05	
<input type="checkbox"/> karimnagar local hospitals list	10 - 100	Low	—	₹2.56	₹3.60	
<input type="checkbox"/> karimnagar doctors list	100 - 1K	Low	—	₹2.34	₹7.69	
<input type="checkbox"/> srm college	1K - 10K	Low	—	₹45.02	₹213.07	
<input type="checkbox"/> prathima multiplex karimnagar	1K - 10K	Low	—	₹2.10	₹7.21	

Figure 1 Google Keyword Planner

Keyword research not just acts as a vital part of the SEO, but also plays a major role in content marketing. We can make use of the data that is derived from this research to build focused content driving high volumes of traffic. Let us discuss how to build an effective keyword strategy.

### Developing Keyword Strategy

An effective keyword strategy can turn the entire analytical approach. The core steps for an effective keyword strategy involves:

- **Understanding Search Volume Data**
- **Understanding Search Intent**
- **Research Intent**
- **Keyword Competition Analysis**

#### Understanding Search Volume Data

While deciding the focus keywords, one of the primary metrics we should be considering is search volume. Although there are a number of data sources to draw the search volume, Google Keyword Planner tends to be one of the most widely used source by the majority SEO experts to determine the relevant keywords.

I would advise to use the data from the Google Keyword Planner purely for indicative purpose. Consider any query with high search volume as popular. Now with just search volume in your hand, you cannot build the whole keyword strategy. We need to also look into the search intent to build an effective keyword strategy.

#### Understanding Search Intent

Understanding search intent will give you an upper hand on drawing sales leads and conversions. The search engines are becoming intelligent day by day by understanding the queries more efficiently. The search intent can change the whole game as it keeps changing over time and based on happening events.

For example, when DDoS attacks happened back in 2016, most of the high traffic websites have seen a significant downtime. During this time mainstream media was trying to explain what is DDoS attack which became one of the most searched terms during that time. This is a search intent comes into play based on events and may change over time. The search giant Google quickly understood the user's pattern which was driving the traffic mostly as a result of the mainstream media announcements about DDoS attacks and changed its search results delivery pattern to accommodate the general audience.

Similarly, we need to understand the search intent to generate high revenues. To further strengthen our keyword strategy, we also need to understand the research intent of a particular keyword.

### *Research Intent*

The most appreciative approach to performing research intent is by performing the search and identifying the type of results. Pay attention to the first result which is the most popular and special blocks such as sitelinks, featured snippets, knowledge blocks, and e-commerce snippets.

The search engine may try to provide you a wide range of resolves to match one or more scenarios of the query. Based on your current and previous search activity, your browser history, your location the search engine will produce a wide range of results.

With several types of studies behind the understanding of the research intent and the type of results that Google displays, Section 3 of [search quality evaluator guideline of Google](#) provides clear details on how to identify the research intent and use them for content. The final step in building a Keyword strategy is to understand the competition of the keyword by doing the keyword competition analysis.

### *Keyword Competition Analysis*

Keyword competition analysis plays a vital role in building the keyword strategy. There is no shortcut to rank in Google overnight. By just packing the content full of focused keywords and jacking the backlinks you cannot end of enhancing the search engine visibility. There is a glut of factors that are taken into consideration while ranking any website or a page by Google.

You need to be very alert about the keywords you are focusing on. Are there any non-commercial websites focusing on that keyword? Is there a website that is focusing on that keyword to provide informational content? Is there a brand that is associated with the keyword? Do the top pages serve mixed content such as non-commercial, commercial, brief, elaborated, downloadable, media-based, and tables-based content.

### *On-Page SEO*

On-page SEO can boost your site's performance and search engine visibility for your target audience. With Google growing smart daily we need to build smart strategies too. You may now experience search results that may not contain the exact query or a Keyword in the title or the meta description.

Things are changing we are now dealing with algorithms such as Hummingbird, rankbrain, and Panda which give priority to the semantic importance within the page.

A good on-page SEO is a strategy to boost traffic on your site by understanding everything that goes into the efforts of building anatomy of your perfect Page. This will also ensure that your end users interact well and spend more time on your website resulting in great benefits.

Some of the vital ingredients of great on-page SEO are Meta Tags, Title Tags, Meta Descriptions, Heading Tags, User-Friendly and Authoritative Content, Keyword Targeted Content, Internal Links, Optimized Images, Mobile Responsive, Site Speed.

### *Meta Tags*

One of the most crucial aspects of on-page SEO is the effective implementation of tags. Although some of the tags are deprecated, efficiently utilized can improve traffic. Meta tags can be very useful to provide information about your page to the search engines.

### *Title Tag*

The title tag is one of the most vital elements for your on-page SEO implementation. The title that is used in the title tag is what we end user will see in the search results for both paid and organic results.

## Add Shadow to Gutenberg blocks in WordPress – Technical Support

<https://technicalsupport.blog/2019/01/.../add-shadow-to-gutenberg-blocks-in-wordpre...>

Jan 5, 2019 - To apply a shadow to Gutenberg blocks in WordPress, you will need to implement a custom class to the block where you want to add a shadow.

You've visited this page 2 times. Last visit: 15/2/19

Figure 2 Title tag will appear in search results

The title tag should be relevant to your content as Google will compare the title tag with the content of your page while ranking.

The HTML code for the title tag looks like this:

```
<title> On-Page SEO</title>
```

The best practice is to keep the titles below 60 characters. <http://snippetoptimizer.net> can help you simulate how title and meta description will appear in the search engine results page.

Make a very unique attractive title tag to stand out from the competitors. With the changing Technology users are not likely clicking on the top results nowadays. It is highly recommended that you put in the title there is quite relevant with your content and stand out from the crowd to achieve great results.

### Meta Description

Meta descriptions act as a summary of the entire page. This is not a direct ranking element however is a helping factor for the search engine to determine the content and relevant audience.

Best practice is to keep your description between 165 and 175 characters for both mobile and desktop users. In 2016, Google increased the limit of descriptions for both desktop and mobile where up to 200 characters can be seen on Desktop and up to 172 on mobile devices.

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Figure 3 Meta Description in Search Results

Use this space and clearly outline what users will find inside the article or the page. Considering your brand name and focused keywords without forcing them. Using synonyms can be a smart way to pin the point.

Keep in mind that your title and meta description are the starting points to attract the visitor to land on your website. So be very careful with them.

### Heading Tags

Heading tags are used for the building headings. The most important tag is the <h1> heading tag, and will usually be the title of a post. DO NOT use H1 tag more than one time on any given page. If you are working on a content management system such as WordPress, you may relax and not use H1 tag in the content as the title of the page or article is set as H1 by WordPress. You may use multiple H2 and H3 tags to build interactive content on the page. While H2 tags are widely used to define sections inside a page h3 tags are widely used for subheadings. Heading tags have a hierarchy that goes from <h1> to <h6>. DO NOT same H1 tag on different pages as this might have a negative impact on your Search Engine Optimisation efforts.

All your headings should be carefully used to structure the page and should be relevant to the content under that heading. Use the heading tags wisely to make your pages look more presentable.

### *User-Friendly&Authoritative Content*

Make sure that your content is clearly explained and is relevant to the focused topic. Google always look to match the user intent while crawling inside your page. Imagine your user as a listener to your conversation. Now with your content, you may make or break the impression on the user.

With your content, you must prove that you hold authority in your field by showcasing the value you offer and motivate them to read further or connect with you.

While trying to optimize your content do not forget to address the main topic as the user who is reading your content might be looking for a solution.

Beware of the panda, the Google Panda. It's not the kung fu panda but the Google Panda who can kick the bad guys off the SERPs. By introducing the Panda algorithm in February 2011, Google made it clear that if you have low quality or thin content, you may not be found.

Now the whole factor is about how many people you have help then how many people you had on your site. With the machine learning system in artificial intelligence in place, the effects of Google RankBrain algorithm (introduced in 2015) can be seen evidently which is the third highest ranking factor as of now.

### *Keyword Targeted Content*

The focus keyword stays one of the vital elements; however, you should not forget to maintain the user-friendly content flow with an authoritative tone. Targeting the keywords with high search volume can bring Great Value to your brand.

Don't just focus on one keyword, grab the synonyms and related queries and focus on them too to get higher returns on your Search Engine Optimisation investment.

The Google AdWords keyword planner can be a great source to analyze and identify the variations of your keyword that can draw more traffic to your site. Use all the relevant queries while building your content with a single goal in mind that is to attract more traffic and increase conversions on your site.

### *Internal Links*

Internal links are like the hooks that can make your visitor stay longer on your website. Internal linking will also enhance your keywords strength and hello Google to identify where to rank a specific keyword. Internal linking also improves the crawlability of your site by showcasing the most important pages of your site to Google.

The primary benefit of internal linking is provisioning your visitors with options to stick around. The higher the engagement the higher the Google will notice your website.

### *Optimized Images*

Optimizing the images with the image properties such as the relevant title, caption, alt text, and description can certainly have a positive impact on the entire page. Always remember to use the most relevant image to the article/page. Don't stop all your keywords in the alt text because if the image is not loaded the Alt Text will.

Make sure the images are compressed and scaled properly according to the layout of the page or article. You may find <https://tinypng.com> helpful resource compress images before you upload them to your website.

Images speak louder than words while adding important content with clear tone consider adding some of the attention-grabbing images.

### Mobile Responsive

With more than 50% of the users surfing through mobile and tablets considering a responsive design will have a significant impact on your on-page SEO efforts. Google has launched Accelerated mobile pages AKA AMP to provide the best and fastest experience to the users.

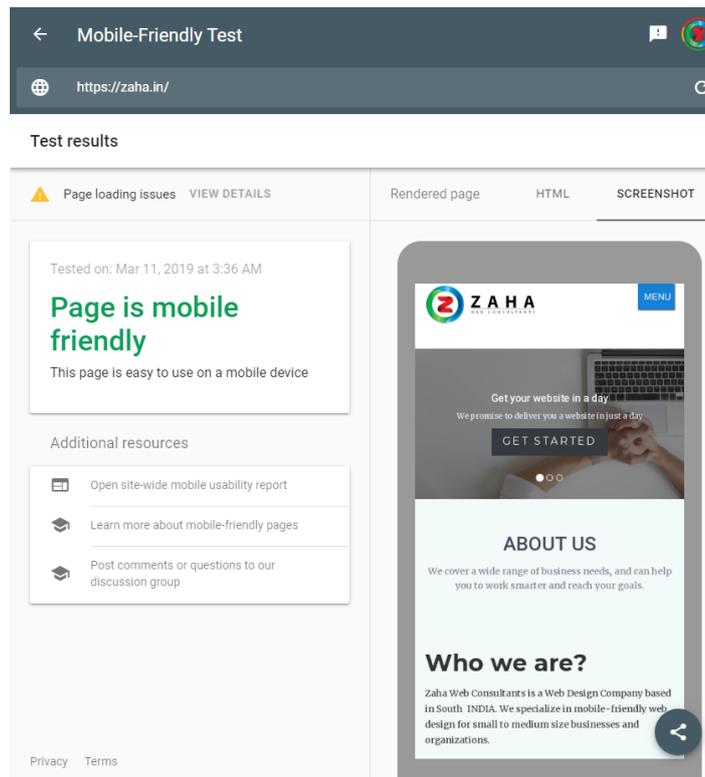


Figure 4 Mobile Friendly Test Results of www.Zaha.in

When your users are visiting your website, there are chances that they are using either a mobile or a tablet device. To ensure higher user retention, make sure that your website is mobile friendly. Make use of mobile-friendly Test tool by Google to test your website. In case your site fails in the mobile-friendly test Google will outline the steps you will need to take to make it mobile friendly.

### Site Speed

With the ever-growing Technology and the faster internet speeds, nobody wants to wait on a website for more than 3 seconds. As per the research conducted by Backlinko.com, more than 50% of your users will go away if your site is not loaded within 3 seconds.

Consider using GTmetrix.com to analyze your site's speed and make it faster. GTmetrix.com will help you identify the loose ends and the core areas which are slowing down your site.

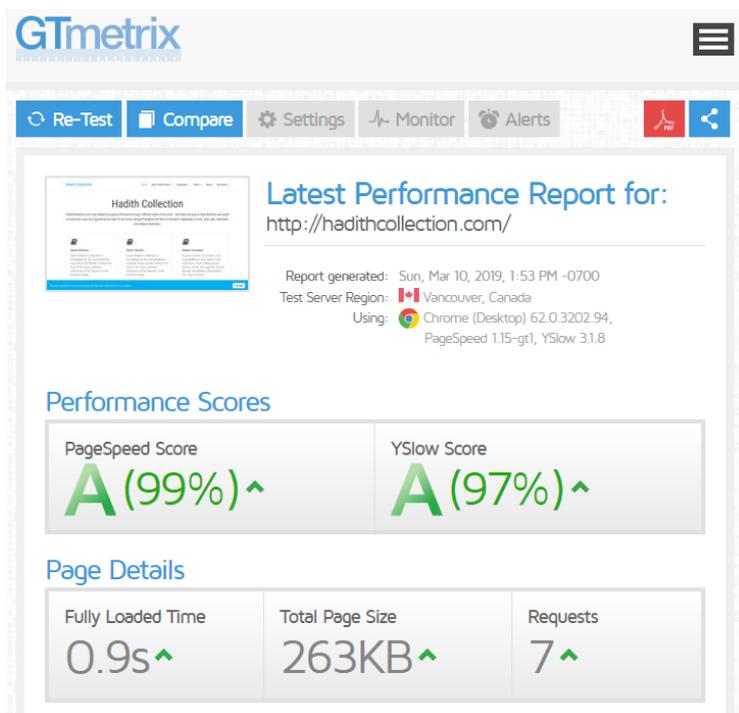


Figure 5 Website Performance Report - GTmetrix

Alternately you can also use PageSpeed Insights by Google to identify the scope of improvement in both mobile and desktop version of your sites.

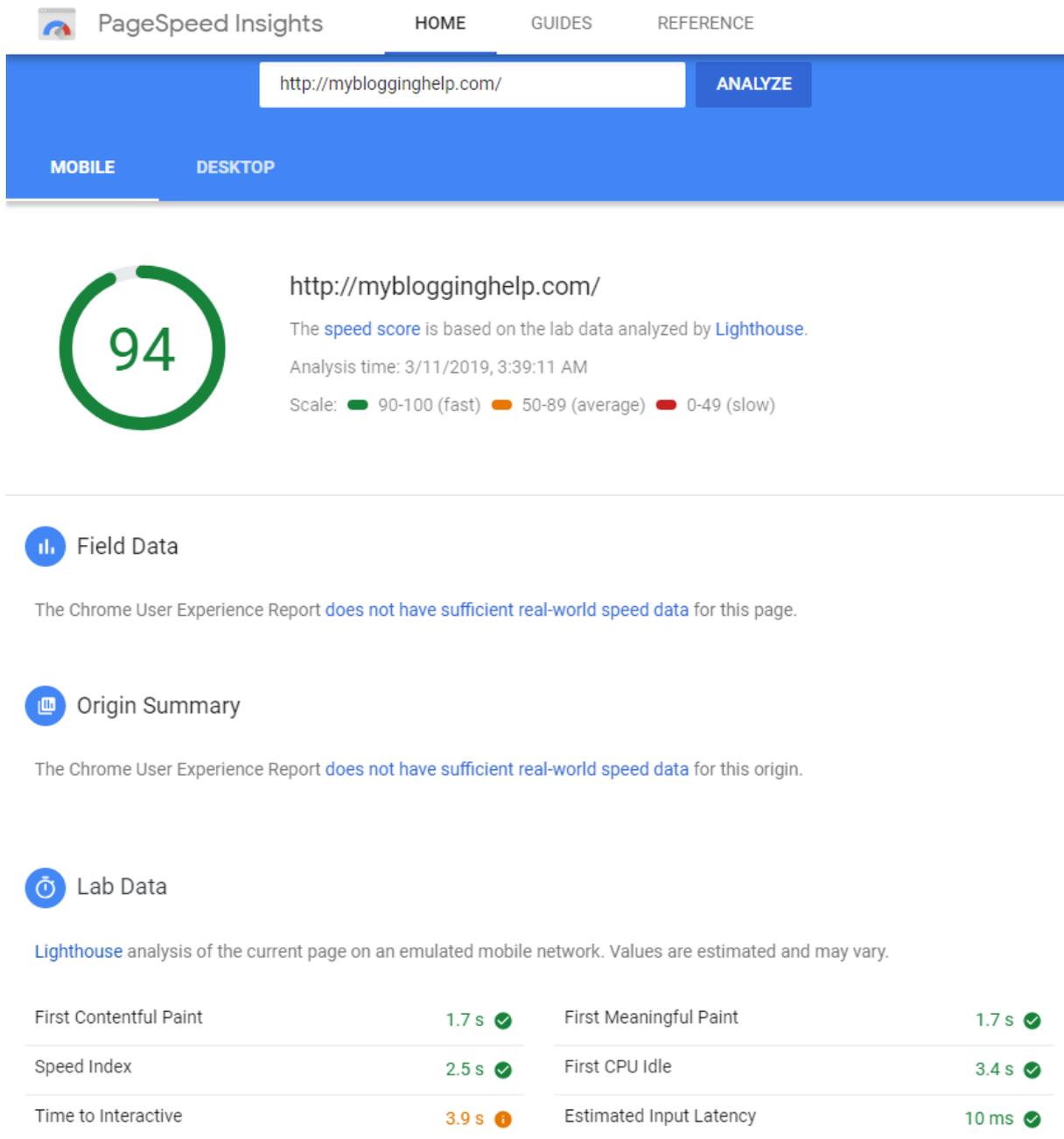


Figure 6 Mobile Site Performance Report - Google

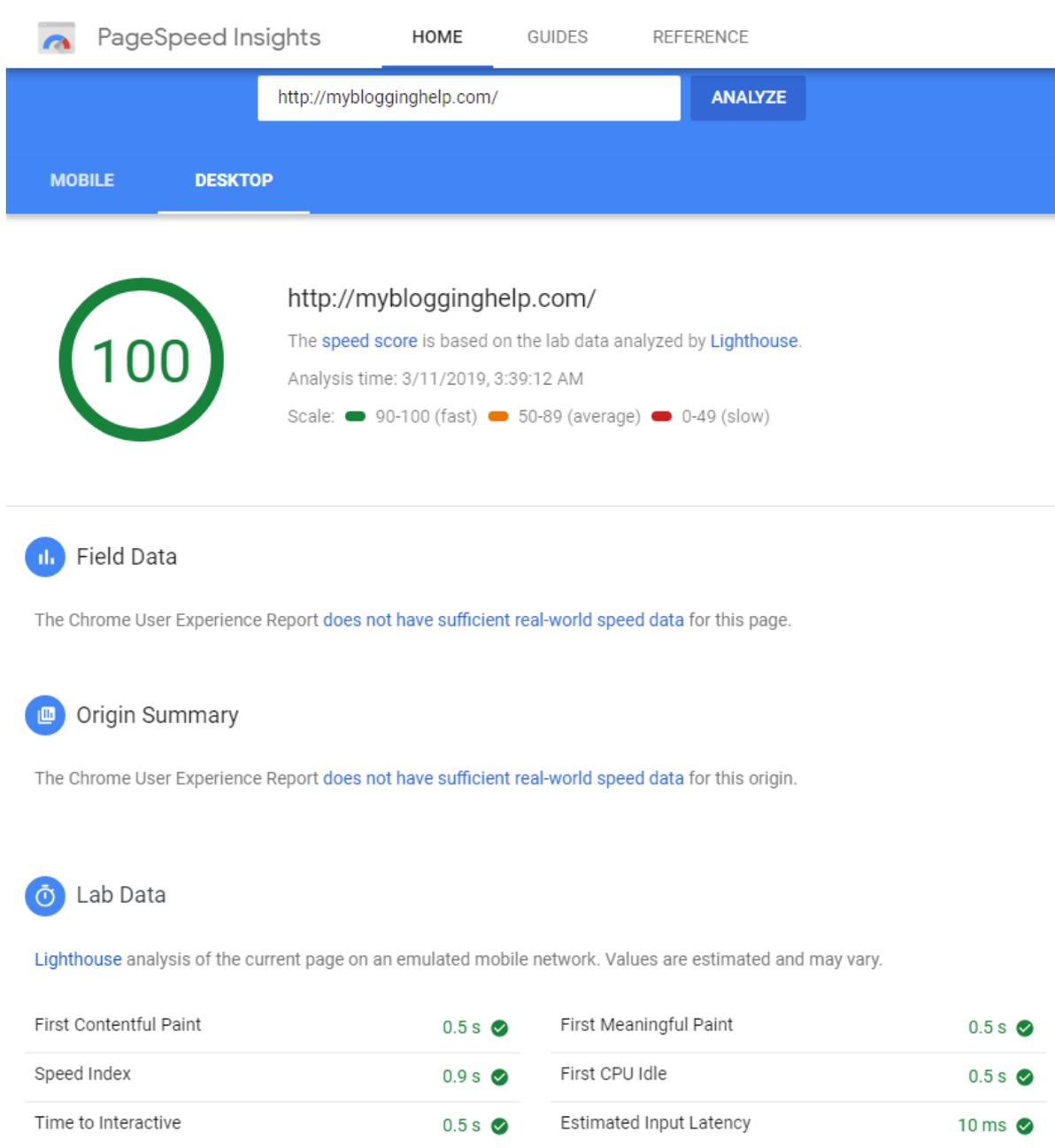


Figure 7 Desktop Site Performance Report - Google

The higher speed of your site will lead to higher engagements and more user retentions resulting in great profits.

## Off-Page SEO

All the SEO efforts that do not happen directly on your website are off-page SEO practices. It is all about link building, attracting traffic from social media and local SEO. Simply put, off page SEO helps you bring traffic from different sources on the internet, for example, feedback about your brand or website which are usually on external sites. Any traffic driven from these sites to your website will contribute to your website ranking. The critical elements of off-page SEO are link building, social media, and local SEO.

### Link Building

Links will help you rank higher in Google search results. However, that's not the only thing they do. While trying to build links for your website, make a list of sites that might help you reach a wider audience. These websites should be relevant to your website. Make sure to locate sites that really fit the particular topic of your website page or a post.

Now write something awesome to match their taste and content and reach out to the owner of the website. Provide then the article I tell them about the product and ask them to link your website. Most of the website owners will be happy to write about products that they might be receiving for free.

The most approachable way to connect with website owners is through their social media channels or contact forms on their website. Ensure that you reach out to them personally without sending automated emails.

Great link building strategy you will have more user in-flow on your site leading to a higher ranking in Google for your website.

### *Social Media*

Although social media is not an essential element for SEO; it will help you build higher traffic to your website. Even if you're extremely popular on social media, it's unlikely that it will translate into more top local search rankings.

The main aim of social media should be to keep your visitors engaged with promotions, attractive content, and events that can keep them connected with you all the time.

### *Local SEO*

Although the last one to repair on this research paper, the local SEO is one of the most essential and a heroic player of Search Engine Optimisation efforts. The actual in-person efforts that you put into promoting your website or business is called local SEO. Share word of mouth, going up or down the floor considered elevator pitch and let people know about your business. Don't just blabber about your business look for the right moment and nail it as an opportunity for local SEO.

### *Conclusion*

Finally, we need to understand that SEO in total is a complicated topic which can draw results with consistent efforts taken in the right way. As a WebMaster, it is our responsibility to educate the client and transfer some of the knowledge to make them understand why some ideas are good, and some are not to fulfill their purpose of enhancing their website search engine visibility.

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