



SEO Fundamentals

DG TRAD – Terminology Coordination Unit

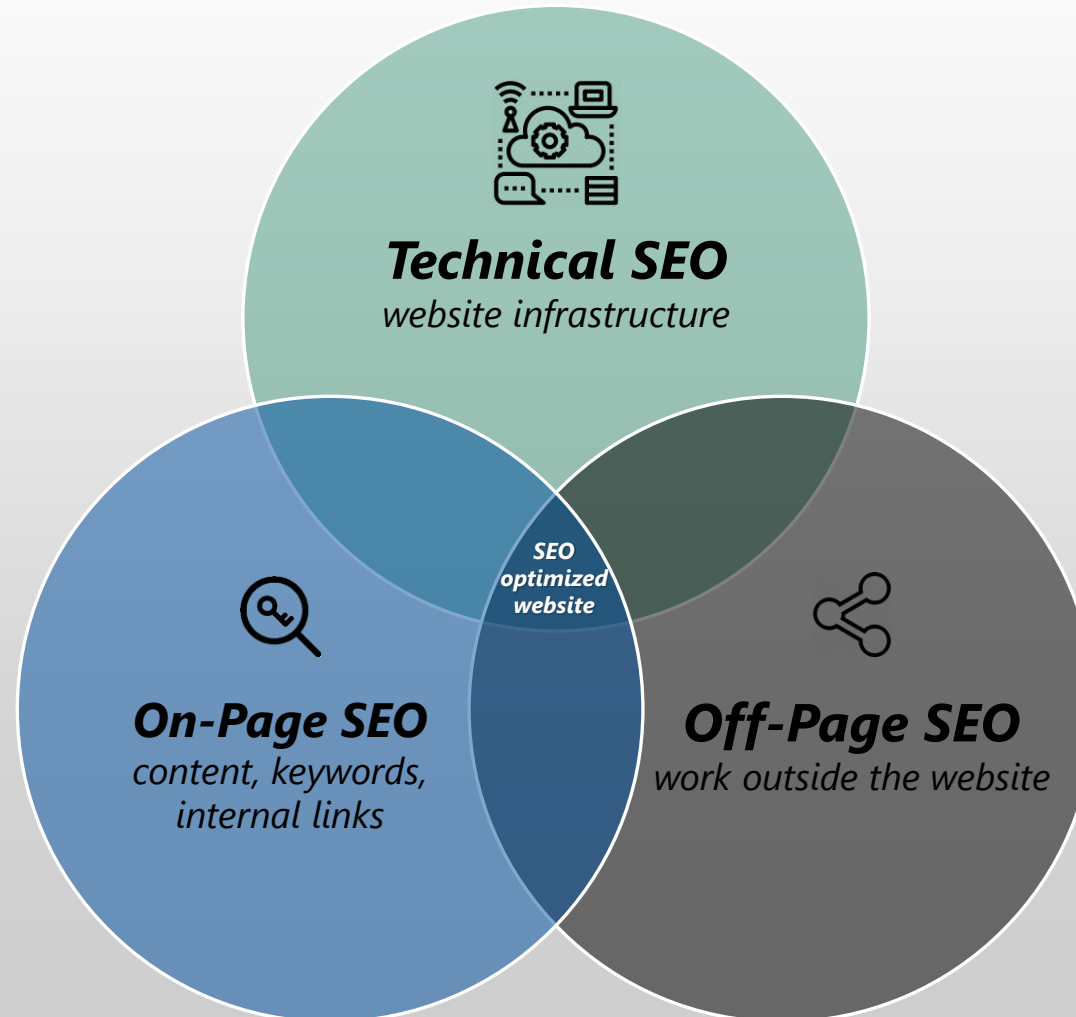
by Lara Karlović



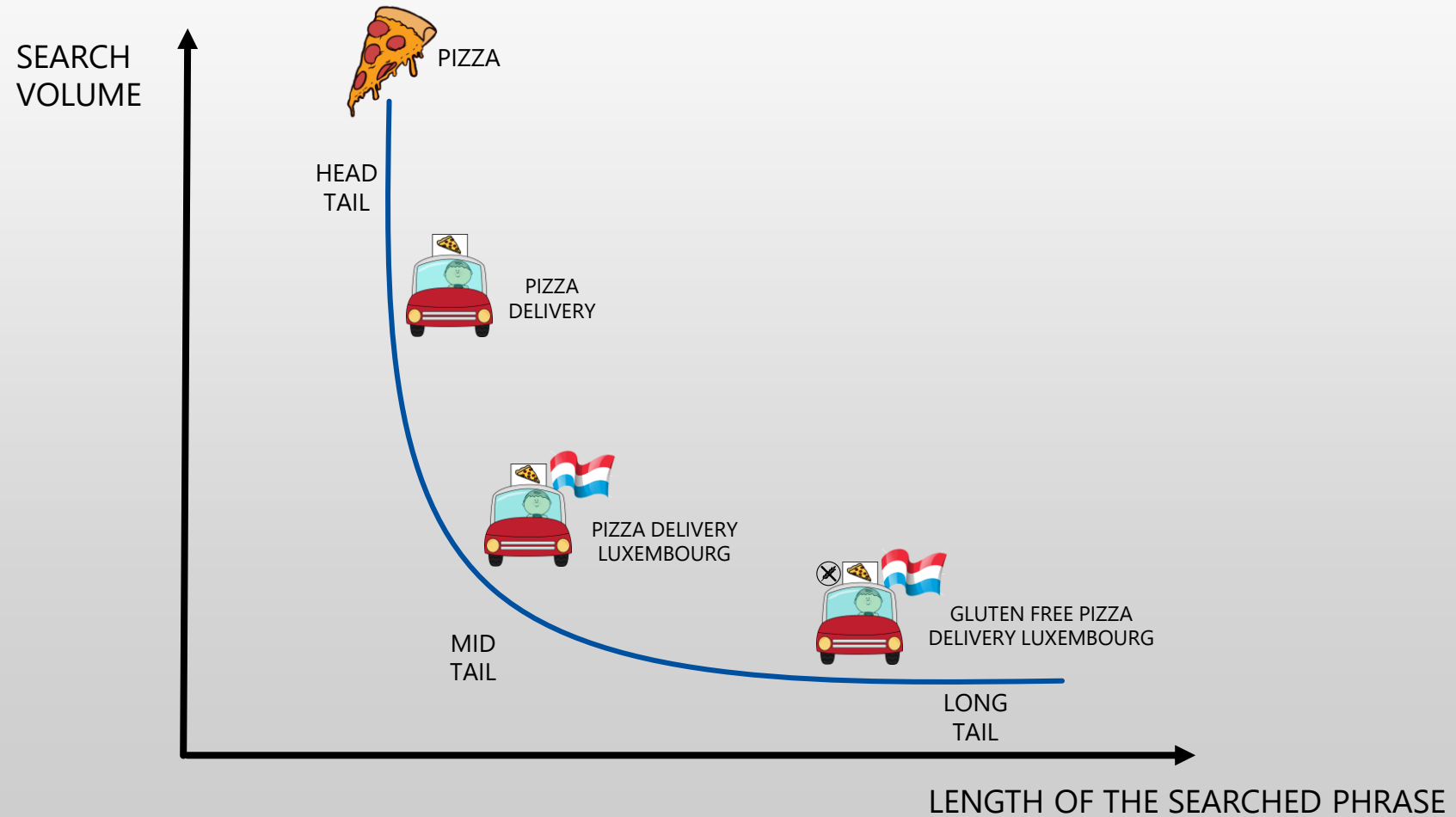
What is SEO?

- **SEO (Search Engine Optimization)** can be described as the process of affecting search engines in a way that brings to better positioning our website in the organic search results.
- **Most used search engines:** Google, Bing, Yahoo (USA), Yandex (RU), Baidu (CN)
- **Ecosia** – the search engine that plants trees
- **SERP (Search Engine Result Page)**
- **Snippet** = each separate search result

SEO Main Pillars



Keywords / Search Queries





Keyword Research

- **Google Ads Keyword Planner**
- **Google Trends**
- **Google Search** *(end of page)*
- **MOZ – Keyword Explorer**



A Few Content Rules

- Each page should contain at least **300 words**
- Repeat main keyword **3-5%** in the text
- Try to include keywords in the first 150 characters
- When naming images, include the keyword
- Keywords in the URL-s
- **Image ALT tags/text** should also include the keyword
- **Meta title tag**: max 60 characters with keyword included
- **Meta description**: ideally under 160 characters, keyword included



SEO Red Alerts

- **Boring** content
- Content from other websites or other pages on same website (***duplicate** content*)
- **Buying** links
- **SPAM** links
- Keyword **stuffing**



Examples

1.

Product: fresh milk

- MT: **Fresh milk** delivery in Luxembourg | Dairy Farm Luxembourg
- MD: From our farm to your door – contact us to get the best **fresh milk** in Luxembourg delivered right to your door.
- H1 (main title on the landing page): **Fresh milk** delivery in Luxembourg | Dairy Farm Luxembourg

2.

Product: pizza

- MT: Savour stone baked **pizza** in the comfort of your home
- MD: Delicious stone baked **pizza** delivered to your home. Gluten free, vegan, regular – you name it, we deliver it. All Luxembourg areas covered.
- H1: Savour stone baked **pizza** in the comfort of your home



Resources and further learning

- **MOZ Academy:** <https://academy.moz.com/>
- **SEO Checklist** for new websites: <https://bit.ly/3dzSW8c>
- **Neil Patel:** <https://neilpatel.com/>



***Thank you for
your attention!***