

Participant Handbook

Sector
Media and Entertainment

Sub-Sector
Digital

Occupation
Marketing / Advertising Sales / Traffic

Reference ID: MES/ Q 0704, Version 2.0
NSQF Level 4



**Search Engine Optimization
Executive**

This book is sponsored by Media and Entertainment

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Shri Narendra Modi
Prime Minister of India

“

Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission.

”



Certificate

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for

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Complying to National Occupational Standards of

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The preparation of this manual would not have been possible without the Media and Entertainment Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavors.

About this Book

This Participant Handbook is designed to enable training for the specific qualificationPack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS

1. Research and create list of keywords
2. Implement on-page optimization
3. Implement off-page optimization
4. Track rankings and prepare reports
5. Maintain workplace health and safety

Symbols Used



Key Learning
Outcomes



Steps



Time



Tips



Notes



Unit



Exercise

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1. Introduction and Orientation



- Unit 1.1- Introduction to Media and Entertainment Sector
- Unit 1.2- Introduction to Search Engine Optimization
- Unit 1.3 - Roles and responsibilities of SEO executive



Key Learning Outcomes



At the end of this module, participants will be able to:

1. Explain the importance of search engine optimization
2. Analyze the purpose of a search engine
3. Elucidate how SEO helps businesses in getting more website visitors
4. Explain how search engines work
5. Describe the significance of crawling, indexing, and ranking
6. Describe the roles and responsibilities of SEO executive

UNIT 1.1: Introduction to Media and Entertainment Sector

Unit Objectives

At the end of this unit, participants will be able to:

1. Describe the media and entertainment industry in India
2. Describe the growth expected in the media and entertainment industry
3. Explain the various products and processes of the industry
4. Identify some keywords used in the industry

1.1.1 Media and Entertainment Sector in India

The Indian media and entertainment (M&E) sector are one of the biggest in the world. It is placed as 14th largest in the world. This sector is 1.7% of Indian GDP and expected to be 2.2% of GDP with INR 4.5 lakh crores in 2022. The sector employs 9.3% of the workforce of our country and we are expecting it to be 17% till the end of 2017

From 2014 to 2018 Media and Entertainment sector has grown by approximately 11 percent CAGR which makes Media and Entertainment sector INR 1.43 trillion industries. It is estimated that Indian Media and Entertainment market will flourish to CAGR of 13.1% in FY 18-23 reaching at INR 2.66 trillion. The industrial performance of M&E sector is given in next figure.

Overall industry size (INR billion)	FY14	FY15	FY16	FY17	FY18	Growth in FY18 over FY17
TV	433.7	489.9	551.7	595.3	651.9	9.5%
Print	248.2	268.4	288.4	308.4	318.9	3.4%
Films	126.4	126.9	137.1	145.0	158.9	9.6%
Digital advertising	32.5	47.0	64.9	86.2	116.3	35.0%
Animation and VFX	41.0	46.5	53.2	62.3	73.9	18.6%
Gaming	20.3	24.3	27.6	32.4	43.8	35.1%
OOH	19.9	22.3	25.5	28.6	32.0	11.9%
Radio	17.2	19.8	22.7	24.0	25.9	7.9%
Music	8.5	10.2	11.2	12.6	14.4	14.7%
Total	947.6	1,055.1	1,182.3	1,294.7	1,436.0	10.9%

Source: KPMG in India analysis, 2018 based on primary and secondary research

Fig 1.1.1: Revenue of M&E Industry In 2018, digital advertising business grew 35% as compared to 2017.

Another high growth sub-sector is Gaming which grew by 35.1% in FY 2018 as compared to FY 2017. The projected growth of industry for FY 2018 to 2023 is given in next figure.

Overall industry size (INR billion)	FY19	FY20	FY21	FY22	FY23	FY18-23 CAGR%
TV	746.4	855.3	959.1	1,066.6	1,179.6	12.6%
Print	338.5	357.8	378.6	400.8	424.9	5.9%
Films	171.7	185.4	199.3	213.9	228.8	7.6%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
Animation and VFX	86.7	100.9	116.8	133.5	151.8	15.5%
Gaming	55.4	70.9	84.7	103.3	118.8	22.1%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Music	16.6	19.1	22.1	25.6	29.6	15.5%
Total	1,633.9	1,862.5	2,100.7	2,368.0	2,660.2	13.1%

Fig 1.1.2: Projected growth of M&E Sector

India is one of the largest broadcasters in the world with approximately 800 TV channels, 242 FM channels and more than 100 community radio networks working at present. Bollywood, the Indian film industry is the largest producer of films around the globe with 400 production and corporate houses involved.

The Government of India keeps on pushing the Media and Entertainment industry by launching various schemes such as digitizing the cable TV to fill greater institutional funding, raising the foreign investment from 74 per cent to 100 per cent in cable and DTH satellite platforms. Government has also allotted industry status to the film industry for easy finance.

1.1.2 Employability in Media and Entertainment Sector

The Media & Entertainment sector employs 11-12 lakh people directly (as per 2017 reports) and if we consider indirect employments as well then count goes to 35-40 lakh people. The Media sector is highly dependent on advertising revenues and performance of Industry for economy outlook. This sector was having 4 lakhs workforce in 2013 and we expect it to reach 13 lakhs by 2022 which means employing 9 lakhs of additional employment in the period of 2013-22.

- 1/4th of the people employed in Media and Entertainment sector are from film industry.
- The Media & Entertainment sector has about 4.60 lakhs people employed and is projected to grow at the rate of 13 % to reach 7.5 lakhs by 2017.
- The Media and Entertainment sector which is expected to grow at rate of 13.1 % by 2023 which means to reach 2.7 lakh crore of business for skilled professionals.
- Film & Television sector has a major portion of the workforce employed in media and entertainment. Digitization activities being done in both films and television arena are the key player for this demand.

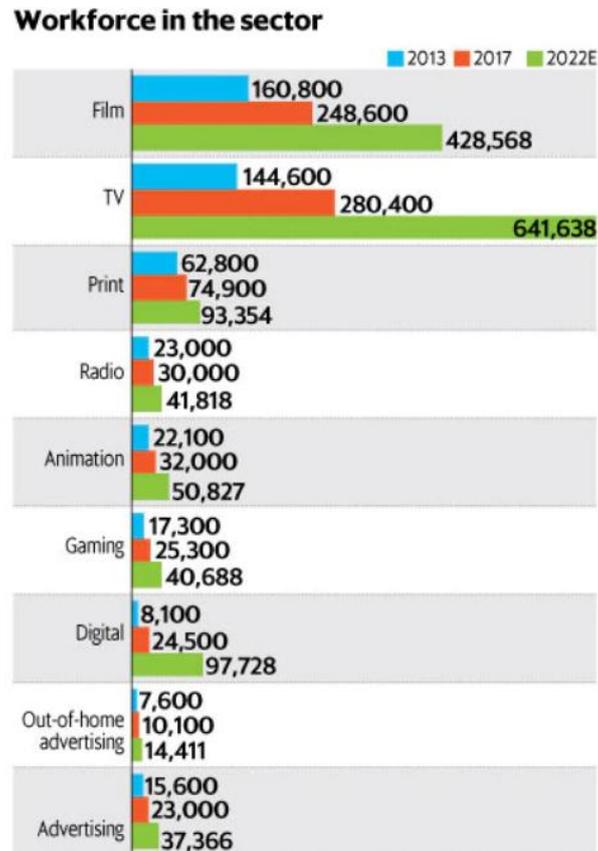


Fig 1.1.3: Employments in Different Sectors of Media and Entertainment

1.1.3 Evolution of Media and Entertainment Sector

- Radio broadcasting came by Radio Club of Bombay in 1923 in India under the British rule.
- All India Radio (AIR), one of the largest radio networks in the world, started working in 1936.
- Door darshan (DD) started the era of TV on Sept 15, 1959, in India.
- The Indian economy was closed until 1990, and no private player could enter the space in the 1990s, the Indian film industry was completely fragmented
- BBC launched its national service in 1995
- In 1999, the government allowed private Indian Firms to set up their FM stations on a license fee basis
- In May 2000, as part of Phase I of radio broadcast licensing, the auction was conducted and 37 licenses were issued, out of which 21 are operational in 14 cities
- Approximately 1000 TV channels and 1052 radio stations are expected to be working by 2022.

1.1.4 Major Subsector and Segments

- The Indian M&E industry comprises several sub-sectors, such as television, radio, print media (including newspapers and magazines), films, animation, and visual effects (VFX), Sound & Music, Amusement & Theme Parks, Art & Culture, and Event Management/Live Performances.
- Advertising industry is the major revenues generating part of the industry and the growth of the sector decides the overall growth of the industry.
- Although there is not much to export from this industry, but imports have a considerable share in the economy like imports of newsprints, set-top boxes, and antennae.

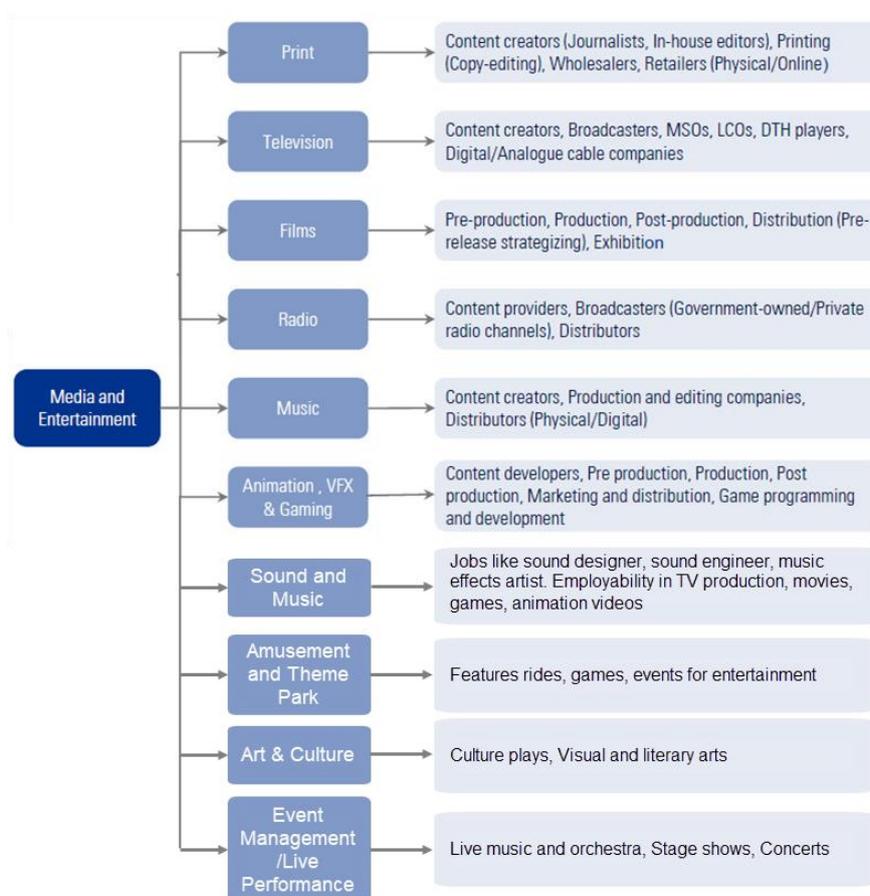


Fig 1.1.4: Media and Entertainment Sector

- The industry is specific to cultural and ethnic backgrounds and is organized around specific hubs that specialize in output for a given population segment. For example, the Mumbai film industry (Bollywood) is a key film hub in the country. A similar hub also exists in South India.

Growth rate by sub-sector

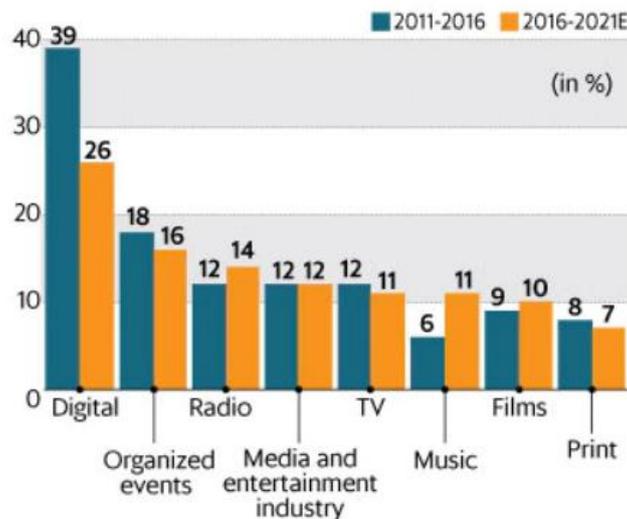


Fig 1.1.5: Media and Entertainment Sector Growth Rates expected in 2016-2021

1.1.5 General sector specific terms words used in this book

- **Animatic:** A series of images edited together with dialogues and sound is called animatic.
- **Compositing:** Combining layers of images/elements into a single frame is called compositing.
- **Composition:** Positioning character with respect to the background and camera is called composition.
- **Creative Brief:** A document that captures the key questions for the production including the vision, objective of the target audience, budgets, project, milestones, timelines and stakeholders is called creative brief.
- **Key Frame:** Key poses that start and end poses for animation sequence are called key frames.
- **Modeling:** Creation of three-dimensional models for animation using specialized software is called modeling.
- **Rendering:** Conversion of three-dimensional models into two-dimensional images with 3D effects is called rendering.
- **Rigging:** Process of adding joints to a static three-dimensional model to aid movement during posing is called rigging.
- **2D animation:** Moving pictures in a two-dimensional environment is called 2D animation like in computerized animation software.
- **3D animation:** 2D animation with depth is called 3D animation. Examples include video games such as Halo and Madden Football.
- **Animation:** Sequential play of various inter-related frames is called animation.
- **Anticipation:** Anticipation is created through the preparation of an action.
- **Aspect Ratio:** The width to height ratio of a TV picture is called aspect ratio.
- **Background Painting:** An artwork done in the background of an animation is called background painting.
- **CGI (Computer Generated Imagery):** Creation of Figures, settings, or other material in the frame using computer software is called CGI.

- **Clean-Up:** The process of refining the rough artwork of 2D animation is called Clean-up.
- **Computer Animation:** Any kind of animation created in computer is called computer animation.
- **Frame:** one of a series of still transparent photographs on a strip of film used in making movies or animations.
- **Frame Rate:** The rate of change of frames in an animation is called frame rate. It is measured in frames per second (fps).
- **Graphics Tablet:** This is a device used to draw sketches.
- **Pixel:** The smallest indivisible portion of an image is called pixel.
- **Raster:** Rastering is the projections of various pixels on CRT screen to form an image.
- **Rotoscoping:** Creation and manipulation of background images of an animation is called rotoscoping. This can be done manually as well as using computer software.
- **Title Cards:** Title cards are also called FIR of an animation. Title cards give brief information about the animation.
- **Tween:** The transition of one frame to another in animation is called tween.
- **Vector:** Some of the artwork is created by vectors rather than pixels. This allows cleaner and smoother animation because images are displayed by mathematical equation solutions.
- **CEL:** It is a cellulose sheet used to paint characters. In practice, it is now a day. Plastic sheet in combination with the outline and coloring of a character, object, and/or special effect.

Exercise-1

Discuss the role of Media & Entertainment sector in India economy.

Exercise-2

Discuss the employability of various sub-sectors in Media & Entertainment Sector.

UNIT 1.2: Introduction to Search Engine Optimisation

Unit Objectives

At the end of this unit, participants will be able to:

1. Describe the importance of search engine optimization
2. Explain how search engines work
3. Elucidate the significance of crawling and indexing

1.2.1 What is SEO?

Through organic search engine results, SEO works to increase both the volume and quality of traffic to your website. Your brand will become more visible online if it appears higher in search results for terms related to your industry. As a result, you have more chances to turn eligible prospects into paying clients. When used effectively, SEO may elevate your brand above competitors as a reliable business and enhance users' interactions with your brand and website.



semrush.com

 SEMRUSH

Source: <https://www.semrush.com/blog/keyword-search-volume/#what-is-keyword-search-volume>

1.2.2 Importance of Search Engine Optimization (SEO)

Rankings and Publicity

Users are more likely to select one of the top five options displayed by the search engine while conducting an online search for a service or good. Higher search engine rankings and increased online visibility thanks to SEO increase the likelihood that visitors will click through to your site and make a purchase.

Web traffic

Simply put, missing sales opportunities occur when potential clients can't find your website. Your organic search engine traffic will improve thanks to SEO, which will result in more daily visitors to your page. This immediately corresponds to an increase in sales because you are more likely to sell to relevant people who visit your website.

Trustworthy

The higher you rank on search engines like Google and Bing, the better your SEO score is. All brands want to rank higher on Google because it increases their visibility, but a side benefit is the trust you build with potential customers. Having a higher rank for the terms a user is searching for can, in turn, confirm your product or service as trustworthy in the user's view because users prefer to rely on the recommendations that a search engine offers.

User Experience

A well-optimized website clearly communicates what product or service is being offered, how to obtain it and answers any questions surrounding it. By catering the site build to the user's experience, search engines like Google and Bing can easily pull the information they need to then relay to users. If a user struggles to navigate your site, chances are that search engines do as well.

Growth

There's no doubt about it – SEO is key to the growth of your brand. As we mentioned above, the higher you rank on a search engine for a variety of high-volume keywords, the more organic (aka non-paid) web traffic your site will receive. It's as simple as that.

A website that is well-optimized is more likely to gain more customers and make more sales. People are also more likely to then share your brand across other social platforms like Facebook or Instagram once they've found your website through a search engine.

1.2.3 How search engines work?

Every day, Google processes billions of searches, but have you ever paused to consider how those helpful algorithms function and how you might be able to take advantage of them? Fundamentally, search engines operate by carrying out the following three tasks:

1. Crawling the internet to find new web pages and documents
2. Putting that content in a giant index/database
3. Ranking that content on various factors

Crawling: How Does a Search Engine Crawl the Web?

Crawlers are computer programs that make bots that browse links on online pages to find fresh information such web pages, PDF files, movies, and photos. Crawlers are essentially little explorers that scour the internet in search of the most relevant search engine results for each query. These spiders, or web crawlers, are used by search engines to uncover relevant content. To provide users with the greatest links, they are always searching.

Google's primary crawler is known as Googlebot. Other search engine crawlers exist, including the YandexBot, DuckDuckBot, and Slurp for Yahoo. BingBot is a web crawler that belongs to Bing. These robots are what enable your website to rank in SERPs or appear on search engine result pages. Search engines account for about 93 percent of all website traffic.

One of the first steps in learning how to rank and drive traffic to your website for your business is to understand how Google search functions and how to maximise the user experience. Studies show that ranking is important for business and that 37.1 percent of people click on the first search result on Google.

These crawlers can visit web pages very quickly which allows Google's algorithm to discover new websites, pages, and other content. When creating new content, linking to it from existing pages on

your site or from another site is a good way to make sure it gets discovered by the search engines. This process is called backlink building and it's a vital step towards SEO strategy and optimization. Crawlers also tend to visit popular websites that create new content more frequently than smaller unknown websites. Getting a link from a popular website could result in your content getting discovered more rapidly.

A great way to do this without a sales pitch is to use the broken link method. This method involves searching for broken links on a blog post or content page and suggesting to the webmaster to replace it with your own link. This can often result in a backlink which crawlers love!

Making a sitemap will assist search engines in indexing your website. Every page on your website will be linked to via a solid sitemap. You should create a Google Search Console account if you want to get more information about the pages that Google has crawled. Any crawling issues that might have happened are also visible. Poor navigation, redirect loops, and server problems are a few difficulties that could prevent pages from being crawled.

In the past, it was popular to "submit" your site to search engines, but this is no longer needed as they have become much more advanced at detecting relevant results from new content that is published on the web. Your website needs to evolve and improve technical SEO with technology to compete with your competitors!

Indexing: How Does a Search Engine Read and Store Website Information?

When crawlers reach pages, they collect data and store the information in an index. You may have heard of metatags and metadata; these web crawlers are what collect that information from a webpage where it's stored in its search engine's index and then used when a user's search request for that information is received. It is then displayed on a search engine results page for any given user.

Therefore it's crucial to have search engine optimization, appropriate headings, alt text, and accurate information on your website. These crawlers gather the most useful and well-liked data and feed it back to the search engine, which subsequently ranks pages according to accurate and pertinent data. An index can be compared to a huge database that holds all of the Internet pages that a search engine has discovered. When users input a search query, search engines will examine it and retrieve relevant items from their index.

Search engines will automatically crawl and attempt to index all of the pages on your website that they can locate. However, employing Robots Meta Tags will be helpful if you have pages that you don't want web searchers to be able to see through search engines, like private member-only pages. Excluding pages like WordPress' tag and category pages that aren't useful is an excellent approach for keeping a page hidden from crawlers.

The "black web" is another name for these personal online pages. Although the term implies otherwise, crawlers frequently miss private pages that are irrelevant to search engine results, ranking, and digital marketing. By squandering crawl budget, you're preventing visitors from finding crucial areas of your website. It is a poor strategy for improving your SEO results. Crawlers can't crawl and index pages for users if they don't know about them.

Ranking: How Does a Search Engine Rank Websites?

Search engines use algorithms to analyze websites and decide how to PageRank them for various search queries. The search engine ranking algorithms base value off high-quality backlinks, relevant content, popularity, and information.

There are two main factors that influence Search Engines rankings:

- On-page Factors
- Off-page Factors

On-page elements work on web pages to optimise a website for search engines and leverage common keywords for rankings. For each website to rank in search engines, on-page elements are crucial. Metadata written within the HTML, such as alt tags and meta descriptions, is another example of an on-page factor.

Off-page factors are elements that influence a website's ranking that are unrelated to the business itself. This kind of content is published on guest blogs or on social media. It can also be viewed as backlinks and other off-page content that is relevant, like articles that connect to landing pages.

The relevant pages with the highest scores are ranked from highest to lowest by these algorithms after assigning scores to various ranking parameters. When analysing search engines and how they function in practise, RankBrain is also regarded as a key ranking element. The best search results are selected using machine learning by RankBrain, a component of Google's algorithm. The key factor that has contributed to SEO's complexity is RankBrain. To get the best results, Rankbrainconsiders a wide range of variables, including geography, search history, personalisation, and keywords.

Search engine algorithms also change over time to improve search results. Keep in mind that the goal of search engines is to provide quality content so that their users are satisfied with search results and keep using their search engine.

UNIT 1.3: Roles and responsibilities of SEO executive

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain what a search engine optimization executive does
2. Describe the roles and responsibilities of SEO executive

1.3.1 Job Description

Since the early days of the Internet, the job of a Search Engine Optimization (SEO) Executive has undergone significant transformation. Simply said, your job is to enhance the websites of your clients so that they obtain more visitors (traffic). The list of obligations used to be rather short and concentrated on tasks like fundamental keyword research, on-page keyword targeting, link building, preventing duplicate content, and directory listing. Even while you might still be doing some of these things, your role has drastically evolved. Continue reading to find out if you have what it takes to be an SEO Executive because in this role, you will be employed in a field that embodies the phrase "rapid moving."

1.3.2 What does an SEO Executive do?

SEO executive must determine the methods and tactics needed to boost traffic to a company website. The procedure raises a brand's visibility to consumers, produces more leads, and boosts revenue. The following are some of the duties for the position:

- Using programming language to ensure the site is easy to access and use for visitors.
- Creating PPC (Pay-per-click) campaigns to boost company revenue via online ads.
- Continually checking rankings and analytics to monitor the performance of websites and make recommendations for improvements if necessary.
- Keep up to date with the algorithm changes set by search engines, particularly Google, to ensure your client's websites don't suffer dramatic falls in traffic.
- Work with developers to make technical recommendations.
- Engage in tasks such as link building and participating in community interactions on social media or blogs.

1.3.3 SEO Executive Responsibilities

As we inferred above, the last few years have seen substantive changes in the role of SEO Executive. Responsibilities include:

- Conducting on-site and off-site analysis of your clients' SEO competitors.
- Using programs such as Google Analytics to compile regular performance reports.

- Assisting the content team in the creation of high quality, informative SEO content.
- The creation of on-site and off-site SEO strategies for clients in various industries.
- Occasionally contributing to the company blog.
- Carrying out detailed keyword research according to the latest keyword strategies.
- Keeping up to date with the most recent developments in Search Engine Marketing (SEM).
- Paying particular attention to any significant Google algorithmic changes.

Scan QR code for topic related video or click on link

Know about SEO



<https://youtu.be/4fgpLCnzV3s>

2. Research and create list of keywords



- Unit 2.1- Keywords for Search Engines
- Unit 2.2 -Keyword Search Volume
- Unit 2.3 -Keyword Optimization
- Unit 2.4- Domain Authority vs. Page Authority



Key Learning Outcomes



At the end of this module, participants will be able to:

1. Prepare list of keywords that potential customers might use to search for products / services in search engines
2. Classify the right keywords to target by using keyword research tools
3. Assess the keywords by their level of competition and monthly average search volume in the search engine networks
4. Recognize the potential keywords to target for optimization by interpreting the data provided by keyword research tools
5. Categorize different types of keywords such as brand search queries, head terms and long-tail terms to keep in the final list
6. Evaluate the domain and page authority of a website by using online tools

UNIT 2.1: Keywords for Search Engines

Unit Objectives

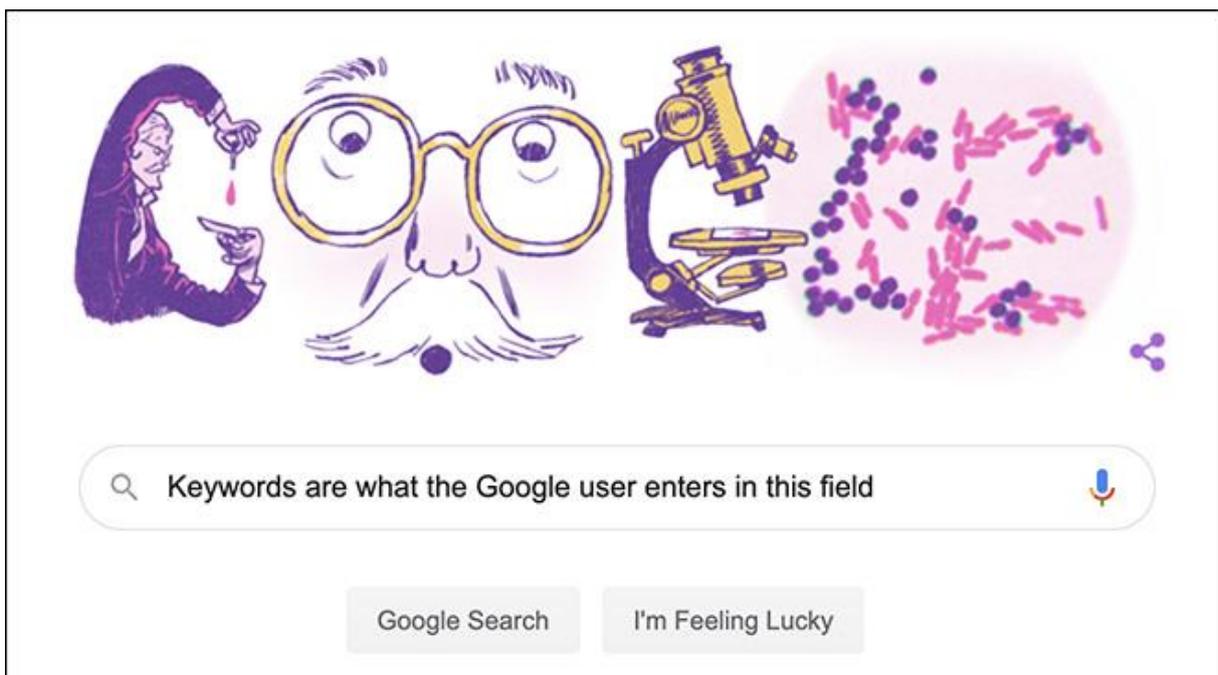


At the end of this unit, participants will be able to:

1. Define keyword
2. Describe different types of keywords
3. Analyzing competition for search engine keywords
4. Prepare list of popular keyword search for media, advertising, and social media
5. Explain how to prioritize search engine keywords with data
6. Describe the importance of targeting keywords with high intent

2.1.1 What are SEO keywords?

The words that define your content, or what it is about, are called SEO keywords. They are the search terms that people enter into search engines to find your website. When it comes to Search Engine Optimization, keywords are crucial for a website. A website that has been optimized for relevant keywords knows precisely what kind of keyword brought its visitors to your page. It wouldn't be inaccurate to argue that the keyword is the primary reason that your website's link appears on the SERP of a search engine. As a result, you should be aware of how visitors search for the goods and services that your website provides. To increase web traffic and work toward achieving a better SEO, it is strongly advised to include some keywords related to the content.



Source: <https://topcontent.com/blog/the-keyword-guide-for-seo-beginners/>

Different Types of Keywords

There are 8 types of SEO keywords:

- Branded Keyword
- Unbranded Keyword
- Seed Words
- Page Specific Keyword
- Primary Keyword
- Secondary Keyword
- Head Terms
- Long-Tail Keyword

Branded Keyword: This includes the name of a specific brand in the query. It can be the name of an ongoing campaign, taglines, etc.

Example: JW Marriott Indian food

JW Marriott restaurants near me

Here, JW Marriott is a brand name, therefore, it is a branded keyword.

Unbranded Keyword: These are the general keywords without any brand name attached to it. It is mostly used when the user is not sure about which website, he/she should click.

Example: Indian food

Indian food near me, etc.

Seed Words: These are the words that are used as the initials that indicate your business. These are the very first keywords that you chose while selecting your keywords.

Page Specific Keyword: These are used to reach out a specific section on your website. These are applicable to a single web page.

Primary Keyword: These are the main set of keywords that you select on a high priority basis to attract maximum web traffic towards your website.

Secondary Keyword: These are the supporting keywords that you use as per the query from the visitors.

Head Terms: These are very few keywords with high search volume and demand.

Long-Tail Keyword: These are user specific keywords with comparatively low search demand. Example: if you google the word “fan” (a broad keyword) what are the chances that you will end up with what you are exactly looking for? But if you want what you are exactly searching (that is cost, color, brand etc.) you will type “low-cost white colored Bajaj fan” and here, Low-cost white colored Bajaj fan becomes your long tail keyword.

2.1.2 How Do You Find Keywords?

Search engine optimization (SEO) is ultimately about satisfying the demands of human users. Search engines may be structured by algorithms, and bots may crawl websites to decide SERPs results. The intent, also known as keyword intent or search intent, is a crucial factor to take into account while choosing efficient keywords. When someone enters a certain phrase into a search engine, what are they hoping to find? Ranking highly in the SERPs depends on satisfying user intent. Imagine you run a

website that lists the top eateries in Delhi. You should add geographically specific SEO keywords that target people in this area. For instance, customers searching for restaurants in Delhi will get their results, while people searching for restaurants outside of Delhi won't.

So, how do you find the right target keywords? It's not a guessing game. As with most things in SEO, there are data-driven tools available to guide the process. Here are some of the best keyword research tools that can help you find search terms:

- Semrush Keyword Magic Tool
- Google Trends
- Google Keyword Planner
- Google Search Console
- Keyword Sheeter
- Semrush Topic Research Tool

2.1.3 How to locate the best search terms?

A crucial element in any search marketing strategy is choosing your top keywords for search engines. You must have a thorough understanding of your keywords if you want search engines to find your website—and, more crucially, if you want people who are looking for services similar to yours via search engines to find it. Keyword research is the process of discovering the terms and phrases that your potential clients are typing into search engines like Google and Bing. There is a chance here that most websites overlook: Correctly conducting your first keyword research for search engines will provide you a significant advantage moving forward in terms of search engine optimization, pay-per-click advertising, and all other search-related operations.

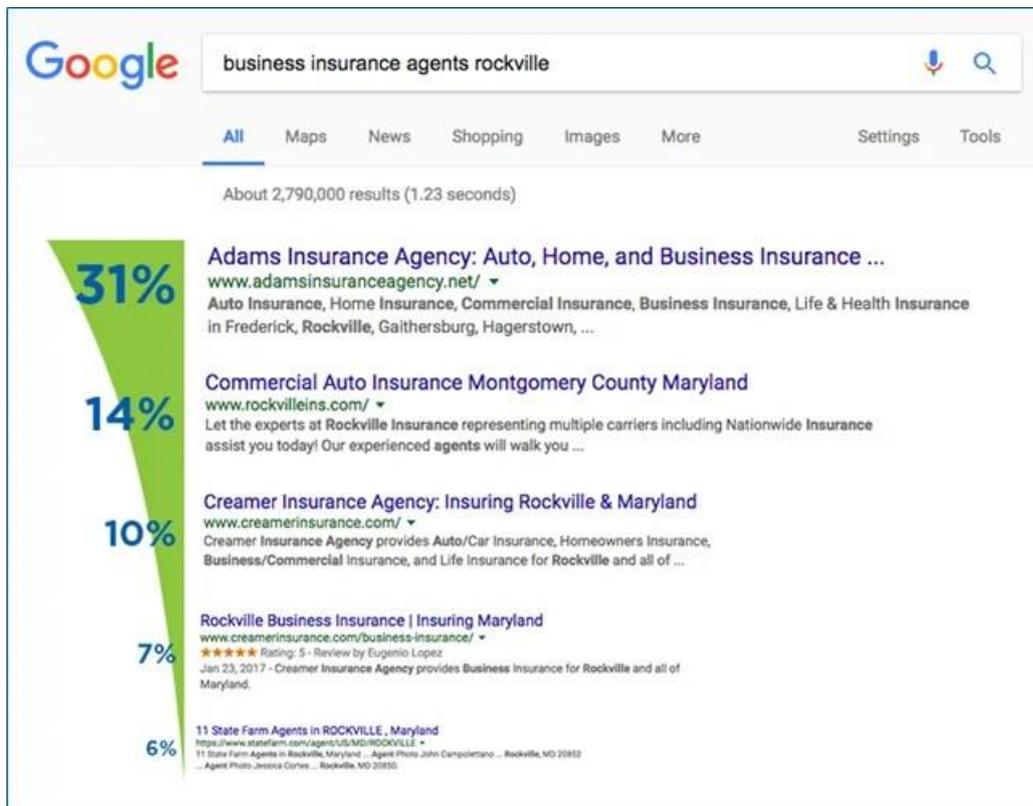
What then is the proper procedure for identifying the search engine keywords that will provide your website an advantage over the competition? Surprisingly, it's easy.

Search engine marketing keywords ought to be: Competitive, High-Intent, Data-Driven

Treat your search engine keywords like a valuable, private marketing asset. Let's look at how the correct tools can assist you in locating the best search terms. Let's first clarify the meaning of each of these three keyword attributes.

1. Analyzing competition for search engine keywords

Despite the fact that new websites are made every day, Google's front page still only has ten links (give or take)! Thus, there will be fierce rivalry for the top positions.



Source: <https://www.wordstream.com/search-engine-keywords>

Because of this, it's crucial to take competitiveness levels into account while researching search engine terms. Use a keyword tool, such as Word Stream's Free Keyword Tool, that offers competitive statistics.

What then is the ideal degree of competition? If your company is small or your website is new, seek for keywords with less competition. These are the search terms for which you'll most likely rank, allowing you to start generating visitors right away. The harder a keyword is to rank for on page 1, the more likely it is that you will need to bid on it using paid search ads to secure a solid position.

But don't be afraid to target those high-volume popular keywords if your site has a lot of authority and links. You can earn tons of traffic if you do get your content on page 1 of the SERP!

Popular Keywords – Media

#	Keyword	Frequency
1	video	20400000
2	medico	201000
3	itmedia	110000
4	medium definition	60500
5	media go	60500
6	media one	33100
7	mediam	22200
8	on the media	22200
9	what is media	22200

10	medical news	14800
11	media pa	12100
12	media buying	9900
13	define media	9900
14	media net	9900
15	media news	8100
16	media wiki	8100
17	the media	6600
18	media meaning	6600
19	news media	6600
20	mediasite	5400
21	definition of media	5400
22	www media markt	5400
23	media watchdog	3600
24	www media	2400
25	web media	1900
26	meaning of media	1900
27	media pennsylvania	1900
28	what is the media	1900
29	what does media mean	1600
30	media def	1600
31	who is madea	1600
32	define mafia	1600
33	definition media	1000
34	media media	1000
35	media information	1000
36	media websites	880
37	mediass	880
38	midia ne	880
39	media ads	720
40	in the media	720
41	defination of media	590
42	different media	590
43	media page	480
44	the media definition	480
45	plural form of medium	480
46	mediao	390
47	midia tv	390
48	news and media	390
49	media dictionary	390
50	post news media	390
51	what is the meaning of media	320

52	tp media	320
53	what is the definition of media	320
54	media definition english	260
55	wikipedia media	260
56	whats media	210
57	http media	210
58	section media	210
59	bymedia	210
60	media is or media are	210
61	media meaning in english	210
62	medium plural form	210
63	media net ads	170
64	the definition of media	170
65	define the media	170
66	media definition wikipedia	170
67	various media	170
68	singular form of media	170
69	media watchdog groups	140
70	what is meant by media	140
71	definition of the media	140
72	the meaning of media	140
73	what does media mean in english	140
74	www mediam	140
75	media and advertisement	110
76	media new	110
77	news about media	110
78	definition for media	110
79	visit media	110
80	media medium definition	110
81	what is the plural form of medium	110
82	news on media	90
83	what is media definition	90
84	what does the word media mean	90
85	s and o media	90
86	meaning media	90
87	media mea	90
88	media source definition	90
89	television media definition	90
90	media singular form	90
91	what is media wiki	90
92	wikipediamedien	90
93	media company website	70

94	media section	70
95	media news today	70
96	site medis	70
97	latest media news	70
98	www mediat	70
99	meaning of the word media	70
100	medianews com	70

Popular Keywords - Advertising

#	Keyword	Frequency
1	ad	3350000
2	billboard	1000000
3	marketing	823000
4	brand	450000
5	adverts	368000
6	graphic design	301000
7	target ad	246000
8	campaign	201000
9	marketing strategy	110000
10	advertisements	74000
11	marketing plan	60500
12	classified ads	60500
13	advertise	49500
14	advertising agency	49500
15	the advertiser	49500
16	free ads	40500
17	facebook advertising	33100
18	direct marketing	33100
19	publicity	33100
20	print ads	22200
21	marketing agency	22200
22	ad age	22200
23	online advertising	18100
24	what is advertising	18100
25	banner ads	14800
26	google advertising	14800
27	marketing companies	14800
28	display advertising	14800
29	tv advertising	14800
30	marketing communication	14800
31	ad network	12100

32	types of advertising	12100
33	free advertising	12100
34	creative agency	12100
35	anad	12100
36	marketing campaign	12100
37	magazine ads	12100
38	target marketing	12100
39	advertising campaign	9900
40	creative advertising	9900
41	ad design	9900
42	mobile advertising	9900
43	digital advertising	9900
44	advertising jobs	9900
45	media buying	9900
46	brand marketing	9900
47	media planning	9900
48	marketing objectives	9900
49	advertising company	8100
50	best ads	8100
51	video advertising	8100
52	ad agency	8100
53	outdoor advertising	8100
54	advertisement ideas	8100
55	strategic marketing	8100
56	advertising techniques	8100
57	integrated marketing	8100
58	media relations	8100
59	subliminal advertising	8100
60	www ad	8100
61	commercial advertisement	6600
62	ppc advertising	6600
63	free advertising sites	6600
64	marketing ideas	6600
65	billboard advertising	6600
66	sales ads	6600
67	a ads	6600
68	internet advertising	5400
69	marketing firm	5400
70	pay per click advertising	5400
71	marketing services	5400
72	real estate ads	5400
73	media agency	5400

74	car advertising	5400
75	ad news	5400
76	adservice	5400
77	advertising websites	4400
78	radio advertising	4400
79	ad online	4400
80	bus advertising	4400
81	brand development	4400
82	advertising slogans	4400
83	newspaper ads	4400
84	web ads	3600
85	business advertising	3600
86	cpm advertising	3600
87	marketing and advertising	3600
88	how to advertise your business	3600
89	brand agency	3600
90	top advertising agencies	3600
91	marketing articles	3600
92	product advertising	3600
93	interactive marketing	3600
94	advertising space	3600
95	advertising sites	2900
96	ad on	2900
97	advertising media	2900
98	best advertisements	2900
99	advertising ideas	2900
100	how to advertise	2900

Popular Keywords - Social Media

#	Keyword	Frequency
1	sns	550000
2	social network	201000
3	social media apps	135000
4	social media marketing	110000
5	social media sites	40500
6	social networking apps	40500
7	social networking sites	33100
8	social media manager	33100
9	what is social media	33100
10	what is social media	33100
11	social media	27100
12	social marketing	22200

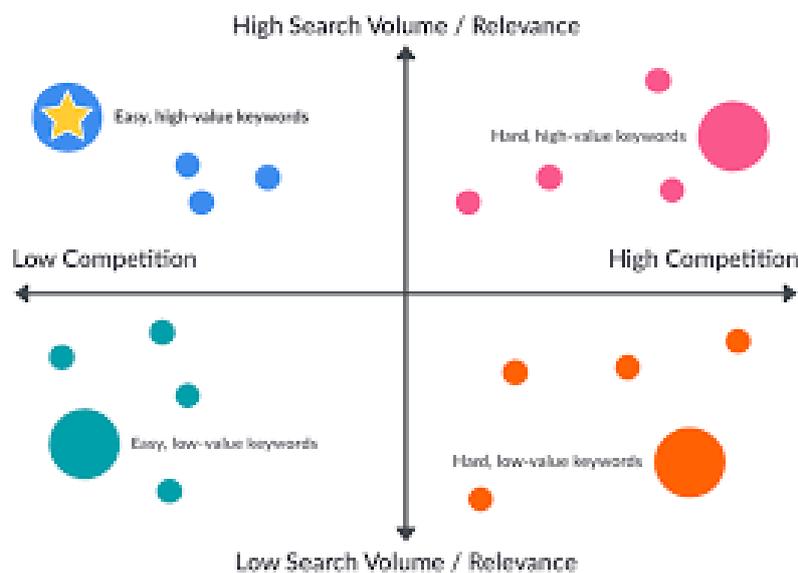
13	social media management	18100
14	social media platforms	14800
15	social media strategy	14800
16	social sites	12100
17	social media jobs	12100
18	all social media	9900
19	social media analytics	9900
20	social network analysis	9900
21	social media news	9900
22	social media campaign	8100
23	social media agency	8100
24	social media marketing strategy	8100
25	socialtools	8100
26	social media statistics	8100
27	social websites	6600
28	top social media sites	6600
29	social media management tools	6600
30	social media monitoring	6600
31	social media marketing companies	6600
32	social media tools	6600
33	social media consultant	6600
34	social media advertising	6600
35	social media policy	6600
36	what is social networking	6600
37	media marketing	5400
38	social advertising	5400
39	social media trends	5400
40	social media marketing courses	5400
41	social media plan	5400
42	social commerce	5400
43	social media websites	4400
44	social media search	4400
45	social media for business	4400
46	social media marketing agency	4400
47	what is social media marketing	4400
48	social media marketing jobs	4400
49	social media specialist	4400
50	new social media	3600
51	social media companies	3600
52	social media networks	3600
53	social media courses	3600
54	social media training	3600

55	social media optimization	3600
56	the social networking	3600
57	open source social network	3600
58	social media strategy template	3600
59	social network sites	2900
60	social networking sites for adults	2900
61	social networking websites	2900
62	social media list	2900
63	social media management company	2900
64	social media services	2900
65	social media marketing services	2900
66	social media marketing plan	2900
67	social media monitoring tools	2900
68	social media expert	2900
69	social media strategist	2900
70	social media report	2900
71	social media blogs	2900
72	social media articles	2900
73	media strategy	2900
74	social net	2900
75	list of social media sites	2400
76	social media sites list	2400
77	list of social media	2400
78	popular social media	2400
79	social platform	2400
80	about social media	2400
81	social media marketing tools	2400
82	social media dashboard	2400
83	social media content	2400
84	social media strategie	2400
85	best social media campaigns	2400
86	article about social media	2400
87	what is social network	2400
88	social media tips	2400
89	social media template	2400
90	top social networking sites	1900
91	most popular social media sites	1900
92	top 10 social media sites	1900
93	top social media	1900
94	best social media	1900
95	all social network	1900
96	most used social media	1900

97	enterprise social network	1900
98	social media listening	1900
99	social media analysis	1900
100	social media tracking	1900

2. Prioritizing search engine keywords with data

There is only so much time in the day, so you need a system for prioritising when you're writing fresh content to rank organically or new advertising to promote paid search engine traffic. Always consult the data if you are unsure. First, focus on low-competition, high-volume terms.



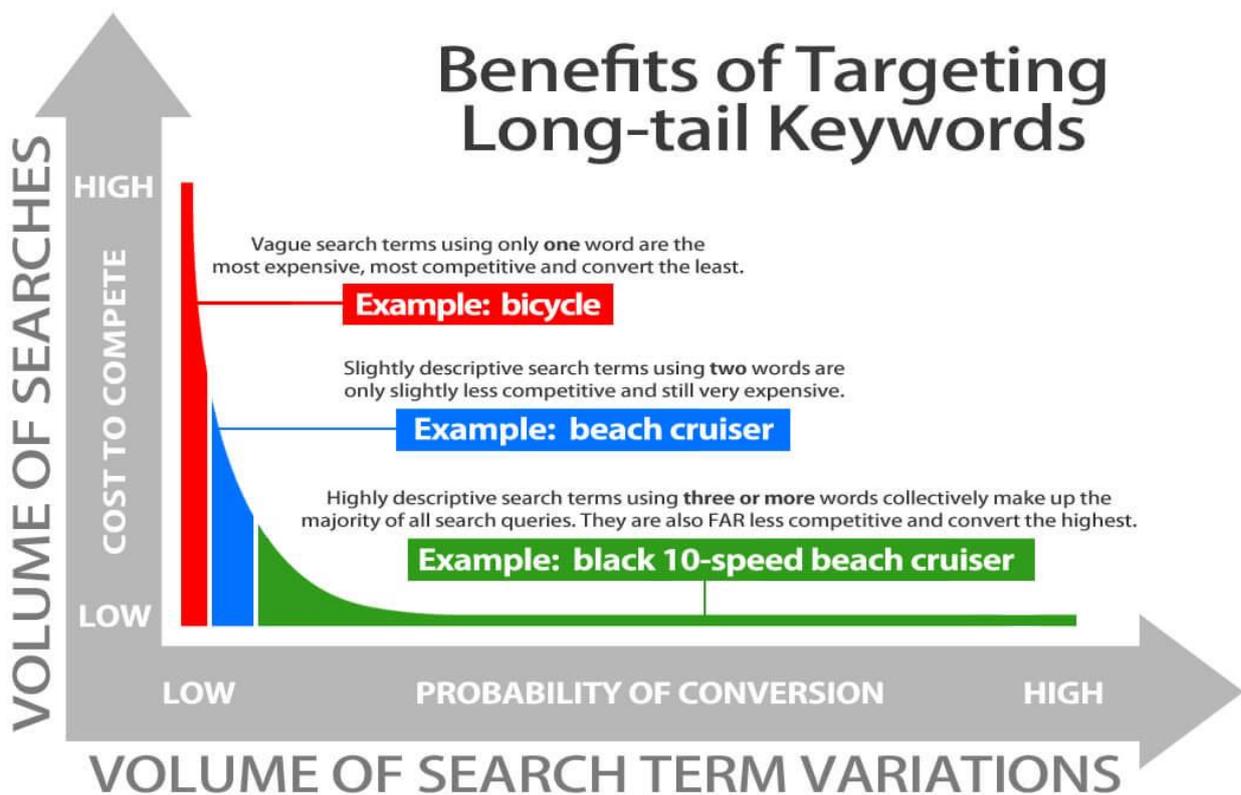
Source: <https://moz.com/keyword-research-guide/prioritizing-keywords>

Considerations when prioritizing your keywords for content mapping

Also, don't discount the effectiveness of long-tail keywords. Even while they may not generate as much traffic on their own, these lower volume keywords nonetheless generate the majority of traffic for most websites. Better still? Long-tail keywords frequently convey greater intent.

Long-Tail Keywords: Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point-of-purchase or when they're using voice search. Most long-tail keywords have lower search volume than short or "head" keywords. They're a little bit counter-intuitive, at first, but they can be hugely valuable if you know how to use them.

Benefits of Targeting Long-tail Keywords



Source: <https://codecondo.com/how-long-tail-seo-can-be-used-to-increase-sales/benefits-of-targeting-long-tail-keywords/>

3. Targeting keywords with high intent

High-volume keywords are excellent for generating traffic, but most businesses desire more. The conversions they seek. That refers to revenue-producing sales or leads. High intent search terms indicate that the visitors to your website are prepared to make a purchase. They are actively seeking answers to their issues. Whether it's a practical how-to video or a landing page where customers can directly purchase your good or service, it's your responsibility to offer the appropriate response. High-intent keywords often include terms like these:

- buy now
- for sale
- coupon
- help

Pages that rank for these high-intent keywords deserve extra effort on your part. It's your chance to convince a potential new customer to give you a shot.

Scan QR code for topic related video or click on link

SEO for beginners



<https://youtu.be/Xb-DXstOD2E>

UNIT 2.2: Keywords Search Volume

Unit Objectives

At the end of this unit, participants will be able to:

1. Explain keyword search volume
2. Describe usage of Keyword Search Volume
3. Determine search volume for keywords
4. Assess the keywords by their level of competition and monthly average search volume in the search engine networks

2.2.1 Introduction

In search engine optimization, keyword search volume is an important metric (SEO). It describes how many times a particular term is looked for in a given period of time. You should take keyword search volume into account while developing a new website, creating a pay-per-click (PPC) marketing campaign for your Google AdWords account, or conducting keyword research to increase organic traffic to your current website in an effort to attract new clients.

What Is Keyword Search Volume?

The number of times a specific term is searched for over a specified time period is known as the keyword search volume. To assess how popular—and competitive—a keyword is, expert SEO marketers will look at keyword search volume averages over predetermined time frames.

The technique they use to determine which keywords are most likely to generate interest and drive traffic is then guided by this information. 93 percent of internet excursions, according to studies, start with a search engine. Who's to say where their search queries will lead them from there? However, having a well-developed search engine marketing plan can help point users in the proper way for marketing experts.

2.2.2 How is Keyword Search Volume Used?

The main application of keyword search volume in organic search optimization is for finding the following helpful SEO data during keyword:

- a keyword's ability to drive traffic
- the degree of keyword difficulty in terms of competition
- generating traffic projections
- determining the season

How is Keyword Search Volume Determined?

There are two commonly used ways you can determine search volume for keywords.

1. Google Ads Keyword Planner

The first and most typical information comes directly from search engines like Google. This is stated by Google in their keyword planner. Here are some points to remember regarding this source:

- Not all keywords are reported because it is meant for studying keywords for Google Ads.
- The Google Ads account is required in order to access Keyword Planner.
- The volume figures in Keyword Planner are rough estimates that frequently combine data for related keywords.
- They are rounded off as well.

The Keyword Planner's volume data have a time lag, making them useless for more recent or promising terms.

By default, Keyword Planner displays the average search volume for the previous 12 months. Thus, the quoted statistic is really the total volume for the previous year divided by twelve rather than the most recent month. Remember that Keyword Planner does not differentiate between things like device types or mobile and desktop searches. The provided figures are approximations based on the combination of numerous search engines and devices. Even while certain terms might still result in Google ads, Google is obscuring search volume for an increasing number of keywords that can be in socially or legally sensitive areas.

Google frequently indicates that there are no searches for a keyword even when clickstream data-based technologies indicate that there are. This illustration from Google Keyword Planner demonstrates how its keyword aggregation can result in incorrect conclusions:

The screenshot shows the Google Keyword Planner interface with the 'Keyword ideas' tab selected. It displays a table with the following data:

Search terms	Avg. monthly searches Jul 2014 - Jun 2016	Competition	Suggested bid
hdmi	40,500	Medium	\$1.33
high-definition multimedia interface	40,500	Medium	\$1.33

Screenshot from Google Keyword Planner, October 2021

Source: <https://www.searchenginejournal.com/keyword-search-volume/421907/#close>

It's very likely that far more people search for [HDMI] than for its spelled-out equivalent, [High-Definition Multimedia Interface]. Yet Keyword Planner shows them as having the same search volume.

2. Clickstream Data

The other source for search volume numbers is clickstream data. This is data collected from a sampling of actual users, often by means of a browser extension that users install voluntarily.

It's important to note that clickstream data is still an estimate. Its accuracy will depend on the number and kind of users polled, the polling methodology, and the mathematics used to extrapolate the estimate. The advantages of clickstream-based search volume data over Keyword Planner include:

- It is not limited to keywords that show ads in Google, or keywords that are not “censored” by Google.
- It can distinguish between subtle variants of a keyword.
- It can be more real-time, providing more timely data and including newer and trending keywords.

However, as noted above, you should keep in mind that any volume estimates based on clickstream data are only as good as the data sources and their methodologies.

2.2.3 What Is a Good Keyword Search Volume?

It depends, like with everything else in SEO. The simplest solution is to aim for a minimum of 100–1,000 monthly searches. To assist you decide if a keyword is a good choice for you, we'll go over several aspects below. Although the term "good" is ambiguous, we may conclude that it all depends on finding the right balance. The following elements will influence the keywords you should select:

- The volume of keyword searches may vary by industry.
- You desire a large enough volume without excessively low prices.
- Using infrequently searched keywords means readers might not see your material. Using incredibly popular keywords means you could have to compete with bigger websites.
- Your research should take into account the size of your site and your budget.
- If you have a significant budget and manage a corporate website, you might be ready to pay more on highly competitive keywords to keep up your competitive edge.

You'll want a healthy mix of low-volume and medium-volume keywords for good keyword search volume. This can help you compete for moderately competitive keywords in SERPs utilising a topic that is more narrowly focused. For instance, you can focus on terms or phrases that receive 100–1,000 searches per month and terms that receive 10,000–100,000 searches per month. Additionally, it relies on the sector and the calculated level of keyword competition. Going for keywords with search volumes of 100,000–1 million may not be in your best interest unless you drive thousands or millions of visitors to your site each month.

Seasonal and Evergreen Keywords

The volume of keyword searches may be constant or cyclical. No of the time of year, evergreen keywords are continuously searched for. No matter what month it is, consumers may look for things like "how do I change my oil" or "how much does a haircut cost."

However, seasonal keywords must be used quickly. For instance, in the weeks leading up to holidays like Christmas, Diwali, etc, consumers are more likely to Google "holiday gift ideas."



Evergreen Keywords

Keywords that **stay consistently relevant** and aren't affected by certain times of year.



Seasonal Keywords

Time-sensitive keywords people search for during particular seasons, holidays, or time periods.

semrush.com 

Source: <https://www.semrush.com/blog/keyword-search-volume/#what-is-keyword-search-volume>

2.2.4 How to Find Monthly Search Volume for Keywords

You can sort your list of given keywords by various metrics, such as click rate and volume. To search by volume, click on “Volume.” Here’s what you can expect to see when we observe a keyword like “vintage pinball:”

Keyword Overview: vintage pinball 

[Keyword Research course](#) [User manual](#) [Send feedback](#)

United States  | Desktop  | Jan 24, 2022  | USD 

[Update metrics](#) (0/5,000) [Export to PDF](#)

[Overview](#) [Bulk Analysis](#)

<p>Volume</p> <p>170 </p> <hr/> <p>Keyword Difficulty</p> <p>41% </p> <p>Possible</p> <p>A competitive keyword to rank for. You will need well-structured and unique content.</p>	<p>Global Volume</p> <p>370</p> <table border="1"> <tr><td> US</td><td>170</td></tr> <tr><td> MX</td><td>10</td></tr> <tr><td> PT</td><td>10</td></tr> <tr><td> AU</td><td>10</td></tr> <tr><td> UK</td><td>10</td></tr> <tr><td> FR</td><td>10</td></tr> <tr><td>Other</td><td>150</td></tr> </table>	 US	170	 MX	10	 PT	10	 AU	10	 UK	10	 FR	10	Other	150	<p>Intent</p> <p>Informational Commercial</p> <hr/> <p>Trend</p> 	<p>Results SF</p> <p>6.9M    </p> <hr/> <p>CPC Com.</p> <p>\$0.57 0.99</p> <hr/> <p>PLA Ads</p> <p>0 0</p>
 US	170																
 MX	10																
 PT	10																
 AU	10																
 UK	10																
 FR	10																
Other	150																

Source: <https://www.semrush.com/blog/keyword-search-volume/#what-is-keyword-search-volume>

2.2.5 How to Use Search Volume for SEO

Let's move on to its actual applications now that you have a better idea of what search volume is, how it is calculated, and the different restrictions and limitations involved.

Here are the main uses of search volume data for SEO.

1. Determining the Potential Value of a Keyword

While it might seem logical that a keyword's ability to drive traffic would increase with the amount of searches it receives, there are actually a number of additional elements that affect this potential, including:

- The keyword's applicability to your website and target audience.
- The real search click-through rate.

Features on the search page that may answer a user's query without them visiting a site can have a significant impact on the latter. Therefore, when determining priorities for keyword targeting, the volume of searches for a certain keyword should only be one element to be taken into account.

2. Assessing the Relative Difficulty Level of a Keyword

In general, there is more competition for a keyword in the SERPs the more popular it is. This implies that it will require a lot more work to rank highly for a keyword with a greater search volume (again, generally). This is sometimes expressed in terms of a keyword difficulty score in keyword research tools, with search volume being one of several elements that go into calculating that number. In fact, because it takes into account those other criteria, a well-constructed term difficulty score may be more important than search volume alone. It is possible for a high-volume term to have relatively low difficulty, but when this happens, you must investigate further to learn why. It could be you've stumbled upon an opportunity your competition hasn't discovered yet, but it could also mean that this keyword simply won't create useful traffic for you.

3. Determining Seasonality

Your best resource for determining how much the season influences interest in your keyword is a tool that displays the month-by-month trend in keyword search volume. The number provided by the Google Ads Keyword Planner is an average over the previous 12 months, thus it does not reflect seasonal variations. Whether it comes to an e-commerce site, this information can be very helpful in determining when to intensify marketing efforts for a specific product or category. It's possible that you've stumbled onto a chance that your competitors haven't yet identified, but it's also possible that this keyword won't generate any worthwhile traffic for you.

Scan QR code for topic related video or click on link SEO for beginners

Keyword Search Volume



<https://youtu.be/2UNuuCZhKTU>

UNIT 2.3: Keywords Optimization

Unit Objectives



At the end of this unit, participants will be able to:

1. Define keyword optimization
2. Explain importance of keyword optimization
3. Describe different types of keyword optimization
4. Where to use keyword search optimization
5. Recognize the potential keywords to target for optimization
6. Elucidate how to optimize keywords

2.3.1 Introduction

The process of investigating, evaluating, and choosing the best keywords to target in order to direct qualified traffic from search engines to your website is known as keyword optimization (also known as keyword research). For both paid and organic search, keyword search optimization is a crucial first step in search engine marketing. All of your subsequent efforts will be for nothing if you choose your target keywords poorly. As a result, proper keyword optimization is essential.

However, you don't only optimize keywords at the beginning of a search marketing strategy. Continuous keyword optimization is essential if you want to maintain finding new keyword opportunities and broaden your keyword reach. Thus, keyword optimization isn't a process that can be set and forgotten. By continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will continue to grow.

What Is Keyword Optimization?

Keyword optimization is the process of researching, analyzing, and selecting the best keywords to target for a website. Optimizing for keywords improves visibility in the search engines to drive more qualified traffic to the site. Good keyword optimization focuses on increasing traffic for each page of the website.

2.3.2 Why Is Keyword Optimization Important?

One of the most challenging tasks in search engine marketing, according to respondents to a recent survey, is keyword optimization. Due of its complexity, most website owners, marketers, and bloggers don't devote enough attention to keyword optimization. Ironically, keyword optimization is the most crucial component of SEO and PPC. You won't be found if you don't select and employ keywords that your customers are using to find you. That entails no customers, no sales, and no revenue. As a result, you must engage in search engine keyword optimization to:

Drive Targeted Traffic to Your Website: By using SEO to optimize for the appropriate keywords, you may draw in more qualified customers who are a good fit for your company.

Write More Effective Material: You may write better content that satisfies the needs of the searcher by placing optimized keywords on the page and structuring your content depending on those keywords.

Optimize for User Behavior: You may tailor your content to the searches that matter most to your potential consumers by looking at the terms that your target audience uses to search on Google, Yahoo, and Bing.

Measure traffic potential: Analyzing the popularity and volume of searches for particular themes in your target market will allow you to estimate the potential traffic. Most keyword research tools provide information on the typical monthly search volume for every keyword phrase.

2.3.3 Types of Keyword Optimization

On-Page Optimization

On-page optimization is the practice of optimizing the content on your website for a set of keywords. You can do this by including your keywords in certain areas of the page and inside the HTML code. The goal of on-page optimization is to increase the relevance for the keywords so the content will rank higher in search engines like Google for related queries.

Off-Page Optimization

Off-page optimization refers to the elements that affect search engine rankings but are not directly related to your website. Getting other websites to connect to your material and mention your brand will help your off-page optimization. Off-page SEO aims to improve your website's overall authority and trustworthiness while increasing the relevance of your target keywords for a specific web page.

2.3.4 Where to use Keyword Search Optimization

Every facet of Internet marketing, including content planning, link building, how keywords are organized in AdWords ad groups, and how your site's content is structured (also known as your information architecture), heavily relies on keyword optimization.

1. SEO Keyword Optimization: The effectiveness of your SEO efforts will primarily depend on how well you are able to identify, investigate, evaluate, and choose the appropriate search engine keywords for your website. Successful keyword optimization is a prerequisite for all other SEO elements. Additionally, keyword optimization affects every facet of your SEO marketing activities.

- **Title Tag:** The title tag needs to contain your target keywords (and front loaded). On and off-page, this is the most significant piece of content on your website.

- **Links:** Your link-building plan should incorporate keyword optimization. Your top optimized keywords should be used in all internal links, inbound links, breadcrumb links, and navigational links. Additionally, it's critical to monitor and control your link text efforts.
- **Content marketing:** Use your target keywords in your text if you want to get found by searches and rank well.
- **Images:** Don't forget to optimize your website's images with relevant keywords. Use target keywords in your file names, picture alt attributes, and other places.
- **Meta Description:** There is some disagreement regarding whether or not including target keywords in your text snippets can improve rankings. But it's undeniable that using optimized keywords in your meta tags increases search clicks, which is ideal.
- **URL:** Make sure to use SEO-relevant keywords in file name slugs, like I have done with the URL for this page. The slug name is /keyword-optimization because the page is about keyword optimization.
- **Site Structure:** Keyword optimization is also critical to how you structure and organize your site content. Not only do you need to select the right keywords, but you need to group them hierarchically and order the corresponding pages on your website accordingly.

2. PPC Keyword Optimization: Pay-per-click (PPC) campaigns and paid search marketing both use keyword optimization. The following advice can be helpful if you're using PPC ads to increase customer traffic to your business through a platform like Google Adwords. The more search terms you choose, the more traffic you'll send to your website and the more visitors you'll turn into paying clients.

- **Make a solid keyword list:** Pick terms with the appropriate search intent. But also check the potential traffic for these terms.
- **Group Comparable Keywords:** Semantically relevant groups of similar keywords should be formed for the most effective keyword optimization for PPC campaigns.
- **Focus on Keyword Relevancy:** If you want to increase the click-through rate (CTR) of your ads, you should make sure that the keywords you're bidding on are very pertinent to the user's search. Your ad quality score will rise the more you concentrate on this marketing plan.
- **Include Keywords In Ad text:** A good keyword optimization strategy for increasing CTR for your PPC ads is to integrate your keywords into ad text.
- **Optimize the Landing Page:** The landing page for your PPC ad should have the target keywords in the content. And the higher up on the page they appear, the better. Matching the optimized keywords in your ad text to your landing pages improves user experience and ad quality score.

3. Social Media Keyword Optimization: In social media marketing, choosing the right keywords to target and knowing how to use them in your messaging are crucial. This guide to keyword research for social media includes everything from how to perform keyword research for YouTube to studying keywords for Facebook, making it a useful tool for figuring out which terms your audience uses.

2.3.5 How to Do Keyword Optimization

1. Find the Right Keywords for Optimization

The best place to start with SEO keyword optimization is to brainstorm a list of keywords and phrases associated with your website, products, and services. Utilize a keyword optimization tool to examine the phrases' popularity and difficulty score. The objective is to identify keywords with a high search volume and little competition. You'll find it simpler to rank your content among the top 10 on Google's search results pages if you do this. As you're doing your keyword research, make sure to target each phase of the customer journey. This includes top of the funnel (awareness), middle of the funnel (informational), and bottom of the funnel (transactional) content.

2. Map Your Keywords to Each Page

The practice of keyword mapping is used on various pages of a website. Once you've compiled a list of search terms that apply to the content of the website, you can assess each term and determine which page on the website it belongs on. By employing keyword mapping, you can avoid using the same sets of keywords for each page or loading all of the keywords on the home page. Depending on the content of each website page, you should choose where to use each term. Determine what distinguishes each page from the others, then order the keywords to reflect this.

It might help to analyze related terms for each keyword or enter each into a Google search to see what pages show up. For a given keyword, you want to use it on a page with similar content to the top search results.

3. Check Your Current On-Page SEO

You should first conduct an audit of your existing on-page SEO strategy to determine where you stand. When doing this audit, keep an eye out for the following:

- **Title tags:** These tell Google what the contents of your pages are about. Make sure they're original and the right length (50 to 65 characters).
- **Meta descriptions:** These succinct (between 100 and 155 character) summaries are displayed beneath your webpage in search results. The meta description should be succinct and accurately depict the content of your page.
- **Header tags:** Rather than headers in bolded ordinary text, make sure your page contains properly structured headings and subheadings (H1, H2, etc.) in HTML. When establishing the subject matter of your website, search engines attach particular weight to words that exist in header tags.
- **URL structure:** Ideally, the URL for any page on your site should be short and simple and contain relevant keywords (such as those appearing in the content's title).
- **Images:** Both the image file names and alt text for the image are factors considered by search algorithms when determining how to rank and classify your content. Not only that but these increase the accessibility of your site. Ensure the image file name and alt text are relevant and aligned with the content.
- **The actual content:** Is it interesting and pertinent, or does it need some work? Does it have at least 300 words? Poor material that won't keep a user on the page for very long typically ranks lower than high-quality content.

- **Verify links:** Make sure any links to other content still function if you have any. A few high-quality internal links with pertinent and evocative anchor text are frequently a smart option in addition to avoiding referring to competitor content altogether.
- **Social media:** If marketing is an important part of the website, make sure social media profiles and share buttons are linked to your pages.

4. Do Keyword Optimization

After you've checked the on-page SEO for your current pages, the next step is to do the keyword optimization process. This process also applies to any new content you're writing. The on-page SEO locations referenced in step 3 are a good place to start the optimization process. Just start adding the keywords to those spots on your new content and modify any existing content that needs it.

5. Submit the Content to Google Search Console

The next step after finishing a page's keyword search optimization is to submit it to Google Search Console for indexing. By using this approach, Google will find your new web pages more quickly, allowing them to be indexed and displayed in the SERPs.

Additionally, it informs the web crawler to visit your website and examine your current material so it can be reviewed for rankings.

6. Track Your Keyword Rankings

Monitoring your progress is the last phase in the keyword optimization process. You should monitor how those keyword positions change over time once Google has indexed and ranked your content. You can utilise a paid rank tracking programme or check Google Search Console for this information for free.

Before making any changes to your keyword search optimization strategy for fresh material, you should monitor the rankings regularly for at least 2 months. This offers the Google algorithm ample time to evaluate your content in comparison to your rivals' pages and allow the ranking positions to stabilise.

Before making any adjustments to the keyword optimizations for current material, you can monitor rankings every day for 14 days. Usually, two weeks is enough time for the algorithm to compare your new content against the other top-ranking pages to determine whether your keyword search positions will improve or worsen as a result of the content optimizations you performed.

2.3.6 Keyword Optimization Tools

Here's a list of the best free and paid keyword optimization tools you can use to improve your content:

- Ahrefs Keyword Explorer
- Google Keyword Planner
- Google Search Console
- Google Trends
- Jaxxy
- Keywords Everywhere

KWFinder
 Moz Keyword Explorer
 SEOCockpit
 SEMRush
 Serpstat
 Soovle
 SpyFu
 WordStream
 Wordtracker

2.3.7 What to Evaluate When Optimizing Keywords?

There are a number of aspects you should consider when deciding which keywords to use for your optimization efforts.

1. Keyword Popularity: If you rank well for a keyword, it will bring more traffic to your website because it is more popular (i.e., more people search for it). There are two schools of thought when it comes to selecting keywords based on popularity:

- **Specify the most widely used keywords.** This appears to be rather simple. You should optimize for the most popular keywords if you want to draw the most people to your website. Right? But the harder it is to rank for a keyword, the more popular it is.
- **Choose keywords with less competition.** Going after less competitive keywords may seem paradoxical, but for a new website, this is frequently the best course of action. In tough ranking verticals, it is quite challenging to compete with established websites that have built authority and trust for the most sought-after keywords. Therefore, young websites often have better results optimizing for less popular or competitive keywords, or by including modifiers (thematic modifiers or geo-targeted modifiers) and developing mid- to long-tail keywords.

2. Keyword Relevance: The importance of choosing keywords to optimize for based on how relevant they are to your goods or services cannot be overstated. Search engine traffic will not receive a message that is pertinent to what you are presenting on your website if your keywords are not inherently relevant to it. They won't be able to finish the "search and reward cycle" as a result. Since searchers are looking for relevance, you have a low chance of converting them into paying clients.

3. Keyword Intent - You must ascertain the intent of the searchers in order to assess the worth of your keywords. What stage of the search process are they in? They're browsing. Do they have the money? Or are they merely searching for answers or information? There are three different types of intentions underlying keywords, or more specifically "search queries."

Navigational: company or brand queries, domain queries

Informational: curiosity, question-oriented, solution-seeking queries

Transactional: looking to purchase queries

It's important to optimize for the high intent keywords rather than keywords of low intent. By identifying, classifying and segmenting your high intent keyword groups into separate baskets of intent and eliminating the low-value keywords, you'll see your search relevance rise and you'll generate more, qualified traffic.

Scan QR code for topic related video or click on link SEO for beginners

Tips for Keyword Optimizing



<https://blog.hubspot.com/marketing/seo-site-keyword-optimize-ht>

UNIT 2.4: Domain Authority vs. Page Authority

Unit Objectives



At the end of this unit, participants will be able to:

1. Define domain authority and page authority
2. Clarify importance of domain authority and page authority
3. Explain how to improve page authority
4. Describe how to improve domain authority

2.4.1 What is Page Authority?

A single web page's quality score, known as Page Authority (PA), predicts how well a particular page would rank on a SERP. The concept of "page authority" was first used by Moz. Scores for pages have a range from 1 to 100. The majority of SEO specialists are acutely concerned about PA score, and they are correct in doing so. The primary goal of the majority of popular SEO techniques, like creating high-quality content and establishing links, is to increase page authority. Although this score alone cannot guarantee search visibility; contextual relevance for the query is also required, it is unquestionably a powerful indicator of overall SEO performance.

Page Authority Checker

It is a tool to calculate the key website ranking and rating factors for just a single page or in other words just for a single URL of your website.

2.4.2 What is a good page authority score?

You must be considering that as well. There is no perfect figure for page authority; it depends on the market. In some specialised markets, PA 30 may be sufficient to rank at the top of Google, but in others that are very competitive, PA 50 score may be less. However, there is a method you may use to determine the ideal PA score for any niche. List all your competitors on the first page, verify each one's page authority, scroll to their results, and average the scores for all of them.

How to improve your page authority?

Let's take a look at some of the ways you can enhance your page authority:

- First of all, create a page on a domain that has a high authority.
- Make sure that the content of a given page is highly relevant, detailed and plagiarism free.
- Ensure that your page is fully SEO optimized and functional.
- Internal linking to and from the page should be included.
- Gain as many high-quality inbound links as you can, both in terms of link relevance and external source authority (must point to your given page).
- Don't forget to remove any bad links that might be pointing to your website.

Last but not least keep a regular check of your PA score by using any page authority checker and use domain authority checker to check domain authority of any website

2.4.3 What is domain authority?

How strong your site is compared to others is determined by its domain authority. A website with a high domain authority, also known as website authority, has a higher chance of dominating search engine results and attracting more visitors.

Although it is not the only ranking factor, your website's domain authority can help you make future changes to your digital marketing and search engine optimization (SEO) strategy by providing you with information about how it stacks up against competitors. This is what you examine when you examine a page authority, but at the level of a particular page.

How is domain authority scored?

In general, domain authority as measured by Google, is based on more factors than other online tools you can access. Google uses over 200 factors to rank a domain score, which is also known as a website ranking, DA score, and website score. Some of the factors for domain and page authority: Site age, page load speed, the relevance of the content, how frequently the content is updated, the reliability of the information, keyword strength, site structure, the inbound links, the number of linking root domains, or the number of referring domains from other authoritative sites.

Whatever the scoring system used, new websites start with a low domain authority score. The higher a ranking, the more difficult it is to climb further.

2.4.4 What is a good domain authority?

Your website should have a high domain authority score if it has a lot of high-quality external links pointing to it. It can take some time to build domain authority for websites, and small company sites with few or no internal connections will inevitably fall at the bottom of the scale.

Keep in mind that search engine ranking isn't always directly correlated with a domain authority score. Domain authority doesn't always take into account other ranking elements like keywords, search intent, metadata, and content. However, your score can assist you understand how you compare to your rivals and, more significantly, what's happening in a certain market or industry.

Importance of domain authority

Your website's domain authority score can provide you with important information about the Google organic traffic you receive. If your domain rating is low, you can examine your website to determine where improvements might be made. The next step in your marketing efforts, for instance, would be to focus on obtaining high-quality connections to your website by developing a link building strategy.

Don't panic if your domain authority doesn't increase right away; strengthening your ranking can take time.

2.4.5 How to improve domain authority?

Examining the links that are arriving to your website is the first step in raising its domain authority. You can evaluate your link profile using a variety of backlink SEO tools to discover the relevance of the links that point to your website. Additionally, you'll be able to see who is linking to your rivals, which will give you a sharp perspective on the state of the market.

After determining your links, ask yourself the following questions:

- Are they relevant?
- Are they valid?
- Are they coming from big names in the industry that already have high domain authority?

If you spot any broken links, reach out to the sites to make sure they're updated or removed. You'll also want to build a plan to bring in new links from authoritative sources. One great way to start is to create a link building plan with quality backlinks to other sites so that they'll have a reason to feature you.

2.4.6 How to increase authority with your SEO strategy?

Now that you understand how important building SEO domain authority is on your site, let's take a look at how to integrate these concepts into your SEO strategy.

- **Building vs. Buying**
Organizations should weigh the advantages of constructing a new website against the costs of purchasing one. It takes a long time and a lot of work to establish domain authority. In some circumstances, it could be preferable to just buy an existing domain and gain access to a site with website authority, high-quality content, and website authority.
- **Buying strategies**
For businesses trying to expand into new areas with established players, purchasing is a potent tactic. The rivalry will be strong, for instance, if a well-known fitness brand wants to enter the dieting market. In order to gain authority quickly, a company may opt to buy a potential rival after conducting extensive study on organic traffic for dieting-related products.
- **Building**
Building brand authority from scratch is a long, but important, process. As we've discussed, marking your own way in your market and proving your brand as an expert, will help your website soar to the top of the SERPs.
- **Domain Authority vs. Page Authority**
DA and PA are nearly identical metrics. However, a DA score predicts how well a domain as a whole will rank in the SERPs, while a PA score predicts how well a specific webpage will rank in the SERPs. Additionally, Domain Authority puts a greater emphasis on on-page SEO, whereas Page Authority doesn't take on-page SEO, like keyword usage and content optimization, into account at all. When used hand-in-hand, these two rankings can provide a lot of useful information about your domain's and page's SEO.

2.4.7 Two Ways to Increase DA and PA

While it's hard to boost your DA or PA directly, there are a few ways you can improve it.

Step 1: Remove Low-Quality Backlinks

In certain cases, clearing the way for new avenues is more crucial. When you can easily clear the snow off an existing road, why go through the trouble of building a new one? Even though having more backlinks is generally a desirable thing, obtaining them from link schemes or low-quality websites might be detrimental. Examine what Google formally deems a link scheme to start repairing the reputation of your website.

Go over your links using a programme like Ubersuggest and delete any that seem to be part of a link scheme. Any link from a site with a DA of 40 or more is generally OK, but you should pay greater attention to sites with a DA below that.

Step 2: Create Great Content and Grow Your Link Profile

The best thing you can do for your DA and PA scores is to provide outstanding content that readers will want to read and share. Keep in mind that Google's algorithm is continuously working to improve its ability to predict what real, breathing humans will want to read. If metrics take up all of your attention, you'll never be up to date. Instead, concentrate on producing quality content, and the rest will come. Including keywords and improving your on-page SEO are crucial, for sure, but depending just on statistics is a foolish endeavour. When you provide excellent content, websites will want to link to you on their own own.

Note: Scores for domain authority and page authority can be helpful predictors of how well your site will perform in search engine results pages (SERPs), but they must be interpreted in the context of your specific business and sector. Businesses should make an effort to produce distinctive, intriguing, and creative content that draws readers. DA and PA can shed light on how successfully you are achieving this objective. In conclusion, it's critical to keep in mind that DA and PA are relative rankings. It is better to try to outperform your rivals in terms of score.

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Page Authority and Domain Authority



<https://blog.hubspot.com/marketing/seo-site-keyword-optimize-ht>



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Transforming the skill landscape

3. Implement On-Page Optimization



Media & Entertainment Skills Council

Unit 3.1- Essential On-Page SEO Factors

Unit 3.2- E-A-T and YMYL: How to Write Quality Content to Improve Your SEO

Unit 3.3- Title Tag Optimization

Unit 3.4- How to Use Header Tags and H1 Tags for SEO

Unit 3.5- Keyword Cannibalization: What is it and how to avoid it

Unit 3.6 -Adding Internal and External Links That Get Clicks and Conversions



MES/N0718

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Use the website analysis tools to identify the on-page search engine optimization issues
2. Generate meta tags such as title and description for the different pages of the website based on the target keywords
3. Optimize and update the URLs of website pages by including the target keywords in it and making them search engine friendly
4. Make internal links within the website pages redirecting them to other relevant pages
5. Build high quality outbound links to other external websites with high domain and page authority
6. Add and update appropriate heading tags (like H1, H2 etc.) in the content of all pages to improve the content readability
7. Optimize images on a page by including the target keyword in both the file name and in the 'ALT Text' of the image
8. Add multimedia files such as images, videos, podcasts, info graphics etc. within the content to increase the user engagement
9. Create and add XML sitemap to the navigation of the website to assist the search engine crawlers in indexing the website pages

UNIT 3.1: Essentials On- Page SEO Factors

Unit Objectives

At the end of this unit, participants will be able to:

1. Define on-page SEO
2. Discuss important on-page SEO factors
3. Expound the most important page-specific optimization practices to implement
4. Elucidate why on page optimization is critical to overall SEO strategy

3.1.1 Introduction

Search engine optimization (SEO) depends on on-page SEO since it enables Google to understand the subject matter of each piece of content on your website. You'll rank higher in search results as Google gets a better understanding of your content, which will result in more organic traffic, sales, and money. Even better, when done correctly, on-page SEO enhances user experience.

What is on-page SEO?

On-Page SEO

On-page SEO (or on-site SEO) is the process of optimizing web pages to rank higher in search engines for specific keywords to increase organic traffic. It involves aligning page-level elements like title tags, headings, and content as well as search intent with a specific set of keywords.

Source: <https://terakeet.com/blog/on-page-seo/>

On-page SEO is the practice of optimizing your website using quality content and elements such as keywords, titles, good URLs, images and such. Having good on-page SEO is crucial if you want to be ranked high on search engines such as Google.

Technical SEO vs on-page SEO

Some SEOs use the terms on-page SEO and technical SEO interchangeably. Technical SEO addresses things like page speed and site speed, duplicate content, site structure, crawling, and indexing. In other words, technical optimization focuses on your entire website, while on-page optimization focuses on specific URLs. There's also off-page SEO which includes everything that happens outside your website, such as link building and brand mentions.

Importance of on-page SEO

Google's search algorithm is continually changing. It conducted 800,000 experiments and made over 5,000 updates to its search algorithm in 2021. It isn't ideal, despite the fact that it is constantly becoming better. Google still requires assistance in comprehending new information. On-page search engine optimization (SEO) can help with that. Fortunately, on-page SEO strategy isn't as

difficult as some people claim. The truth is that you should only be concerned with a small number of ranking factors. Making an outstanding user experience your top goal should come before overly optimizing material for bots.

On-page SEO best practices

1. High-Quality Page Content

The centre of on-page SEO is page content. It explains to visitors and search engines what your website and company are all about. The process of producing high-quality content begins with selecting pertinent keywords and themes. Conduct keyword research by typing phrases into Google to see what websites and competitors' webpages come up with. Additionally, you can use programmes like UberSuggest, AnswerthePublic, and Ahrefs.

Next, consider how your page content falls into the buyer's journey and visitors' search intent. These will impact how you will use your keywords and what types of content you will create:

Stage in the Buyer's Journey	Suggested Content/Website Pages
Awareness	Blog posts, videos homepage
Consideration	Buyer's guides, case studies about page
Decision	Product demos, comparison tools product or pricing pages, contact page

Now, it's time to write your page content or clean it up if you're currently auditing your on-page SEO.

Here are a few best practices for writing high-quality page content

- Naturally incorporate both short- and long-tail keywords.
- Include interesting and timely visual content.
- Write specifically for your buyer persona (s).
- Solve the issue your audience is facing.
- Create content that others will want to link to and share.
- Use CTAs to offers and product pages to increase conversions.

Page content is the core of the on-page SEO process and gives you the chance to provide value with Google and your site users. Spend enough time and money creating and optimizing the page content since it is the foundation for all other on-page SEO components.

2. URLs help on-page SEO

Google has explicitly stated that URLs help them better understand what a page is about. So, how do you optimize your URLs?

- Include a keyword: Include your primary keyword in your URL to help search engines and users understand page content.
- Consider intent: In addition to main keywords, use descriptive words to help convey the purpose or intent of a page.
- Use real words: Use real words in your URL instead of the numbers and characters that some content management systems pump out.

- Be succinct: Keep your URL structure short and easy for search engines to understand. Also, Google often shows URLs in search results. If a page URL is a long string of random letters and numbers, that doesn't help users understand your page. The better they understand the purpose of your page, the more likely they are to click on the search result.
- Use hyphens between words: Hyphens make URLs more readable. For example, if a page is about coffee bean grinders, use the URL www.yourcompany.com/coffee-bean-grinders.
- Avoid session IDs: When possible, avoid the inclusion of session IDs in your URLs, as they produce an avalanche of URLs for the same page. Google advises that you use first-party cookies instead.

3. Title tags and meta descriptions

One of the most crucial on-page SEO factors is the use of meta tags, specifically page titles. Every page contains a title tag, which shows up as the headline in search results. The meta description, which is displayed beneath the title in search results, provides a concise summary of the page. Both are crucial to making a page's goal clear to both users and search engines.

While meta descriptions are not a direct on-page SEO ranking element, the title tag is. When deciding whether to click on a listing in the search results, the title and meta description are both crucial. The Click-Through Rate (CTR) goes up when the title and meta description are both optimised, which means you get more traffic.

Unfortunately, Google updated the way it handles title tags in August 2021. After the update, Google may rewrite page titles based on other on-page elements, including headings and even anchor text from inbound links. Although this change doesn't impact rankings, it can have a massive impact on CTR if the new title isn't good.

On-page SEO for meta tags

The first step in your on-page SEO analysis should be to look at your title and meta description. Follow these steps:

- Put your main keyword close to the start of the title.
- To avoid being truncated in search results, keep the title to 55 or 60 characters.
- You can find out whether your meta tags are too long by using WordPress plugins like Yoast.
- Keep your title tags from using all caps.
- So that Google doesn't believe you have duplicate pages, give each page a distinct title.
- Create titles with clarity and appeal so that users would click on them.
- In your meta description, mention your main keyword.
- Google will make the keyword bold in the search results when someone uses it.
- The meta description should not exceed 155 characters.
- Make sure to appropriately describe the page in your meta description. Write it like an advertising and use persuasive language to encourage people to click.

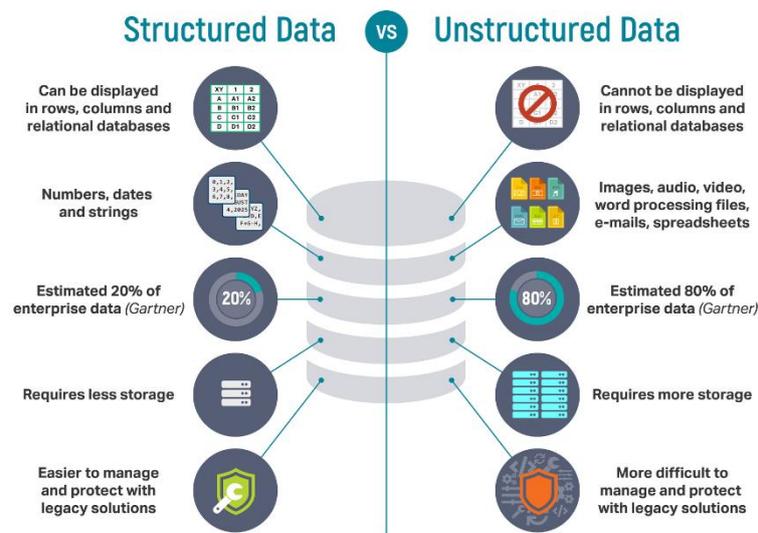
4. Structured data (schema)

Structured data, or schema, is essential to your on-page SEO audit since it improves Google's comprehension of your content. Consider the case where you have a product page with information about costs, availability, reviews, etc. Google won't be able to read that information unless you format the HTML in a particular way.

Types of Structured Data

Structured data is specific on-page SEO code you put on your pages that helps Google understand the content. There are specific structured data formats for a wide variety of things, including:

- Books
- Articles
- Movies
- Courses
- Ratings
- Events
- Local business info
- Star ratings
- Recipes
- Job postings



Source: <https://lawtomated.com/wp-content/uploads/2019/04/structuredVsUnstructuredIgn eos.png>

Google frequently displays structured data as a "rich snippet" right in the search results. A rich snippet enhances the likelihood that someone will click on your result.

Structured Data Tools

Keyword research tools like Semrush and Ahrefs analyze the Google search engine results pages and display all the SERP features for a target keyword. This helps you identify which types of data you'll need to implement to show up for those features.

SERP overview		Position history								
<input type="checkbox"/> Image pack <input type="checkbox"/> People also ask <input checked="" type="checkbox"/> Featured snippet										
Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume	
1 Featured Snippet Understand how structured data works Search for Developers https://developers.google.com/search/docs/guides/intro-structured-data	37	94	84	701,196	7,214	3,250	1,032	structured data	5.3K	
2 People also ask What is an example of structured data? What are three types of structured data? What is structured data used for? Does structured data help SEO?										
3 Structured Data Testing Tool - Google https://search.google.com/structured-data/testing-tool	150	92	87	2,264,476	28,669	6,819	976	structured data testing tool	18K	
4 What is structured data? • SEO for beginners • Yoast https://yoast.com/what-is-structured-data/	1.1K	90	41	865	212	192	33	what is structured data	500	
5 What is Structured Data? A Beginner's Guide https://www.searchenginejournal.com/this-is-structured-data/379148/	1.2K	90	33	245	109	43	25	what is structured data	500	

Source: <https://terakeet.com/blog/on-page-seo/>

Utilizing Google's Structured Data Markup Helper is the simplest way to implement structured data. Google will walk you through the process of adding structured data if you enter the URL of a page. The structured data can then be tested using Google's Structured Data Testing Tool. Alternately, you can refer to Bing's instructions for adding structured data to your website. Once you're finished, all you have to do is put the revised data onto your own website. Crawlers for websites like Screaming Frog and DeepCrawl can reveal the structured data on a website. The tools can also be used to troubleshoot issues when crawling your own website. This is an excellent approach to examine everything your competitor is employing if you're crawling their website.

5. Headers improve on-page SEO

On your pages, using numerous headers (H1 tag, H2, H3, etc.) has several benefits for SEO. First off, it makes reading your information lot simpler for users. Visitors are significantly less likely to want to read a page with a wall of text on it, and they frequently leave. Users can immediately understand the material thanks to many headers, which enhances their overall experience (an important factor for Google). Second, subheadings aid Google in deciphering a page's content. Use your main term in at least one or two H2 headers when creating headers. Include the primary term once again in the H3 or other headers if the situation permits.

6. Image Alt-text

The alt-text for your photographs functions like SEO. It provides information to Google and other search engines about the subject matter of your photographs, which is crucial given that Google currently displays almost as many image-based results as text-based ones. This implies that users could be finding your website through your photographs. However, you must include alt-text in your photographs for them to do this. The following should be considered when adding image alt-text:

- Be specific and descriptive.
- Make it pertinent to the overall page content in the context.
- No more than 125 characters should be used.
- Don't keyword stuff and use keywords sparingly.

7. Site Speed

Whether viewed on a mobile device or desktop, your site must be able to load quickly. When it comes to on-page SEO, page speed counts big-time. Google cares about user experience first and foremost. If your site loads slowly or haphazardly, it's likely your visitors aren't going to stick around — and Google knows that. Moreover, site speed can impact conversions and ROI.

On-Page SEO Checklist

- Website crawling
- Analyze your site's SEO and specify its architecture.
- Update page titles, meta descriptions, and URLs.
- Ensure that your URL contains your keyword.
- All across your page, use your keyword.
- Keep track of subjects and keywords for each page.
- Don't overuse keywords.
- Create value statements for each page.
- Decide who your target market is.
- Create new page headings.
- New meta descriptions are added.
- Edit the page's content as necessary.
- Include visual material.
- Make your graphic stuff better.
- Link internal pages.
- Embrace outside links.
- Improve your conversion rate.

UNIT 3.2: E-A-T and YMYL: How to Write Quality Content to Improve your SEO

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe Google's EAT & YMYL Algorithms
2. Elucidate how to boost Google E-A-T & YMYL Websites and SEO Ranking

3.2.1 Introduction

Content has the capacity to do much more for your brand than just outline what your business or items can give consumers. Your material can transport readers to another place and time, much like a well-written novel, love poem, or song lyric can. Yes, carefully designed content gives businesses the chance to enthrall, motivate, and please customers. And unlike anything else, great content can also educate, persuade, and influence your audience. Your website and social media platforms' content, along with attractive design and photos, can provide your viewers something with which to identify. Additionally, consumers are considerably more inclined to choose your goods or services over rivals when they can relate to and connect with your brand.

Of course, producing genuine and helpful material is essential for appearing in search results. As a result, the foundation of any effective search engine optimization (SEO) strategy should be content. It doesn't matter what you write for your audience to read—blog posts, product descriptions, an About Us page, customer reviews, or anything else—getting your content right ensures you have a solid foundation to support all of your other SEO efforts. How then do you produce high-quality content? Furthermore, how do you ensure that people see your high-quality content?

3.2.2 Understanding Google's EAT & YMYL Algorithms

We must first comprehend how Google's algorithms read information before diving into it. Google aims to make sure that websites that provide high-quality content are rewarded with higher ranks and that websites that produce low-quality content are given less exposure. Expertise, Authoritativeness, and Trustworthiness (E-A-T) and "Your Money or Your Life" are two algorithms that Google developed to do this (YMYL). The Google Search Quality Evaluator Guidelines paper is where E-A-T and YMYL first appeared. Google formally published this crucial paper in 2015, providing instructions on how the search engine determined which websites were high-quality or low-quality.

Actually, the human rating team at Google was the one who drafted these rules. The rating team at Google is responsible for determining which websites rank highest on search engine results pages (SERPs) for specific queries. To conduct these spot-checks, a procedure designed to see if the ranking algorithms accurately detect web page quality, Google hires individuals from all around the world.

The grading team then shares these insights with Google's developers so they can improve the algorithms already in use. Google makes it clear that its ranking algorithms are constantly evolving and being improved, thus updates are released pretty frequently.

1. E-A-T

E-A-T stands for what? The acronym E-A-T, which stands for expertise, authority, and trustworthiness, is used by Google. This methodology is used by Google to evaluate both individual web pages and an entire website. These three elements help Google determine how much trust to give a website. Google only wants to promote websites that it completely trusts because it wants to provide its search engine users with the finest experience possible. Furthermore, if Google returns results that aren't exactly what you requested for, doesn't it reflect poorly on it? Each of the three terms is a gauge of a company's qualification to be regarded as a leader in its particular industry.

Expertise: Expertise is the first component of E-A-T that Google measures. Here, a website's pages are analysed to determine whether they provide a greater caliber of expertise than competing websites. Google intends to give its consumers links to websites that offer accurate and pertinent content to their searches, as was already mentioned. Demonstrating your brand's competence in particular domains (such as the medical, legal, and financial fields) is essential. Search engine users typically visit your website to discover the answers to crucial inquiries they may have. And they are relying on Google to deliver accurate and useful search results so they can locate the solutions they need.

You might be wondering how content producers can be authorities in every conceivable field. Now, this is where "daily expertise" is useful. You see, Google is aware that not all content producers have degrees in medicine, finance, or law. The ability to research, learn, and gain insight is what allows content creators to produce educational information on a range of subjects. Additionally, the founders, CEOs, and brand managers of a firm can impart their wisdom and insights to content producers, who can subsequently put pen to paper.

Authoritativeness: Since the beginning, Google has utilised its PageRank system to determine the authority of websites. The modest link is another important indicator of authority. Yes, links—more specifically their quality—remain a major ranking factor for Google. The better, the more high-quality links you have. Since knowledge is demonstrated by the expertise component, authoritativeness refers to what other relevant websites think of you. When people (both inside and outside of your sector) respect and support your knowledge and skills, you have "authority." Links, mentions, and shares are just a few ways that recognition can be expressed. Many SEO gurus link your online reputation to a company's authority.

Trustworthiness: Trustworthiness makes up the last pillar of E-A-T that Google quantifies. Given that it requires effort, patience, and time to perfect, this is probably the most difficult skill to master of the three. Gaining the public's trust for your business is no easy task given the crowded markets and severe competition that exist nowadays. How can users tell whether online content is trustworthy when there is so much of it? Based on the backlinks it discovers from other domains, Google calculates trust.

Reviews, testimonials, and highlighting the credentials of content authors on a website are just a few strategies to promote credibility. According to a recent MOZ study, 67.7% of respondents' shopping decisions are influenced by internet evaluations. So not only do positive reviews persuade a customer to purchase or use your services, but they also help Google to identify your trustworthiness.

2. YMYL

Trustworthiness is connected to the following crucial Google algorithm, YMYL. This quality rating for material with the motto "Your Money or Your Life" is given. Google strives to give information that is absolutely accurate in addition to providing its users with the most relevant results. YMYL is specifically used to gauge the effectiveness of websites that offer goods, services, or information that may have an influence on users' happiness, health, financial security, or safety. Google also mandates that the content on these YMYL sites be of the greatest calibre and exhibit total correctness, as you might expect. After all, it could affect both your finances and your life! Therefore, Google does not make light of false information or misleading claims in the area of finance, legal, health, or any other sites that are deemed unsafe.

So, what constitutes YMYL pages? Below are some of the most common examples:

- Shopping or financial transaction pages: Online stores and banking pages that allow users to make purchases, transfer money and pay bills online.
- Financial information pages: Pages that provide advice or information about investments, paying taxes, retirement planning, property purchases and buying insurance.
- Medical information pages: These pages provide advice or information around health, drugs, diseases or medical conditions and include mental health, diet and nutrition.
- Legal information pages: Pages that offer legal advice and info on topics such as divorce, child custody, wrongful dismissal and accident claims, for example.
- Public or official information pages: These fall under the category that includes information about local/state/national government processes, policies and laws.
- News websites: Pages that include information about important topics such as international events, politics and current affairs.
- Other: There are many other topics that Google consider as YMYL, some of these include child adoption, car safety information and so on.

3.2.3 How to Boost Google E-A-T & YMYL Websites and SEO Ranking

The following are a few other strategies that will aid Google in giving your website and individual pages a higher ranking, in addition to including correct and reliable E-A-T SEO-rich content: E-A-T Google

Utilize Bios and About Us Pages to Their Fullest Potential

For blog pieces written by members of your team, freelancers, or guest bloggers, create bio pages and bylines. Include details and examples that demonstrate the authors' status as authorities or thought leaders in their area of expertise. The same rule applies to your business's About Us or team page; make sure to highlight all the pertinent expertise your team members have to offer.

Cut any underperforming content

If a blog post that was published two years ago isn't getting many hits or mentions, don't be afraid to remove it. This one dud of a blog post could be pulling your site's overall Google ranking down when it comes to measuring E-A-T SEO.

Insist on obtaining personal recommendations

Personal recommendations play a crucial role on YMYL sites since customers are more likely to buy anything after hearing a friend or family member endorse it. You might think about using referral programmes and fees as a strategy.

Reaching You Should Be Simple

Make it simple for users to contact you. Simple calls to action, contact us links and pages, call-now buttons, and chat facilities are all effective strategies to raise Google's trust rating.

Be quick and mobile-compatible.

The search rankings of websites that do not have the coding necessary for quick access (seven seconds or less) or are not mobile-optimized suffer. To keep current, experts advise employing responsive website designs and performing frequent speed tests.

Note: By following Google's E-A-T (and YMYL websites, if applicable) criteria, you may create a solid foundation for your SEO strategy. You can only rank pages on Google for the top search terms in your business by making sure your website has these essential components. But if done correctly, your website will move up the Google rankings. And it's likely to stay there if you stay on top of these algorithms. Keep in mind that Google's algorithm requirements are also always evolving and changing; if you keep up with these changes, you'll be on top for a very long time.

UNIT 3.3: Title Tag Optimization

Unit Objectives

At the end of this unit, participants will be able to:

1. Define title tags and their important
2. Optimize title tag formatting

3.3.1 Introduction

A comprehensive SEO strategy is crucial. The specifics are also. When optimising pages and content, we pay attention to a variety of on-page components, including title tags. Its optimization alone is unlikely to result in much changes to its ranking. However, when used alongside other on-page components, it can add significant context and subject-matter relevance for a page, segment, and site as a whole.

We need to consider the impact title tags have on the clickthrough rate and on persuading our target audience to visit our site in addition to the SEO implications and emphasis we place on them. When the search engines use our title tag as the blue link in the search in the search results page, the contents of that tag can make or break the decision for a searcher on clicking through to our site.

What are title tags and why are they important?

An HTML element called a title tag can be found in the section of every page on your website. The purpose of title tags is to give the user context for the page they are going to view. Only the search engine results page, the top of the browser window, and some social networking pages display the page meta title tag; yet, despite their minimal visibility, they are very important for SEO rankings. Because they give visitors and search engines context for each page, title tags are crucial for SEO. They are among the most crucial on-page SEO techniques for helping search engines understand the subject matter of each page.

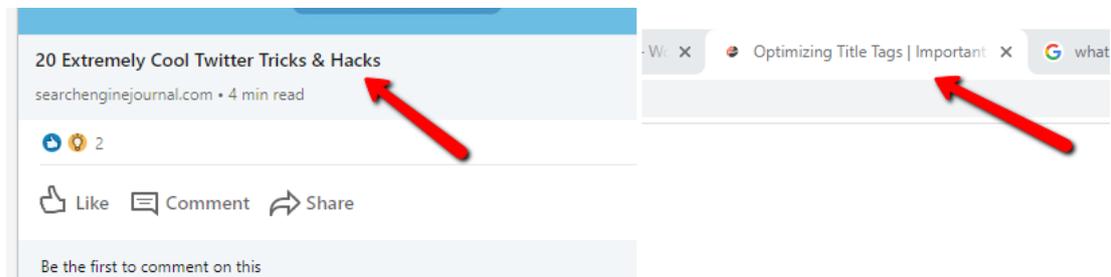
Googlebot and Bingbot take notice of the meta title-tags when they crawl each page and use the keywords in each one to better understand the content of that page and how it can be relevant to searchers. The title tag is the first thing a user sees when browsing the search engine results page (SERP), therefore it's critical to make a good impression. In order to compete with other sites in the SERP and provide users what they want, title tag optimization is vital since users want answers quickly. Your title tags can help develop your brand or give you an advantage in the SERP through brand familiarity in addition to providing context.

There are a number of factors to consider when writing the best title tags which is why we have compiled our list of title tag best practices for you to include in your site's SEO strategy.

3.3.2 Where Title Tags Appear

In Google and Bing search results, title tags will show up as the list of page titles. They are crucial for marketing your website and for the realm of SEO, in other words. Making a strong first impression is

crucial since the title tag can influence visitors' first impressions of your website. But it's equally critical to keep in mind that consumers will also notice your title-tag in other places. When someone shares a link to that page on social media, title-tags will appear there as well. The title will be pulled by browsers and social media platforms and used to help people understand what the page is about.



Source: <https://raddinteractive.com/optimizing-title-tags-important-title-tag-best-practices/>

3.3.3 Optimize Your Title Tag Formatting

The first step in title tag optimization is figuring out which format works best. There is no one right or incorrect way to construct title-tags, but various approaches have taken hold. Although formatting for title tags is quite straightforward, there are a lot of factors, such as length and the kind of pages you're optimizing, that could cause this approach to change. When creating a page title, one standard approach is to use the following tactic:

Primary Keyword | Secondary Keyword | Branding

This strategy is short and sweet and makes it easy to target specific keywords. According to Google itself, title-tag best practice is to be “descriptive and concise.”

The average length of most search queries is only 3 words so it is best to target good descriptive keywords that would fit best this format. There are other ways to format your title tag including keyword mashups. After all, shorter queries get more traffic, longer queries are less competitive. Other strategies include title tags designed for informational pages or blog pages that use long-tail keywords or phrases more often to target longer, more specific search queries.

Google's page crawling and indexing spiders are capable of understanding a wide range of characters, letters, numbers and contextual clues that can help or change the meaning of a title tag. Using characters or punctuation to properly divide keywords can help your SEO while also making your title tag less confusing for readers.

Other title-tag examples might look like:

Target Keyword 1 | Target Keyword 2 | Branding

Target Keywords 1 & 2 – Branding!

Target Keyword 1 (and Target Keyword 2)

Target Keywords 1, 2, 3 & 4 | For Sale

Including Target Keywords In a Sentence | Branding

The title tag can legally employ hyphens (-), ampersands (&), plus signs, straight pipes (|), commas, periods, and other symbols.

Additionally, it's acceptable to utilize punctuation like question marks and exclamation points because they can be helpful to readers and are typically ignored by search engines in a harmless

way. As long as it's truthful, precise, and brief, there aren't many ways to write a title-tag incorrectly. However, using these best practises for title-tag optimization will improve your SEO. Search engines see various characters and punctuation as "delimiters" or deliberate means to separate terms, including straight pipes, hyphens, and colons. Be careful about overusing these if you want multiple words in the title to be associated with each other.

ferndalemarket.com › turkey › products › bulk-ground... ▼
Bulk Ground Turkey | Ferndale Market
 ... a flavorful and versatile ground turkey. 85/15 lean to fat ratio. [Cases of bulk products are available to non-wholesale customers at our on-farm store in Cannon ...

ferndalemarket.com › turkey › products ▼
Turkey Products | Ferndale Market
 Turkey Products.;. Sort by Default ... Breakfast Turkey Sausage ... Ground Turkey · Ground ... Ground Turkey Breast ... Birchwood Cafe Turkey Burger Patties.

www.webstaurantstore.com › ... › Meat and Seafood ▼
Wholesale Turkey: Turkey Breast, Jerky, & More ...
 You can use wholesale turkey in a variety of dishes such as open-face turkey sandwiches, turkey burgers, and turkey dinners. ... Ground Turkey Chub - 12/Case.

harvestfooddistributors.com › products › turkey ▼
Turkey & Game Birds - Harvest Food Distributors
 Whole birds, parts and ground... turkey has become a year round category for meal planning.

Source: <https://raddinteractive.com/optimizing-title-tags-important-title-tag-best-practices/>

Give Each Page a Unique Title

While coming up with a unique title tag for the thousands of pages on your site seems difficult, it is necessary to help search engines understand that your pages are unique and valuable. Most content management systems (CMSs) will automatically pull the on-page H1 to use as the meta-title which is fine in most cases, but it's not ideal for the best title-tag optimization in SEO.

Within the HTML the title tag will look like:`<title>Example Title</title>`and be in between the `<head>` and `</head>`tags. This code can be implemented automatically with your site code or CMS, but the actual title should vary from page-to-page.

```

1
2 <!DOCTYPE html>
3 <html class="client-nojs" lang="en" dir="ltr">
4 <head>
5 <meta charset="UTF-8" />
6 <title>Google (verb) - Wikipedia</title>
7 <script>document.documentElement.className+="client-js";RLCONF={"wgBreakFrames":!1,"wgSep:
8 ["", "January", "February", "March", "April", "May", "June", "July", "August", "September", "October",
9 "3627dbd77047", "wgCSPNonce":!1, "wgCanonicalNamespace":"","wgCanonicalSpecialPageName":!1,
10 (verb)", "wgCurRevisionId":959086412, "wgRevisionId":959086412, "wgArticleId":375665, "wgIsA:
11 October 2016", "All pages needing cleanup", "Cleanup tagged articles with a reason field f:
12 "Words coined in the 1990s", "Computer-related introductions in
13 1998"], "wgPageContentLanguage":"en", "wgPageContentModel":"wikitext", "wgRelevantPageName"
14 [], "wgMediaViewerOnClick":!0, "wgMediaViewerEnabledByDefault":!0, "wgPopupsReferencePreviews:
15 {"pageLanguageCode":"en"."pageLanguageDir":"ltr"."pageVariantFallbacks":"en"}.wgMFDisabl
```

Source: <https://raddinteractive.com/optimizing-title-tags-important-title-tag-best-practices/>

Good SEO strategy will involved a process of researching keywords, taking advantage of existing rankings, and customizing title tags so that they can perform better over time.

Avoid generic or auto generated title tags like “Home” or “Blog,” because they could cause Google to think you have duplicate content on multiple pages on your site. These title tags also tend to experience reduced CTR because in addition to being bland, they do not provide context of what exactly is on the page.

When optimizing title tags it is also important that to avoid using the same targeted search keywords on multiple pages on your site to avoid keyword cannibalization.

Using the same keywords across multiple pages means your pages are competing for with each other for rankings. As a result, both pages may end up ranking lower and your conversion rate will suffer. This can also happen if you are targeting two keywords that are very similar. If you are having trouble coming up with unique title tags and the pages are similar enough, you could also consider consolidating those pages so they no longer have to compete.

Put Your Most Relevant Keywords First

Bringing your traffic-generating keywords up front in the title tag also has a negligible effect on how you rank in searches. You will notice better click through rates as well as an impact on rankings. People frequently merely scan the first few words of a title because they want answers quickly. Your most relevant keyword should appear first, followed by your secondary keywords, and finally, if it makes sense, branding, in order to create the best impression and boost conversions. Additionally, it lessens the chance that the SERP may omit your crucial terms.

Be Aware of Title Tag Length

When optimizing title tags you also need to be aware of length. Title tags should not exceed 50-60 characters in length, otherwise they might be truncated in the SERP, or if your title isn't sufficient Google will automatically provide a different title tag.

This could cut off important words, branding, and affect your click through rate. Title tags between 15 and 40 characters actually have an [8.6% higher CTR](#) compared to title tags outside that range so keep that in mind when you are crafting your title tags.

The screenshot shows a Google search result for the query "Is title tag length actually important?". The top result is from Moz, titled "Solved: Is title tag length actually important? | SEO Q&A | Moz", dated Jun 28, 2017. Below it is a result from Stack Overflow titled "How to show the title name completely (not truncated) and ...", dated Apr 26, 2017. A red arrow points to the truncated title text in the Stack Overflow result. Below the Stack Overflow result are several other Stack Overflow questions related to truncated titles. At the bottom, there is a result from WordReference.com titled "truncated - WordReference.com Dictionary of English".

Source: <https://raddinteractive.com/optimizing-title-tags-important-title-tag-best-practices/>

Google also considers the pixel width of your title tag. The exact length limit is around 600 pixels, so just keeping character length under a certain amount will not guarantee that your title tag will not get botched in the SERP. Pixel width is important to consider because certain characters are wider than others, but luckily there are a few resources online you can use to check the length of your title tags. When in doubt, keep your title tag descriptive, concise, and accurate.

Take Advantage of Branding Opportunities

When you include a well-known brand in the title tag, it can also assist you get a higher CTR. If you can fit it in the title tag, you should always try to do so. However, even if your brand is not well known, you can always use title tags to start building it. Because raising customer awareness helps establish trust in your company, brand recognition is extremely important in search.

Although typically the search engine will include it or shift it to the front of the title automatically, Google encourages brands and enterprises to put branding in their home-page title in particular.

The screenshot shows a search engine result for 'raddinteractive.com'. The title tag is highlighted with a red box and reads 'Radd Interactive: Technical SEO with Proven Results'. Below the title, the meta description reads: 'Radd Interactive provides advanced search engine optimization & pay-per-click marketing. Our strategies are affordable & proven. Get an evaluation today!'. The main content area is divided into three columns: 'Our Team' (with subtext 'Our Team. With unmatched service, convenience and trust, you will ...'), 'Company' (with subtext 'We're an SEO (Search Engine Optimization) and PPC (Pay Per ...)'), and 'Services' (with subtext 'SEM Services. We Take Search Engine Marketing Up A Notch ...'). At the bottom, there is a link: 'More results from raddinteractive.com »'.

Source: <https://raddinteractive.com/optimizing-title-tags-important-title-tag-best-practices/>

Avoid Keyword Stuffing Your Title Tags

The act of cramming your title tag with several keywords or keyword variations is known as keyword stuffing. Most frequently, those who practise keyword stuffing attempt to use so many terms that their title tag is omitted. In addition to degrading user experience, keyword stuffing can lower your ranks on search engines like Google or Bing. It is not necessary to use every possible variation of your keyword in the title tag because search engines can interpret them. In a tutorial, Google outlines why cramming keywords can be detrimental. The same words or phrases shouldn't occur more than once, and stuffing your titles with keywords might make your site appear spammy to both Google and your visitors.

Write Title Tags with the User in Mind

Despite your best efforts, it's critical to keep in mind that your title-tags are ultimately intended for human readers. To reach users who would be interested in your products or services and direct them toward what they desire, you should target keywords in your title tags. It's crucial to consider the keywords or phrases searchers use to find the things you sell when you're optimising title tags. An inadequately crafted title tag can keep people from clicking on your content even if you rank well in the SERP.

Search engines value users and strive to provide them with the best content available, so keeping them in mind will also benefit you. Your SEO efforts will be more successful and competitive in the SERP if they are in line with user experience and searcher intent. This will help you reach your target clients. This is another reason why creating misleading, click-bait, or ambiguous title tags is of little use.

The likelihood is that visitors will just go if the actual page doesn't live up to their expectations from the title. In addition, Google may not rank that website as highly if the title-tag keywords don't match the on-page content. This is why it's best practice to remember the human element when going through your title-tag optimization strategy. Keeping them clear, concise, and written with accurate keyword strategy is most likely to give you the best results.

UNIT 3.4: How to Use Header Tags for H1 Tags for SEO

Unit Objectives



At the end of this unit, participants will be able to:

1. Define header tags
2. Explain importance of H1 tags and headers
3. Describe how to add header tags in HTML

3.4.1 Introduction

Not only do headings improve the organization and readability of the material on a webpage. They are also necessary for effective technical SEO. This is a reference to the search engine optimization (SEO) measures you take to make it simpler for search engine bots to scan and index webpages on your website (essentially, the bots "read" the pages and categorize them appropriately). A page cannot be ranked if a bot cannot crawl it. Don't be put off by the word "technical." Technical SEO simply refers to strategies that have nothing to do with the content of the website itself. Instead, it concentrates on the structure of the website, such as the usage of various headings. You can easily boost the technical SEO of any homepage with header tags.

There are different types of header tags, categorized by numbers, from H1 to H6. Each header serves a different purpose, giving search engine crawlers like Googlebot valuable information about that page.

What are header tags?

A webpage's headings and subheadings are divided by header tags, also referred to as heading tags. From H1 to H6, they are ranked in importance, with H1s typically being the title. A webpage's readability and SEO are both enhanced by header tags.

Here is a brief explanation of header tags and their purposes:

H1 — The post's title. They are frequently keyword-focused, centred on the "main idea" of a page or post, and written to catch the reader's eye.

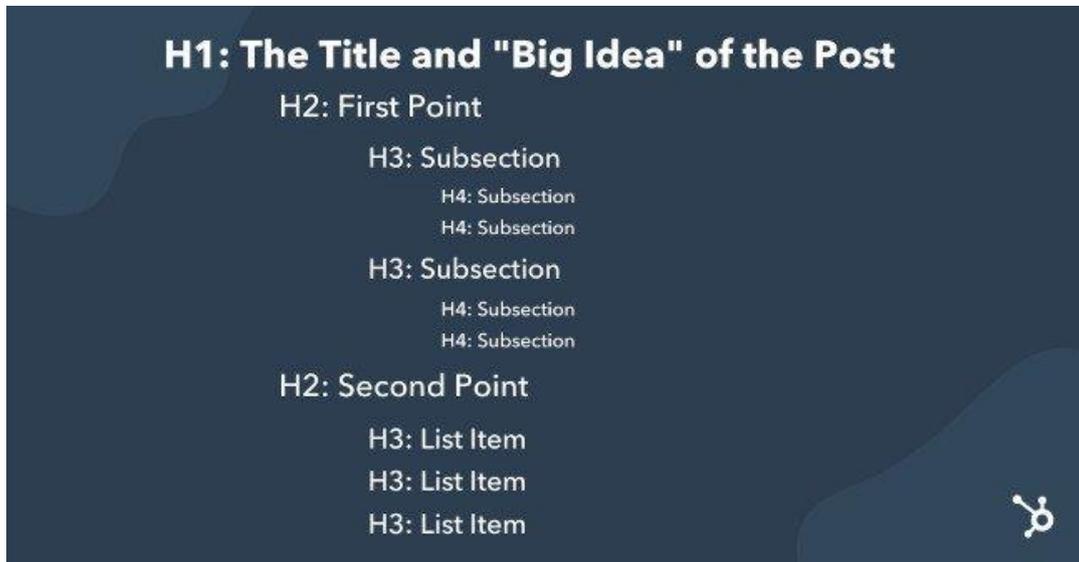
The H1 tag is regarded as being the most significant. Why? Essentially, it is the page title. Search engine bots use the H1 title tag as a crucial ranking component to determine the topic of a page. Additionally, because H1-tagged material typically appears on larger screens, it is frequently the content that readers can see the most on the page (although this is not a must).

H2 — These are subheaders that group your paragraphs' and different sections' major ideas. In order to help the reader quickly locate the portions they want to read, take into account employing semantic keywords associated with the "main concept" in your H1.

H3 — These are subheadings that elaborate on the ideas in H2. They may also be utilised to format lists or bullet points.

H4 — These sections provide more clarification on the concerns raised in H3. They can also be utilised to format lists or bullet points.

Although the SEO industry also frequently refers to these elements as "header tags," the "H" in H1, H2, etc. officially stands for "heading element." The numeral denotes the hierarchal link between each one, as you may infer from the above guide (with H1 being the most important, H2 being less important, and so on). Here is an illustration of how this hierarchical structure may appear in an outline for a blog post:



Source: <https://blog.hubspot.com/marketing/header-tags>

3.4.2 Why Are H1 Tags and Headers Important?

H1 tags explain to web users and search engine bots what a page is about. The H1 heading on a page is the most significant heading and should appropriately describe what is on that page. However, you can't simply add an H1 at the top of the page and call it a day. There are clear advantages to using headers throughout your content.

1. **Show Text Structure:** Create scannable material to make text easier to read on devices with small screens, such as tablets and smartphones. Long passages of text are broken up by headers, which also serve as signposts that direct the reader through the content. Additionally, readers can rapidly determine which passages in the text are the most pertinent and jump to that section (much like skipping to a pertinent chapter in a book).
2. **Improve Accessibility:** Headers also improve a webpage's accessibility. Screen readers can read HTML code and any text that is marked with HTML. A visually impaired person can determine whether the content on that page is worth reading. Headers also simplify navigation, as screen readers can provide shortcuts to jump between tagged headings.
3. **Improve SEO:** Last but not least, headers might help your SEO indirectly. User friendliness is one of the ranking factors used by search engines like Google. Since headers offer the page formatting and make the material scannable and accessible, bots will recognise them as being user-friendly. Without headers, bots may judge your website to be unfriendly to users, which could negatively impact your search engine rankings.

3.4.3 How many Headers Tags are supported by HTML?

You can use up to six header tags (H1–H6) in HTML to organise your page as necessary. With the exception of the H1, they can be visually customised to reflect your brand, and you can use as many of these tags as you like on a page.

Because they can direct the reader (and search engines) through the flow of the page and assist them identify the key points within the material, your headers should adhere to the theme of what you're writing about. Use your best judgement when dividing sections during formatting.

Below is a screenshot of a HubSpot blog post with examples of header tags indicated with arrows:



Source: <https://blog.hubspot.com/marketing/header-tags>

As you can see, every header tag looks different visually, and each header tag is used for a new idea.

3.4.4 How to Add Header Tags in HTML

In HTML, adding header tags is a rather easy operation. You would type h1 and /h1 and place the H1 content in between those two tags to indicate an H1. Any form of header tag can be used in the same way.

HTML Header

- The <header> element represents a container for introductory content or a set of navigational skills.

- The HTML <header> tag can contain one or more heading elements, logos or icons, or ownership information.
- A <header> cannot be placed within a <footer> tag, <address> tag, or another <header> element.
- HTML headers are defined with the <h1> to <h6> tags. The <h1> tag defines the most important heading, and the <h6> tag defines the least important heading.

The following example illustrates the use of the <header> tag:

```

2
3 <!DOCTYPE html>
4 <html>
5   <head>
6     <title>Header Tag</title>
7   </head>
8   <body>
9     <article>
10      <header>
11        <h1>This is the heading 1.</h1>
12        <h4>This is the heading 2.</h4>
13        <p>This is the paragraph.</p>
14      </header>
15    </article>
16  </body>
17 </html>

```

This is the heading 1.

This is the heading 2.

This is the paragraph.

Let's look at one more example to understand the header tag. In the following example, the header tag is used as a page header.

```

<header>
  <a src="/" id="logo">Site Title</a>
  <nav>
    <ul>
      <li><a href="/">Home</a></li>
      <li><a href="/about">About</a></li>
      <li><a href="/contact">Contact</a></li>
    </ul>
  </nav>
</header>

```

Site Title

- [Home](#)
- [About](#)
- [Contact](#)

UNIT 3.5: Keyword Cannibalization: What is it and How to avoid it

Unit Objectives



At the end of this unit, participants will be able to:

1. Define keyword cannibalization
2. Describe how to identify keyword cannibalization
3. Fix keyword cannibalization

3.5.1 Introduction

Does your website have more than one page that ranks for the same keyword? It might be a good thing, though. After all, the more pages you have listed in search results, the more search users will see you. Sadly, that doesn't always happen. The reverse outcome can occur when a certain term is targeted over several pages. Your SEO for that keyword might suffer more if you do this. The explanation is straightforward: When several pages compete for the same term, you drive them into competition. As a result, compared to one integrated page, each page has a lower CTR, less authority, and poorer conversion rates. This SEO blunder is referred to as keyword cannibalization.

What Is Keyword Cannibalization?

By splitting the click-through rate, links, content, and frequently conversions over two pages, you cannibalize keywords. It ought to be one since you "cannibalize" your outcome. By doing this, you won't demonstrate to the search engines the breadth or depth of your subject matter expertise, and you won't raise the authority of your website in this area. Instead, you ask Google to evaluate the sites of its competitors and choose the ones it considers to be the most acceptable phrases.

3.5.2 How to Identify Keyword Cannibalization?

Fortunately, resolving keyword cannibalization is simple once the issue has been discovered. Making a keyword matrix is all that is necessary to detect keyword cannibalization. Simply make a spreadsheet that includes all of the crucial URLs for your website and the keywords that go with them. If your website sells shoes, for instance, your spreadsheet would resemble this:

URLs	Keywords
www.yoursite.com/shoes	shoes
www.yoursite.com/tennissneakers	tennis shoes
www.yoursite.com/womensshoes	women's shoes
www.yoursite.com/menssneakers	men's sneakers
www.yoursite.com/lifestyleshoes	lifestyle shoes
www.yoursite.com/hikingshoes	hiking shoes
www.yoursite.com/basketballshoes	basketball shoes

Source: <https://www.searchenginejournal.com/on-page-seo/keyword-cannibalization/>

Alternatively, you can use a keyword mapping tool, which might look like this:

The screenshot shows a software interface for keyword analysis. It features a sidebar on the left with navigation options like 'Target Keywords', 'Ranking Summary', 'Rank Tracking', 'Keyword Map', 'Keyword Research', 'Domain Strength', and 'Reports'. The main area displays a table with columns for '#', 'Keyword', '# of Searches', 'Competition', 'KD', 'Expected Visits', 'Landing Page', and 'Type'. The table lists various shoe-related keywords such as 'shoes', 'sneakers', 'women's shoes', 'tennis shoes', 'basketball shoes', 'hiking shoes', 'sneakers for men', 'clear', 'Men's Basketball Shoe', 'lifestyle shoes', and 'men's shoes & sneaker'. The interface also shows summary statistics: 19,310,555 # of searches, High competition, 1833,440 KD, and 7,383,446 expected visits.

Source: <https://www.searchenginejournal.com/on-page-seo/keyword-cannibalization/>

When you've finished listing your URLs and their keywords, go over the list and check it for any duplicates. If you notice any, particularly on core sites, you're likely experiencing keyword cannibalization. It's time to update those pages now!

Keep in mind that keyword cannibalization can even happen if your title tags' meta descriptions appear to target the same term. Therefore, be sure to examine those, too. Use this occasion, if you're utilizing a rank tracking tool, to look for weak content and keywords that were inadvertently placed to the wrong page. It's a good idea to give your website some TLC right now.

3.5.3 Ways to Fix Keyword Cannibalization

There are many different techniques to sort keyword cannibalization. However, you must first comprehend what brought about the problem. Many SEO experts hold the opinion that in order to address the issue, you must first understand what it gets based on. For instance, "you'll need to employ on-page signals to clarify things to search engine" if "the sites have two unique intentions but search engine believes they're the same." The following are six excellent techniques to eliminate

term cannibalization from your website: "If you have two sites with the same goal," on the other hand, "either get rid of one totally or merge the two in some way."

1. Restructuring or Re-Optimizing Pages

You'll frequently find that you unintentionally started cannibalization at the metadata level by failing to optimize for keyword variants. For instance, an online retailer offers a product in three different colors. It's not unusual to encounter product variations on different URLs with the same title tag and H1 tag and no obvious way to tell the versions apart except from the image. In this situation, you may re-optimize the pages to focus on obvious versions and prevent cannibalization.

2. Organize your Content Correctly

If you don't properly organize things, all of your planning will be for nothing. After all, knowledge is more likely to slip through the cracks if your research bank is poorly organized. Having your information organized in such a way as to avoid this is the easiest recommendation. To execute it properly, three things are required.

- **Collect a Diverse Semantic Core**

In a separate spreadsheet, I have all of the keywords required listed and organized by clusters. It's critical to have a column in which each term gets linked to a specific page on your website. It might be a page that already exists or one that you want to develop in the future. You'll have a structural foundation that prevents you from producing too many pages; your only responsibility will be to maintain it up-to-date.

- **Organize the Data in One Place**

There are usually some pages on your site that transcend beyond the semantic core. If your niche is particularly tight, for example, you could welcome guest blogs on topics that are broader or less closely tied to the semantics of your business. If you have a spreadsheet with all of the SEO data on your blog entries, including target keywords, it'll be a lot easier to keep it under control.

- **Use Keyword Analytic Tools.**

The keyword for which your article was originally written may not be the one for which it ranks. Make sure your auxiliary keywords aren't in direct competition with one another by using keyword analyzers. You may check the rank of your page using a variety of techniques as Keywords Everywhere's organic ranking tool, Semrush, Ahrefs, and Google Search Console etc. Export the keyword data for any websites you think have duplicate content, then check for it.

3. Linking Within

An internal linking strategy may help search engines determine which of your sites is the most important if you're having issues with keyword cannibalism. Link to the articles you want to rank first from less important pieces. Linking can help with term cannibalization, but it's also a good idea to remove any websites from your network that aren't actually offering your audience anything of value. It will aid in simplifying your material and improving your SEO strategy.

4. Merging

It's a good idea to merge and combine two (or more) lesser pages into one when they are intentionally competing with one another and cannibalising each other's traffic. In essence, you're integrating a number of weak pages into one strong page. It is usually the best course of action to take when you have a single, distinct core page, because one piece of content stands out, has links pointing to it, or is already getting traffic when you are unable to identify a major page. It can also mean that you need to upgrade the end page with fresh content and that you need to put 301 redirects in place for any pages that are deleted or URLs that are changed so that any ranking signals are preserved.

5. Create New Landing Pages

Alternatively, you might lack a landing page that consolidates all of your product pages in one place. In this case, you'd benefit from creating a unique landing page to serve as your authoritative source page and link to all of your variations from there. In our example, we might create a page called "hiking shoes" and another called "sneakers for men." These should allow you to target both broad keyword terms with your consolidated pages and long-tail keywords on your variations.

6. Find New Keywords

Finally, if your website already has a wealth of pages with a wide variety of material and the only problem is a poorly thought out keyword approach, perhaps all you need to do is research new keywords. Just make sure the content of your page is adequately described by your keywords. Will the content on each page that ranks for the target keyword satisfy a website visitor who used it in their search?

If the response is negative, you might want to look into keyword trends.

You can find better keyword prospects for related pages by looking at your pages in a spreadsheet with the following information:

- Keyword and position
- URL of the page.
- SEO meta description and title.
- Word totals.
- natural traffic
- Rate of bounces.
- Conversions.

You should be able to identify pages using the same keywords using this.

From there, you may identify the most value pages, those that can be combined, and those that require new keywords. For all of the pages you want to preserve, you can often use your keyword research tool to determine the most pertinent terms.

If you have two pages ranking well for a long-tail keyword, see if there is a related broad term you could be focusing on for one of them to capture more traffic. Once you find that keyword, reoptimize for it accordingly and update the details in your spreadsheet for future reference and performance tracking.

UNIT 3.6: Adding Internal and External Links That Get Clicks and Conversions

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain importance of internal and external links
2. Describe where, when and how should links be added

3.6.1 Introduction

Links both inside and outside of your website can help website visitors find the information they need about your goods and services. Each link should direct your viewers to the following pertinent piece of content they require to complete their research and/or purchasing journey. The web's links, which link one piece of material to the next, constitute its lifeblood. Internal and external links are used by search engines to figure out which pages are the most authoritative on a specific topic. As a result, internal and external links are crucial to SEO.

Importance of Internal Links

Google and other search engines use internal links to comprehend a website's structure better. They give website owners the ability to communicate with both visitors and search engines about which pages are most crucial. For instance, a website's top-level navigational categories, such as Products, Services, About Us, and Resources, inform search engines of the information they feel to be most crucial. When analysing a website's structure using its links, search engine spiders automatically prioritise the pages that are closer to the top of the hierarchy. After all, you wouldn't want to hide your most crucial content on your website in a location where it would be challenging to find. Always bear in mind that the ultimate goal of building your website and all of the content on it is to offer easily accessible solutions to the queries of your target audience.

Importance of External Links

Links are valued by Google and other search engines. Search engines interpret links to external websites as endorsements of the material on those sites. External links can be used to cite a source, offer information verification, and give the reader more context. Once more, Google's strategy is to provide the appropriate content to the appropriate audience at the appropriate moment. Sometimes it makes sense to link to the appropriate piece of external content because it doesn't really care where the answers are located. You can't be expected to know every solution. For example, there may be an excellent article published on a highly relevant and well-respected industry website that directly or indirectly relates to a product or service offered by your organization.

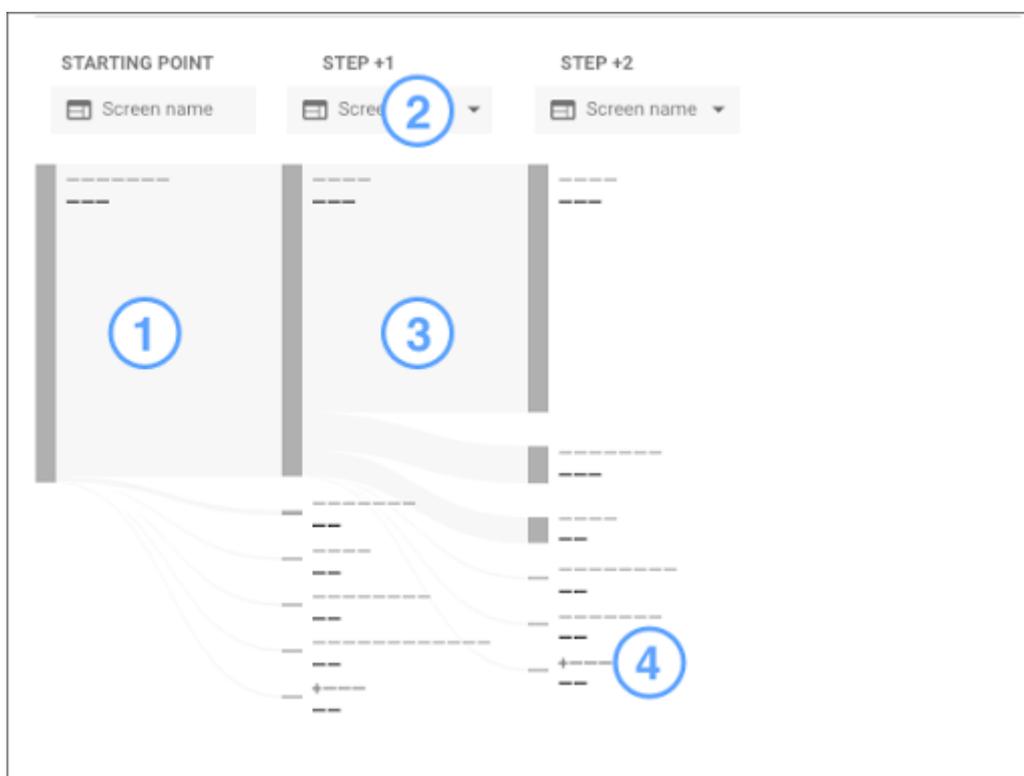
3.6.2 Where, When, And How Should Links Be Added?

Put yourself in your audience's shoes when considering adding links to new or existing website material. Consider how people might interact with it and how a link might be useful. Take a step back, if you haven't already, and sketch out the normal client path. In order to get from awareness to contemplation to intent and finally to conversion, this will assist you choose which pieces and/or types of material you control should link through to other pieces. Do not be reluctant to provide obvious calls to action (CTAs). Both consumers who are prepared to go on to the next logical stage in their journey and/or those who are not ready and may need more information might benefit from these.

Most consumer journeys today are not straight lines. With links, you may give your clients options based on where they are in the process of looking for solutions, goods, or services. Are there any current terms or ideas in your new or existing piece of material that need clarification or create concerns? Do you know where the answer is or do you have any extra information to address such queries (in blog articles or FAQs, for example)? Can you look it up in some research?

You may give the search engines a crucial cue to assist link the questions and answers together by linking to content that offers pertinent answers to these queries using the actual keywords (also known as anchor text). Naturally, your most important links and calls to action can be connected to a button or picture, like a banner, and carefully placed to draw website users' attention. It is possible and recommended to utilise click heatmaps and other visual UX analytics tools to track how visitors interact with your content and which links they click on.

Further, tools like a Path Analysis Report in Google Analytics 4 can be used to determine the paths taken by website visitors from page to page and any on-page actions taken.



Source: <https://www.searchenginejournal.com/on-page-seo/keyword-cannibalization/>

Your continuous internal and external connecting strategy can be improved with the use of data from tools like these. There are a few things to think about while linking after deciding where and when to add connections.

Open In A New Window/Tab

When linking to an external website or piece of content, you might wish the link to open in a new window or tab. In this manner, the reader may quickly close the second window, return to your original article, and carry on with their journey after finishing reading the "associated" content. Since internal links do not take the reader outside of your website, they are usually not required to open in a new window. There might be circumstances, though, where doing this makes sense, such as when pointing to a related Help document on a software website.

Follow Or Nofollow

By adding a `rel="no follow">` attribute to the link, website owners can choose to mark their links as Follow or Nofollow. Other links are automatically set to follow. Search engines that support Nofollow are instructed not to give the link any weight in connection to the page it is featured on. Literally, that means you don't want Google to click the link and crawl the associated page. It's important to note that Google has made it very clear that they view this property as guidance rather than a requirement. The vast majority of your site's internal links will be Follow links, however there may be some instances where you decide to have Nofollow exterior connections. There are also attributes for links to paid, sponsored, or user-generated content where you cannot confidently vouch for it or have control over it.

Link Up, But Don't Go Overboard

As with all things SEO, it's crucial to avoid going overboard with the use of internal and external links even if they bring value for both your audience and the search engines. In fact, Google recently stated that having an excessive number of links on a website may be harmful because it would reduce the value of those connections. A website's structure is understood by Google through links, and if there are too many, the structure might become confusing. A logical structure, however, ought to become apparent if you've done a good job of analysing your content and including links to other pertinent complimentary stuff.

If you review your content and it feels like there are too many links or links that do not really add value for your audience, reevaluate and edit with that in mind

4. Implement Off-Page Optimization



- Unit 4.1 – Off page SEO and Link Building
- Unit 4.2 - Anchor Text
- Unit 4.3 -Generating Brand Signals
- Unit 4.4 -Off Page SEO Tools and Techniques
- Unit 4.5 -Backlinks Analysis and Research Tools

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Define offline SEO and importance of off page DEO
2. Apply link building guidelines and tactics
3. Describe anchor text SEO best practices
4. Describe various SEO tools and techniques
5. Identify the domain authority and page authority of competitors website to benchmark and assess the competition
6. Participate in discussions on relevant industry forums and Question Answer (QA) portals to highlight the company offerings
7. Create and submit guest posts on relevant blogs and websites to leverage on other website's popularity and get high quality backlinks
8. Use various available backlinks analysis and research tools
9. Identify the do-follow and no-follow backlinks

UNIT 4.1: Off Page SEO and Link BUILDing

Unit Objectives



At the end of this unit, participants will be able to:

1. Define offline SEO
2. Explain importance of off page DEO
3. Describe link building and its importance
4. Describe types of Links for Off page SEO
5. Apply link building guidelines and tactics

4.1.1 Introduction

You'll need to consider more than just your on-page SEO strategy if you want your website to rank on Google and improve the organic traffic to your company. One of the key components of an effective SEO plan is off-page SEO. We'll explain what it is, how it operates, and how to utilise it to improve the visibility of your website.

What Is Off-Page SEO?

All SEO strategies that don't require changing or adding content to your website are referred to as off-page SEO. In the past, people frequently confused "off-page SEO" and "link building," however there are actually a variety of off-page SEO strategies you may apply, such as: citation building, social media, content marketing, and brand building. These strategies improve your website's authority, trust, and relevancy while also assisting visitors and search engines in better understanding it. Consider it like this:

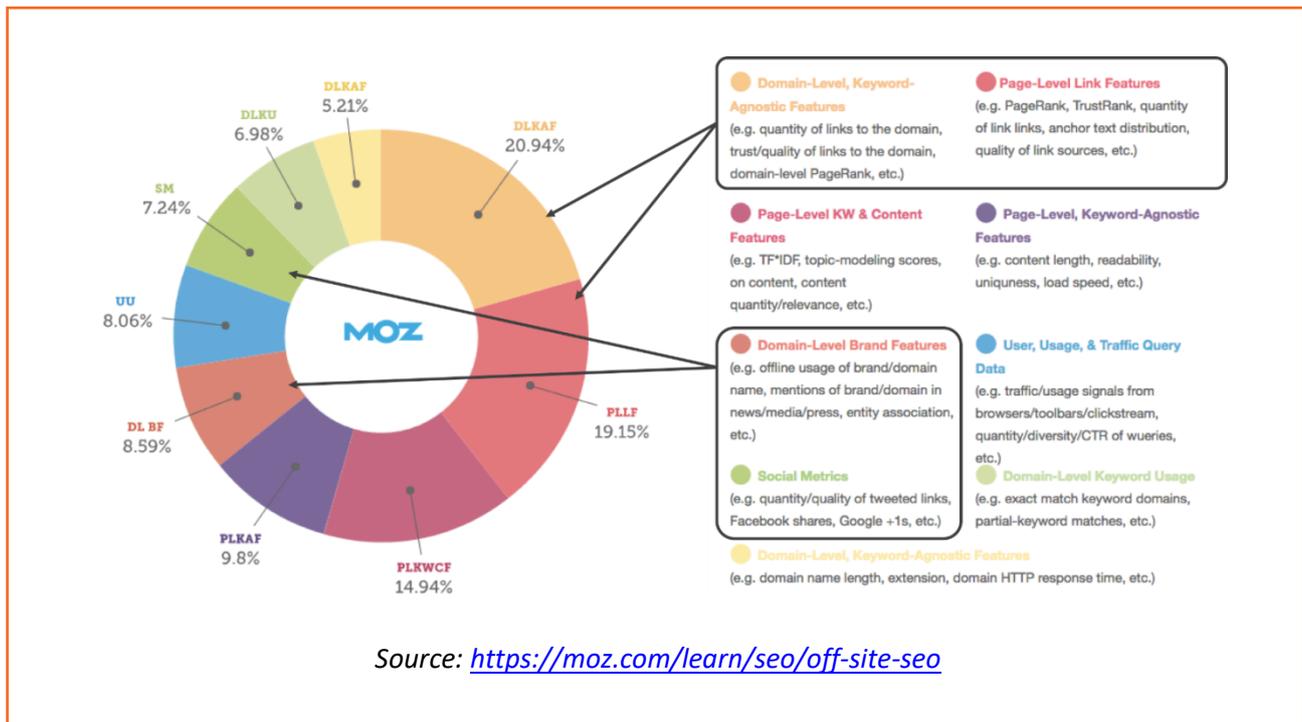
On-page SEO for your website

Off-page SEO for another site or platform

Off page SEO is defined as the SEO made by the content creator outside of the website activities. On page SEO focuses only on the page structure and content but off page SEO focus on the website performance outside of the content. For example: Building links is one of the off page SEO technics.

Importance of Off-Page SEO

Consider off-page SEO as increasing the domain authority of your website. Without it, your website might have trouble outranking those with more authority. Because search engines view websites with a higher authority as being more reliable, relevant, and trustworthy, they tend to rank higher than those with a low or no authority. You want to tell search engines that a lot of people use, recommend, and share your website. Links are one way to demonstrate this, but link building cannot be your sole priority. There are plenty additional off-page SEO strategies available.



4.1.2 Link Building

Building Good backlinks for new websites will boost Google ranking. Usually Google didn't believe new websites first. So you need to gain Google trust in order to rank first in SERPs. This backlink building is similar to a real life event .If a manager and an employee in a company prefers you for a higher post. Then the HR will consider the words of manager because managers are in higher rank than an employee. So you will go to higher post according to your manager words. So to get Google trust you faster, you need backlinks from external websites. For example if you get a valuable backlink from a external website to your website then Google will understand that already ranked website suggest you then Google will give trust in you and rank you faster.

Types of Links for Off page SEO

First you need to know about do follow and no follow links which are widely used in websites.

Do follow links - Do follow links tells Google and search engines to crawl the linked site, then you will get a backlink

No follow links - No follow links tells Google and search engines don't crawl the linked site, getting too many no-follow links are not valuable.

Natural Links: Natural links are links made by people who Google and found your content in online and they feel it is better content and manually add your page link to their post. So in order to get natural links your content must be good and useful content for users then only they add your links naturally to their posts.

Built Links: A built links are made by you in another website for your website pages. So you are doing any services to external website like writing guest blog posts or answering in forum and building good links. So for return you may ask to place your website link in their posts. So by doing any extra activities to other websites you may get links by this method.

Bad backlinks: These are links created by robots by making questions in forum sites for your website. So these are not good quality backlinks. You should avoid these types of backlinks. So if you found any unwanted backlinks (spam backlinks) for your website, you can remove those links in Google by disavow links in search console.

Link building is still a crucial component of any off-page SEO strategy given Google's methodology. However, it's critical to comprehend the greatest link-building strategies for your company and industry. Gaining backlinks from authoritative websites enhances the authority of your website. These high authority links function as a "vote of trust" between websites. To acquire quality connections from reputable websites should be the main objective of link building. Always prioritise quality above quantity.

Getting rid of the links that separate your website from that of your rivals should be a part of your link-building plan. You can be losing out on some high-quality traffic if they are obtaining backlinks from authoritative websites without linking to you.

Here are the three primary factors you should be considering with link building:

Authority

Hopefully, by now, you are aware of the significance of link authority. Semrush's Authority Score metric can be used to determine the authority of any website. However, what precisely does AS measure? The overall quality of a website is rated using our compound domain score, which also indicates the potential value of a backlink from a certain website. The following Semrush data is used to calculate the score:

- The quantity and calibre (authority) of backlinks to the domain.
- Both the number of referring IPs and the number of referring domains
- In comparison to nofollow links,
- Traffic from organic search (from our Organic Positions report).
- How many people utilise it (from our Traffic Analytics report).

To gain insights into the authority score of current links, you can use the Backlink Analytics tool. You can view your site's links and their associated authority score on the 'backlinks' tab:

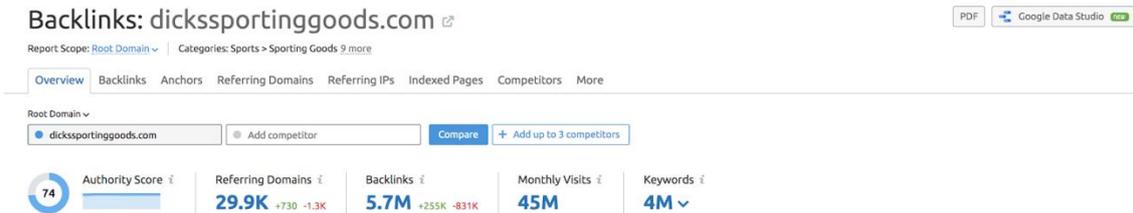
Backlinks 1 - 100 (5,654,352) Disavow list Table settings Export

Links per ref. domain: All 1 3 10 All links Follow Nofollow Sponsored UGC By type: All New Lost Advanced Filters

Page AS	Source Page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen	Disavow
87	Perfect Game USA - World's Largest Baseball Scouting Service www.perfectgame.org/Schedule/FeaturedEvents.aspx?fid=30	38	171	www.dickssportinggoods.com/c/baseball-equipment-gear?camp=Display%3AWebsite%3AVendor%3APerfectGame%3ADigitalAd%3ABaseball%3A image	29 Feb'20	22 Apr'20	+
86	Basement Finishing Columbus Ohio Remodeling Contractors - Latest Trends In Bas... www.ragingelephants.org/	4	13	weights www.dickssportinggoods.com/products/air-hockey-tables.jsp text	19 Jan'20	10 d ago	+
85	404 Not Found Kingdom Sports www.kicsports.net/classes/zumba-fitness	35	79	www.dickssportinggoods.com/c/soccer-gear-equipment image	8 Oct'18	13 d ago	+
85	Youth Sports Sponsorships Sports Matter by DICK'S Sporting Goods www.sportsmatter.org/	8	15	CA Disclosure www.dickssportinggoods.com/s/california-disclosures text	9 May'19	9 d ago	+
	DICKS.COM www.dickssportinggoods.com/ text				9 May'19	9 d ago	
	Terms of Use www.dickssportinggoods.com/s/terms-of-use text				9 May'19	9 d ago	

Source: <https://www.semrush.com/blog/off-page-seo/>

The authority score is displayed in the first column header, "Page AS." The authority of the link increases with a higher score. What happens, though, when looking for new links? The Backlink Analytics tool allows you to run any domain through it and display the AS for that site as well as those that link to it. This can be found under the domain overview tab:

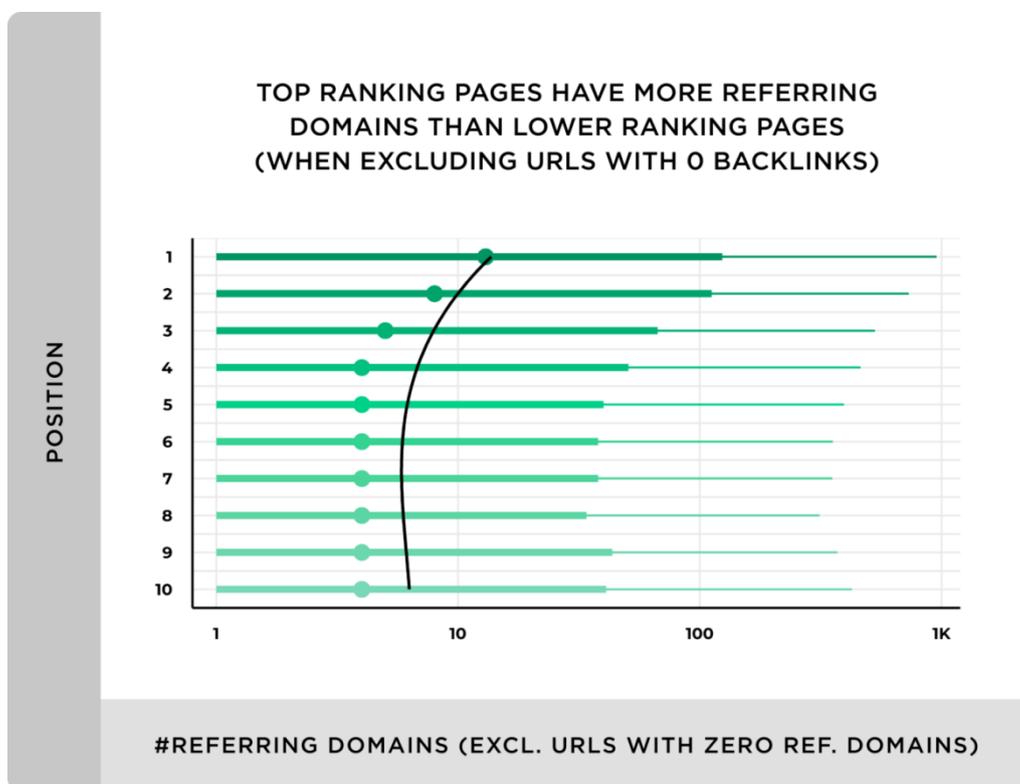


Source: <https://www.semrush.com/blog/off-page-seo/>

Obtaining connections from websites with a high Authority Score should be the aim of link building, and the information provided by these tools allows you to layer these insights into your prospecting.

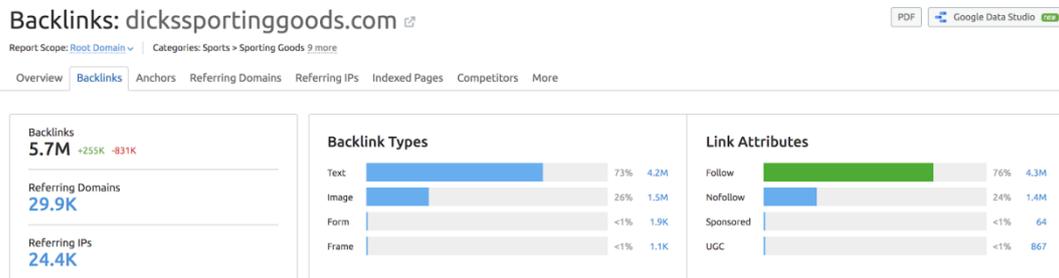
Unique Domains

Even more so than the quantity of backlinks, the number of connecting root domains that point to your website is a crucial indicator of link-building success. According to studies, there is a direct association between linked domains and better ranks. Your plan should place a lot of emphasis on domain variety.



Source: <https://www.semrush.com/blog/off-page-seo/>

You can see the number of unique domains that link to your site using the referring domains tab of the Backlink Analytics tool.



Source: <https://www.semrush.com/blog/off-page-seo/>

Topical Relevance

Always try to get links from websites that are related to your own in terms of topic. If you manage a travel website, for instance, you should strive to have the majority of the links you acquire originate from other travel websites, including blogs, online publishers (like Lonely Planet), tourism boards, and the like. It is logical. Nevertheless, if the links are natural and make sense, it is acceptable to have a few from other areas; try to keep the majority of your links tightly related to the issue at hand. To learn how on develop quality backlinks using strategies like newsjacking, brand mentions, and digital PR, check out our comprehensive guide to link-building strategies that work. There are a lot of effective tactics you can use to build excellent links and diversify your backlink profile.

4.1.3 Link Building Tactics

Link Building Tactics

 Guest Posting	 Infographics Distribution	 Link Reclamation	 Claim Unlinked Mentions
 Expert Roundups Participation	 Quora Answers	 HARO Answers	 Directory Listings/ Citations

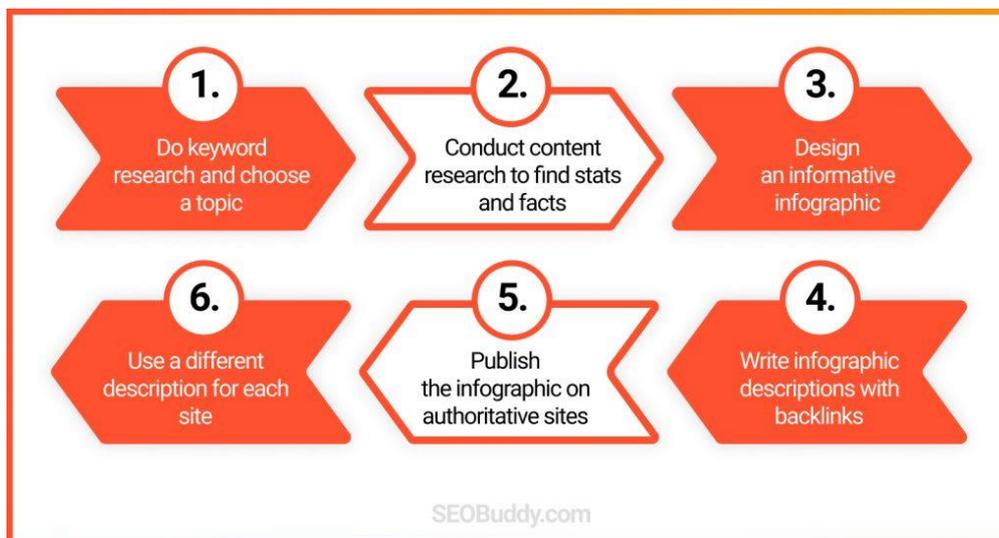
SEOBuddy.com

Source: <https://seobuddy.com/blog/what-is-off-page-seo/>

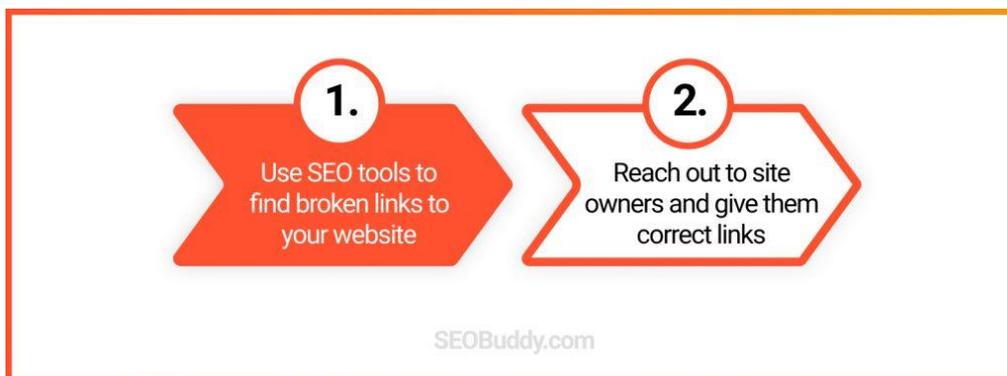
Guest posting - Conduct keyword research, produce top-notch content on hot industry subjects, and publish it on reputable websites in your specialised market. Include pertinent connections to your website in your writing.



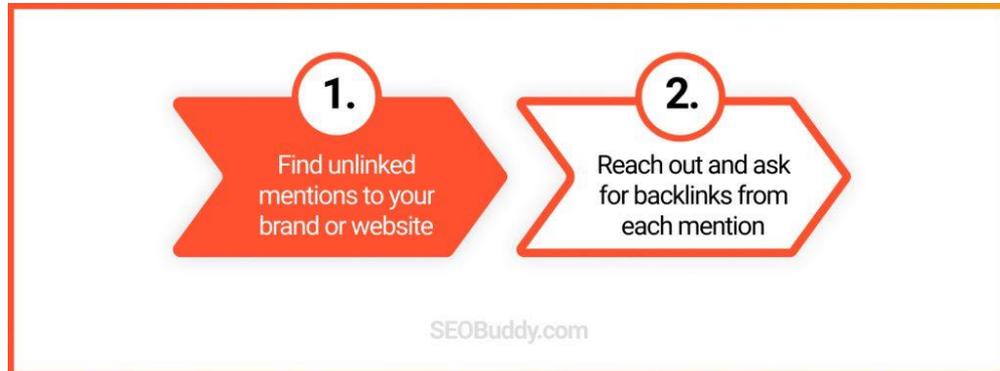
- **Infographics distribution** - Publishing a single infographic on a relevant subject on a number of reputable websites is a terrific approach to obtain several backlinks. Create original content for each website, without any instances of plagiarism, and connect to each one.



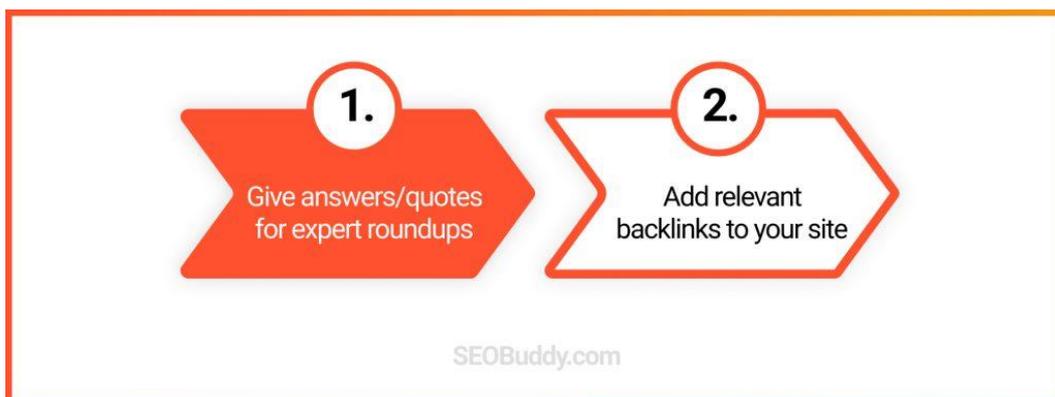
- **Link reclamation** – Finding broken or removed hyperlinks to your website and fixing them or updating them with new URLs is known as link reclamation. This is a simple off-page SEO technique that can boost your backlink profile quickly.



- **Claim unlinked mentions** – Look for brand mentions of your website that aren't connected, then request backlinks. This is a simple method for increasing backlinks without having to produce new content.



- **Expert roundups participation** – Participate in expert roundups by providing expert opinions, quotes, and answers to questions. Simply add a backlink to these and get backlinks from each expert roundup that you participate in.



- **Quora answers** – Join Quora and respond to questions about your field or specialty. By providing insightful content and connections to further helpful resources on your website, you may position yourself as an authority.



- **HARO answers** – You can also answer questions on the HARO (help a reporter out) platform and add backlinks to the answers you provide. This helps establish you as an industry expert and earn backlinks easily.



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- **Directory listings/citations** – Get your business listed on Google My Business (GMB) and other local directories. Add your website link to each listing and earn backlinks from these directories.



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Guidelines for Link Building

Factors that Affect Link Profile



Anchor Text



Freshness



TrustRank



Link Placement



Topical Relevance



Link Neighborhood



Global Popularity

SEOBuddy.com

Source: <https://seobuddy.com/blog/what-is-off-page-seo/>

To build a solid link profile and acquire high-quality backlinks to your website, abide by these recommendations:

- Use an anchor text that accurately describes the destination to which users will be taken if they click a link.
- Whenever applicable, use branded anchor texts.
- Add links from recent or often updated pages since they are seen to be more relevant and to carry more weight than links from older or out-of-date ones.
- Focus on constructing additional backlinks from reputable websites and steer clear of spammy ones in order to improve your trust ranking.
- Link Position - Be sure to position your backlinks within the page's main body of text and not in the sidebar, header, footer, etc. Links that go to the primary material are more valuable.
- Topical Relevance: Backlinks to related themes or pieces of content are more effective than links to unrelated articles. Therefore, make sure that each backlink you create points users to relevant content.
- Avoid links from spammy websites, websites with many external links or advertisements, websites with poor content, etc. in the link neighbourhood. All of them are regarded as negative link neighbourhoods in the world of SEO and might harm your link profile.
- Global Popularity: Make an effort to acquire connections from well-known websites that numerous other websites are linking to. A page with many links indicates that it is reputable and well-liked. Therefore, when you receive a backlink from it, some of that trust and authority is transferred.

UNIT 4.2: Anchor Text

Unit Objectives



At the end of this unit, participants will be able to:

1. Define anchor text
2. State importance of anchor text
3. List types of anchor texts
4. Describe anchor text SEO best practices

4.2.1 Introduction

If you've ever read an online article or blog post, you've probably noticed that some words in the text have links that take you to other websites. The anchor text is made up of these often blue words or phrases.

The link's anchor text provides the user and search engines with additional details about the linked material. Anchor text helps search engines understand the subject matter of your page. Unfortunately, you have little influence over how other websites will perceive you or the keywords they'll choose to link to your website. The anchor text you use on your own website, however, is something you can manage. Ensure that it is helpful and pertinent to the website you are connecting to.

Anchor Text

Anchor text refers to the clickable text within a hyperlink that takes users to a new URL on the internet. By default, the text is blue and underlined so it stands out from plain text. However, webmasters can customize the style of the text however they want.

Source: <https://terakeet.com/blog/anchor-text/>

SEO beginners often conflate anchors with links because anchor text is the visible part of the HTML element. However, it's just one part of the broader element. As you can see in the anchor text html illustration below, the element contains two tags, an href attribute, a URL value, and anchor value.



Source: <https://terakeet.com/blog/anchor-text/>

4.2.2 Types of Anchor Text

- Exact Match
- Partial Match
- Brand
- Naked Link
- Generic
- Image
- Dofollow vs. Nofollow Links

Exact Match: If the anchor text is an exact match to the subject the link refers to, this is known as an exact match anchor text. For example, if we used a link for discussing the types of link schemes, the exact match anchor text would be “link schemes.”

Partial Match: Let’s say the anchor text uses a form of the keyword or phrase on the linked-to page. This is known as a partial-match anchor text. For example, we’d use “types of links” when linking to a page about guest posting.

Brand: This one is simple – a brand name used as the anchor text to link to a brand’s website. For example, using “Apple” while linking to Apple’s online store.

Naked Link: Instead of using a specific word or phrase to cover the hyperlink, the link itself is used. For example, www.mythemeshop.com is used instead of the branded “MyThemeShop.”

Generic: A generic anchor text phrase is generally something unrelated to the linked-to page. For example, “Click here” is often a phrase used.

Image: An image may be used as anchor text. In order for Google and other search engines to understand the link, they use the text within the alt attribute.

Dofollow vs. Nofollow Links: You know that links help your SEO strategy. There are two types of links that contribute to Google’s ranking algorithms—dofollow and nofollow links.

Links that push SEO link juice to increase a page's rankings are known as dofollow links. To improve your SEO efforts, you need these. It wasn't unusual for some webmasters to create websites only for the goal of generating links before SEO evolved into what it is today. Black-hat approaches are still used, and thanks to Google's Penguin upgrades, those pages no longer score highly. No follow links

come into play in this situation. Nofollow links were created to stop webmasters from using unethical link-building strategies. A nofollow link does not contribute any link juice to a website's search engine results page (SERP) rankings. A nofollow HTML tag, which appears as follows, creates a nofollow link:

```
<a href="https://mythemeshop.com/" rel="nofollow">Anchor Text</a>
```

This tag indicates to search engine crawl bots that no link juice will be passed to the mentioned website.

4.2.3 When should SEOs use Nofollow Links?

There is a time and a place for nofollow links, and their use keeps your website within Google's guidelines. Here are some of the instances nofollow links are appropriate:

- Paid links
- Blog or website comments
- Discussion forums
- User-generated content
- Widgets or infographics from other websites

4.2.4 Why anchor text is important

Anchor text is a critical part of your SEO strategy because it affects your off-page and on-page SEO efforts, as well as user experience.

Backlinks

One of the top three ranking factors in Google's algorithm is the number of backlinks. Links from high-quality websites contribute significantly more to building credibility and authority than links from low-quality websites. They will therefore assist you in rising in the search engine results pages (SERPs).

Links, however, do more than merely transmit authority signals. Through anchor text, they also transfer crucial information from one webpage to another, including as intent, context, and relevancy. This aids search engines in deciphering a page's content and its relationships to other pages in the link graph.

Imagine, for example, that an article about content marketing uses that anchor to link to your article about the many forms of content marketing. For search engines, that anchor text strengthens the topical relationship between those two pages. Since you typically have no influence over the anchor text for backlinks, they typically utilise more casual language.

To avoid generating red lights with Google, use anchors very carefully if you are actively building links on a large scale. For detailed instructions on how to use anchor text, be sure to read the best practises section at the conclusion of this article.

Internal links

Internal links do not boost your website's PageRank the way backlinks do. They do, however, assist in spreading out the current authority on your site. Internal links, as you might have guessed, also make use of anchor text's ability to inform search engines about the relationships between the pages on your own website. Internal linking has the advantage that you can choose the anchor text. To enhance relevance and context, you can change the wording used each time you link back to a certain page.

User experience

Over the past few years, user experience has permeated SEO, and this tendency is expected to continue. Unfortunately, the industry continues to put authority and keyword matching before user experience when creating links. Can you link to our CMS service page where you mention "excellent customer service" in your article? I'm sure you've all heard a pitch like this. It's obvious that doesn't fit. Users would anticipate that link to lead to a page that describes excellent customer service based on the intention of the anchor text.

Anchor text SEO best practices

Be pertinent: When employing anchor text, relevance is crucial. The anchor text for the link needs to apply to the page you are linking to. The user experience is disrupted and Google is alerted by an irrelevant anchor.

Match connection purpose: The purpose of the anchor and the destination page should be the same. In other words, you shouldn't link to a page for a service or product if the purpose of your anchor is informational.

Consider the setting: Make sure the destination page and your anchor text are contextually appropriate to the sentence. Although context shares similarities with relevance and intent, it is different enough to be discussed on its own.

Be natural: Another anchor text SEO best practice is to make sure the link text reads naturally. The keyword should flow within the sentence and make sense to the reader. If it feels out of place, don't do it.

Keep anchor text short: Keep anchors short and descriptive. It's better for users and it more concisely explains what the destination page is about. One exception might be if you link to an article using the title as the link text.

Use varied text: Use many keyword variations in your anchor text, such as exact match, broad match, long tail, and similar, to diversify your links. By doing this, you'll increase Google's comprehension of your content and lower the possibility of a manual action due to too optimised backlinks. Use additional words and synonyms to show context and intent.

This improves search engine rankings for more keywords and results in a more natural distribution of anchor text. Use descriptive keywords in image alt tags.

Alt tags with images serve several purposes:

- Help Google crawlers understand what the image is, as well as the content of the page it's linked to.
- Help visually impaired individuals gain a better grasp of the image.

- Function as anchor text.

If you're using images with links, make sure to include descriptive keywords in the image alt tags. Don't cram the text with keywords; it should be natural within the sentence.

Avoid messy naked links: If you must use naked links, keep them brief and detailed to avoid using cluttered ones.

Think about accessibility: Finally, while styling your anchor text, consider your users. All links should be conspicuously distinct from the rest of your writing. Users won't click on your links if you use colours that are hard to read or are too similar to the colour of the rest of your content.

UNIT 4.3: Generating Brand Signals

Unit Objectives



At the end of this unit, participants will be able to:

1. State the importance of brand building
2. Audit branded searches
3. Explain importance of brand tracking

4.3.1 Introduction

Google now has a reputation for rewarding brands. Additionally, brand-building efforts ought to be a crucial component of your overall SEO and marketing plan as well as your off-page SEO methodology. Building your online authority is the key to everything, both for users and search engines. But how does brand development fit into your SEO plan, and what are the indicators for success?

Audit Your Branded Searches

The number of times your brand appears in branded searches on Google. Such searches might be done using your precise brand name ("Backlinko"). Alternatively, your company name followed by a term or phrase ("Backlinko SEO tools"). This information is conveniently located in the Google Search Console Performance Report.

Performance on Search results

Search type: Web | Date: Last 3 months | + NEW

QUERIES		
Query	↓ Clicks	Impressions
backlinko	29,506	38,997
backlinko	13,550	146,748
backlinko	8,887	48,715
backlinko	8,423	121,835
backlinko	5,735	40,026
backlinko	5,382	627,118
brian dean	5,033	13,276

Source: <https://backlinko.com/off-page-seo-guide>

Look at the “Impressions” column for all of your branded searches. For example, you can see that 38,997 people searched for “Backlinko” over the last 3 months.

Query	↓ Clicks	Impressions
backlinko	29,506	38,997

Source: <https://backlinko.com/off-page-seo-guide>

So that’s your benchmark. If you wanted to increase your branded search totals, you would look to improve this number over the next few months.

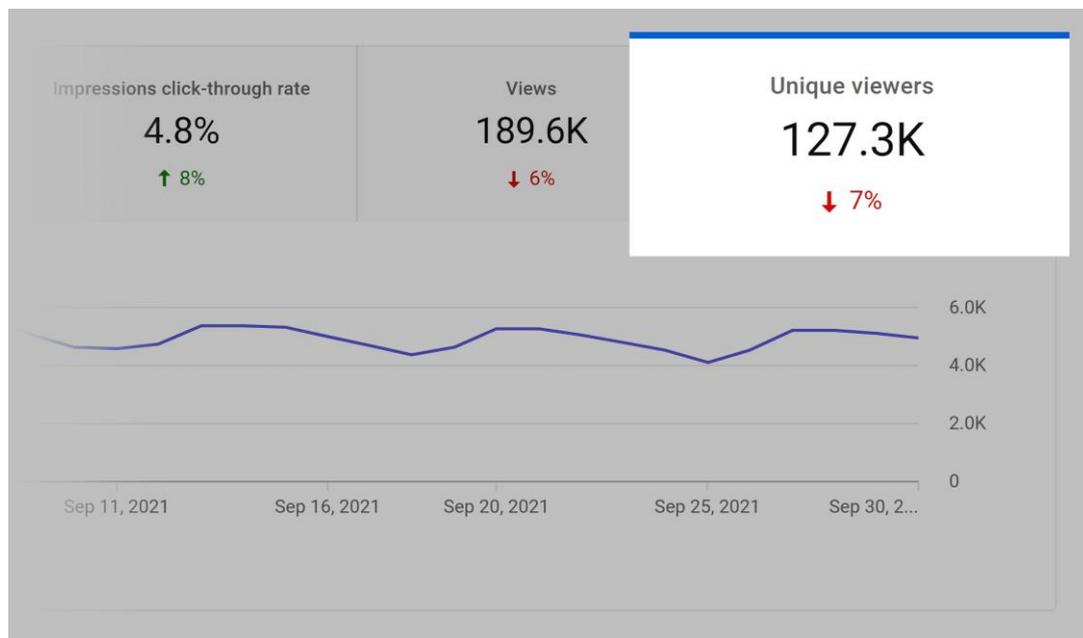
Invest in YouTube

One of the finest strategies to increase your site's Brand Signals is through YouTube marketing.

(In particular, brand searches.)

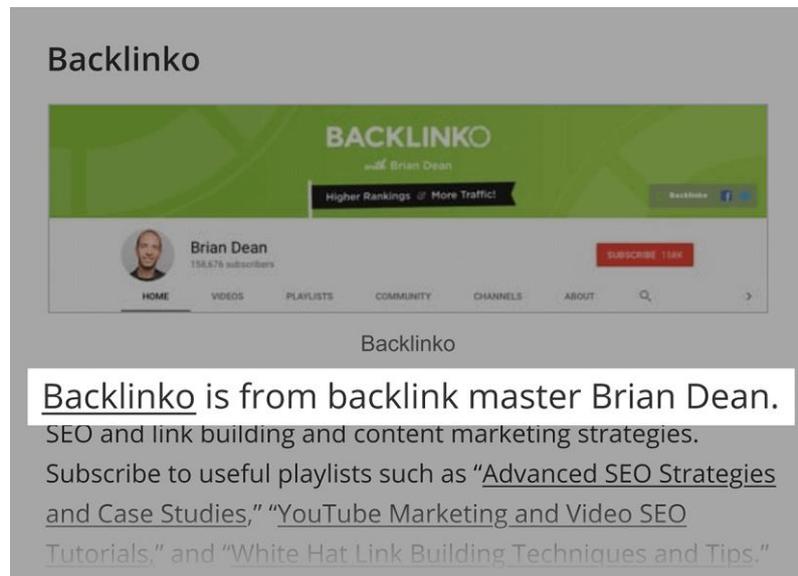
Why? Two factors

First off, a LOT of people may see your videos. For instance, 127K people watch <https://backlinko.com/off-page-seo-guide> videos every single month.



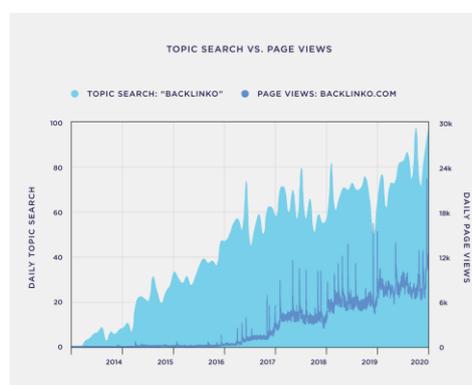
Source: <https://backlinko.com/off-page-seo-guide>

This leads to more people talking about, covering and writing about the brand online.



Source: <https://backlinko.com/off-page-seo-guide>

(Plus, having legitimate, well-liked social media accounts itself might be a Brand Signal.) Second, many viewers of your videos will conduct a Google search for your company. That's because it's difficult for users to access your website from YouTube. That's unfortunate in some ways. On the plus side, if one of your videos is successful, it may generate a tonne of sponsored searches. Take a look at the correlation between "Backlinko" searches and channel views, for instance.



Source: <https://backlinko.com/off-page-seo-guide>

Not a 1:1 connection. But it's fairly close.

Set Up Brand Tracking

This is a quick way to find out how frequently your company is mentioned on blogs, news websites, and discussion boards and how that conversational pattern evolves over time. There are a lot of great brand tracking tools you can use. You can even see if brand mentions are trending up or down over the last year.

Publish Research-Backed Content

Research-backed content can directly help your off-page SEO by sending high-quality links your way.

UNIT 4.4: Off Page SEO Tools and Techniques

Unit Objectives

At the end of this unit, participants will be able to:

- Describe various SEO tools and techniques

4.4.1 Introduction

Off page SEO will help make your website popular on the internet, so you can get more visibility. With the on-page techniques, we can get visibility in search engines. However, off-page SEO techniques will help improve your website position in SERP. Maruthai, 2022 describes following techniques:



Source: <https://echovme.in/blog/off-page-seo-strategies/>

1. Producing Content That Can Be Shared

When it comes to SEO, amazing content is always KING. A clever strategy for generating more and more natural backlinks to our website or blog is to create outstanding and sharing content. Conduct regular research to keep your content current.

2. Outreach to Influencers

Don't be afraid to get in touch with influencers in your sector if you have produced any shareable material. Request linkbacks from their blogs and let them know to check out yours. Ensure that the links come from only the most pertinent domains.

3. Contribute as Guest Author

There are a number of good and quality blogs that are open for a guest posts from various authors. Write an amazing research piece and reach them with the content for guest post. Don't focus on the number of links but rather focus only on quality links. Also, don't keep posting multiple times on the same guest blog site.

4. Broken Link Building

Broken link building is another amazing off-page seo technique anyone can do. You need to keep on monitoring other blogs for broken links. If you find any broken link from a website B, you can send an email to that website owner and ask them to replace the broken link with your website link. This is a time-consuming process but worth it.

5. Local Reference

The simplest off-page SEO strategy involves building profiles on reputable local citation websites like Google My Business, Yelp, G2, Capterra, and Crunchbase and obtaining backlinks. Make sure to maintain adding the most recent details about your brand to these profiles. Try including the products, pictures, and videos related to your company.

6. Transform a Brand Mention

Numerous technologies are available to assist you in finding the unlinked brand mention. Brand mentions occur when other bloggers discuss your company's name on their websites without referencing your website specifically. If you come across any such brand mentions, you have an opportunity. You can reach out to the person who mentioned your brand and thank them right away. Find the list of websites which help you to find the unlinked brand mention

S No	Tools	Price
1	Brandwatch (Formerly Falcon.io)	Free/ Trial Available
2	Brand24	Free/ Trial Available
3	BrandMentions	Free/ Trial Available
4	Talkwalker	Free/ Trial Available

5	Keyhole	Free/ Trial Available
6	Mention	Free/ Trial Available
7	Sendible	Free/ Trial Available
8	Hootsuite	Free/ Trial Available
9	YouScan	Free/ Trial Available
10	Sprout Social	Free/ Trial Available

7. Strong Internal Linking

Cornerstone content strategy is a must-have off-page seo technique this year to increase the ranking of the website. Cornerstone content is nothing but adding the most important articles and news on your website and adding the proper citation links. This type of content strategy can give you an amazing opportunity to have optimized internal linking. Remember proper interlinking strategy will help you to increase the indexing rate of your website. Increasing the crawl rate and indexing rate will directly help you to increase the ranking of your new blogs and website pages

8. Social Media Engagement

A major **Off-page SEO technique** is social media engagement. If you want to make your business, website or blog popular, engage with people on multiple social media platforms. Social media presence will help grow your business and also help you get more back links.

Top Social Networking Sites

S No	Social Networking Sites	DA	PA
1	http://www.linkedin.com	98	99
2	https://www.facebook.com	96	100
3	http://www.twitter.com	96	100
4	https://www.pinterest.com	94	96
5	https://www.instagram.com	93	100
6	https://www.snapchat.com	91	74
7	https://www.reddit.com	91	90
8	https://www.tumblr.com	85	100
9	https://ask.fm	90	71
10	https://mix.com	78	61

List of Top 10 Social Media Websites for Link Building

9. Social Bookmarking Sites

Social bookmarking sites are one of the best platforms to promote your website. When you bookmark your webpage or blog post on popular social bookmarking websites, you gain high traffic to your webpage or blog.

Popular and High DA Bookmarking Websites

S No	Social Bookmarking Sites	DA	PA
1	http://digg.com	93	81
2	http://slashdot.org	91	75
3	https://www.reddit.com	91	90
4	http://diigo.com	89	69
5	https://www.tumblr.com	85	100
6	https://www.plurk.com	88	70
7	https://www.pearltrees.com	87	71
8	https://www.instapaper.com	86	71
9	https://www.folkd.com	62	68
10	https://www.padlet.com	83	72

List of Top 10 Social Bookmarking Websites for Link Building

10. Forum Submission

Participate in search forums which are related to your website and business and make a connection with that community. Reply to threads, answer people's questions and give your suggestions and advice. Make use of "Do-Follow" forums.

List of High DA Forums

S No	Forum Submission Sites	DA	PA
1	https://www.flickr.com/help/forum/en-us/	92	72
2	https://www.addthis.com/forum	93	61
3	https://bbpress.org/forums/	62	54
4	https://www.careerbuilder.com	84	69
5	https://www.chronicle.com/forums	82	53

List of Top 5 Forum Submission Websites for Link Building

11. Blog Directory Submission

Directory Submission is constantly working to build quality back links. Choose an effective directory and select a proper category. It takes quite some time to deliver good results, but these results stand out over a longer time period.

Free Directory Submission List

S No	Blog Directory Submission Sites	DA	PA
1	https://industrydirectory.mjbizdaily.com/	64	40
2	https://directory.entireweb.com/	53	46
3	http://www.elecdir.com	36	49
4	https://www.sitepromotiondirectory.com/	35	53
5	http://www.a1webdirectory.org/	34	54

List of Top 5 Blog Directory Websites for Link Building

12. Article Submission

Submit your articles in a high PR article submission directory. You can also give links to your website. Make sure your content is unique and of high quality. Low-quality content and content that has more keyword stuffing might get rejected. Choose the correct category and give a good title to your content.

Free Article Submission sites

S No	Article Submission Sites	DA	PA
1	http://hubpages.com/	91	70
2	http://ezinearticles.com	87	72
3	https://www.thefreelibrary.com/	76	65
4	http://www.brighthub.com/	76	60
5	http://www.magportal.com	43	52

List of Top 5 Article Submission Websites for Link Building

13. Question and Answer

One of the best ways you can get high traffic is from question and answer websites. Join high PR question and answer sites and search for questions related to your business, blog or website and give clear answers to these questions. Give a link to your website which will help in bringing you more visibility.

Question and Answer Websites

S No	Question and Answer Sites	DA	PA
1	https://www.quora.com/	93	77
2	https://answers.yahoo.com/	92	72
3	http://www.ehow.com/	92	73
4	http://answerbag.com/	65	51
5	http://www.blurtit.com/	63	58

List of Top 5 Q and A Websites for Link Building

14. Video Submission

Visit well-known video submission websites if you wish to gain popularity for your videos. The title, description, tags, and reference links should be appropriate. As a result of the high PR of all video upload websites, it is one of the more common methods for obtaining quality back links.

Video Sharing Sites

S No	Video Submission Sites	DA	PA
1	https://www.youtube.com/	99	100
2	https://vimeo.com/	97	96
3	https://www.dailymotion.com/in	96	67
4	https://vine.co/	90	71
5	https://www.metacafe.com/	88	76

List of Top 5 Video Submission Websites for Link Building

15. Image Submission

Share your photos on popular image submission websites. Before submitting your images please optimize them with the correct URL and title tag. Before submitting your images, check if they have a proper title, description and tags.

High DA Image Sharing Sites

S No	Image Submission Sites	DA	PA
1	https://www.mediafire.com/	94	79
2	https://in.pinterest.com/	94	82
3	https://instagram.com/	93	100

4	https://www.flickr.com/	92	95
5	https://imgur.com/	92	82

List of Top 5 Image Submission Websites for Link Building

16. Infographics Submission

Make creative infographics. These days, infographics are getting popular on the internet. Submit your infographics on infographics submission websites and give reference links to your webpage or blog. The image sizes differ with different websites.

Infographics Submission Sites

S No	Infographics Submission Sites	DA	PA
1	http://www.reddit.com/r/Infographics	91	69
2	http://visual.ly/	78	70
3	http://www.infographicsarchive.com/	55	52
4	http://submitinfographics.com/	47	47
5	http://www.nerdgraph.com/	45	50

List of Top 5 Infographic Submission Websites for Link Building

17. Document Sharing

Create attractive documents relating to your business or blog. The documents should have unique content and should be in either pdf or ppt formats. Submit these documents to the document sharing websites.

Document Sharing Sites

S No	Document Sharing Websites	DA	PA
1	https://www.slideshare.net/	95	85
2	http://issuu.com/	94	82
3	https://www.scribd.com/	94	80
4	https://www.box.com/	93	73
5	http://en.calameo.com/	92	64

List of Top 5 Document Sharing Websites for Link Building

18. Press Release

Press Release Websites

S No	Press Release Websites	DA	PA
1	https://www.prnewswire.com/	92	74
2	https://www.prlog.org/	82	67
3	https://www.openpr.com/	62	56
4	https://express-press-release.net/	46	48
5	https://www.issuewire.com/	39	43

List of Top 5 Press Release Websites for Link Building

19. Web2.0 Submission

Above all, Web2.0 is just another technique where we can create subdomains in a high domain authority websites. For example medium.com, tumblr, blogger, wordpress etc.,

Best Tips for web2.0:

1. Keep sharing the great content
2. Update the site regularly
3. Build backlink for a published article

20. Use Google My Business

Another free Google product is Google My Business. Improve this platform's local SEO rating by optimising it. There are numerous locations where the content and links can be cleverly optimised, and from there, we can produce a respectable amount of social traffic and brand recognition.

Best Tips for Google My Business

1. Use 250 characters to properly describe the item.
2. Ensure that your city name and primary are both included in the first paragraph.
3. Update the offers, gallery, items, and posts frequently.
4. Continue to monitor your reviews and immediately respond to them.
5. Submit authentic images in the appropriate categories.

UNIT 4.5: Backlinks Analysis and Research Tools

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain backlink analysis
2. Conduct a backlink analysis
3. Select appropriate tools for backlink analysis

4.5.1 Introduction

Backlinks, or the links from other websites that point to your site, are one of the most crucial components. The more links you have from respectable websites, the higher you'll rank with search engines like Google because they consider these links to be an indicator of your site's quality and authority. As a result, link building is crucial for SEO, and doing it well calls for knowledge of both your own links as well as those of your competitors. All of this data is provided via a backlink analysis.

What is backlink analysis?

Backlink analysis is a thorough examination of a website's backlinks to assess its functionality and spot problems that can lower its search engine position. The SEO equivalent of going to the doctor for a checkup is backlink analysis. It's something you should perform on a regular basis to make sure everything is in order, but you should also do it when you see a problem. One of the greatest ways to assess the health of your website and learn what elements affect its ranking is to complete this process. Maybe you've observed a sudden drop in your rating, or maybe you're just not making the progress you anticipated.

A backlink analysis will also demonstrate how your website compares to those of your rivals. You'll learn a little bit about the tactics employed by your rivals' businesses and how you may improve your own. Finally, it gives you a chance to discover untapped potential for progress.

4.5.2 Why should you conduct a Backlink Analysis?

Backlinks are crucial for SEO since search engines consider them to be indicators of your site's authority. You may better understand your site's potential to rank well in search engine results by performing a backlink analysis, which reveals all of the links that search engines are taking into account. Bad links can be found with the aid of backlink analysis. Finding and removing links that are spammy or artificial might protect your site's reputation from a Google penalty. However, you should examine other websites as well. Analyzing the backlinks to the websites of your biggest rivals is something else you should do. Analyzing your competitors' sites will help you see how difficult it will be to outrank them. It can also show you any potential link opportunities you may be missing and give you ideas for your own link building strategy.

4.5.3 How to Do a Backlink Analysis

There are a few simple steps you can follow to get started if you've never performed backlink research on your website or the websites of your competitors:

1. Choose the sites you want to analyze

Choosing the websites you wish to investigate is the first stage in the backlink analysis process. Your own website should come first, but after that you might need to perform some research. Most likely, you are already aware of your main rivals. They are the competing local firms that provide similar services to yours. They are other websites that sell the same goods that you do if you own an online store. These locations ought to be at the top of your list.

From there, a few fast Google searches will help you find potential rivals.

Enter your primary goal keywords into the search field to see which websites rank for them. These are the websites that you ultimately want to outrank, and looking at their backlink profiles will help you figure out where and how to do it. You can also have access to a list of websites vying for the same organic keywords, depending on the tool you employ. For instance, SEMrush offers a list of the biggest organic rivals based on the quantity of organic keywords any two websites rank for.

2. Select a backlink analysis tool

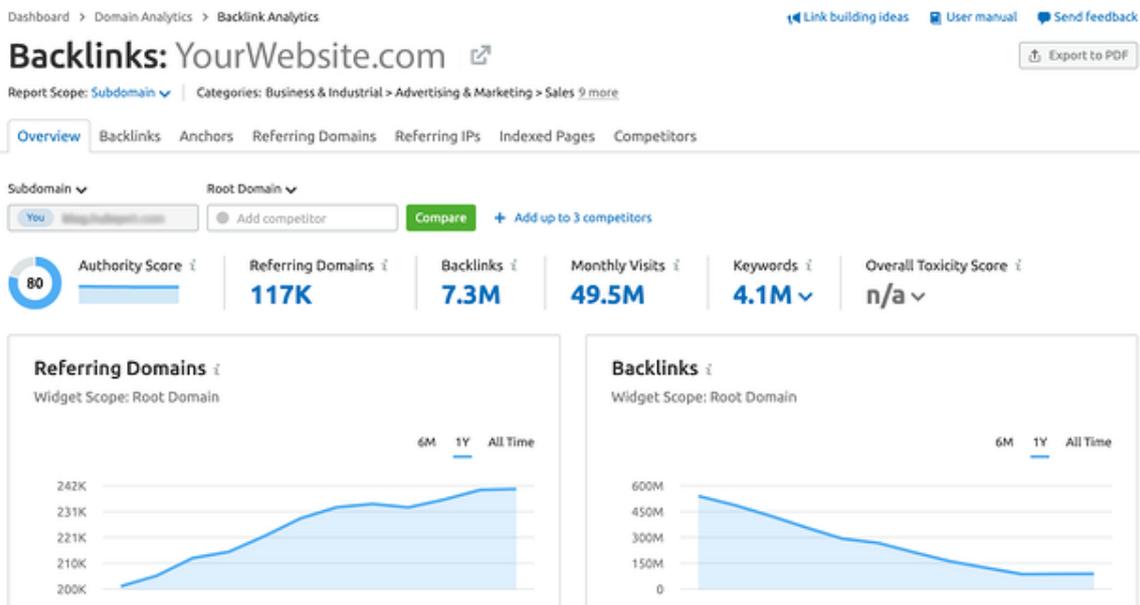
Choose the research tools you want to employ after selecting the websites for your investigation. Although much of this depends on personal preference, some of the most common choices include:

SEMrush, Ahrefs, and Moz Open Site Explorer

Although these are premium tools, they all have some type of free trial, so we advise trying them all for your initial backlink research before selecting which one best suits your requirements. At WebFX, we employ all three to perform in-depth analysis on both our website and the websites of our clients. However, if you're just getting started, any one of these tools can give you enough information to enable you to make a wise choice.

3. Get a quick overview

Once you select your auditing tool, it's time to start the analysis. Enter your domain name into the search bar and look at the results.



Source: <https://blog.hubspot.com/marketing/backlink-analysis>

You'll start with a ton of data. To get a quick idea of how your site is performing, focus on these metrics:

Total number of links & unique domains: The total number of backlinks leading to a site is one of the most fundamental indicators. You may get a broad notion of how your sites compare in terms of authority by comparing this figure for your site to that of a rival. Additionally, you ought to look at the quantity of referring domains. This figure indicates how many different websites link to a specific website. For instance, if a website has 600 referring domains and 1000 total backlinks, 400 of those links come from other websites that already link to it. It's typical and not necessarily a bad thing if there are fewer referring domains than total backlinks. However, your goal should be to have a diverse link profile with lots of domains, so getting links from sites that already link to yours isn't as valuable as getting links from new sites.

Referring domains: You should take a closer look at such domains in addition to the total number of referring domains. This might help you understand where your most useful links are on your own website and what pages they lead to. This knowledge is even more useful when examining your rivals. You can find link chances for your own website by looking at these domains because, if they linked to one of your competitors, there's a chance they'll link to you as well. It is advised that you arrange these domains according to their authority, or "domain score," as SEMrush refers to it, and construct a list of reputable websites that link to your rivals. You can keep this list for reference as you later create new content and search for outreach opportunities.

Top connected pages: Finally, take a look at the pages on your website (and the websites of your rivals) that have the most links pointing at them. Your home page will typically always be the first page. This is generally always where the link will go if your business is ever featured in a news story or used as a source. In addition, you can view the pages with the most links. You'll find them near the top of your list if you've ever done outreach for any of your individual pages.

From there, you may browse through popular pages to see what kinds of content are most effective at generating links to your website. If you've published original research, for instance, and you see a lot of links pointing to that page, it suggests that adding more original research to your link-building plan might be a good move. It's probably a good idea to keep reading and writing about a subject if you notice that pages on that subject have garnered the most links.

It is frequently more instructive to examine the top pages of your rivals than your own. Examine each competitor's website's pages to see what kinds of content are most beneficial to their link-building approach. For illustration, suppose one of your main rivals has multiple links pointing to a case study on their website. If you have never published a case study, it is obvious that it would be worthwhile for you to do so. These top pages provide more general than particular topic options for your link building approach. After all, it's doubtful that you'll succeed if you publish an essay on the exact same subject as one of your rivals.

You must provide something distinctive and compelling for news sites and bloggers to link to your website. This means that you'll have far greater success if you draw content ideas from the pages of your rivals while using a different perspective or conducting original research.

4. Analyze the details

Now is the time to get into the specifics and examine the metrics that will provide the "why." Start by taking a look at the terms utilized as anchor texts on your website. This is an excellent approach to find spammy links that can be harming your search engine rating.

Check to check if the anchor text is relevant to the information on your website if you're unsure how to determine if the referring URL is spammy. It's probably spam if it appears to be from your email's rubbish folder and contains vulgar language. Once you locate these links, you can contact the websites and request that they be taken down. Although a long shot, it might be successful occasionally. The more practical choice is to disavow those links, which is essentially instructing Google to disregard those backlinks.

Regarding spam, you should also take a look at the spread of your country code top-level domains (ccTLDs). The final part of a URL, known as the ccTLD, specifies the nation from which it came.

Using this method, you can find websites that can be the root of your bad SEO (i.e. malicious practice meant to negatively impact your ranking). It wouldn't be suspicious to see many hyperlinks ending in .ht if, for example, Haiti accounts for a significant portion of your website's traffic. However, you might want to investigate further if you start to see links with unfamiliar TLDs, such as .cn. Broken or missing links are the next topic.

Finding your broken and missing links is crucial since you lose out on "link juice," or the chance to rank higher as a result of a backlink. Additionally, it might make crawling your website more difficult.

What is the solution?

There are various methods to do this:

Ask for it to be repaired by contacting the referring domain.

Direct visitors to a fresh page on your website from the broken one.

Send visitors to a page on your website that contains similar content instead of the broken one.

5. See what your competitors are doing

Be sure to compare your results with those of your rivals as you delve deeper into your subject. Take a look at the referring domains for the website that is ranking higher than you, for example. If there isn't much overlap between your list and theirs, this may point you in the direction of the domains you should target. Comparing your backlink acquisition rate to that of your rivals is also beneficial. Do they develop more quickly than you do? It might draw attention to another area that is worthwhile studying.

5. Track Rankings and Prepare Reports



Unit 5.1 - Rank Tracking

Unit 5.2 - Types of Keyword Tracking

Unit 5.3 - Building a Comprehensive SEO Keyword Ranking Report

Unit 5.4 - Web analytics



Key Learning Outcomes



At the end of this module, participants will be able to:

1. Use the keywords tracking tools to track the change in rankings of target keywords
2. Analyze and assess the keyword tracking results and compare the rankings with the major competitors of the organization
3. Create a report summarizing the performance of search engine optimization activities and its
 - a. impact on business growth
4. Prepare the report by documenting the key performance metrics like organic website traffic and conversions by using the web analytics tools
5. Use web analytics tools to track website traffic, conversions and user engagement
6. Present the keywords ranking and website traffic report to the stakeholders
7. Analyze and interpret the quantitative data from the keyword tracking and web analytics tools

UNIT 5.1: Rank Tracking

Unit Objectives



At the end of this unit, participants will be able to:

1. Define rank tracking
2. State the importance of rank tracking
3. Track keywords
4. Choose appropriate keyword rank tracker

5.1.1 Introduction

Which keywords are popular right now? Which ones receive the most search traffic? How do you select the most effective keywords to use in your content marketing plan? Have you ever wondered how to rank properly in search engine results? The solution is actually fairly straightforward: a keyword rank tracker. Ahrefs estimates that 90% of material on Google receives no organic traffic. Therefore, it's critical to gauge the success of your SEO activities.

What Is Rank Tracking?

Tracking a website's position in search engine results for a specific set of keywords or search terms is known as rank tracking. It involves monitoring and evaluating the organic keyword positions over time. These terms typically include:

- Use of keywords on the webpage
- Keywords that are popular with your rivals.
- Other search terms you might not want to focus on

Rank tracking uses past data along with current rankings to let you watch your development and determine how it will affect organic traffic.

What is Keyword Rank Tracker?

Manually tracking your keywords could be a tiresome and time-consuming endeavour. It's like looking for a digital haystack's needle. Consider having multiple pages where users may see their keyword ranks. You need a good tool, such as a "Keyword rank tracker" or "Google rank checker," to know the precise position of your keyword in search engine results. The best response to this query will be provided by a keyword rank tracker. Your search engine optimization (SEO) strategy can be improved with the use of keyword trackers. It displays how highly Google and other search engines rank your terms. Using a keyword rank tracker, you can discover your top-ranking terms.

A lot of keyword trackers are available in the market. But there is a difference between these keyword trackers and others that you can find online. Some tools don't provide real-time updates, while some do not offer accurate information at all.

5.1.2 Why Is Rank Tracking Important?

There are many reasons why measuring keyword rank is crucial, including:

- It enables you to evaluate the success of your keyword approach. A significant increase in ranking following a modification to your strategy is a good sign that your keyword strategy is effective.
- You can monitor the performance of your rivals. Are they outranking you on high-volume keywords with purchase intent? Knowing this information will enable you to modify your campaign as needed.
- You'll be able to spot any traffic problems. You might have experienced a negative SEO attack or have engaged in black-hat SEO tactics if your ranking has dramatically plummeted. Have you received a Google penalty?
- You can use it to find underperforming pages on your website and be inspired to change the content and target keywords.
- You can increase your income. You can refocus your efforts to find new keyword opportunities that will increase sales by determining which pages have the highest conversion rates.

5.1.3 How to track your keywords?

Both manually tracking your keyword locations and employing a tool are options. Start by using just one term. For instance, enter "buy leather shoes" into Google if you sell shoes online. See how high you rank for this term and how much daily traffic the search engine sends your way. Check the daily statistic data from your web server using tracking software like Google Analytics. It will help you understand just how many people visit your website each day. Or you may check out the most searched-for terms and popular keywords using a free SEO tool like Google Search Console. This tool, however, just displays each keyword's average position. Tracking and monitoring these metrics will help you judge which keywords and campaigns are more successful than others.

Rank Tracking Best Practices

When setting up a tracking system, there are a few best practises that can be used. Checking your website every day is the greatest method to know where it stands. You may assess any changes in your search engine rankings for particular keywords by checking your rank. Use pertinent terms in various search engines, such as Google, Yahoo, MSN, etc., to monitor your website's position.

Use a different search engine whenever you can while checking your ranks. Using the same search engine each day to verify the position of your website will only show you results from that particular search engine, not from all of them.

Use Live Reports to See Valuable Data Frequently as shown below:

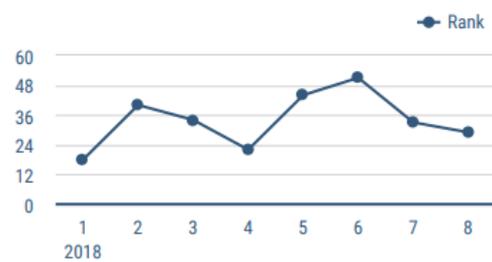
Domain Rank

The SEMrush rating of the popularity based on organic traffic coming from Google's top 20 search results



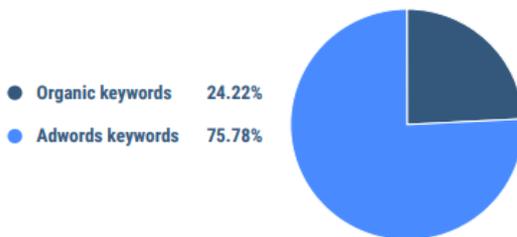
Account: whatagraph.com

Domain Rank Line Chart



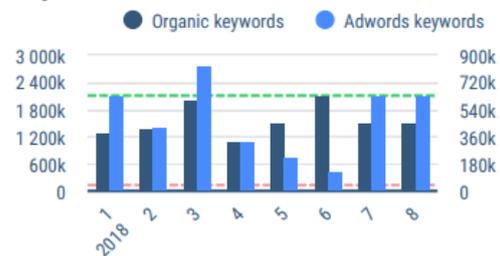
Account: whatagraph.com

Organic vs Paid Keywords



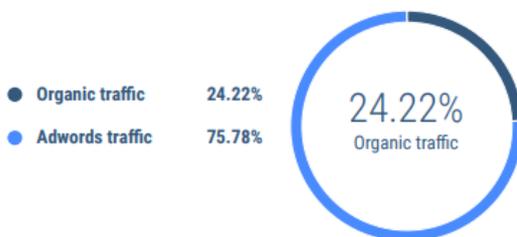
Account: whatagraph.com

Keywords Column Chart



Account: whatagraph.com

Organic vs Paid Traffic



Account: whatagraph.com

Traffic Column Chart



Account: whatagraph.com

Source: <https://whatagraph.com/blog/articles/keyword-monitoring>

There are various best practices that you may adhere to in order to strengthen your SEO efforts.

- Start with one term and use any keyword position checker to monitor its position each day.
- Monitor your position for each term and the amount of traffic it brings in.
- Maintain a thorough log of the keywords that drive the most visitors to your website.
- Employ the key phrases that will increase traffic to your website.

Besides the target keyword, keep an eye on other long-tail keywords and their search volume. You can do keyword research using the keyword finder and find the long-tail keywords to include them in the content.

5.1.4 How to choose a perfect Keyword Rank

Selecting the right keyword rank checker could be a tedious task. As part of SEO strategy, it is essential to choose the best tool for keyword rank tracker. One of the reasons SEOs love using the Keyword Rank Tracker Tool is that it provides a comprehensive analysis of their site.

The other reason is that it allows them to compare their rank for each keyword. The tool should track the keywords, show the changes in your position and provide you with an analysis of how much traffic your site gets from each search engine. It also needs to have a range of features that will help you in your keyword research.

There are a few questions you ask when choosing the keyword tracker to track organic search rankings:

- Is the tool user-friendly?
- Does it provide you with an analysis of your site's performance compared to other sites ranking for the same keyword?
- Can you easily track changes or get the ranking data for each keyword?
- Is the tool compatible with all of your favorite analytics tools?
- Does it provide you with a keyword report that allows you to understand how much traffic each keyword brings in?
- Does it give a free trial?
- Is the interface good enough?
- Does it provide accurate data on the rankings and other metrics?

Baltusevičius, G. 2022, suggests following tools to track rankings in his blog whatagraph:

1. SEMRush

SEMRush is one of the notable intelligence tools you can utilize to detect your competitor's keywords easily and quickly. You can research keywords by URL or keywords. Not only that, but you can also filter your results by geo-location or country, specify several related types of pay-per-click keywords, as well as check out domain analytics information for the whole sites.

2. Ahref's Keywords Explorer

Ahrefs is another popular SEO blogs on the internet. Aside from that, Ahrefs is also the brain behind the tool called Keyword Explorer. While it's not free, it is highly effective. The tool provides a whole lot of add-ons and data that are relevant to SEOs and advertisers.

3. Ubersuggest

UberSuggest offers a relevant detail on the search volume of each keyword per month, and seasonality in the last 12 months. It also includes search and paid difficulties. You can leverage this data to inform your content development. For instance, you can target keywords that you can rank for.

4. Google Search Console

This is another keyword monitoring tool. It possesses an inside track on its data and also accounts for the discrepancies in search created by personalized search outcomes.

A lot of people use Google Search Console because of its accuracy. It's the only tool that provides you with exact rankings and actual click information. Other tools only reveal total rankings, as well as estimated traffic.

Inside the performance report, you can discover which of the keywords are making your site to pop up on Google SERP, coupled with the CTR and average positions. You can also audit the performance of your website over a particular timeframe.

Google Search console also supplies with adequate data on which mobile devices and countries are bringing the most clicks, impressions, and CTR for specific search queries.

5. SEO Monitor

SEO Monitor deploys an intelligent formula in calculating the elusive 'not supplied' keyword traffic.

The interface enables you to arrange keywords in clusters. This can help you monitor rankings for the individual topic. You can also view performance by page or keyword.

Another exciting thing is that it includes a pitching tool that can help you predict the financial implication of enhancing rankings for a set of keywords.

Not only that, but the keyword research and competitive analysis tools are also excellent value for your money.

UNIT 5.2: Types of Keywords Tracking

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe different types of keyword tracking
2. Prepare report by documenting the key performance metrics

5.2.1 Introduction

Since the beginning of search engines, keywords have been the cornerstone of search engine optimization (SEO). The way we track keywords has changed throughout the years as keyword ranking has.

What Metrics Matter?

The three most typical metrics you'll observe when tracking keywords are:

Visibility: An estimation of a website's organic visibility trend for the group of target keywords that the campaign is currently monitoring. Usually, this is scaled from 0 to 100 percent. All of your tracked keywords would be ranked in position 1 if you had a 100% organic exposure.

Position: Position is referred to as your standing in Google or the search engine you are monitoring.

Volume: This represents the monthly average for searches. The case for tracking small volume keywords is undoubtedly stronger than the case for tracking higher volume keywords.

Page: This is the page that's ranking for that specific keyword. It's always important to know what your top ranking pages are.

You can mix and match which metrics you feel are most important for your stakeholders. Just make sure you can utilize these indicators to illustrate the value of your work.

5.2.2 Types of keyword tracking

The traditional method for tracking keywords involves a single list of keywords. This was most common when search engines were less complex. As search engines evolved, so did keyword tracking tools. In order to keep up with the changing search landscape, they introduced additional features. However, there are still a lot of situations when keeping track of a short list of keywords is beneficial.

For instance:

One product or service is all that your company provides.

You operate a bar or restaurant in just one place.

You offer a service or product that is not worth much.

A table with your keyword ranking performance and a visibility trend chart may be included in a straightforward keyword list report.

Multi-Location Tracking

If your business is targeting multiple locations, then you're in luck! Most keyword tracking tools offer the ability to track rankings in different locations. You can run a simple keyword list, but include different geography-related terms in your different lists.

2. Category Split Keyword Tracking

As your business offerings expand, you may find that a simple list of keywords may not cut it. You may find that as your list of keywords grows past 100 or 1,000, it becomes difficult to see the big picture.

Visibility Gets Cloudy

Measuring performance with a single visibility indicator no longer makes sense when you're tracking keywords for numerous services and brands. Yet why? You can't identify your strong and weak spots by using a single organic visibility statistic across various facets. The analogy would be to look at organic traffic as a whole without considering content silo performance.

How Do We Fix Our Keyword Reporting with Categories?

When you're reporting to stakeholders, categorising your visibility indicators can help you more easily demonstrate your organic success within their corporate environment. The first step is to tag your keywords with a distinctive identification. This could be a group of goods or services or a brand name.

Next, filter your reporting to only show tables for those tags' visibility and keyword rankings. That's how simple it is! Despite dividing them among your many categories, you can still use the same data as a straightforward keyword tracking list.

3. Keyword Funnel Tracking

The tracking of keywords as they move through a user funnel becomes a little trickier. It functions by combining data from website analytics and keyword data to track user involvement at each stage of the buying cycle. In contrast to the usual keyword tracking, this focuses more on search behaviour.

Why Track Keywords in a Funnel

Many industries are starting to catch on that users search for things in more ways than a single list of keywords. In fact, 15-20% of searches in Google every day have never been searched before. Keeping tracking of the different long-tail queries becomes a bit mundane to keep up with. Additionally, many advanced business types require reporting more advanced than a simple keyword list because they don't accurately paint a picture of the consumer journey.

How Do We Set Up the Funnel?

Let's tap into our traditional marketing roots and look at the old school marketing funnel.

Top Funnel – Awareness

Mid Funnel – Consideration

Bottom Funnel – Action

So how does this relate to SEO and your website? To remain an agile and effective SEO, we need to tailor our digital efforts to what consumers are looking for. When we start looking into the different ways searchers interact with different industries, we start to learn how to more effectively market to them.

Step 1: Assign Webpages to Funnel Stages

Let's look at an example of a healthcare website. Where would a healthcare website's pages fit into the funnel?

Top Funnel: Blogs & Resource Content.

Mid Funnel: Conditions Treated, Insurance Info, Company About Page.

Bottom Funnel: Services Pages, Location Pages, Contact Pages.

Some key metrics we want to track here include:

- Conversions.
- Conversions value.
- Assisted conversions (if possible).
- Organic Sessions.

Step 2: Sync Google Search Console Keywords to Funnel Stages

This step gets advanced as it requires advanced tracking software to tag keywords in Search Console based on filters.

My team likes to use Funnel as our integration software and sync all this data into Google Data Studio to visually report the funnel.

There are some basic types of searches that occur when users travel through the marketing funnel.

If you can apply some of those keyword filters to your reporting, then you can assign those keywords to your funnel stages.

Some sample keyword filters you can use include:

- **Top Funnel (Keyword Starts With):** What, How, When, Can, Does, Why
- **Mid Funnel (Keyword Contains):** Best, Top, Review, Benefits, Vs
- **Bottom Funnel (Keyword Contains):** Brand, Location, Near Me, Specific Service

The metric we'll be pulling from this step is organic impressions from Search Console.

Step 3: Sync Keyword List to Funnel

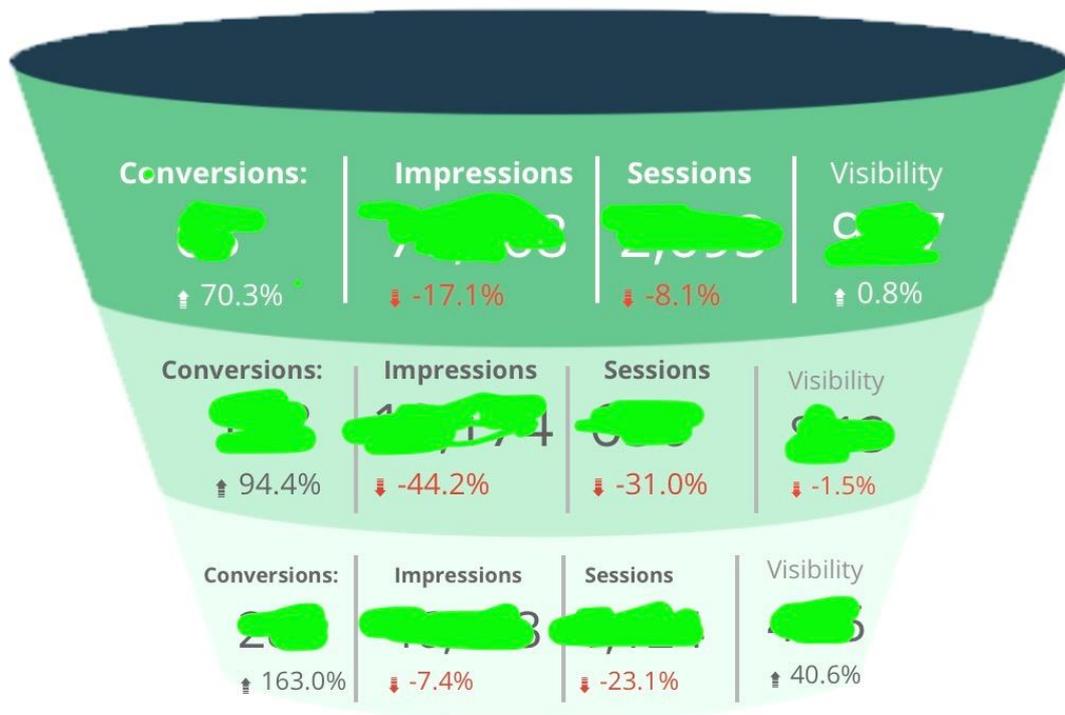
As mentioned in a previous section, looking at a single visibility metric to represent all of your keywords doesn't accurately represent your organic performance.

In Step 3, you'll need to tag your tracked keywords to a specific funnel stage.

Use some of the keywords filter suggestions from step two or look at which page is ranking for those keywords.

The metric you'll be using for this step is visibility. That's it!

Final Result



Source: <https://www.searchenginejournal.com/keyword-tracking-types/343039/#close>

Once you've mapped out your funnel, you should have a multi-step funnel, each step with the following metrics:

- Conversions – Google Analytics
- Conversions value – Google Analytics
- Assisted conversions (if possible) – Google Analytics
- Organic Sessions – Google Analytics
- Organic Impressions – Google Search Console
- Visibility – Keyword Tracking Software

With this fancy new keyword tracking funnel, you'll be able to impress your stakeholders with this captivating view into your efforts. As you work through the various stages of your search engine optimization strategy, you'll be able to track your performance at both a high level and granular level. This is a perfect method for talking to your C-Suite level stakeholders.

UNIT 5.3: Building a Comprehensive SEO Keyword Ranking Report

Unit Objectives



At the end of this unit, participants will be able to:

1. Prepare report by documenting the key performance metrics
2. Present the keywords ranking and website traffic report to the stakeholders
3. Analyze and interpret the quantitative data from the keyword tracking and web analytics tools

5.3.1 Introduction

You may effectively inform stakeholders (often your boss or client) of the effect your SEO efforts are having on their company by providing them with an SEO report. Any SEO report must demonstrate how SEO is assisting the client in reaching its business objectives, such as generating leads, cutting marketing expenses, increasing email subscribers, etc. When creating your SEO report, you should absolutely consider how you want to use SEO to help your client achieve their business objectives. Because of this, there is frequently a wide variation in the frequency, length, and metrics used to measure the performance of SEO between different firms and internal teams.

What Is an SEO Report?

A summary of SEO metrics that show how well your site is doing can be found in an SEO report. Reports frequently include information on things like overall organic traffic, conversions, backlinks, and the technical state of a website. However, you can alter the report to suit your objectives.

You may effectively communicate to stakeholders—typically your boss or a client—the effect that your SEO efforts are having on their business by using SEO reports. But there is one problem—many SEO reports don't actually tell the reader very much.

Any marketing manager or business owner should be able to utilise Google Analytics to view the statistics for their website. It is insufficient to send a monthly report detailing the traffic for the previous 30 days and any associated conversions. Stakeholders should receive more information, but no one wants to read a report that is over 100 pages long and has every measure imaginable. In the context they are being used, many have no meaning at all.

An SEO report should show, at a bare minimum:

What progress has been made?

What activities have been undertaken and their impact?

Recommendations to drive further growth.



semrush.com



Source: <https://www.semrush.com/blog/seo-report/>



Do's and Don'ts of SEO Reporting



Do

- Focus on a few important metrics
- Create reports on a monthly basis
- Show progress over time
- Include a list of what you accomplished that month
- Include a list of what will be accomplished next month
- Stick to a simple reporting template
- Customize reports and metrics for different clients

Don't

- Assume your client is an SEO expert
- Use too much technical jargon
- Confuse your client by presenting too much data
- Report on metrics that don't impact the business
- Write lengthy explanations—stick to charts, graphs, and bullets
- Ignore issues and negative trends
- Set unrealistic expectations for your client

semrush.com



Source: <https://www.semrush.com/blog/seo-report/>

Key Metrics to Track/Include in your SEO Report

The Key Metrics to include when preparing an SEO Report are as follows:

1) Organic Traffic

One of the most significant goals of any organization's SEO efforts is to increase the volume of Organic traffic coming to the website. Hence, this is the first metric that should be included in the SEO Report. This metric helps you get a broad idea of how many people visited the website and a very basic idea of how much your SEO efforts are helping your business grow.

A sample visualization showing the number of visitors for a domain is as follows:



Source: <https://help.woorank.com/hc/en-us/articles/360000236089-Build-Better-Reports-for-SEO-Beginners>

The image shows exactly how the metric can be presented in your SEO Report.

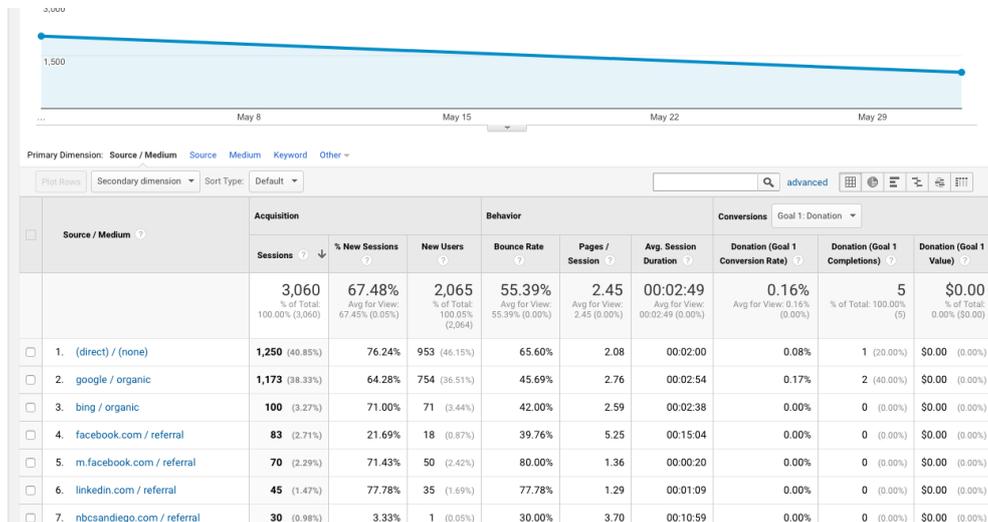
2) Traffic Source

Once you have an idea of how much traffic your website is getting, it can be a good practice to elaborate on that further and explain where that traffic comes from to make sure that your SEO Report is in-depth and has all the required information.

This can then be used to get an understanding of which channels are performing well and which aren't. It can help the marketing and business teams plan their future strategies accordingly to

ensure that the channels that are performing well continue to grow and also figure out what they can do to improve the performance of channels that are not performing well.

This metric can be included in your SEO Report similar to a format as shown in the image below.



Source: <https://www.searchenginejournal.com/seo-reports-for-clients/202930/>

3) Page-Level Traffic

Now that you have a clear idea of which Marketing Channels are performing well and which aren't, it makes sense to get a similar understanding for all the pages on your website. This metric will help you understand which pages of your website aren't performing well on SERP.

This information can then be used to optimize the content on that page in a way that certain keywords having a high search volume are added that might match a user's search intent on the search engine.

This metric can be used to visualize the trend in the volume of visitors for a particular page and can be included in your SEO Report in a form similar to the one as follows:

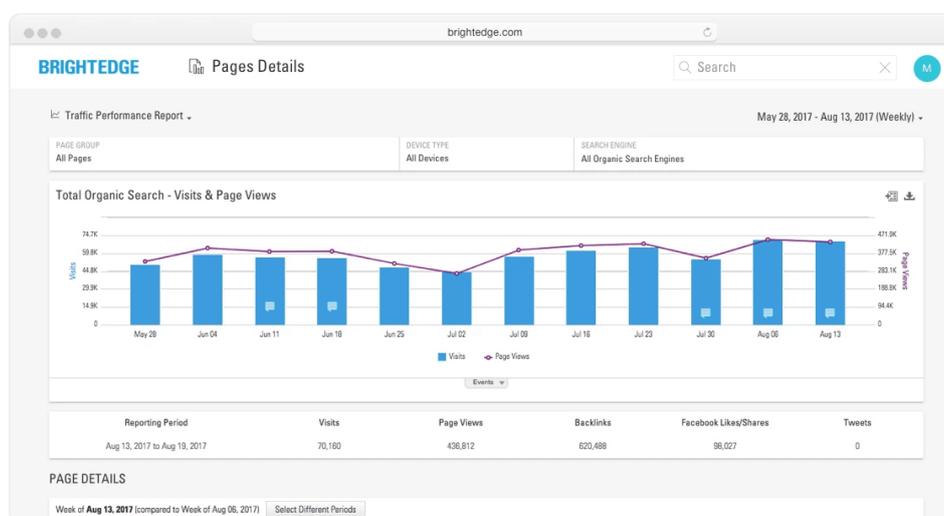


Image Source: <https://www.brightedge.com/products/s3/page-reporting>

4) Audience Engagement

This metric can help you understand things such as the pages users visited and how long they stayed on it. This is one of the important metrics since this information on how the audience engages with your website has a significant impact on its SERP ranking.

5) Lead Conversion Rate

Another important metric that should be a part of your SEO Report is your Lead Conversion Rate. A high volume of traffic is not of much use to the business if they are not converting to leads. Visitors become leads when they initiate a conversation with your business. This conversation could be in the form of an inquiry, signing up for product or service updates, etc.

Leads can turn into customers and they are the ones who eventually help generate revenue for your business. The goal for any business is to increase the Lead Conversion Rate which can be defined as the fraction of visitors turning into leads.



Image Source: <https://marketinginsidergroup.com/demand-generation/are-your-lead-conversion-rates-above-average/>

The image above shows the variation of Lead Conversion Rate for a business. This metric is visualized along with website traffic.

6) Page Speed

 Mobile

 Desktop

Poor

47 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

! Possible Optimizations

- Optimize images
[Show how to fix](#)
- Leverage browser caching
[Show how to fix](#)
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)
- Minify JavaScript
[Show how to fix](#)
- Prioritize visible content
[Show how to fix](#)
- Enable compression



Image Source: <https://www.searchenginejournal.com/seo-reports-for-clients/202930/>

Page Speed can be defined as the time it takes to fully load the web page. If your website takes a considerable amount of time to load, users will mostly choose to go back to search results and view another page. It was stated previously that search engines consider Audience Engagement to be an important metric. Since your website is unable to provide a good user experience, the audience will choose to not engage much with it, and hence, it will result in a lower page ranking.

7) Keyword Rankings

This metric can be used to understand which keywords your pages rank for. So if your pages rank for keywords that don't have a high search volume, the Organic traffic to your website will obviously be low. You can also modify the content on your website to include keywords that have high search volumes that will help in increasing the traffic.

This metric can be presented in your SEO Report by listing the keywords that it ranks for along with the search volume for each keyword and how much it has changed over time.

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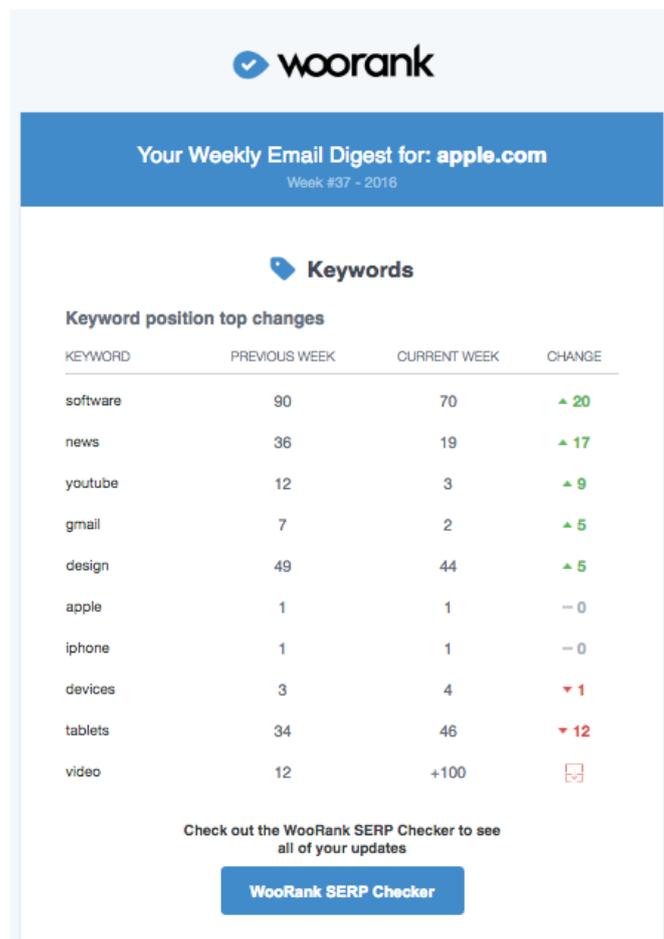


Image Source: <https://help.woorank.com/hc/en-us/articles/360000236089-Build-Better-Reports-for-SEO-Beginners>

8) Referring Domains and Backlinks

If a hyperlink from another domain links to your website, it is considered to be a Backlink to your website.

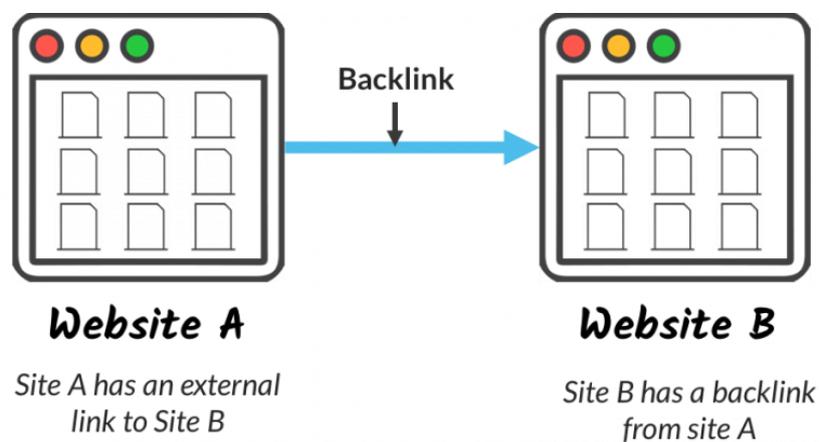


Image Source: <https://moz.com/learn/seo/backlinks>

Backlinks to your website can help search engines understand the popularity and the relevance of the content on your page. It is a fair assumption that a page will only link to your page if your content is in some way similar or relevant to the content on the external page. Search engines use this assumption to understand how relevant your article is for a specific keyword based on the relevancy of a page that it has already crawled before.

If there are a high number of relevant pages linking to your website, then the ranking of your website will improve significantly. A website that has one or more Backlinks to your website is referred to as a Referring Domain. You should ensure that your website has a high number of Referring Domains and Backlinks.

Referring Domains should be added to your SEO Report along with the volume of traffic they bring to your website.

9) Organic Click-Through Rate (CTR)

Organic Click-Through Rate (CTR) can be defined as the fraction of users that open your website from SERP out of the total number of users who viewed your website as one of the search results. A high CTR for a particular set of keywords means that your content is matching the search intent of most users and hence, as your CTR increases, your ranking on SERP will also increase.

A sample visualization tracking the CTR in an SEO Report is as follows:

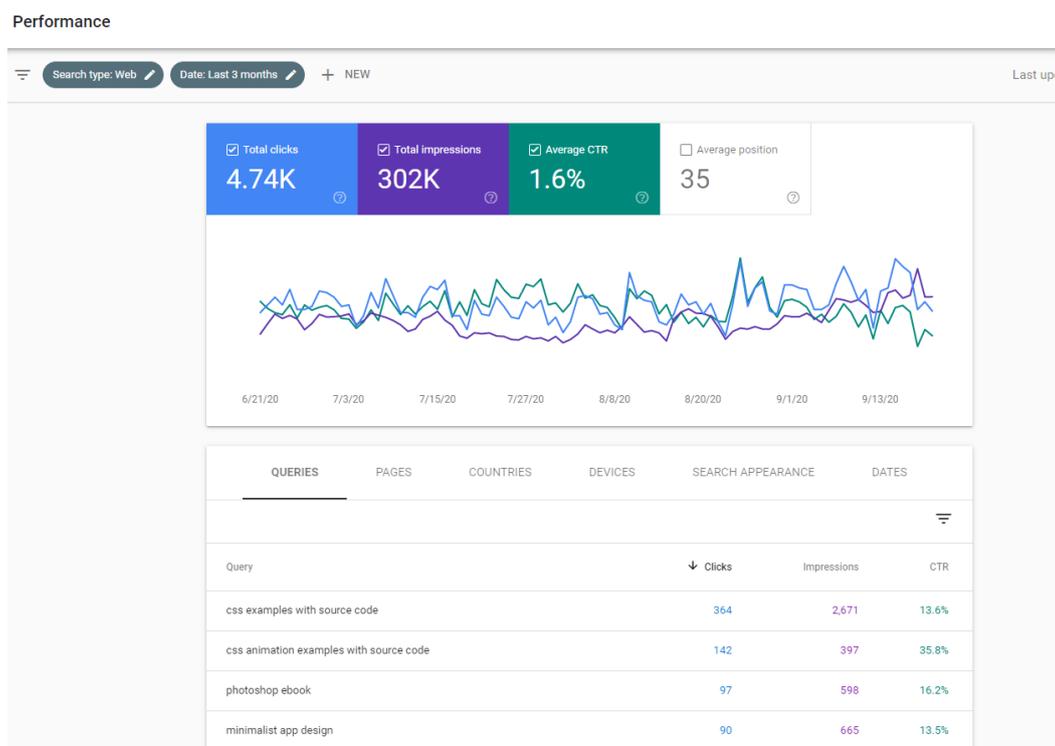


Image Source: <https://www.searchenginejournal.com/boost-google-organic-click-through-rate/381736/>

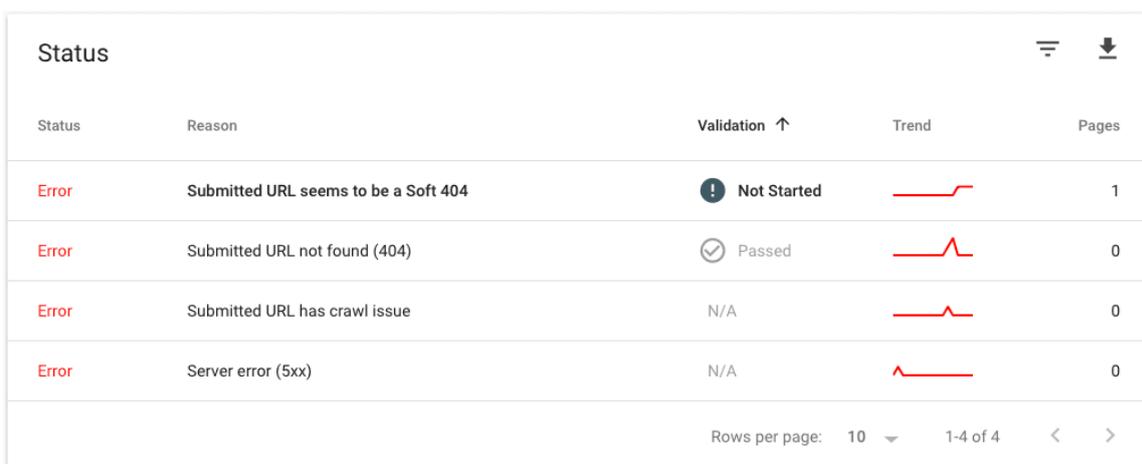
10) Bounce Rate

Bounce Rate can be defined as the fraction of visitors that leave your website without engaging with it in any form. This means that the visitor just viewed your content but in no way interacted with it which means that they did not click on a link, fill out a form, make a purchase, etc.

Although search engines today don't consider Bounce Rate to be an important factor for ranking, a high Bounce Rate on your website could indicate issues with user experience, content, page layout, etc. The goal for any business should be to have a Bounce Rate that is as low as possible since any visitor bouncing from your website means that you have lost a potential customer. Hence, even though Bounce Rate might not be considered an important factor for ranking, it should be included in your SEO Report.

11) Crawl Errors

It was stated previously that search engines have bots that crawl web pages on the Internet to understand the context of the content on it which will help them easily rank web pages when a user searches for something. However, there is a possibility that the crawler might encounter some errors while going through the pages on your website.



Status	Reason	Validation ↑	Trend	Pages
Error	Submitted URL seems to be a Soft 404	Not Started		1
Error	Submitted URL not found (404)	Passed		0
Error	Submitted URL has crawl issue	N/A		0
Error	Server error (5xx)	N/A		0

Rows per page: 10 1-4 of 4

Image Source: <https://www.woorank.com/en/edu/seo-guides/what-are-crawl-errors>

Most modern search engines classify Crawl Errors as Site Errors or URL Errors. A Site Error occurs when the crawler is not able to access the entire site and a URL Error occurs when the crawler is not able to access a particular page on your website. Any sort of Crawl Errors would result in your website or some pages of your website not being indexed in SERP at all since search engines cannot access the page to understand the context of the content on it.

Further, if the crawler experiences a high number of URL Errors on your website, it'll result in the ranking of the domain getting reduced which means that even the pages that it was able to access will be ranked lower and hence, it is an important metric that should be included in your SEO Report.

To avoid any sort of Crawl Errors, you should ensure that every URL for your domain returns an actual page. This could be done by ensuring that the page exists or by redirecting users to another page.

12) Monthly, quarterly, or yearly comparisons

Metrics and data don't mean much if there isn't any context around them. It is one of the best practices to maintain these metrics and data for Month-over-Month (MoM), Quarter-over-Quarter (QoQ), and Year-over-Year (YoY). It is also important to include Year-to-date (YTD) and Week-over-Week (WoW) performances.

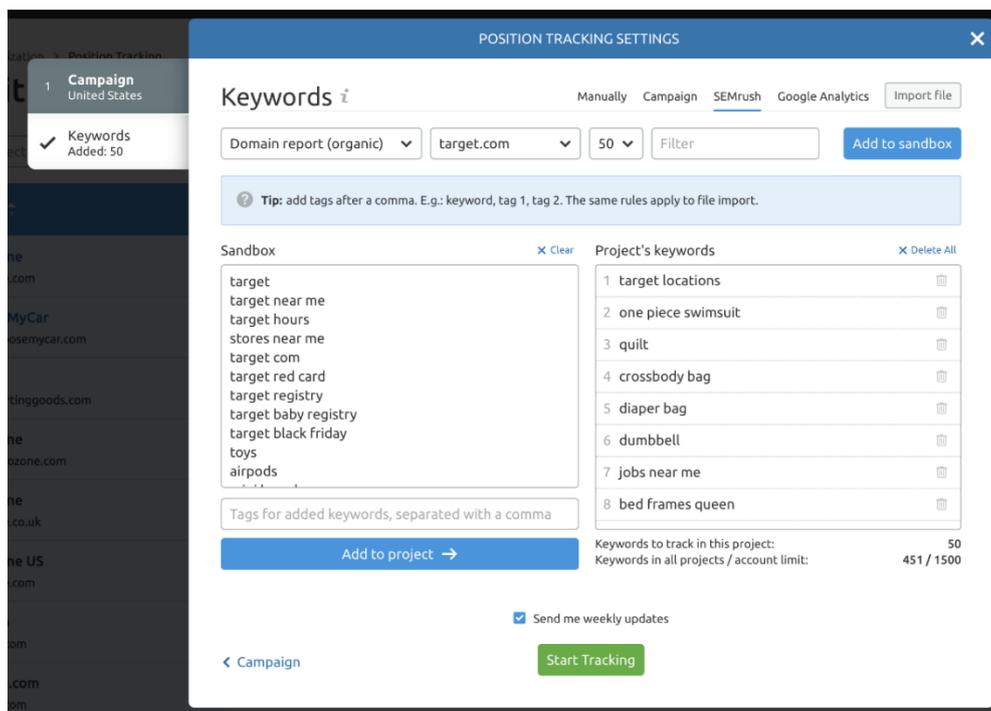
This allows the client to see the growth (hopefully) of your work over time and provides you with an opportunity to not only build trust and expertise but also to educate the client on how to read the data accurately.

5.3.2 Reporting on Keywords and Rankings

When it comes to debates about whether or not we should continue to report on keyword rankings in our SEO reports, the SEO community is frequently split. Rankings have been used as a success metric for a long time, and in some circumstances, it can be challenging to abandon them. Higher rankings should, in theory, result in greater traffic and transactions, but the reality is frequently a little more complicated. These keywords won't result in conversions if you rank poorly for the topic. Either way, some clients will expect to see how their rankings increase, sometimes at a specific keyword level. There are different approaches you can take here, and the one that we recommend is to combine keyword rankings with a clear indication of overall organic visibility. Let's explore this in more depth and look at how you can get these metrics

Keyword Rankings

When it comes to reporting on keyword rankings, the Position Tracking tool can make your job much easier. If you have not yet set this up for your domain, go ahead and click "New Position Tracking." You can either import your own keyword list manually, or you can import from a campaign, Semrush, or Google Analytics.



Source: <https://www.semrush.com/blog/seo-report/#reporting-on-keywords-and-rankings>

You then get a full picture of how these keywords are ranking. It is important to be able to show how rankings improve over time—not just as a snapshot.

Tracking keyword positions can show campaign progress in the early stages when perhaps a site isn't generating much of an increase in organic traffic yet, but rankings are increasing.

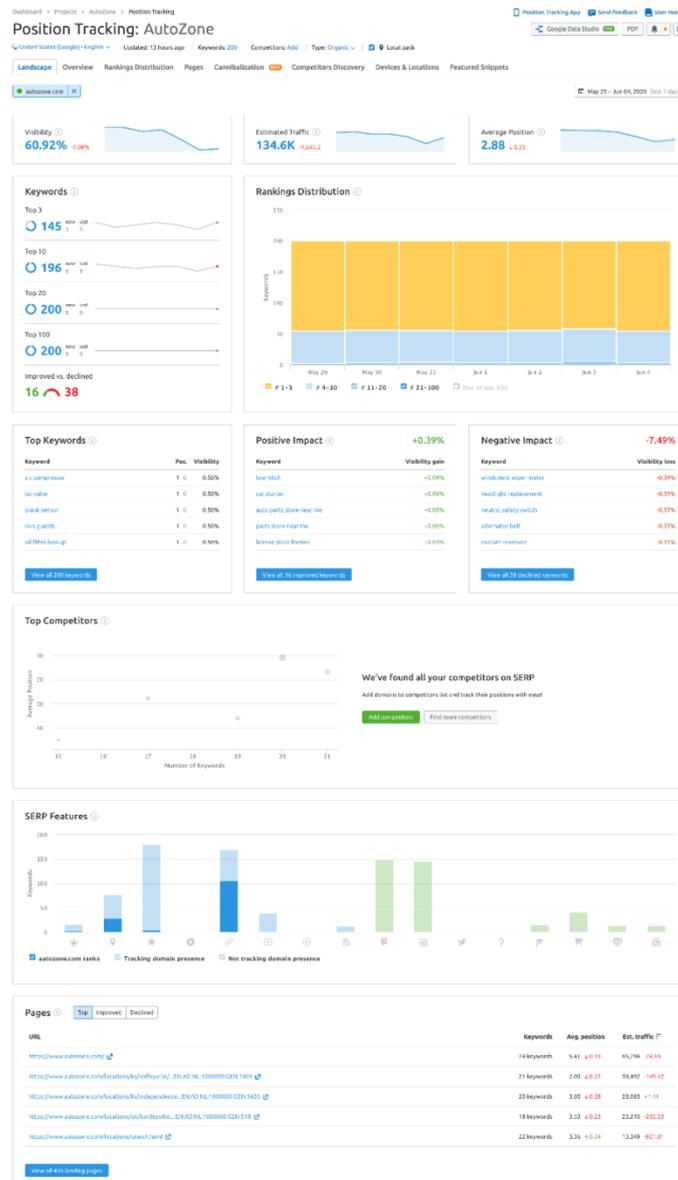
They are what we like to call a soft metric, one that is a key indicator of progress, yet not a direct business impact on its own.

Average Position and Organic Keyword Visibility

It's always useful to show trends in your reports. They are a great indicator of the progress that is being made.

When you report on individual keywords, you essentially show these in isolation. Still, you paint a better picture when you report using visibility growth, overall keyword trends, and average positions.

Again, you can use the Position Tracking report to see and report on all of these insights.



Source: <https://www.semrush.com/blog/seo-report/#reporting-on-keywords-and-rankings>

Let's look at what you can use from this data and why it makes sense to use as metrics in your report:

Visibility aids in highlighting the general pattern of your site's prospective traffic, while predicted traffic shows how much traffic you may anticipate from organic search. This is great as a snapshot, however Google Analytics information should be added. The most interesting measure in this list is average position because it can be used to show how your site performs across all keywords in the SERPs. But to actually demonstrate influence, draw attention to the sections on keywords and ranks distribution. They provide an excellent overview of your keyword rankings throughout the various position buckets as well as how the distribution has changed over time. Wherever possible, try to supplement snapshot metrics with trends and period to period changes, as this is typically the best way to demonstrate impact over time.

UNIT 5.4: Web Analytics

Unit Objectives



At the end of this unit, participants will be able to:

1. Define web analytics
2. Explain the process of web analytics
3. Use web analytics tools to track website traffic, conversions and user engagement

5.4.1 Introduction

The technique of studying website visitors' activity is known as web analytics. To assess web activity, including the use of a website and its elements, such as webpages, photos, and videos, this requires tracking, evaluating, and reporting data. Web analytics may gather information on traffic origins, referring websites, page views, paths travelled, and conversion rates.

Customer relationship management analytics (CRM analytics) frequently incorporates the accumulated data to assist and streamline better business decisions. A company can enhance the amount of money each client spends by using web analytics to retain consumers, draw in more visitors, and boost visitor volume.

Analytics can help in the following ways:

- Determine the likelihood that a given customer will repurchase a product after purchasing it in the past.
- Personalize the site to customers who visit it repeatedly.
- Monitor the amount of money individual customers or specific groups of customers spend.
- Observe the geographic regions from which the most and the least customers visit the site and purchase specific products.
- Predict which products customers are most and least likely to buy in the future.

Web analytics' purpose is to identify which products a certain client is most likely to buy and to act as a business metric for pushing certain products to those customers who are most likely to buy them. This may help to raise the revenue to marketing expense ratio. In addition to these capabilities, web analytics may watch users' drilldown and click through behaviour on a website, identify the most popular entry points for users, and communicate with browsers to track and examine online behaviour. Tables, charts, and graphs are used to present the findings of web analytics. The steps in the web analytics process



Source: <https://www.techtarget.com/searchbusinessanalytics/definition/Web-analytics>

5.4.2 Web analytics process

The web analytics process involves the following steps:

Setting goals: The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. These goals can include increased sales, customer satisfaction and brand awareness. Business goals can be both quantitative and qualitative.

Collecting data: The second step in web analytics is the collection and storage of data. Businesses can collect data directly from a website or web analytics tool, such as Google Analytics. The data mainly comes from Hypertext Transfer Protocol requests -- including data at the network and application levels -- and can be combined with external data to interpret web usage. For example, a user's Internet Protocol address is typically associated with many factors, including geographic location and click through rates.

Processing data: The next stage of the web analytics funnel involves businesses processing the collected data into actionable information.

Identifying key performance indicators (KPIs): In web analytics, a KPI is a quantifiable measure to monitor and analyze user behavior on a website. Examples include bounce rates, unique users, user sessions and on-site search queries.

Developing a strategy: This stage involves implementing insights to formulate strategies that align with an organization's goals. For example, search queries conducted on-site can help an organization develop a content strategy based on what users are searching for on its website.

Experimenting and testing: Businesses need to experiment with different strategies in order to find the one that yields the best results. For example, A/B testing is a simple strategy to help learn how an audience responds to different content. The process involves creating two or more versions of content and then displaying it to different audience segments to reveal which version of the content performs better.

5.4.3 What are the two main categories of web analytics?

The two main categories of web analytics are off-site web analytics and on-site web analytics.

Off-site web analytics

Off-site web analytics is the process of keeping track of user behaviour on websites other than that of businesses in order to gauge potential clientele. Off-site web analytics offers a sector-wide analysis that sheds light on how a company is doing in relation to rivals. It alludes to a particular branch of analytics that focuses on information gathered from many online sources, including forums, search engines, and social media.

On-site web analytics

On-site web analytics is a more precise term for the use of analytics to monitor user behaviour on a particular website in order to gauge its effectiveness. The information gathered, which may include specifics on site activity like the most popular content, is typically more pertinent to the owner of the website. Log file analysis and page tagging are two technological methods for on-site web analytics.

Analysis of data received from log files, commonly referred to as log management, is the procedure used to track, diagnose, and report on a website's performance.

Virtually all actions performed on a network server, such as a web server, email server, database server, or file server, are recorded in log files. Page tagging is the process of adding snippets of code into a website's HyperText Markup Language code using a tag management system to track website visitors and their interactions across the website. These snippets of code are called tags. When businesses add these tags to a website, they can be used to track any number of metrics, such as the number of pages viewed, the number of unique visitors and the number of specific products viewed.

5.4.4 Web analytics tools

Web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site and their online activity while on the site. In addition to web analytics, these tools are commonly used for product analytics, social media analytics and marketing analytics.

Google analytics benefits

Web analytics tools, like Google Analytics, report important website statistics to analyze the behavior of visitors as part of CRM analytics to facilitate and streamline business decisions.

Some examples of web analytics tools include the following:

Google Analytics: Google Analytics is a web analytics platform that monitors website traffic, behaviors and conversions. The platform tracks page views, unique visitors, bounce rates, referral Uniform Resource Locators, average time on-site, page abandonment, new vs. returning visitors and demographic data.

Optimizely: Optimizely is a customer experience and A/B testing platform that helps businesses test and optimize their online experiences and marketing efforts, including conversion rate optimization.

Kissmetrics: Kissmetrics is a customer analytics platform that gathers website data and presents it in an easy-to-read format. The platform also serves as a customer intelligence tool, as it enables businesses to dive deeper into customer behavior and use this information to enhance their website and marketing campaigns.

Crazy Egg: Crazy Egg is a tool that tracks where customers click on a page. This information can help organizations understand how visitors interact with content and why they leave the site. The tool tracks visitors, heat maps and user session recordings.



6. Maintain workplace health and safety

Unit 6.1 – Maintain workplace, health, and safety



Key Learning Outcomes



At the end of this module, participants will be able to:

1. Observe the current health, safety, security policies and procedure of organization.
2. Discuss the safe working practices pertaining to own occupation.
3. Analyze the government rules and policies related to the health and safety including emergency procedures for accidents, illness, fires, or others.
4. Identify the person responsible for health and safety in the working area, including those people whom to contact in emergency.
5. Identify the security signals in the workplace fire alarms, staircases, fire warden stations, first aid and medical rooms.
6. Identify the possible work hazards in the working area which can cause risk to others health and safety.
7. Ensure own and others health and safety in the workplace through precautionary measures.
8. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.
9. Identify and correct the cause of accidents, illness, and fires in your working area and within the limits of individual's authority.

UNIT 6.1: Maintain workplace health and safety

Unit Objectives

At the end of this unit, participants will be able to:

1. Observe and understand the current health, safety, security policies and procedure of organization.
2. Ensure own and others health and safety in the workplace through precautionary measures.
3. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.

6.1.1 Introduction

Emergency evacuation is needed when staying within the building not safe anymore. Every organization has an evacuation procedure. Every organization has a safe place within the organization compound or outside the organization compound where all employees are expected to assemble in case of an emergency evacuation. The team leader guides the team and takes them to safe place. It is very important in these cases, to assemble at the safe area immediately.

If you do not reach the safe area on time, the team leader who is responsible for your safety will send someone to look for you. This will put the other person's life in danger.

Conditions for Evacuation

Emergencies which require immediate evacuation includes:

- Explosions
- Fires
- Earthquakes
- Hurricanes
- Floods
- Workplace violence
- Toxic material releases
- Tornadoes
- Civil disturbances

Every company has:

- **An evacuation policy.** All the TLs are responsible for informing their employees about it. When the TL is informing you about these details, pay attention. This negligence could cost lives.
- **A designated place for emergencies.** Ensure that you know where it is.
- **A “buddy system” for individuals with special needs or disabilities.** If you are a buddy to someone, ensure that your buddy is safely out of the premises with you.

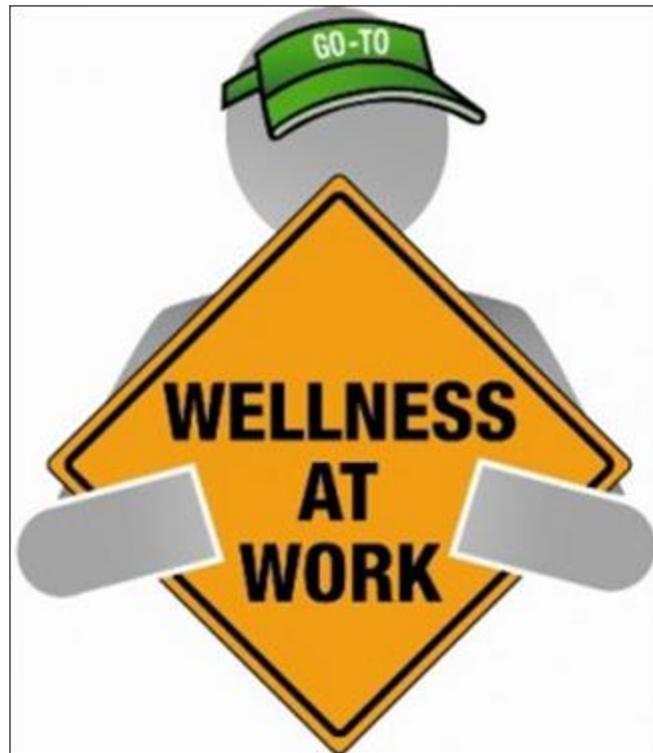


Fig 6.1.1 Conditions for evacuation

- **Floor plans with evacuation routes in work areas.** Ensure that you understand it so that you can use it in time of need.
- **Assembly areas.** These are the areas where you are required to assemble after evacuation.
- **Periodic evacuation drills.** Ensure that you pay attention during those drills. You need to save your life and you can be helpful in saving someone else's life too.

6.1.2 Mock Drills/ Evacuations

The responsibility of the safety of the workers in case of emergency is on the fire safety and evacuation workers. These workers need to go through the training to know the duties and responsibilities. In a workplace, the practice drill should be done in every 3 months under simulated fire conditions so that the workers know the techniques of saving their and other life. By practicing in the fire drills, all the workers are able to know the lifesaving method required in case of emergency.

These are the exercises designed to check the staff response as per emergency. It is also a test of the emergency staff, working staff and other members of the fire safety department. Sometimes the drill is not successful but that's okay because humans learn from previous mistakes. But it is important for all the members that they correct their mistakes on time. Sometimes all the mistakes were not done by the members of staff, the mistake is done by faulty equipment and safety plans. But there is a need for staff training periodically.



Fig 6.1.2 Fire Action Plan

There are two vital components for preparing the fire safety plan which are written below:

1. An emergency action plan, which tells the procedure to be optimized in case of emergency.
2. A fire prevention plan, which tells the methods to be optimized to cool the fire as soon as possible.

You need to participate in arranged by organization for your personal safety and for others safety. These drills help you in understanding the

Fire safety and evacuation plans sketch staff duties and accountabilities in time of emergency. Continuing training is required to help safeguard that the employees are conscious of those duties and responsibilities. Firefighting trainings serve as a prospect for staff members to validate, under replicated fire conditions, that they can perform those duties and responsibilities safely and efficiently. It's also a time for the workers or employee to demonstrate about the defend-in-place strategies and the workers can take advantage of facility's fire protection features and exit facilities to protect the people in their care.

Fare excellent exercise designed to evaluate staff response to a replicated emergency. The fare is also a test of facility's fire safety/evacuation strategies and staff training programs. It is not essential that all fun smoothly. That's okay, so long as staff and the organization understand from them, and correct mistakes made. It's vital; therefore, that there is an analysis of each drill so that any problems met can be addressed. Perhaps the problems are due to unfinished or outdated fire safety/emigration plans. Perhaps there's a need for further training of staff.

The two essential components of a fire preparedness plan are the following:

1. An emergency action plan, which details what to do when a fire occurs.
2. A fire prevention plan, which describes what to do to prevent a fire from occurring.

6.1.3 Medical Emergencies

Everyone plans for emergencies. That is the reason why we keep a first aid kit with ourselves. At work, however one is exposed to a lot of stress and physical activity. This could lead to certain medical emergencies. It's better to be prepared with the first aid measures and knowledge of

implementing them on ourselves and on others. This module equips you with that information. Pay attention to these medical emergency procedures to understand how to conduct you in these crucial movements. Pay attention during these sessions. You might be able to save your own and your friend lives.

6.1.3.1 In case of Medical Emergency

A medical emergency is a situation in which a worker met in accident and needs medical help. The medical injury may be severe or life threatening. Some situations where:

- Person is not inhaling
- Heart attack or stroke
- Heavy or severe bleeding
- Electric Shock
- In case of Poisoning
- Person gets somebody Burns

In case of medical emergency, the person or victim requires the immediate help. Sometime the people need attention before you call the emergency helpline.

It is important to know or remember the number of emergency helpline or Emergency Medical Service (EMS) for the safety of self and other workers.

DON'T

- Let the victim to eat or drink anything.
- Confine the victim
- Splash any fluid on victim face or on injury.
- Shift the victim to another area or place unless it is the only way to protect the victim.

Bleeding

- Apply any type of pressure on the wound of victim with the help of bandage or any other means.
- Elevate the wound to slow the bleeding.
- When necessary, apply the pressure-on-pressure points near wound to block excess bleeding.

Fainting

- Fainting is a loss of consciousness which is due to temporary reduction flow of blood in the victim's brain.
- The unconsciousness of the victim may lead to more injury in the workplace.
- Slow pulse of the victim.
- The pale, cold skin and sweating of the victim.

Causes of fainting:

- Eating or drinking lack of fluids which is also known as dehydration.
- The low blood pressure of victim.
- Due to lack of sleep.
- Over exhaustion of the worker

First Aid for Fainting:

- Lie down the victim on the back and raise the legs above his heart level.
- Ensure the clearance of victim's nose.
- Check for indication of coughing or breathing problem.
- Loose the tight cloths like neck ties, collars, and belts.
- If the victim remains unconscious from the 1 minute, call the EMS as soon as possible

Shock

The shock occurs in the human body on the failure of circulatory system. When insufficient amount of oxygen is reached in the body tissue, the shocks also occur. This condition is treated as soon as possible if not; it may lead to organ failure and may cause death. Shock becomes worse by fear and pain of victim.

First Aid for shock:

- If possible, keep the victims in lying down position.
- Raise the legs 10-12 inches from the ground level unless you suspect an injury in back and bone.
- If the victim is feeling cold, then cover him. If the victim is feeling hot, then don't make suffocation by covering him.
- If the victim starts vomiting, then move the victim to the suitable place.
- Loosen the tight clothing.

Muscle Cramps

- Stretch out the affected muscle of the victim to counterbalance the cramp part of the body.
- Firmly massage the cramped muscle.
- Apply moist heat on the affected area.
- If the cramp remains in the muscle, get medical help as soon as possible.
- Rest- avoids movements and activities that cause pain.
- Apply the ice on the cramped muscle it may reduce the pain and swelling of the muscle.
- Applying the light compression like elastic bandage on the affected area may reduce the swelling.
- Raising the affected area above the heart level may reduce the swelling as well as pain.

Fractures

As we all know about the fracture that is the crack or break in the bone.

Dislocation

A dislocation occurs when the bone slips out from the specified location. It generally occurs in the shoulders, thumb, elbow, fingers, lower jaw and other movable joints.

First Aid for Dislocations and Fractures:

- Immobilize the effected part.
- Stabilize the effected part
- Use a cloth as a sling.
- Use board as a sling.

6.1.4 First Aid

First aid is the assistance given to any person suffering a sudden illness or injury with care provided to preserve life, prevent the condition from worsening, or promote recovery.

Kits vary in contents, but most kits have the following items:

- Band-Aids / Adhesive bandages
- Gauze pads and tape
- Scissors, cold pack
- Wound bandage / compress
- Eye pads / eye wash solution
- First aid / burn cream
- Antibiotic ointment
- Face shield or barrier mask for providing CPR
- Forceps / tweezers
- Disposable thermometers
- First aid instruction booklet

6.1.5 Personal Protective Equipment's (PPE)

Personal protective equipment (PPE) refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The safety by protective equipment includes electrical, heat, physical, biohazards, chemicals, and airborne particulate matter.



Fig 6.1.5.1 Personal Protective Equipment's

In the workplace, there are many situations which require immediate first aid to the victim and many countries have made some regulation, legislation, and guidance which specify the minimum level of first aid to be given to the victim. For this, the worker needs the special training and area for achieving the immediate first aid. Go achieve this; the training should be given by specialist first aid

officer and necessary training given by learning institute. The training of first aid does not need any type of specific tools and equipment but may involve the improvisation with material offered at the time of training.

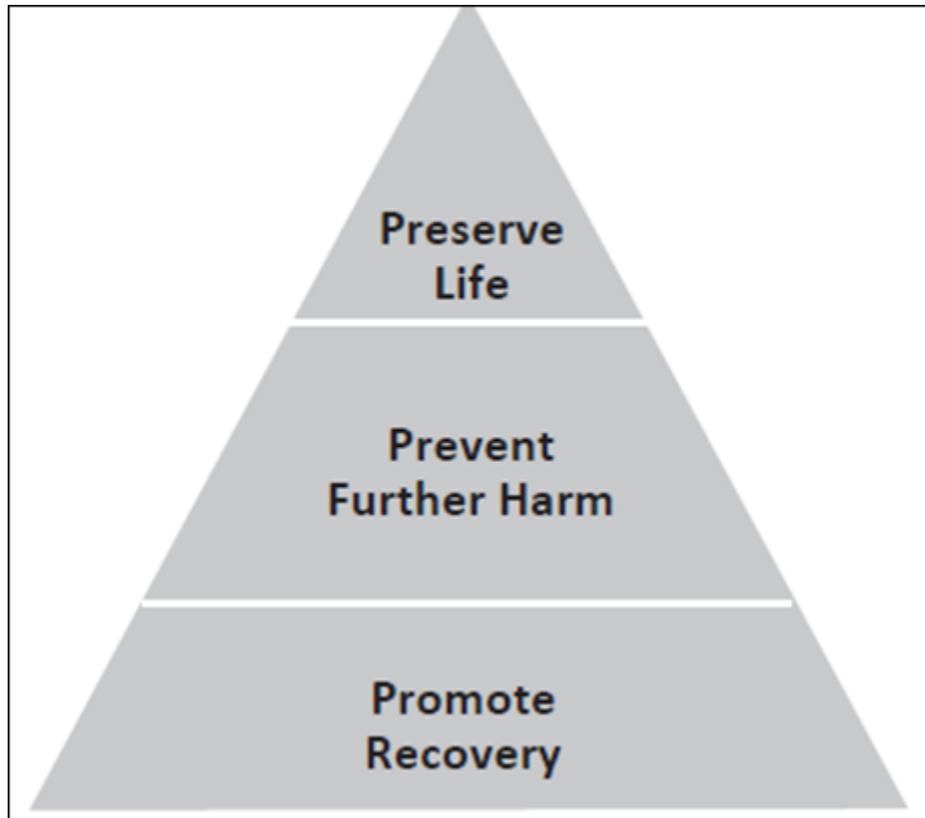


Fig 6.15.2: First Aid pyramid

While delivering First Aid always remember:

- To prevent from degradation.
- Act deliberately and confidently with the victim.
- The timings of Golden Hour should be first 60 minutes from an accident.
- The timings of Platinum Period should be first 15 minutes following an accident.
- Prevent the body shock and choking.
- Stop bleeding from the wound.
- Loosen the clothes of victim.
- Regulate the respiratory system of the victim.
- Avoid crowding near the victim.
- Take the victim to safe place or hospital near the workplace.
- Attend the emergencies situation with ease and without fear.
- Always remember to not overdo. Because the person giving the first aid is not doctor.

3. What is an accident and what are the types of accidents?

4. Discuss the types of fire-extinguishers and their uses?

5. Write a short note on health and hygiene?

6. What are the common components of First-Aid kit?

7. What are the symptoms of shock and what should be the first aid?

8. What are the symptoms of heat exhaustion and what should be the first aid?



7. Soft Skills

- Unit 7.1 - Introduction to the Soft Skills
- Unit 7.2 - Effective Communication
- Unit 7.3 - Grooming and Hygiene
- Unit 7.4 - Interpersonal Skill Development
- Unit 7.5 - Social Interaction
- Unit 7.6 - Group Interaction
- Unit 7.7 - Time Management
- Unit 7.8 - Resume Preparation
- Unit 7.9 - Interview Preparation



UNIT 7.1: Introduction to Soft Skills

Unit Objectives



At the end of this unit, participants will be able to:

1. Discuss the basic meaning of Soft Skills, their components, and their benefits.
2. Justify for work Readiness and its significance.

7.1.1 What is a Soft Skill?

These are personal characteristics that describe an individual's ability to interact with people and situations around. Soft skills can be explained as a group which comprises personality

Traits, social graces, language, habits, sociability and optimism that characterise relationship with other people. Soft Skills complement hard skills which are occupational requirements of a job and many other activities. They are related to feelings, emotions, insight. Soft skills have to do with who we are than what we know. For instance – the soft skills required for doctor would be empathy, understanding, active listening and a good bedside manner. Soft skills also determine how satisfied and happy one remains in professional and personal situations.



Fig 7.1.1: Soft Skills

7.1.2 Components of Soft Skills

- **Adaptability:** It is the ability of an individual to manage change. It's about how fast and smoothly a person can blend in and be productive in a changed environment
- **Emotional Strength:** This involves managing mood and having control over it. An emotionally strong person succeeds in directing his moods and emotions such as anger frustration and excitement

- **Leadership Quality:** How one manages conflict in personal and professional situation and convinces people reflects upon his leadership quality
- **Team Playing Ability:** It is the ability to manage different types of people and make them work harmoniously with each other
- **Decision Making:** This reflects upon how one manages his time and other resources in efficient and productive manner
- **Interpersonal Communication:** This is an individual's ability to effective communication with other and in the process creating a positive image of him
- **Negotiation Skills:** This is how one negotiates with others and reduces the level of stress in work, professional and personal environment

7.1.3 Benefits of Soft Skills

Some of the benefits of Soft Skills are as:

- Increased credibility with customers
- Increased customer satisfaction
- More productive employees
- Out service the competition
- Recognition from the industry, employer and peers
- New employment opportunities
- Increased ability to perform on the job

7.1.4 Work Readiness

Work readiness involves you having what employers call "the right attitude". At the most basic level you should have:

- A positive attitude to spend some days at workplace
- The capacity to function in a mature environment without the support of other co-workers
- An allegro attitude to the owner
- A clear interest at work to be done
- Expectations of the work that a fresher will be able to do at workplace with commercial goals to achieve
- The willingness to be supervised, follow instructions and wear safety gear as directed



Fig 7.1.2: Work readiness

- The confidence to ask questions to clarify instructions
- Pride in appropriate personal presentation
- The ability to communicate appropriately in an adult working environment
- The capacity to acknowledge customers and provide the assistance recommended by the employer
- A commitment to maintaining their reliability and punctuality for the whole of the period spent in the workplace
- Completed a preparation for workplace learning program which includes OH&S practices, acceptable behaviour in the workplace (including child protection issues) and emergency contact procedures.

UNIT 7.2: Effective Communication

Unit Objectives



At the end of this unit, participants will be able to:

1. Do public speaking.
2. Describe likes and dislikes of a person.
3. Know basic etiquette of conversation.

7.2.1 Introduction

We are living in an information age where communication is an integral part of our lives. We have to send, receive and process huge number of messages every day. But effective communication is more than just passing information to each other. An effective communication is nothing but understanding the emotion behind the information. Effective communication helps us develop relationship at home, work, and in social situations by excavating our connections to others and improving teamwork, problem solving and decision making.

Effective communication skill is a learned skill, it is more effective when it's spontaneous than formula.

7.2.2 The Communication Process

The process of conveying information through the exchange of thoughts, ideas, feelings, intentions, attitude by speech, gesture, writing etc. is known as communication. It is the meaningful exchange of information between two or more participants.

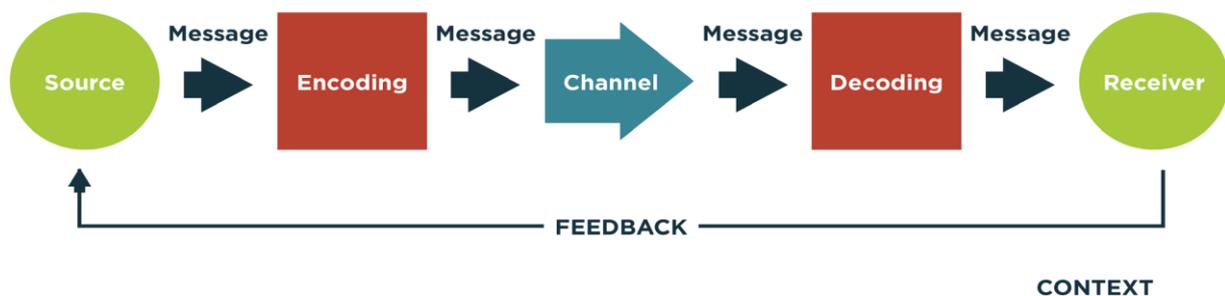


Fig 7.2.1: The communication process

Communication requires a sender, a message, a medium and a recipient. Communication process is not complete if a receiver does not understand the sender's message.

Communication with other involves three steps:

1. **Message:** First of all, the information exists in sender's mind. It could be a concept, an idea, a formation, or a feeling.
2. **Encoding:** A message is sent to the receiver in encoded language/format.
3. **Decoding:** Lastly the receiver translates the words or symbols into a concept or information that a person can understand.

7.2.3 Verbal and Non-Verbal Communication

There are three main types of communication. These are:

Verbal Communication: It means you listen to a person to understand what message the person is trying to convey. The speaker has the advantage of immediate feedback. This type of communication is best for conveying emotions and can involve storytelling and critical conversations.

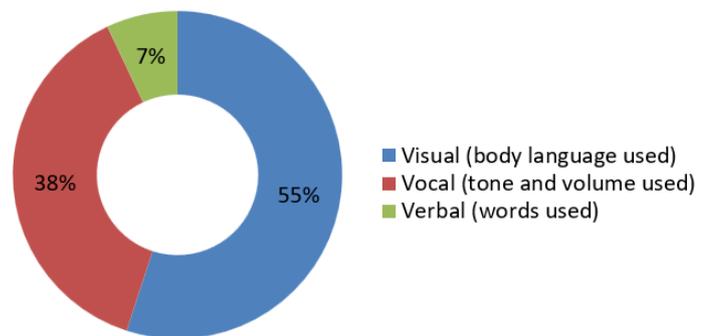


Fig 7.2.3: Percentage of type of communicators

Written Communication: Letters, books, newspapers are few of the examples of written communication. Printed media, emails can also be categorised into this communication. They are asynchronous, can reach many readers and are best for conveying information.

Nonverbal Communication: A nonverbal communication can also be called Body language because this communication does not involve any verbal interaction, but mere observation of the people involved in the communication. Both verbal and written communications convey nonverbal communication and are also supported by body language, eye contact, facial expression, posture, touch and space.

According to a study only seven-member of a receiver's comprehension of a message relies on sender's actual words, 38th relies on paralinguistic communication (tone, pace, and volume of speech) and 55th relies on nonverbal cues.

Research shows that once people are lying, they're more doubtless to blink more frequently, shift their weight and shrug.

7.2.4 Communicating Effectively

There are various reasons why communication is not effective and successful. These failures are because of the barriers in communication which occurs at any stage in the communication process. Barriers may lead to one's message becoming misleading and therefore at risk of wasting both time and money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a flawless and concise message.

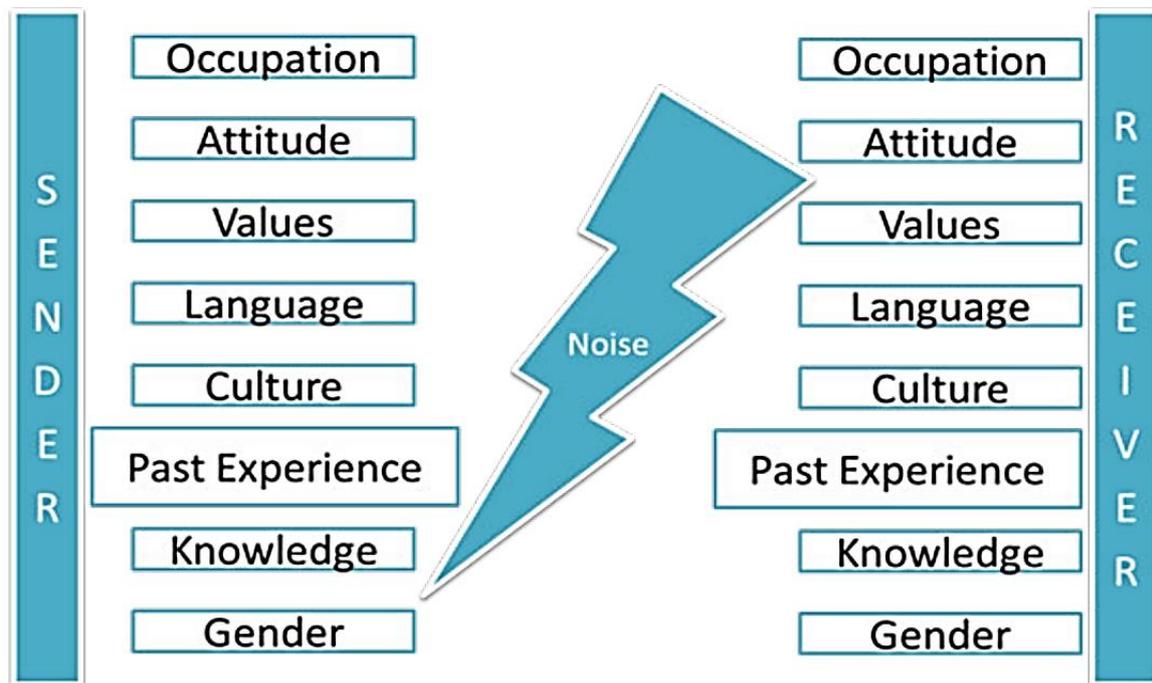


Fig 7.2.4: Communicating effectively between sender and receiver

A skilled person should remember these barriers and try to reduce their impact by regularly checking understanding or by giving correct feedback.

Dealing with Barriers

- Use simple, easily understood word. Over complicating makes things confusing
- While speaking in other language always prepare beforehand
- Always give or take feedback to ensure the effectiveness of communication
- Be alert to cues
- Listen, listen, listen ...
- Test your understanding
- Share opinions, perceptions

7.2.5 Effective Communication-Practice

Active Listening

Listening is one of the most significant skills one can have. To become a better listener, it is important that you practice active listening at all times of verbal communication

Some tips for active listening

- **STEP 1:** Concentrate what the person is talking about and not on noise or other external distractions.
- **STEP 2:** Understand his emotions and you get it all right. Is the speaker angry, happy or plainly inquisitive?

- **STEP 3:** When the speaker is saying or telling something, don't break the chain of his thoughts.
- **STEP 4:** Don't avoid completing sentences of the speaker. Let them speak and speak only after they finish.
- **STEP 5:** It's alright if you haven't understood at first chance. Request to repeat the information.
- **STEP 6:** Practice makes a man perfect. Listen intently, focus, and ignore other noises. Listen more and talk when required.

It takes lots of concentration and determination to be active listener. Previous habits are arduous to break and if you're listening habits are not good then you have to break those. Start listening deliberately and prompt yourself frequently that your goal is to hear truly what the other person is saying.

UNIT 7.3: Grooming and Hygiene

Unit Objectives



At the end of this unit, participants will be able to:

1. Maintain cleanliness and hygiene.
2. Keep their dress clean and tidy.
3. Maintain positive body language while speaking.
4. Unable to perform more of the do's than the don'ts.
5. Learn about good eating habit and their impact on health.
6. Avoiding bad things such as gutkha and alcohol.
7. Learn about AIDS and its prevention.

7.3.1 Personal Grooming

An art of keeping your body and mind clean is Personal Grooming. It is very important that everyone should take care of their hygiene and cleanliness. Due to this, one would not just look good but feel healthy too. Taking care of your body appearance is imperative. Once you enter your store/department you need to be dressed in full uniform as per company standards, and also properly groom yourself as per the service ethics.

Personal grooming not only makes us presentable but also makes us feel confident about ourselves. Good personal hygiene is essential for good health. Habits that are considered personal grooming include, bathing, dressing, applying makeup, hair removal and taking care of one's teeth, nails and skin.

Appearance

- The front-line person/team is the brand ambassador of the company, just like the face is to your body. The customers visiting the stores are greeted by this team and lend their assistance. Hence, they are expected to present a neat and clean look.
- When in store premises, even during off-duty hours, a well-dressed appearance needs to be maintained. They are expected to be in uniforms (including shirt, trousers, shoes and socks) which must be worn clean and ironed.
- We should take care about no stains, broken buttons, or loose thread present on the uniform.
- You should always clean and polish your shoes. Sandals/slippers/sports shoes and white socks should not be worn during on duty.
- Nails must be trimmed and clean.
- Hair should be neatly combed before commencing duty. For female members hair should be tied up if longer than shoulder length. Display ID cards when on duty is a must since accountability is important for the customers.

7.3.2 Specific Uniform Guidelines

S.No.	Specifically for Men	Specifically for Women
1	Uniform prescribed should be clean and pressed	Women having long hair should tie it with rubber band or hair clips and not keeps it loose.
2	Shoes should be clean and polished	They should avoid bright color nail polish and long nails as they'll be a cause to distract customers or harm the merchandise on display.
3	Hair must be short, clean & tidy.	Minimum, non-flashy jewellery should be worn.
4	One is expected to have a clean-shaven look	Dangling earrings, noisy anklets and bangles must not be worn on the floor
5	In case of beards/moustaches, must be trimmed, neat and tidy	Only very light make-up to be applied (lip- stick of very light shades only)
6	Nails should be cut or trimmed neatly at regular intervals	Any type of earrings studs and bracelets are not to be worn on the floor during official hours

7.3.3 Body Posture

- Staff needs to always keep their hands clean as they mostly will be handling merchandise or in contact with customers
- Avoid biting nails on the floor.
- Manage body odour and bad breath to be under control as they are offensive to the customer.
- Maintain straight & upright posture on the shop floor.
- Slouching on the floor, hands in pockets, hands on the hips are not courteous to the customer & hence should be avoided.

It just takes a few seconds for people to assess others when they meet for the first time. The other person creates an opinion based on appearance, body language, mannerisms and how one is dressed. For creating a first positive good impression always follow these things:

- Be on time
- Be yourself and be at ease
- Present yourself appropriately
- Always smile
- Be courteous and attentive
- Be positive

7.3.4 Positive Body Language

While meeting someone for the first time always remember that not only you should talk positively but your body language also needs to be positive. There are some tips for positive body language as:

- Avoid your pockets. Keep your hands out of your pocket. Hand in pocket shows we are uncomfortable and unsure of ourselves. Keeping our hand in open indicates confidence and show that people have nothing to hide.
- Don't Fidget. Fidgeting is a clear sign of nervousness. An individual who can't keep still is an individual who is worried, tense and not confident. Keep your gesture calm and under control.
- Keep your eyes forward. This indicates that you are interested in communication with other.
- Stand up straight with your shoulders back. It communicates confidence.
- Take wide steps. It makes you seem purposeful and suggest a personal tranquillity and denotes confidence.
- Firm handshake. Grip other persons hand firmly and confidently instead of getting a palm full of dead fish. Firmness adds warmth and enthusiasm to the handshake. But make sure that you don't crush the other person's hand and don't hold on too long.
- Don't cross your arms when meeting other persons. This is a protective posture.
- Use contact to show appreciation.

7.3.5 Personal Hygiene

What is Personal Hygiene?

Personal Hygiene is the set of practices to follow to preserve one's health. Maintaining a high level of personal hygiene will help to increase self-esteem while minimizing the chances of developing infections. Poor personal hygiene can have significant implications on the success of job applications or chances of the promotion.

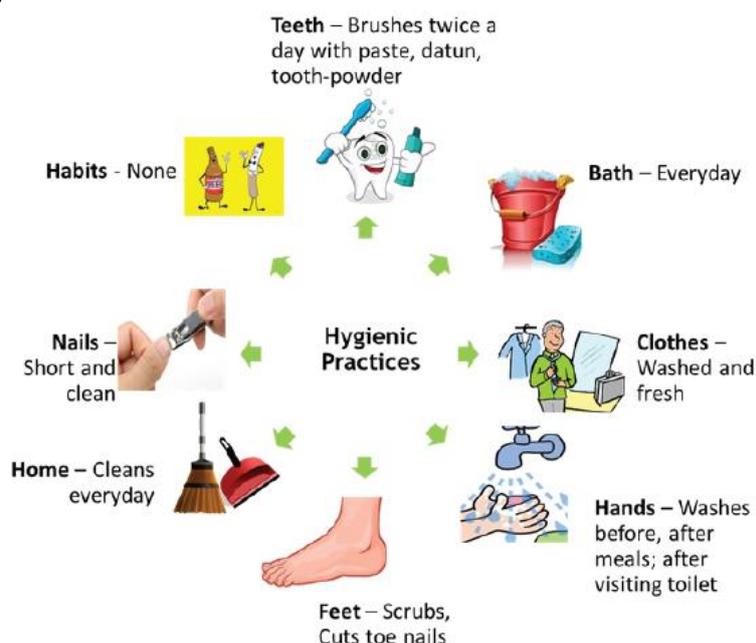


Fig 7.3.1: Good habits for personal hygiene

7.3.6 Physical Fitness

Apart from following these hygienic practices, one should also be physically fit. Physical fitness is an outcome of regular exercise. Exercise may be of many different forms like jogging, morning-walk, weightlifting, gym, swimming, cycling, yoga and many more.

Advantages of Physical Fitness

- It maintains optimal body weight.
- It reduces risk of diseases.
- It boosts confidence and self-esteem.
- It reduces stress, anxiety, and depression.

Healthy Eating

We can follow hygienic practices and exercise regularly, but what we eat has the biggest impact on our health. To be healthy, one must eat healthy. But what do we mean by eating healthy?

Eating a healthy, balanced diet provides nutrients to our body. These nutrients give us energy; keep our brain active and our muscles working.

What are healthy eating habits?

- Always try to eat home-made food
- Avoid oily food
- Always cook and eat fresh food
- Avoid junk food like burgers, carbonated drinks etc.
- Eat fruits regularly
- Drink lot of water

Things to be avoided

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life.

Alcoholism

It's the tendency during which one consumes alcohol to manage difficulties or to avoid feeling unhealthy.

Alcohol has the potential to interrupt almost every organ in the body as well as the brain. Uncontrolled consumption of alcohol not only affects a drinker's health but also human relationship and social standings.

Its effects:

- Health increase risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance
- Degradation in social and economic status
- Withdrawal symptoms like anxiety, trembling, fatigue, headache, and depression etc.

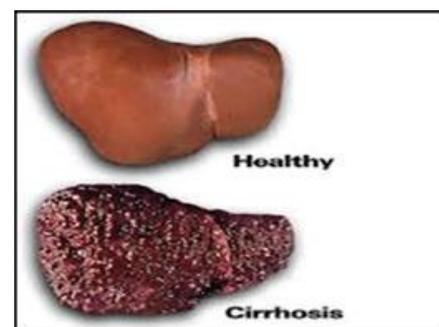


Fig 7.3.2: Liver affected with alcoholism

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Smoking is a practice of burning a substance and inhaling the smoke coming out of it. Common smoking implements include cigarette, bidi, hookahs, and pipes. According to a report every year 4.9 million people die worldwide because of smoking. Smoking is prime cause of lung cancer. According to a study male smoker lose an average of 13.2 years of life while a female smoker loses 14.5 years of their life. Smoking increases 50 % chances of heart diseases than a non-smoker.

Chewing tobacco is a product consumed by placing a portion of it between the cheek and upper gum or upper lip teeth and chewing. Having tobacco increases the risk of oral cancer.

Its effects:

- It is the biggest reason for oral cancer which effects mouth, tongue, cheek, gums and lips
- Chewing tobacco lessens a person's sense of taste and ability to smell
- Smokers face a greater risk of suffering from lung cancer



Fig 7.3.3: Risks from smoking

Gutkha

Gutkha is extremely habit-forming and an acknowledged substance. Excessive use of gutkha can cause loss of appetite; promote uncommon sleeping pattern and loss of concentration beside different tobacco related issues. A gutkha user may be simply illustrious by prominently stained

teeth ranging from dirty yellow orange to scarlet, black. The stains are powerful to remove by normal brushing sometimes want the attention of dentist. According to a world adult tobacco survey 53.5% of Indians use tobacco products. Gutkha's each sachet contains 4000 chemicals, including 50 that cause cancer, Betel nut, Tobacco, Flavouring.

Impact of Gutkha on health

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, spices, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth
- Unexplained bleeding in mouth
- Difficulty in swallowing and finally Mouth Cancer

7.3.7 AIDS/HIV Awareness

The full form of AIDS is Acquired Immuno Deficiency Syndrome. AIDS is caused by HIV (Human immunodeficiency Virus). It is the last stage of the HIV infection, if a person is HIV positive, he/she is suffering from AIDS.

According to a survey number of AIDS patients in India is between 2 to 3.1 million almost 50 % of total patients of AIDS. More men are HIV positive than women. A total of population of 0.29% females are suffering from AIDS while 0.43 % males are suffering.

AIDS is transmitted by:

- Unprotected sexual relationships
- Contaminated blood transfusion
- Hypodermic Needles
- From infected mother to child



Fig 8.3.4: Aids awareness ribbon

As per studies in India HIV/AIDS is largely due to unsafe sex worker interactions. About 86 % HIV incidents in the country is from unprotected sex. Migrant workers, truck drivers and majority of men who have sex with men pose greater risk of infecting their spouse and unborn children. People between 18-29 age groups accounts for 31 % of AIDS burden.

There are no medicines or vaccines for AIDS so far. The treatment and medicines which are available in the market are expensive and have side effects.

AIDS is not a disease like cancer or malaria but is a condition that weakens a person's ability to fight diseases (immune system). AIDS not only affects you, but also has severe impact on family and friends. Even one mistake is enough to get HIV positive.

Main symptoms of Acute HIV infection

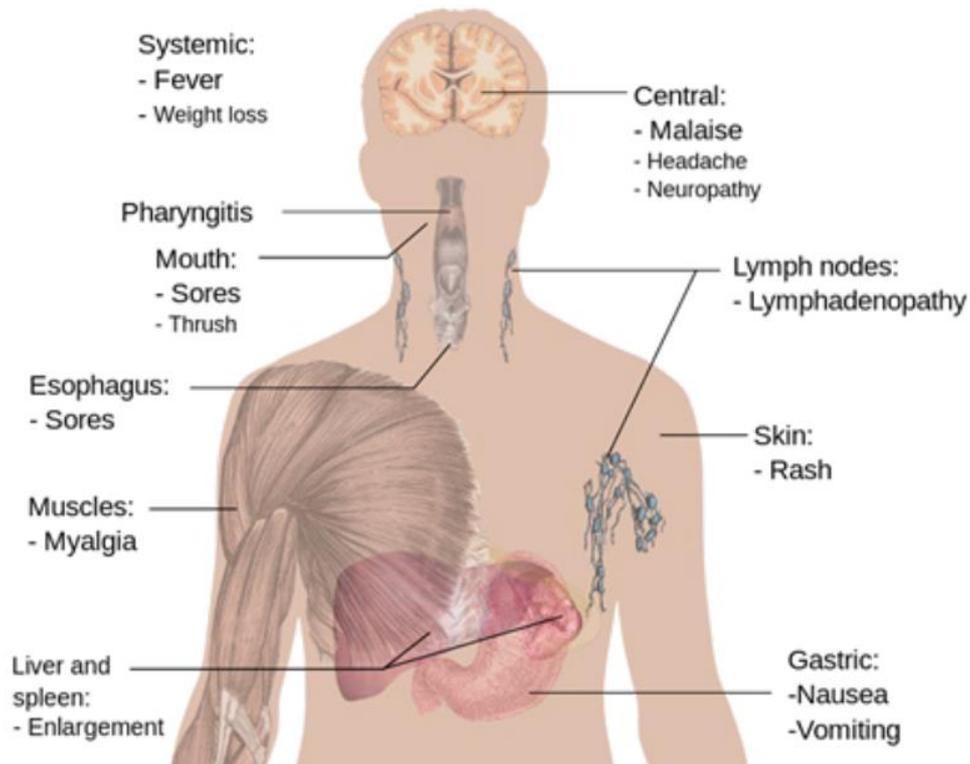


Fig 7.3.5: Main symptom of acute HIV infection

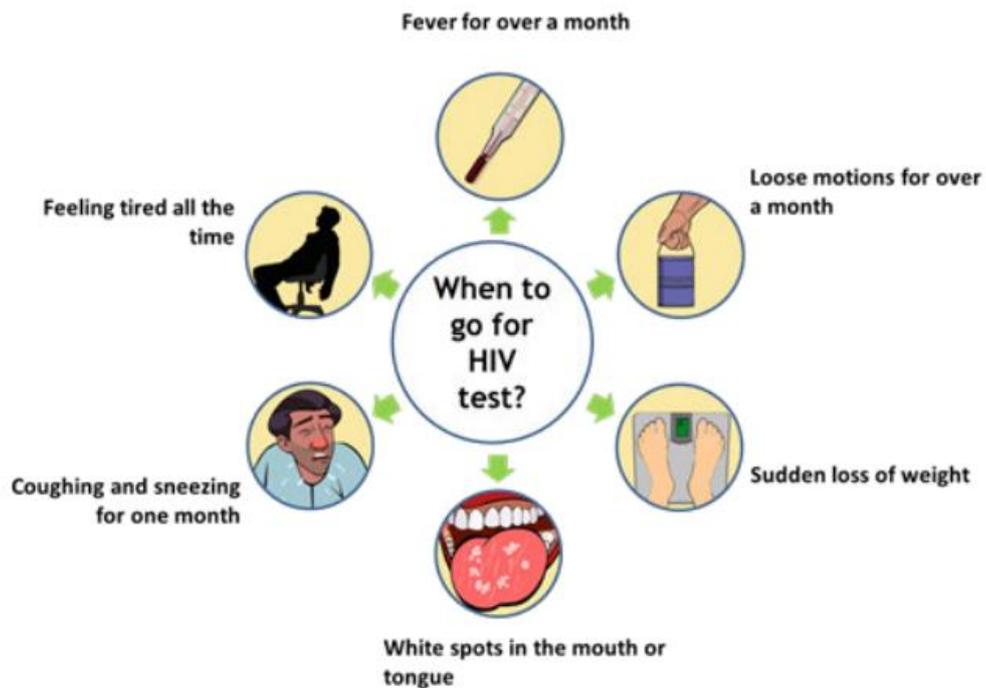


Fig 7.3.6: General symptoms of acute HIV infection

Stay faithful

- In India large number of people move around for work, mostly men.
- Are you one of them?
- Take care. See that you don't catch any infection from AIDS.
- Even one visit to a sex worker may result in HIV infection.
- So, it is advisable to avoid multiple sex-partners and always use protection (condoms/nirodh) during intercourse.

AIDS does NOT spread through

- Sitting close
- Working together
- Hugging
- Touching hands
- Mosquito bite
- Saliva or cough
- Taking care
- Sharing clothes
- Eating together or sharing utensils

UNIT 7.4: Interpersonal Skill development

Unit Objectives



At the end of this unit, participants will be able to:

1. Develop a positive attitude and behaviour
2. Define the Goal Setting
3. Motivated for team participation at work
4. Learn how to manage relations
5. Learn about Stress and anger management skills
6. Learn to develop leadership qualities

7.4.1 Introduction

Interpersonal skill development is the blend of different traits of day-to-day life that play an important role in creating our impression in other's mind. It starts from inside. The role of interpersonal skill development is to help us understand how to make choices about our attitudes and actions. It enables us to understand:

- Where are we now?
- How change and growth occur successfully?
- How can we change our attitude to get results we want and to be more effective in work and personal life?

One can learn to control over many aspects of our job and their environment by making appropriate choices and responses.

These include various traits like:

- Positive Attitude
- Motivation
- Goal Setting
- Team Work
- Managing Relations
- Etiquette
- Stress and Anger Management
- Conflict Resolution

7.4.2 Positive Attitude

What is attitude?

- Our approach...
- Our outlook towards situations and others...
- The emotions we express towards others.
- Our attitude must be positive and hopeful.

Remember:

- Luck favours those who help themselves
- Don't wait for things to happen make them happen
- Stay away from negative influences
- Start your day with something positive
- Learn to like the things that need to be done

Positive attitude shows in the following ways:

- Positive thinking
- Constructive things
- Creative thinking
- Optimism
- The motivation and energy to accomplish goals.
- An approach of happiness

Positive attitude results in happiness as well as success. Positivity not only affects you and the way you look at the world, but it also affects work environment and people around you.

Story of Carrot, Egg, and Coffee Beans

Raju works as a supervisor in a factory. He is not happy with his job. One day he spoke about his dejection to his elderly friend, Prashant, who runs a small canteen for the factory workers. "Prashant I am not satisfied with my job. There are so many problems in the factory. If I solve one, another one crops up. The problems seem to be never ending. I am quite fed up and wish to quit."

Prashant said nothing. He quietly put three pots with water on the stove. He put some carrots into one pot, some eggs into another and coffee beans into the third pot. The water in the pots began to boil. Raju wondered what was going on! "Oh, here I am with my tale of woes, and this illiterate cook goes about his business!"

After some time, Prashant switched off the stove and put the carrots, eggs, and the beans in different bowls. He then said, "My friend, what do you see here?" "Carrots, eggs and coffee", said Raju irritably. "Of course! Now come and feel them one by one", said Prashant. "Oh God!

What do you want to prove?" asked Raju controlling his anger. "The carrots have turned soft. The egg is hard boiled beneath its shell and the coffee is stronger in aroma". "Exactly" said Prashant "Each of them faced the same degree of heat, but each reacted differently. The carrots that were so hard before became soft and weak. The egg was fragile with its thin outer shell, but after boiling it became hardened and the inner liquid portion became hard boiled. But the coffee beans are unique. After boiling in water, they became stronger and richer. So, my friend, tell me, are you the carrot, the egg or the coffee bean? How do you respond to difficult situations? Are you like the carrot that is hard to look at but with the slightest difficulty becomes weak and soft? Are you the egg born with a soft heart but became tough and stiff after a difficult or a bitter experience? Or are you like the coffee bean that gets stronger and tougher and reaches its peak in extreme adversity or difficulty?

When things get worse, you get better.

"Thank you, Prashant. You've opened my eyes. I shall strive and do my best."

7.4.3 Goal Setting

Goal setting is a powerful method for considering your ideal future. The method of setting goals helps you to decide on where you wish to go in life.

Goal setting consists of establishment of specific, measurable, achievable, realistic and time targeted aim. Goal setting helps individuals work towards their own objectives. Goals are a kind of motivation that sets the standard for self-satisfaction with performance. Achieving the goal, one has for oneself is a measure of success and having the ability to satisfy job challenges is a way one measures success in the workplace. Set SMART goals:

- S: Specific
- M: Measurable
- A: Attainment
- R: Relevant
- T: Time bound

Identify:

- What you want to achieve,
- Where you must concentrate your efforts
- Also spot the distractions that can, lead you astray.

First create your “big picture” (the next 10 years):

- Identify the large-scale goals that you just wish to achieve.
- Then break these down into the smaller targets that you simply should hit to succeed in your life goals.
- Once you have your plan, you begin working on it to achieve these goals.

Setting goal is important for an individual because:

- Goals narrow attention and direct efforts to goal related activities.
- Goals lead to more effort.
- One works through setbacks if he is pursuing a goal.
- It develops and changes individual’s behaviour.

Categorization of Goals

To give a broad balanced coverage of all important areas in your life set goals in all the important categories of your life such as:

- **Career:** What level do you want to reach in your career or where you want to reach?
- **Financial:** How much you want to earn, by what stage? How is it related to your career goals?
- **Education:** Is there any specific knowledge you want to acquire in life? What information and skills you need to acquire to achieve your goals?
- **Family:** How you want to be seen by your spouse and family members?
- **Health:** Do you want to stay healthy in your old age? What are you planning to achieve this?
- **Public Service:** If you want to make the world a better place, what will you do?

7.4.4 Team Dynamics

A team is made up of a group of people associated to a common purpose. Teams are especially made to conduct complex works. A team is an example where a people share a goal. This creates a dynamic bond amongst the team members as they are dependent on one another for success. For example, a sports team wins or loses as a whole.

Team members need to learn:

- How to assist each other
- Realize their true potential
- Prepare the atmosphere that is familiar with each member to work beyond their strength.

Factors of Team Dynamics

- Tolerance and Cooperation
- Set aside feelings of caste, creed, profession
- Put up with each other
- Identify strengths of each
- Who can do what

In a team, there is no room for personal gains and not betrayals. In a team:

- A single person cannot achieve a big task single handedly.
- Big and difficult tasks can be accomplished only through collective effort, through teams.
- In a team, the team members stand by each other during good and bad times alike.
- Work together towards a common goal.
- Divide the task and share the burden.
- Help and accept help from others.

Story: Small Fishes and Big Fish

Once there was a shoal of tiny red fish living in the sea. One among them was a little different. His name was Swimmy and he was black in colour. Swimmy was the fastest swimmer in the shoal. The fish would swim around in the sea looking for food. One day when they were busy searching for lunch, Swimmy who was far ahead of the others seeing a big fish coming in their direction. The big fish was also looking for his lunch---smaller fish. Swimmy was scared! If the big fish would spot his shoal, all of them would be eaten up. Swimmy thought hard of a way out and quickly came up with a plan. He quickly swam back to his shoal and told all the fish about the big fish and explained his plan to escape from being eaten. When the big fish came closer, he was shocked to see an even bigger fish swimming in his direction with its huge jaws wide open. Frightened that he would get eaten up, the big fish swam away. If he had looked carefully, he would have realised that the huge fish was all the tiny red fish swimming very closely together in such a way that they looked like one big fish. And little black Swimmy, being different, became the eye of the 'huge' fish!

7.4.5. Managing Relations

We all have different personalities, different desires and wishes, and different ways of showing our emotions that affects people around us.

70% of the workplace learning is informal, once people discuss with each other at work they really are learning to do their job better. Friendlier staff is effective communicators, more productive and trustworthy more by employers and colleagues.

Tips for improving relations with people around us:

- Observe how you react to people such as do you reach to a conclusion before you know all the facts.
- Look honestly how you think and interact with other people.
- Look at work environment. Do you seek attention for accomplishments or give chance to others?
- Accept your weaknesses courageously and work on them.
- Take responsibility for your actions.
- If you think someone is hurt by you, apologise directly.

7.4.6. Etiquette

Etiquettes are rules to operating behaviour regarded as good and acceptable in personal and professional life. Etiquette includes:

Making Positive Impression

- Stand straight, make eye contact, and turn towards people when they are speaking and genuinely smile at people.
- Follow the dress code prescribed by the organization.
- When meeting someone for the first time always shake hands with a gentle firmness.
- Always arrive early to work each day.

How you treat with people

- Think how you treat your supervisors and colleagues.
- Don't make value judgments on people's importance at workplace. Respect every individual equally.
- Respect people's personal space at workplace.

Communicating at Workspace

- Keep workspace professional and neat.
- Don't interrupt other people on the workplace.
- Limit personal calls especially when you are working in a manufacturing unit.
- At and smoke to the designated areas only otherwise it may disturb other people.

Work etiquette tells the individual a way to behave when handling situations in an exceedingly working environment however the trivial situation is. It also applies to co-worker interaction and communication with colleagues.

Work Ethics

Work ethics is a value based on hard work and attentiveness. Work ethics include:

- **Discipline:** It takes a certain level of commitment to finish your tasks every day. Only with discipline one can stay fixed on goals and determined to complete his assignment.
- **Commitment to work:** A strong sense of commitment to work affects how an individual work and the amount of work he does. When a worker is committed to work, he turns up on time, puts in his best efforts and completes the projects to the best of his ability.
- **Punctuality:** It shows that you are dedicated to your work, interested in the work and capable of handling responsibility. Being punctual shows your professionalism and commitment to work.
- **Ownership and responsibility:** Ownership and responsibility stretches in all aspects of an employee's job. Co-workers value the employees' ability to give honest feedback. Supervisors rely on the high moral standards trusting him not create problems and being responsible.
- **Striving to excel:** Keep yourself updated with new developments and knowledge of your field. Learn new skills, techniques, methods required to uplift your career. Workers exhibiting a good work ethic are usually selected for higher positions, increased responsibility as well as promotion. Workers who do not exhibit good work ethic can be regarded as incompetent and failing to provide a fair value to the employer for the salary.

7.4.7. Stress and Anger Management

Anger is a normal and a healthy emotion. Anger management may be critical for people who find it difficult to keep it under control. There are many health issues related to an unresolved anger like heart attack, high blood pressure, anxiety, depression, colds and flu/fever and digestive problems. If your heart beats faster and you breathe quickly, tension in your shoulder or clenching your fists beware your body may be showing sign of anger, take steps to calm yourself down. Once you will be able to recognize the signs of anger you can calm yourself down.

Always remember:

- Avoid unnecessary stress, learn to say no and take control of your environment
- Express your feelings instead of boiling them up
- Accept the things you can't change
- Learn to forgive
- ANGER is only one letter away from DANGER
- Anger can destroy lives, destroy relationships
- Put yourself in other's shoes
- Don't react immediately
- Post pone for a few seconds whatever you wish to say or do
- Take a deep breath
- Speak when you have calmed down

7.4.8 Conflict Resolution

What is a Conflict?

A problem or a situation that may be difficult to understand or to deal with.

Why do we need to resolve conflicts?

- If a problem is not solved or addressed at the right time it may blow out of proportion
- An unsolved problem can be like Cancer which spreads and translates itself into all other areas in life
- Unsolved problems may lead to increased levels of bitterness and frustration
- It may foster bad habits like backbiting, gossiping, etc.
- Persons involved in conflict may lose focus and target each other's character instead of the specific behaviour to be modified

How to work out Conflicts?

- **STOP** . . . before you lose your temper and make the conflict worse.
- **SAY** . . . what you feel is the issue. What is the reason of disagreement? What do you like?
- **LISTEN** . . . to others' ideas and feelings.
- **THINK** . . . of solutions that satisfy both the parties

If you still can't agree, ask someone else to help you work it out.

7.4.9 Leadership Skills

The ability to lead effectively depends on variety of key skills. These skills are extremely sought after by employers as they involve managing a number of individuals in such a way on inspire, enthuse and build respect. Some of the qualities that every good leader should possess are:

- **Honesty:** If you make honest and ethical behaviour a key value your team will follow the suit.
- **Ability to delegate:** delegating task to one of the appropriate persons is the one of the most important skills that needs to be developed. The key to delegation is to identify the core strengths of the team and capitalizing on them.
- **Good communications skills:** Being able to communicate clearly is quite important.
- **Confidence:** Keeps morale of the team high even in the tough times.
- **Commitment:** If you expect your team to work hard and produce quality content then you should lead by example.
- **Positive Attitude:** Keeping teams motivated towards continued success of the company.
- **Creativity:** During the critical situations it is important to think out of the box solutions than to prefer the set course of action.
- **Be decisive:** Plan for the unexpected and nothing will surprise you. If you have thought of things go wrong in a particular task you will be able to make confident decisions on corrective actions when necessary.

- **Focus on the big picture:** Plan future strategies for your department and communicate them to supervisors and staff members. Set realistic and measurable individual and team goals and communicate your expectations within the context of massive picture.

How to become a leader:

- Use initiative to act on opportunities. Become a frontrunner before other people view you together.
- Take responsibility of own objectives, set priorities.
- Attempt to solve the matter instead of to pass on to others.
- Go the extra mile when asked to do tasks. Go beyond your job description.
- Show enthusiasm.
- Take ownership of the issues. Anticipate potential issues, take pre-emptive action and act quickly to resolve the issues.
- Introduce enhancements to the ways in which things are done.
- Develop innovative practices. Value innovative thinking.
- Learn new skills that may enhance capability.

UNIT 7.5: Social Interaction

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand what social interaction is and what social interaction behaviour is.
2. Give a brief description about him/her in public.
3. Follow daily duties.
4. Cooperate with peers, family and other members in society.

7.5.1. Social Interaction

Social interaction is a process through which we respond to people talking with us. It includes acts where people perform toward each other and responses they give in return. Social interaction has a number of behaviours. Some of them are:

- **Exchange:** Exchange is the most elementary kind of social interaction. It's a human process by that social behaviour is exchanged for some kind of reward for equal or greater value.
- **Competition:** It's a process by which two or more individuals plan to accomplish a goal that just one can attain. It will lead to psychological stress, a lack of cooperation in social relationship, difference and even conflict.
- **Cooperation:** It's a process in which people work together to achieve shared goals. Task cannot be completed without their cooperation.
- **Conflict:** Social conflict is the struggle for agency or power among a society to achieve control of scarce resources. It happens when two or more individuals oppose each other in social interaction to achieve incompatible goals.
- **Coercion:** People or teams are forced to provide into the desire of other people or teams.

7.5.2Self- Introduction

We all, in our lifetime, have to introduce ourselves to the others. The introduction usually lasts for around 2 minutes to 3 minutes. It is very important that it gives the first impression to other about us. It has a great impact on your self-esteem and self-confidence. It's helpful in:

- Feeling better about yourself
- Boosting your confidence
- Building your self esteem
- Making friends
- Feeling in control

Points for Self-Introduction

Following are some self-introduction points:

- **Wishes:** It is the first thing that we need to do before addressing a gathering. At this point we need to make effort to grab the attention of audience. You have to wish depending on the time either, Good Morning, Good Afternoon or Good Evening.
 - Good morning! My dear friends
 - Respected Sir! Good morning
 - Special or lovely or cool morning to you all
- **Purpose:** We have to tell the purpose of coming in front of the audience. We can say I have come here to tell you about myself.
- **Name:** Here you talk about your name.... To grab the eye of the audience, you have got to present your name differently. If you know you can tell the meaning of your name or nay famous celebrity along with your name.
- **Father's Name:** Here you have to say concerning your father's name. begin your father's name as Mr. or Prof. or Dr.
- **Family:** It's a good chance to inform about your family, therefore tell the small print what you want to talk about them.
- **Profession:** Talk about your profession what you're doing at the moment.
- **Location:** Talk about your present location, wherever you're staying and if you would like you can also tell with whom you're living. You can also talk about your native place. It is better to describe about or talk about your place which is famous for.
- **Hobbies/Habits:** Hobbies means what you like in your leisure and habit means your regular activities. This part talks about your nature and your lifestyle, be careful while telling this.
- **Life Aim:** Talk about what is your aim in life, it will be good if your aim is high. You must think high and reach high.
- **Achievements:** Talk about what you achieve up to now, minimum it is good to talk about three achievements and maximum five. Though achievements are small, tell them it shows your confidence but don't say I don't have any achievements.
- **Favourite Person's or Ideal:** It is good to say about your ideal persons.
- **Favourite movies, things, colour, places etc.:** if you want to tell your favourites, which tell about your tastes and preferences to others.
- **Your Strengths and Weakness:** You can talk about your strengths and weaknesses. Make sure your weakness should not be absurd or incorrigible.
- **People you like and dislike:** You have to tell what kind people you like or what kind of people you dislike. Any turning point in your life How are you different from others
- **Conclusion:** In conclusion offer a memorable answer on the question the listeners probably will have when they have listened to your public speaking speech. Tell how this aspect of your life makes you what you are and who you are. It will be perfect ending to your self –introduction.
- **Finally say thank you.**
You will have to maintain your speech according to the time, generally 3 minutes and you must make the speech depending on the section of people you are giving the speech and what you want to reveal about yourself.

Improving self-introduction

There are a few things that you can do that helps in making your self-introduction better:

- **Listen to what you are saying to yourself:** Notice what your inner voice is saying. Take some time to listen and even write down what you are thinking.
- **Monitor your self-talk:** Analyse that your self-talk is more positive than negative.
- **Change your introduction:** counter your negative thoughts with positive ones. Avoid speaking negative and try to look for things that might add a better spin to a tough situation

7.5.3 Our Duties and Responsibilities

There are certain duties which are laid by the Constitution of India. These duties are very to be fulfilled by every citizen of India. These are as follows:

- To bear by the Constitution and respect its ideals and establishments, the national flag and also the national anthem.
- To encourage and respect the noble ideals that galvanized our national struggle for freedom.
- To uphold and protect the sovereignty, unity and integrity of Republic of India.
- To defend the country and render national service once called upon to do so.
- To promote harmony and also the spirit of respect amongst all the people of the Republic of India transcending religious, linguistic and regional diversities.
- To forbid practices derogative to the dignity of ladies.
- To preserve the rich and diversified heritage of our culture.
- To conserve the natural surroundings like forests, lakes, rivers and wild life, and to have compassion for living creatures.
- To develop the scientific temper, humanism and the spirit of inquiry and reform.
- To safeguard public property and to retract violence.
- To try towards excellence altogether spheres of individual and collective activity so that the nation perpetually rises to higher levels of endeavour and accomplishment.

These need to be followed by every citizen of India for development of the country.

7.5.4. Cooperation

The process of groups of organisms working or acting together for their mutual benefit is called cooperation. Cooperation among family members, friends and peers is very common and healthy. It is the backbone of any society.

Family cooperation provides an avenue for a family to come closer. It increases coping skills and decision making. Some steps to promote family cooperation are:

- **Plan things together:** It calls for negotiation and compromise and teaches everyone to be more tolerant and considerable to other's viewpoint.

- **Share responsibilities:** Diving up necessary household responsibilities can be a good exercise in family cooperation.

Peer support occurs once individuals give knowledge, experience, and emotional, social or sensible help to each other. It's a distinct state of social support in this the source of support may be a peer an individual who is analogous in ways to the recipient of the support.

The effective peer support can be in form of:

- **Social Support:** In form of positive psychological interactions with others with whom there is mutual trust and concern.
- **Experiential Knowledge:** contributes to solve problems and improve quality of life.
- **Emotional support:** Esteem, attachment and reassurance
- **Instrumental Support:** Product and services. How to be a cooperative person: For being a cooperative person following things needs to be done:
 - Listen carefully to others and make sure you perceive what they're expressing.
 - Share when you have something those others would really like to have.
 - Take Turns once there's something those no-one desires to do, or when more than one person desires to do a similar factor.
 - Compromise when you have a significant conflict.
 - Do your part the very best that you just probably can. This can inspire others to do the same.
 - Show appreciation to people for what they contribute.
 - Encourage people to do their best.
 - Make people needed. Working together may be a lot more fun that manner.
 - Don't isolate or exclude anyone. Everyone has something valuable to offer, and nobody likes being omitted.

UNIT 7.6: Group Interactions

Unit Objectives



At the end of this unit, participants will be able to:

1. Participate in group discussions in the class
2. Give speech in the public
3. Understand the importance of team building and teamwork

7.6.1 Group Interaction

Every day we tend to meet with teams of individuals socially and professionally. However, we interact to play a big role in the impressions we tend to produce. Interaction that happens whereas a group completes a cooperative task describes how the group works. For a successful and positive group interaction these steps need to be followed:

- Put your mobile phone away or place in silent mode.
- Greet everyone.
- Be friendly with everyone in the group.
- Show an interest in others by paying someone a compliment and listen carefully to what is being discussed.
- Be proactive and introduce yourself to others in the group.
- Sit up straight. Poor body posture is an indication of low self-esteem.
- Focus your attention on the person talking.
- Don't discount anyone's comment. Remember everyone is different and have different the ability to think.
- Think before you speak. Don't be too quick to jump into the conversation.
- Be a respect listener and observer.
- Include everyone when talking. Be sure to share eye contact with each person in the group.
- Unless there is a clear indication don't change the topic. Otherwise, it will make people feel you are not interested in the topic.
- Don't start or participate in a side conversation. Don't allow their mistake to prevent you from being a good listener.
- Make sure to smile shake hands and embrace and use each person's name when conversation and the person's name when the discussion is over.

Everything you are doing in a group setting makes an effect on everybody in the group. Don't ever suppose something doesn't matter. Everything matters. Take every chance to take part in informal and formal group interactions. Begin by creating small contributions to discussion, prepare an issue to raise or accept as true with another person's remark. Ask for other person's opinion.

7.6.2. Importance of Group Interactions

As participant group interactions is important as:

- It helps you to get a subject more deeply
- It improves your strength to think positively
- It helps in solving a serious issue
- It helps the team to go on a final decision
- It provides you the chance to listen to others' ideas
- It improves your listening skills
- It increases your confidence in communications
- It can change your behaviour

As a moderator a group interaction helps in:

- Understanding member interpersonal skills
- Identifying if a member can work in a team
- Understanding one's behaviour
- Selecting a perspective member in a perspective methodology

Dos and Don'ts of Group Interaction

Do's	Don't
<ul style="list-style-type: none"> • Speak pleasantly and in a well-mannered way to the group 	<ul style="list-style-type: none"> • Lose your temper. A discussion isn't an argument
<ul style="list-style-type: none"> • Respect the contribution of each speaker 	<ul style="list-style-type: none"> • Shout. Use a moderate tone and medium pitch
<ul style="list-style-type: none"> • Remember that a discussion isn't AN argument. Learn to disagree in a well-mannered way 	<ul style="list-style-type: none"> • Use too several gestures when you speak. Gestures like finger pointing and table thumping will appear aggressive
<ul style="list-style-type: none"> • Think about your contribution before you speak. How best can you answer the question/ contribute to the topic? 	<ul style="list-style-type: none"> • Dominate the discussion. Confident speakers ought to enable quieter students an opportunity to contribute
<ul style="list-style-type: none"> • Try to follow the discussion topic. do not introduce tangential information 	<ul style="list-style-type: none"> • Draw too much on personal experience or anecdote. Although some tutors encourage students to reflect on their own expertise, keep in mind to not generalize an excessive amount of.
<ul style="list-style-type: none"> • Be aware of your visual communication when you are speaking 	
<ul style="list-style-type: none"> • Agree with and acknowledge what you find fascinating 	<ul style="list-style-type: none"> • Interrupt. Wait for a speaker to complete before you speak

7.6.3. Team Work

Team work is a critical part of professional life. They can have a big impact on:

- The profitability of an organisation.
- People enjoy their work.
- Staff retention rates.
- Team and individual performance.
- Company reputation.

Importance of Team Building

Team building activities not only boost morale of the team members, but it can also increase the success rate of the teams. Team building is an important activity as it:

- **Facilitates better communication:** Activities that create discussion results in open communication among the employees, and among employees and management. This improves office environment also the quality of work.
- **Motivates employees:** The more comfortable team members are to share their ideas and opinions, the more confident they will be. This motivates them to take on new projects or challenges.
- **Promotes creativity:** Working closely with other team members increase creativity and promotes new ideas.
- **Develops problem-solving skills:** Team building activities that require team members to work closely to solve problems improves the ability to think rationally and logically. Teams that determine when a problem arises and knows the solution can work better when a real problem occurs.
- **Breaks the barrier:** Team building increases trust among workers.

Do and Don'ts of working in a Team:

- **Don't argue in public:** if you have a disagreement with someone in the team find a neutral place to discuss the situation.
- **Do encourage each other:** when things get tough the tough get going. Contribute to the team in trying situation.
- **Don't talk behind the backs:** if you have trouble with some team members don't share with others. Go directly to the person in a kind and compassionate manner and share what is in your mind.
- **Do lend a hand:** if a team member is asking for help don't hesitate in helping him.
- **Don't be the weakest link:** Live up to your responsibilities, meet team expectations and communicate effectively in the team.
- **Give and receive feedback:** As a part of growing team give and receive feedback respectfully and graciously.

UNIT 7.7: Time Management

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the importance of time management
2. Develop time management skills

7.7.1. Time Management

Time management is the process of planning and practicing control over the time given to a specific task, especially to increase effectiveness, efficiency, and productivity. It is an activity with the goal to increase the overall advantage of a set of activities within the limited condition of a limited time.

Some effective time management

- Delegate tasks
- Identify time wasters
- Combine activities – Plan for them
- Break down big tasks down to the smallest task possible
- Accomplish them one by one
- At the end of the day conduct a simple analysis to see which activity took time

7.7.2 Time Robbers

Time robbers are those activities which create interruption at the workplace. These activities create a deviation from the objectives which needs to be achieved. Time Robbers could be:

- Poor personal planning and scheduling
- Interruptions by people without appointments
- Poor delegation
- Poor use of the media: Telephone, Mobile, e-mail, and fax, etc.
- Reading junk mail
- Lack of concern for good time management
- Lack of clear priorities

The Time Robbers can be avoided by:

- Be active all the time
- Develop and maintain an organized personal activity schedule
- Set your priorities
- Proper delegation
- Utilize modern technical media

UNIT 7.8: Resume Preparation

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the importance of resume
2. Learn how to prepare a resume

7.8.1 Introduction

A resume is a self-declaration which once done properly shows how an individual's skills, experience and achievements match the need of the work that they wish to get. The sole purpose of resume is one to win an interview. It convinces the future employer what he wants from the prospective employee in new career or position. It also establishes an individual as a professional person with high standards and excellent writing skills based on the fact that his resume is written well. It also helps you clarify your direction, qualifications and strengths, boost your confidence or to start out the process of committing to a job or a career modification.

One must know about a resume that:

- Your resume is an instrument to get you an interview but not a job
- Employer will be screening your resume for just 15-20 seconds. That's the time your resume will make an impact on employer

There are different sections on the resume in the same order as mentioned under:

Section	What is the employer looking for
Header	Your identity and to contact you
Objective	To check if their requirement and your objective match
Education	To check if you have the basic qualification for the job/internship you are applying for
Practical Experience/ projects	To see if you have done anything that reflects your potential capability. Also to see how different you are from your peers
Skills	How equipped you are in terms of your personality traits as well as occupational skills
Interests	Professional aspects apart, how meaningful are your life?
Other	Is there else significant and relevant you want to showcase, that will add value to your resume

Preparation work and important tips

Before you start preparing your resume make sure to follow the checklist:

- Educational documents from class ten onwards to calculate scores
- Make list of all things that you need to add to your resume. Like internships, projects, part time jobs, extracurricular activities, sports, training, skills, interests etc. the list doesn't need to be complete, you'll always add to the list as you go.

Before preparing resume always remember:

- Every point in your resume should be specific and must be supported by several factual information.
- Use action verbs in all your points. They catch attention immediately and make your sentences clear.
- Use bullets not paragraphs.
- Do not mention your responsibilities mention what you have accomplished.
- A common mistake we make while constructing the resume is to copy the format from our friends resume and built it based on that.

Resume Header

Purpose: You must provide some information about yourself, so that the employer can reach you.

Mandatory fields include: Name, current address, email id, phone number, and date of birth. Your name should be written in bigger font.

Do Not:

- Include your photo
- Write RESUME as heading to the file
- Give details like family information, marital status, etc.
- Add these details to the bottom of your resume or occupy more space to fill up these details

Framing the Objective

Purpose: To convey the employer what goals you have. The focus should be towards getting a particular position in a specific industry.

Always remember: Your objective should include the following:

- Position wanted
- Functional area
- Industry wanted
- Be specific and restrict it to minimum words.
- Your objective should be different to each role you apply to
- While writing the objective, keep the employer's requirement in mind. The objective is not what you desire from the company, it's about company's need.

Education

The next session in your resume is to highlight your educational qualifications.

Purpose: For the employer to know whether you have basic qualification for the job for which you are applying or not.

Always Remember:

- To write all educational qualifications from class 10 to highest education.
- For class 10 and 12 – include school/college name, Board, Stream/Specialization (If any), year of study, Marks.
- For undergraduate – include College name, University name, Degree and Specialization, year of study.
- Write all your qualifications in reverse chronological order, i.e. the latest qualification on top.
- You may write the educational qualifications in a tabular format or in a simple one after the other order.

Projects and Internships

The next part of your resume includes the hands-on work that you have done, like projects, internships, in-plant training, part time jobs, volunteering, starting up a company and other initiatives. The number and the nature of initiatives taken define whether to keep one heading or detail them under different headings.

Purpose: This is a mandatory part of a resume, as your hands on work and the initiatives you have taken apart from your curriculum in what will reflect your real strength as well as separate your resume from your peers.

Remember:

- The heading should be – title / project name, role, company/organisation name, -2 lines description about
- The specific time period.
- Time period is must.
- The entries under each heading must be in reverse chronological order.
- Be very specific on what you have accomplished. Add numbers and facts wherever possible.

Do Not:

- Do not write simple statements. It does not give employer a clear picture of the work you have done. Thus, the employer can assume that you have done an internship for the certificate.

Skills

Heading: You can have multiple headings under skills. Common heading can include:

- **Soft Skills:** must include, they showcase your personality traits.
- **Core occupational skills:** Optional include if you possess any core skills. These are skills you possess relevant to the role you are applying for.
- **IT Skills:** Optional, suggestive to include if you are applying for IT/software related roles.

Remember:

- List your skill and add a point which supports your skill the best.
- Make specific points. Add numbers and facts wherever possible.

- Pick only three to four soft skills that describes you the best.
- Dig your past to discover the best of these skills you possess and the best example you can quote to support it.

Interests

In this section of your resume carefully choose which of interests you want to showcase on your resume so that they can make your life seem meaningful.

The interests you showcase talk about your character. These interests frequently come up as a subject of discussions during the interviews; therefore, sagely choose what to show.

Remember:

- List interests which are meaningful and display some learning.
- Support the interest you have listed
- Make points specific and add supporting fact to it.
- Do not just list random cluster of interests like adventure, guitar, reading, environment
- Never include interests like partying, watching movies etc. they create wrong impression.

References

Give References

The very last thing on your resume ought to be a list of 2-4 professional references. These are all those who you're not related to, but whom you have handled in a professional manner. You would possibly think about previous leader, faculty member or volunteer coordinator to include on your reference page.

- Include the name of the reference, their relationship to you, mailing address, e mail and telephone number.
- The place you're applying to could contact these people, therefore always call them in advance to allow them to understand that you are using them for a reference and are presently applying for a job.

Points to Remember

- Make sure that the length of your resume doesn't exceed a pair of pages
- Does a thorough recheck and confirm there are fully no errors in your resume. No grammatical errors, no spelling mistakes, no punctuation errors
- Run through your resume time and again for to create enhancements and phrasing sentences better
- Choose a professional font in a size eleven or twelve. You can use multiple fonts for different elements of resume but try to limit it most of two fonts. Instead changing between fonts, strive creating specific sections bold or italicized instead
- The font size of your header and the introduction to a part may be a size fourteen or sixteen
- Your text should be printed in solid black ink. Ensure to deactivate any hyperlinks so that they don't print in blue or other contrastive colour
- Your page ought to have one inch margin all the way around with 1.5- or 2-point line spacing. The body of your resume ought to align left and your header should be centred at the top of the page

UNIT 7.9: Interview Preparation

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the procedure of interview
2. Go through mock interviews
3. Understand how to present them during an interview
4. Motivated to work after the training period is over

7.9.1 Interview

An interview is a conversation between two or more individuals (the interviewer(s) and the interviewee) where queries are asked by the interviewer to get information from the interviewee. An interview is the first and last hurdle you need to cross in order to get employment.

Common Types of Interviews

Traditional HR Interview: Most of the interviews are face to face interviews. The most traditional is a one-to-one conversation with the Human Resources Executive where the candidate's focus should be on the person asking question. You are advised to maintain good eye contact, listen keenly and answer promptly.

Panel Interview: In this situation, there is more than one interviewer. A panel ranging from two to ten members may conduct this part of the selection process. This is an ideal chance for you to display group management and group presentation skills.

Technical interview: The objective of this interview is to basically evaluate technical knowledge. Majority of the questions will be based on the skills sets mentioned in the candidate's resume.

Telephonic Interview: Telephonic interviews are used for initial screening of candidates who live far away from the job site.

Before going for an interview, it is important to have clarity of the role you are applying for. It's also important that for you to know where you are applying and whom will you be talking to. Your answers should tell the employer that you are the match they are looking for.

This requires you to do small research on the following fields:

- Company and Field
- Job Description
- Yourself (Skills, Values, and Interests)
- Resume (Experience)

If you were an employer, you would have chosen a person who is sure of himself, calm and confident. So, it's important that you are:

- Confident
- Relaxed
- Sure, of yourself
- Prepared
- Before, during and after the interview, it is important for you to be prepared.
- Dress Professionally

It is important that you dress professionally. It is a proven fact that the way we dress makes a huge difference in the way we are perceived. 90% of the way you communicate with other people is through body language (gestures, expressions, etc.) and the first Impression we make. It is very simple to make a great first impression.

For a good first impression it is important those we:

- Smell good
- Have a professional appearance
- Pay attention to your grooming
- Make eye contact
- Know what and how you speak
- Our overall personality contributes to our complete perception.

How to dress for Interview

Men	Women
Long-sleeved buttoned shirt (clean and pressed)	Conservative pump, no stilettos
Dark shoes (cleaned and polished) and dark socks	Jewellery -One set of earrings (preferably knobs)
Get a haircut (short hair is always best)	No bangles
No Jewellery (chains, earrings, piercing)	Minimal use of makeup
No beards or Tattoos	

7.9.2 During the Interview

- Be confident, not arrogant
- Sell yourself - Keep your energy up
- Maintain your posture
- Be positive, don't complain
- Know your resume and accomplishments

It isn't sufficient to have ideas. They must be expressed effectively in the interview. The parameters that the candidates are assessed on during the interview are very simple. These are the parameters that this training program has prepared you for.

7.9.3 Active Listening

- Clarity on ideas and expressions
- Correct language
- Good body language
- Fluency
- Ideas should be expressed fluently in the right tone, right voice, and right articulation



8. First Aid and CPR

Unit 8.1 – First Aid and CPR



Key Learning Outcomes



At the end of the module, participants will be able to:

1. Identify different methods of first aid
2. Perform first aid
3. Understand CPR
4. Perform CPR in case of emergency

UNIT 8.1: First Aid and CPR

Unit Objectives

At the end of this unit, participants will be able to:

1. Apply first aid on an injured person
2. Understand the procedures of doing CPR

8.1.1 First Aid

First aid is the help given to any individual suffering from an unforeseen illness or injury, with care provided to preserve life, stop the condition from worsening, and/or promote recovery. It includes initial intervention during a serious condition before skilled medical help being accessible, like performing CPR while waiting for the ambulance, also because the complete treatment of minor conditions, such as applying a plaster to a cut. First aid is usually performed by the layman, with many of us trained in providing basic levels of first aid, and others willing to try and do thus from acquired information. Mental health first aid is an extension of the idea of first aid to cover mental health.

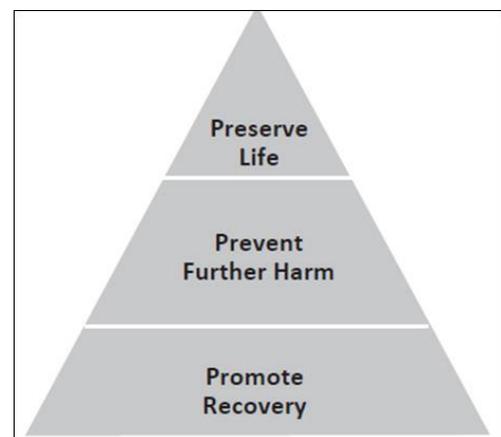


Fig 8.1.1: First aid objective pyramid

There are many situations which may require first aid, and many countries have legislation, regulation, or guidance which specifies a minimum level of first aid provision in certain circumstances. This can embrace specific coaching or equipment to be obtainable within the work area (such as an Automated External Defibrillator), the availability of specialist first aid cover at public gatherings, or necessary first aid coaching among learning institutes. First aid, however, doesn't essentially need any specific equipment or previous information, and may involve improvisation with materials offered at the time, usually by undisciplined persons.

Vital Signs	Good	Poor
Heartbeat	60-100 beats per minute	<60 or >100 per minute
Respiration	14-16 breaths per minute	<14 breaths per minute
Skin	warm, pink, dry	cool, pale, moist
Consciousness	alert, oriented	drowsy or unconscious

Awareness	Assessment	Action	Aftercare
Observe	Assess what is required to be done	Do what you can	Once you have assisted the victim, stay with him/her till expert care arrives
Stop to help	Ask yourself 'Can I do it?'	Call for expert medical help	
		Take care of your and the bystander's safety	

While delivering First Aid always remember:

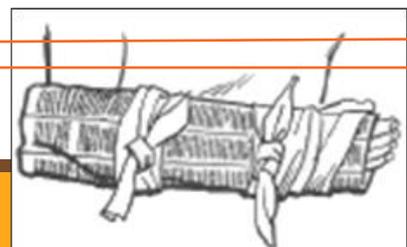
- Prevent deterioration
- Act swiftly, deliberately, and confidently
- Golden Hour – First 60 minutes following an accident
- Platinum Period – First 15 minutes following an accident
- Prevent shock and choking
- Stop bleeding
- Loosen victim’s clothes
- Regulate respiratory system
- Avoid crowding/over-crowding
- Arrange to take victim to safe place/hospital
- Attend to emergencies first with ease and without fear
- Do not overdo. Remember that the person giving first aid is not a doctor

Injury	Symptom	Do's	Don'ts
Fracture	<ul style="list-style-type: none"> • Pain • Swelling • Visible bone 	<ul style="list-style-type: none"> • Immobilise the affected part • Stabilise the affected part • Use a cloth as a sling • Use board as a sling • Carefully Transfer the victim on a stretcher 	<ul style="list-style-type: none"> • Do not move the affected part • Do not wash or probe the injured area
Burns (see degrees of Burn table)	<ul style="list-style-type: none"> • Redness of skin • Blistered skin • Injury marks • Headache/seizures 	<ul style="list-style-type: none"> • In case of electrical burn, cut-off the power supply • In case of fire, put out fire with blanket/coat • Use water to douse the flames • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not pull off any clothing stuck to the burnt skin • Do not place ice on the burn • Do not use cotton to cover the burn

Bleeding	<ul style="list-style-type: none"> • Bruises • Visible blood loss from body • Coughing blood • Wound/ injury marks • Unconsciousness due to blood loss • Dizziness • Pale skin 	<ul style="list-style-type: none"> • Check victim's breathing • Elevate the wound above heart level • Apply direct pressure to the wound with a clean cloth or hands • Remove any visible objects from the wounds • Apply bandage once the bleeding stops 	<ul style="list-style-type: none"> • Do not clean the wound from out to in direction • Do not apply too much pressure (not more than 15 mins) • Do not give water to the victim
Heat Stroke/Sun Stoke	<ul style="list-style-type: none"> • High body temperature • Headache • Hot and dry skin • Nausea/Vomiting • Unconsciousness 	<ul style="list-style-type: none"> • Move the victim to a cool, shaded place • Wet the victim's skin with a sponge • If possible apply ice packs to victim's neck, back and armpits • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not let people crowd around the victim • Do not give any hot drinks to the victim
Unconsciousness	<ul style="list-style-type: none"> • No movement of limbs • No verbal response or gestures • Pale skin 	<ul style="list-style-type: none"> • Loosen clothing around neck, waist and chest • Check for breathing • Place the victim's legs above the level of heart • If victim is not breathing, perform CPR 	<ul style="list-style-type: none"> • Do not throw water or slap the victim • Do not force feed anything • Do not raise the head high as it may block the airway

1st Degree Burn	2nd Degree Burn	3rd Degree Burn	4th Degree Burn
Will recover it in a few days.	Serious but recovers in few weeks.	Very Serious and will require skin grafting.	Extremely Serious and requires many years with repeated plastic surgery and skin grafting, is life-threatening.
Action Required: Place under running water	Action Required: Place clean wet cloth over the burnt area	Action Required: Place clean dry cloth over the burnt area	Action Required: Leave open and prevent infection.

8.1.2 Splints and Aids of Torso



A splint can also be called a bandage that immobilizes a broken bone. Generally, this is often done by handling rigid objects like sticks or boards. For a few injuries, however, this is not attainable, and the alone possibility is to tie the broken limb to the body.

Splints

When applying a splint, don't commit to straighten the break. This may solely cause additional injury and additional pain. Instead, simply apply the splint to the break the way it is.

When using rigid material

Always use long enough items to reach the joints beyond the break.

For instance, once splinting a forearm, the fabric ought to be long enough to touch each the wrist joint and therefore the elbow. This helps keep the fabric in place and prevents an excessive amount of pressure from being applied to the wound.

- Always place cushioning between the rigid material and the body to stay the victim comfy. Tie knots between the rigid material and the body (in mid-air) once doable. This makes them easier to untie. If this can be impossible, tie knots over the rigid material
- To splint the forearm, surround the split with rigid material and snugly bandage it to the arm with wide cloth strips. A newspaper or magazine, curled into a "U" form, works alright

- Splint the wrist joint within the same approach. The whole forearm needs to be immobilized
- To splint the elbow, use enough rigid material to travel from the armpit to the hand.

The entire arm ought to be immobilized. Don't plan to straighten or bend the elbow; splint it in position

- To splint the upper leg, use long items of rigid material which will reach from the ankle joint to the armpit. On top of the hips, tie long straps round the torso to carry the top of the splint in place.
- To splint the lower leg, use rigid material long enough to travel from the knee to the foot. The foot ought to be immobilized and unable to turn. Make sure to use a lot of cushioning, particularly round the ankle.

Fig 8.1.2: Splinting arm



Fig 8.1.3: Splinting wrist

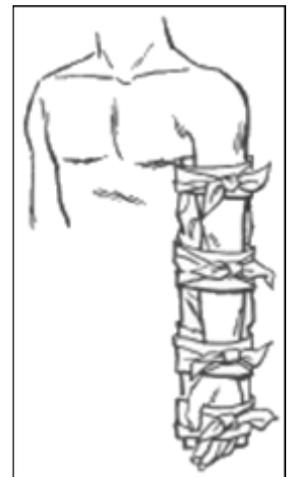


Fig 8.1.4: Splinting elbow

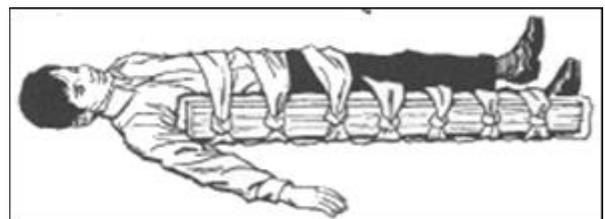


Fig 8.1.5: Splinting upper leg



Fig 8.1.6: Splinting lower leg

8.1.3CPR

Basic life support (BLS) is also a level of medical aid that is used for victims of life-threatening diseases or injuries until they'll be given full medical aid at a hospital.

First aid is as simple as first principle – airway, respiration and CPR (cardiopulmonary resuscitation). In any scenario, apply the DRSABCD Action plan.

DRSABCD stands for:

- **Danger:** Always check the danger to you, any bystanders and then the injured or sick person. Ensure you do not place yourself at risk once going to give assistance to of another person.
- **Responses:** Is the person conscious? Do they respond when you check with them, hold their hands or squeeze their shoulder?
- **Send for help:** Call ambulance
- **Airway:** Is the person's airway clear? Is that person breathing? If the person is responding, they're acutely aware and their airway is evident, assess how you'll be able to help them with any injury. If the person isn't responding and he is also unconscious, then you have to check their airway by opening their mouth and having a glance within. If their mouth is clear, tilt their head gently back (by lifting their chin) and check for respiration. If the mouth isn't clear, place the person on their side, open their mouth and clear the contents, then tilt the head back and check for respiration.
- **Breathing:** Check for respiratory by searching for chest movements (up and down). Listen by bringing your ear near to their mouth and nose. Check for respiratory by bringing your hand on the lower part of their chest. If the person is unconscious but breathing, flip them onto their side, delicately ensuring that you simply keep their head, neck and spine in alignment. Monitor their respiratory till you hand over to the ambulance officers.
- **CPR (cardiopulmonary resuscitation):** If an adult is unconscious and not breathing, ensure they're flat on their back and then place the heel of 1 hand within the centre of their chest and your alternative hand on top. Press down firmly and smoothly (compressing to at least one third of their chest depth) thirty times. Provide two breaths. To induce the breath in, tilt their head back gently by lifting their chin. Pinch their nostrils closed, place your open mouth firmly over their open mouth and blow firmly into their mouth. Keep going with the thirty compressions and 2 breaths at the speed of roughly five repeats in 2 minutes till you hand over to the ambulance officers or another trained person, or until the person you're resuscitating responds.
- **Defibrillator:** For unconscious adults who are not breathing, an automated external defibrillator (AED) is applied. An AED also called a machine that delivers an electric shock to cancel any irregular heart beat (arrhythmia), in an attempt to get the normal heart beating to re-establish itself. Please ensure that a trained person is there to apply the AED. If the person responds to defibrillation, turn them onto their side and tilt their head to maintain their airway



Fig 8.1.7: Basic life support chart

Airway

Once you have assessed the patient's level of consciousness, evaluate the patient's airway. Remember, if the patient is alert and talking, the airway is open. For a patient who is unresponsive, make sure that he or she is in a supine (face-up) position to effectively evaluate the airway. If the patient is face-down, you must roll the patient onto his or her back, taking care not to create or worsen an injury. If the patient is unresponsive and his or her airway is not open, you need to open the airway. Head-tilt/chin lift technique can be used to open the airway.

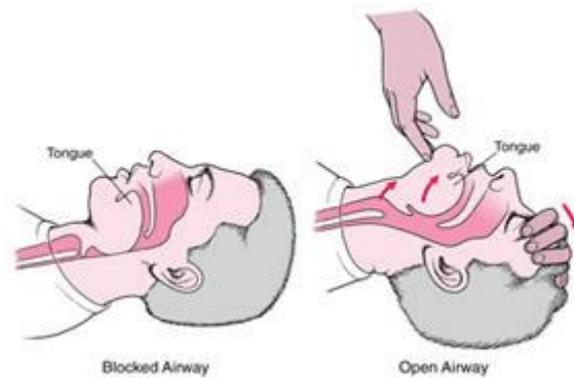


Fig 8.1.8: Blocked and open airway

Head-tilt/chin-lift technique

- To perform the head-tilt/chin lift technique on an adult:
- Press down on the forehead while pulling up on the bony part of the chin with 2 to 3 fingers of the opposite hand.
- Tilt the head past a neutral position to open the airway whereas avoiding hyperextension of the neck.

Cardiopulmonary resuscitation

Cardiopulmonary resuscitation circulates blood that contains oxygen to the very important organs of a patient in cardiac arrest once the heart and respiration have stopped. It includes chest compressions and ventilations also the use of an automatic external defibrillator.

Compressions: One part of CPR is chest compressions. To make sure optimal patient outcomes, high quality CPR should be performed. You'll guarantee high-quality CPR by providing high-quality chest compressions, ensuring that the:

- Patient is on a firm, flat surface to allow for adequate compression. In an exceedingly non-healthcare setting you might find it on the grounds, whereas in an exceedingly healthcare setting you may find it on a stretcher or bed.
- The chest is exposed to make sure correct hand placement and the ability to envision chest recoil.
- Hands are properly positioned with the heel of 1 hand within the centre of the chest on the lower 1/2 sternum with the opposite hand on top. Most rescuers realize that interlacing their fingers makes it easier to supply compressions while keeping the fingers off the chest.

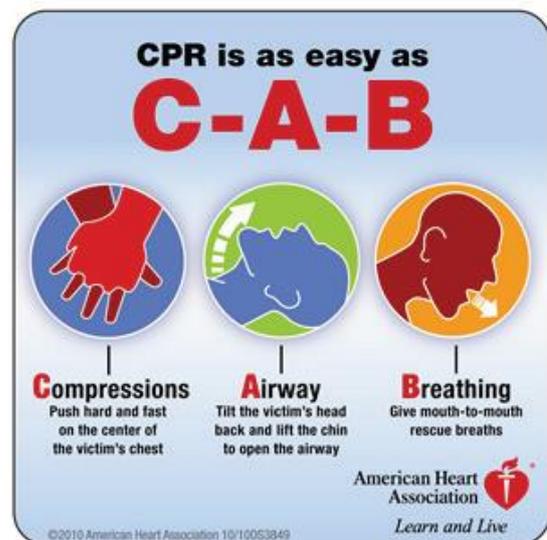


Fig 8.1.9: CPR chart

- Arms are as straight as attainable, with the shoulders directly over the hands to build up effective compressions. Lockup elbows can help maintain straight arms.
- Compressions are given at the proper rate of a minimum of a hundred per minute to a most of one hundred twenty per minute, and at the correct depth of a minimum of two inches for an adult to promote adequate circulation.
- The chest should be allowed to completely recoil between every compression to allow blood to flow back to the heart following the compression.
- For adult co-workers, CPR consists of thirty chest compressions followed by two ventilations.

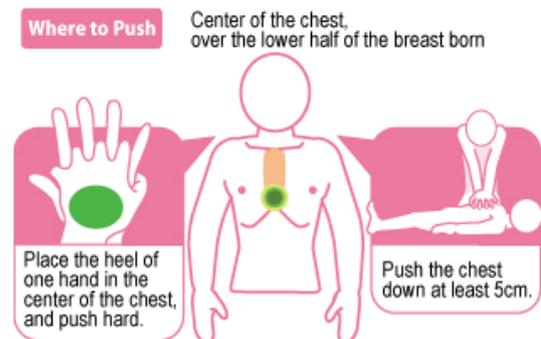


Fig 8.1.10: Doing CPR

Ventilations: Ventilations supply oxygen to a patient who is not breathing. One can give ventilation via several methods including:

Mouth-to-Mouth

- Open the airway past a neutral position with the help of the head-tilt/chin-lift technique.
- Pinch the nose shut and build a whole seal over the patient’s mouth along with your mouth.
- Provide ventilations by blowing into the patient’s mouth. Ventilations ought to be given one at a time. Take a break between breaths by breaking the seal slightly between ventilations and then taking a breath before re-sealing over the mouth.

Pocket mask

CPR respiration barriers, like pocket masks, produce a barrier between your mouth and also the patient’s mouth and nose. This barrier will help to guard you from contact with patient’s blood, vomits and saliva, and from breathing the air that the patient exhales.

- Assemble the mask and valve.
- Open the airway past the neutral position with the help of the head-tilt/chin-lift technique from the patient’s side when alone.
- Place the mask over the mouth and nose of the patient starting from the bridge of the nose, and then place the bottom of the mask below the mouth to the chin (the mask shouldn’t extend past the chin).
- Seal the mask by putting the “webbing” between your index finger and thumb on the top of the mask above the valve whereas putting your remaining fingers on the side of the patient’s face. along with your different hand (the hand nearest to the patient’s chest), place your thumb on the bottom of the mask while putting your bent index finger beneath the patient’s chin, lifting the face into the mask. Your bent index finger under the patient’s chin, lifting the face into the mask.

8.1.4 Performing CPR for an Adult

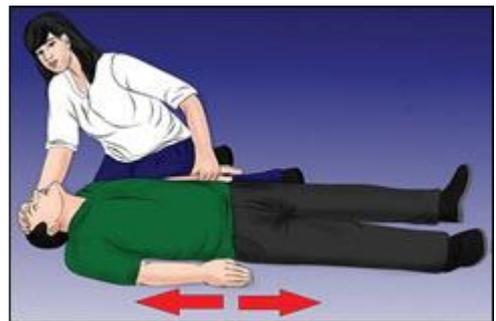
Step 1: Check the scene for immediate danger: Check that you're not putting yourself in harm's manner by administering the CPR to somebody unconscious. Do whatever you think is necessary to move yourself and the other person to safety.

Step 2: Assess the victim's consciousness: Gently tap on his or her shoulder and ask them "if they are, ok?" in a loud and clear voice. If he or she gives a positive response, then the CPR is not required. Instead, undertake basic first aid and take measures to prevent or treat shock, and assess whether or not does the victim needs emergency services. If the victim does not respond, continue with the subsequent steps.

Step 3: Do not check for a pulse: Unless you're a trained medical professional, odds are you'll spare too much valuable time to look for a pulse when you should be doing compressions.



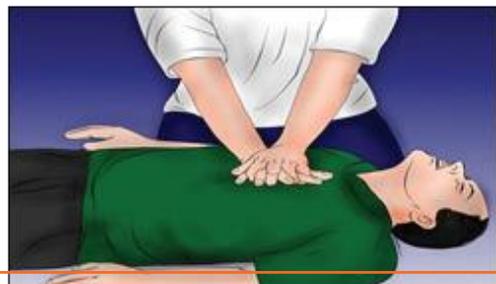
Step 4: Check for breathing: Check that the airway is not blocked. If the mouth is closed, press with your thumb and forefinger on both cheeks at the end of the teeth and then look inside. Remove any visible obstacle that is in your reach but never push your fingers inside too far. Place your ear near to the victim's nose and mouth and listen for slight breathing. If the victim is coughing or breathing normally then you don't have to perform CPR.



Step 5: Place the victim on his or her back: Make sure he or she is lying as flat as possible-this can stop injury while you're doing chest compressions. Tilt their head back by exploitation your palm against their forehead and a push against their chin.



Step 6: Place the heel of 1 hand on the victim's breastbone, a pair of finger-widths on top of the meeting space of the lower ribs, precisely within the middle of the chest.



Step 7: Place your second hand on top of the first hand, Palms down, interlock the fingers of the second hand between the first.



Step 8: Position your body directly over your hands, in order to straight your arms and somewhat rigid. Don't

flex the arms to push, however kind of lock your elbows, and use your upper body strength to push.

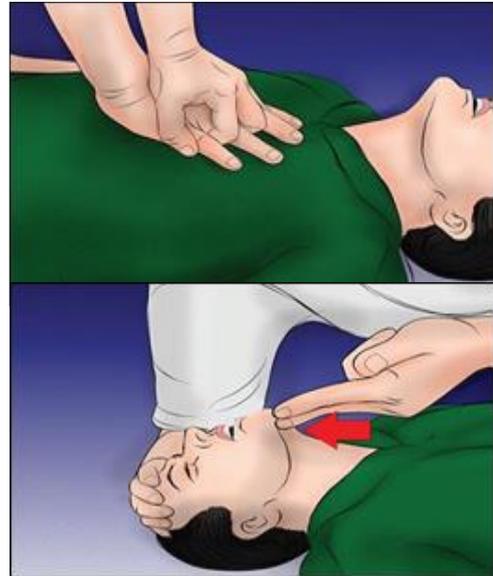
Step 9: Perform thirty chest compressions. Press down with each hand directly over the breastbone to perform a compression that helps the heartbeat. Chest compressions are a lot of crucial for correcting abnormal heart rhythms (ventricular fibrillation or pulse less ventricular tachycardia, heart rapidly quivering rather than beating). You ought to press down by about two inches (5 cm)

Step 10: Minimize pauses in chest compression that occur when dynamic suppliers or getting ready for a shock. Commit to limit interruptions to less than ten seconds.

Step 11: Make sure the airway is open. Place your hand on the victim's forehead and 2 fingers on their chin and tilt the head back to open the airway. If you find a neck injury, pull the jaw forward instead of lifting the chin. If jaw thrust fails to open the airway, do a careful head tilt and chin raise. If there are not any signs of life, place a respiratory barrier (if available) over the victim's mouth.

Step 12: Give 2 rescue breaths (optional). If you're trained in mouth-to-mouth resuscitation and totally assured, provide 2 rescue breaths once your thirty chest compressions are complete. If you've never done mouth-to-mouth resuscitation before, or you're trained however rusty, stick with solely chest compressions.

Step 13: Repeat the cycle of thirty chest compressions. If you're conjointly doing rescue breaths, keep doing a cycle of thirty chest compressions, and then a pair of rescue breaths; repeat the thirty compressions and a pair of a lot of breaths. You ought to do mouth-to-mouth resuscitation for two minutes (5 cycles of compressions to breaths) before spend time checking for signs of life.



8.1.5 CPR Using AED



Step 1: Use an AED (automated external defibrillator). If an AED is accessible within the premises, use it as soon as possible to jump-start the victim's heart. Ensure that



there aren't any puddles or standing water in the premises.

Step 2: Expose the victim's chest totally. Remove any metal necklaces or underwire bras. Check for any body piercings, or evidence that the victim includes a pacemaker or implantable cardioverter defibrillator (should be indicated by a medical bracelet) to avoid shocking too close to those spots. Confirm the chest is completely dry and the victim isn't in a puddle. Note that, if the person has a lot of chest hair, you ought to shave it, if possible. Some AED kits come with razors for this purpose.



Step 3: Attach the sticky pads with electrodes to the victim's chest. Follow the directions on the AED for placement. Move the pads at least one inch (2.5 cm) off from any metal piercings or implanted devices. Ensure that nobody is touching the person when you apply the shock.



Step 4: Press analyse on the AED machine. If a shock is required for the patient, the machine can notify you. If you do shock the victim, ensure nobody is touching him/her.



Step 5: Don't remove pads from the victim and resume CPR for another five cycles before using the AED again. Stick on adhesive electrode pads is meant to be left in place.

8.1.6 Chain of Survival

Chain of Survival could be a sequential process for providing treatment to victims of SCA outside of a hospital setting. Additional individuals will survive SCA if the subsequent steps occur in fast succession:

- Cardiac arrest is instantly identified, and the emergency response system is begun
- CPR is started with an emphasis on chest compression
- Rapid medical care could start
- Effective life support is started
- Integrated post-cardiac arrest care is given
- Quick execution every step is important because the possibilities of survival decrease 7 to 10 % with each passing minute.

8.1.7 Safety Signs at the Shop Floor

Health and safety signs

A sign informs and instructs about safety and health at work by means of a signboard, a colour, an illuminated sign or acoustic signal, a voice or hand signal. Some important signs which could be used at a shop are as below:



Prohibition sign



Electricity Danger



Exit sign



No Smoking



First Aid



Fire Extinguisher

Fig 8.1.10: Safety sign

Notes



Research and Create list of Keywords	Keywords for Search Engines	https://youtu.be/Xb-DXstOD2E	33	
	Keywords Search Volume	https://youtu.be/2UNuuCZhKTU	39	
	Keywords Optimization	https://blog.hubspot.com/marketing/seo-site-keyword-optimize-ht	46	
	Domain Authority Vs Page Authority	https://blog.hubspot.com/marketing/seo-site-keyword-optimize-ht	51	



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