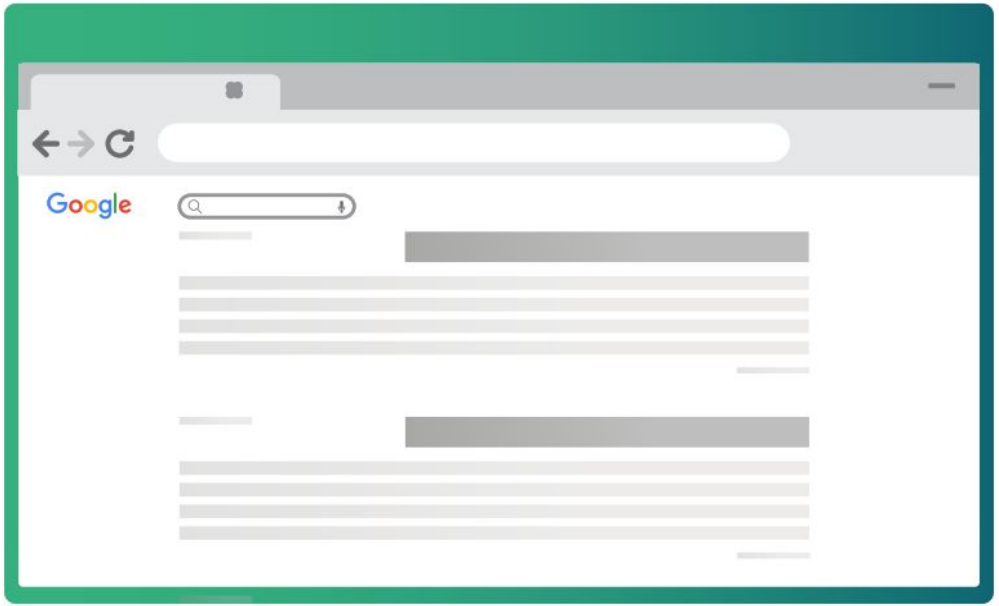
Purwadhika Digital Technology School | Skill Accelerator

SEARCH ENGINE OPTIMIZATION

Session 02 :
Keyword Research, SEO Contents & On-Page SEO

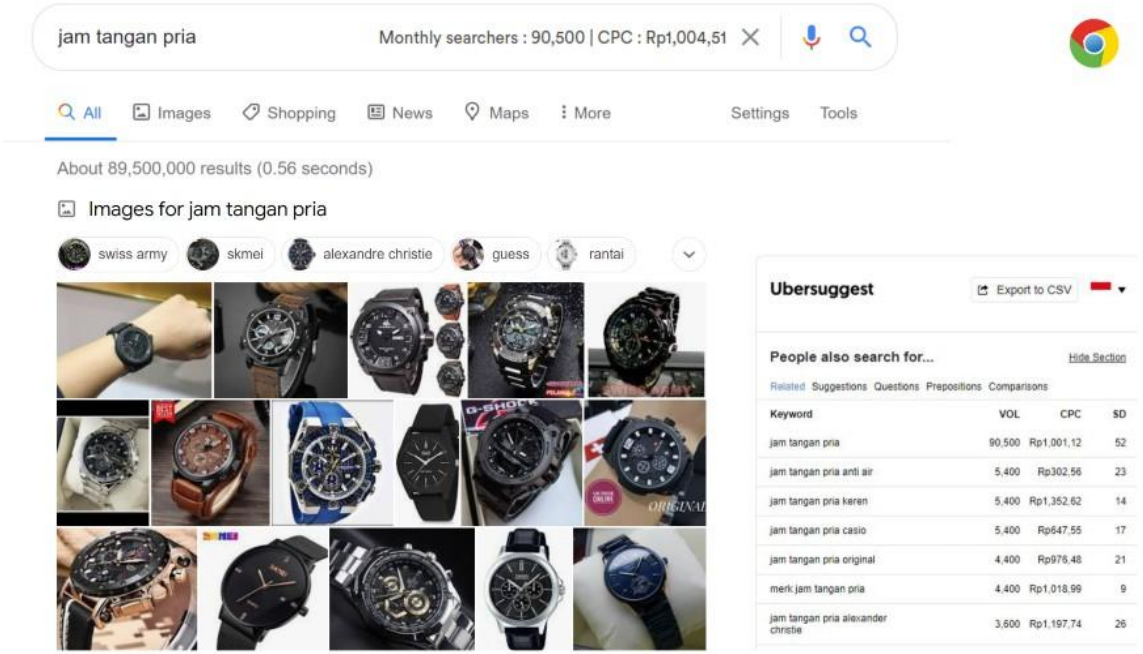
Skill Accelerator Bootcamp

Search Engine Result Page (SERP)



Search Engine Result Page (SERP) adalah halaman hasil pencarian Google berupa rangkuman dan ranking jawaban terbaik untuk sebuah query dari kata kunci.

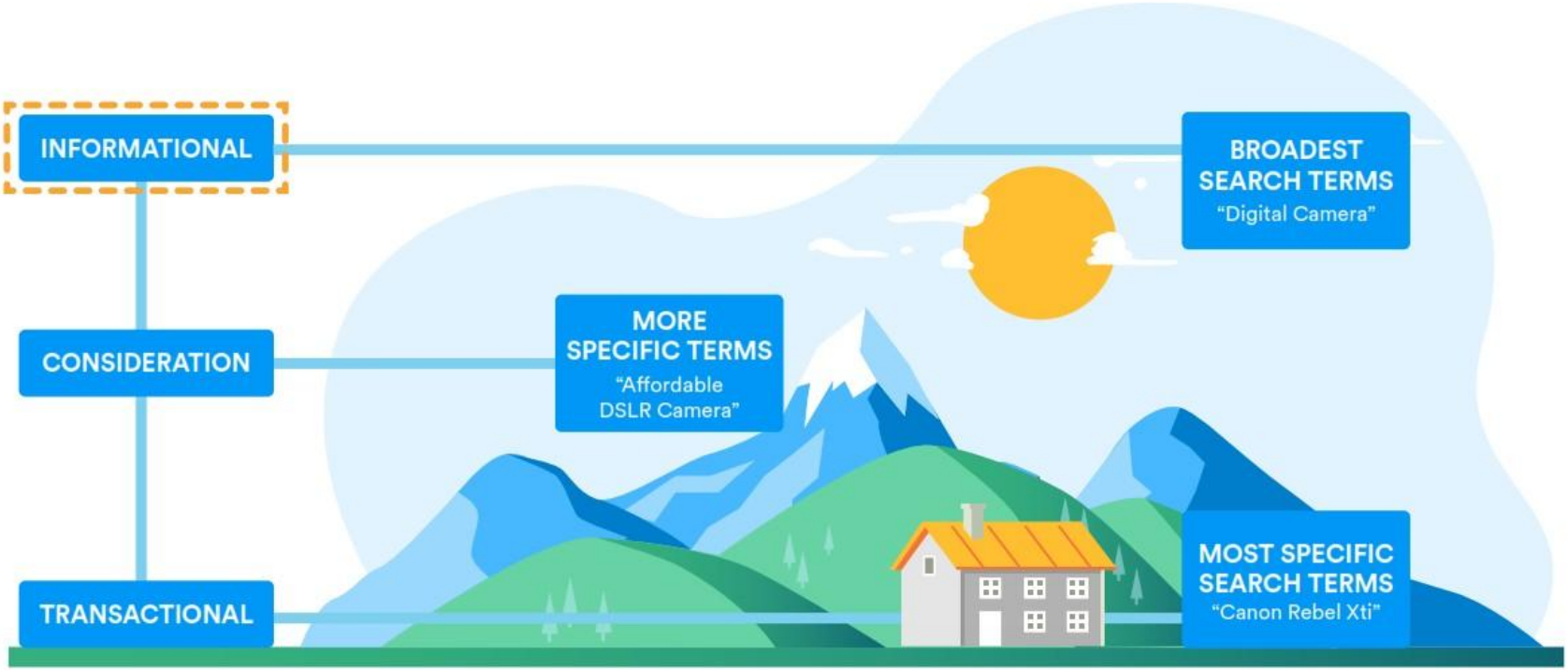
Search Engine Result Page (SERP)

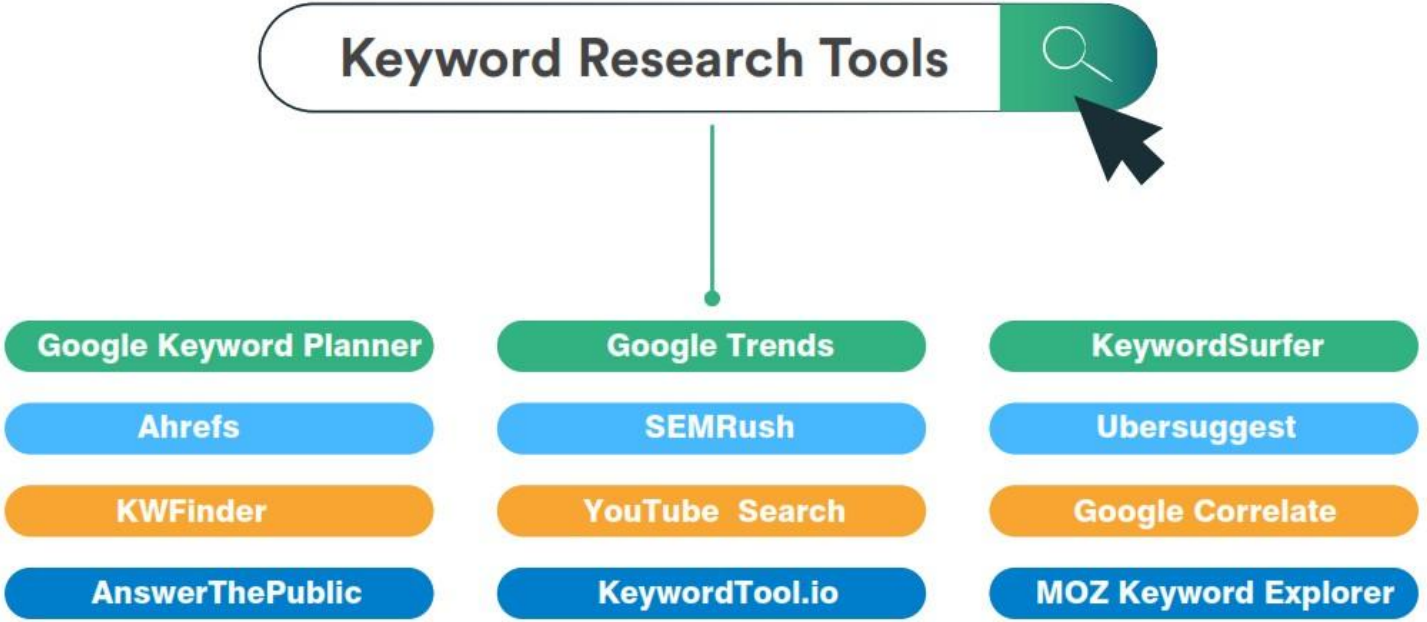


Seed Keywords

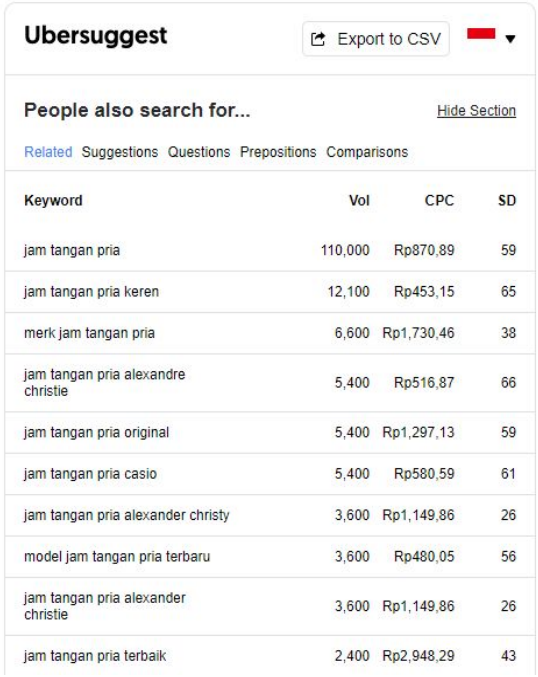
- What types of products are people searching for?
- Who is searching for these terms?
- When are people searching for these products?
- Are there seasonality trends throughout the year?
- How are people searching for these products?
- What words do they use?
- What questions do they ask?
- Are more searches performed on mobile devices?
- Why are people seeking these products?
- Where are potential customers located — locally, nationally, or internationally?

Keyword Intentions


INFORMATIONAL
CONSIDERATION
TRANSACTIONAL
BROADEST SEARCH TERMS
"Digital Camera"
MORE SPECIFIC TERMS
"Affordable DSLR Camera"
MOST SPECIFIC SEARCH TERMS
"Canon Rebel Xti"


Keyword Research Tools
Google Keyword Planner
Google Trends
KeywordSurfer
Ahrefs
SEMRush
Ubersuggest
KWFinder
YouTube Search
Google Correlate
AnswerThePublic
KeywordTool.io
MOZ Keyword Explorer

Keyword Research Tools



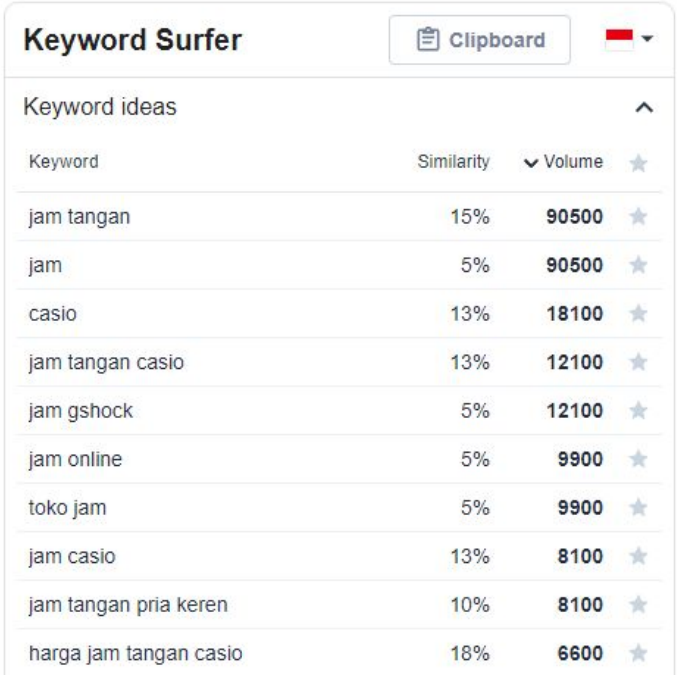
Ubersuggest

Export to CSV

People also search for... Hide Section

Related Suggestions Questions Prepositions Comparisons

Keyword	Vol	CPC	SD
jam tangan pria	110,000	Rp870,89	59
jam tangan pria keren	12,100	Rp453,15	65
merk jam tangan pria	6,600	Rp1,730,46	38
jam tangan pria alexandre christie	5,400	Rp516,87	66
jam tangan pria original	5,400	Rp1,297,13	59
jam tangan pria casio	5,400	Rp580,59	61
jam tangan pria alexander christy	3,600	Rp1,149,86	26
model jam tangan pria terbaru	3,600	Rp480,05	56
jam tangan pria alexander christie	3,600	Rp1,149,86	26
jam tangan pria terbaik	2,400	Rp2,948,29	43



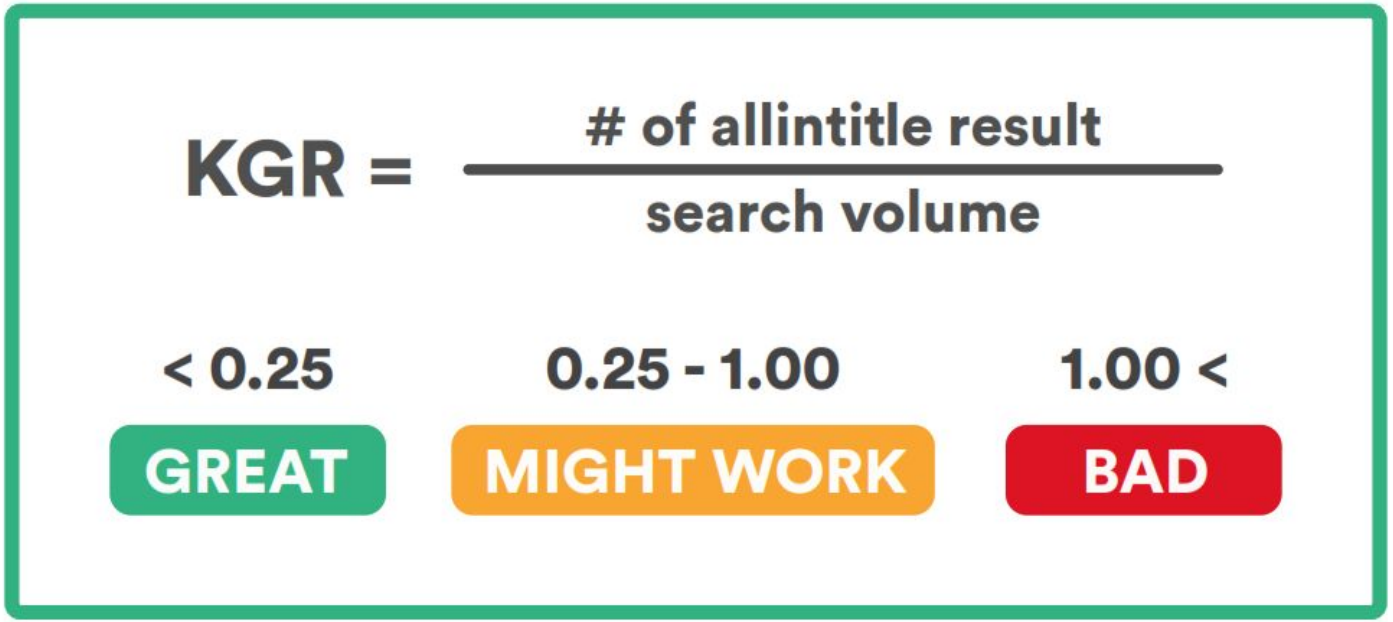
Keyword Surfer

Clipboard

Keyword ideas

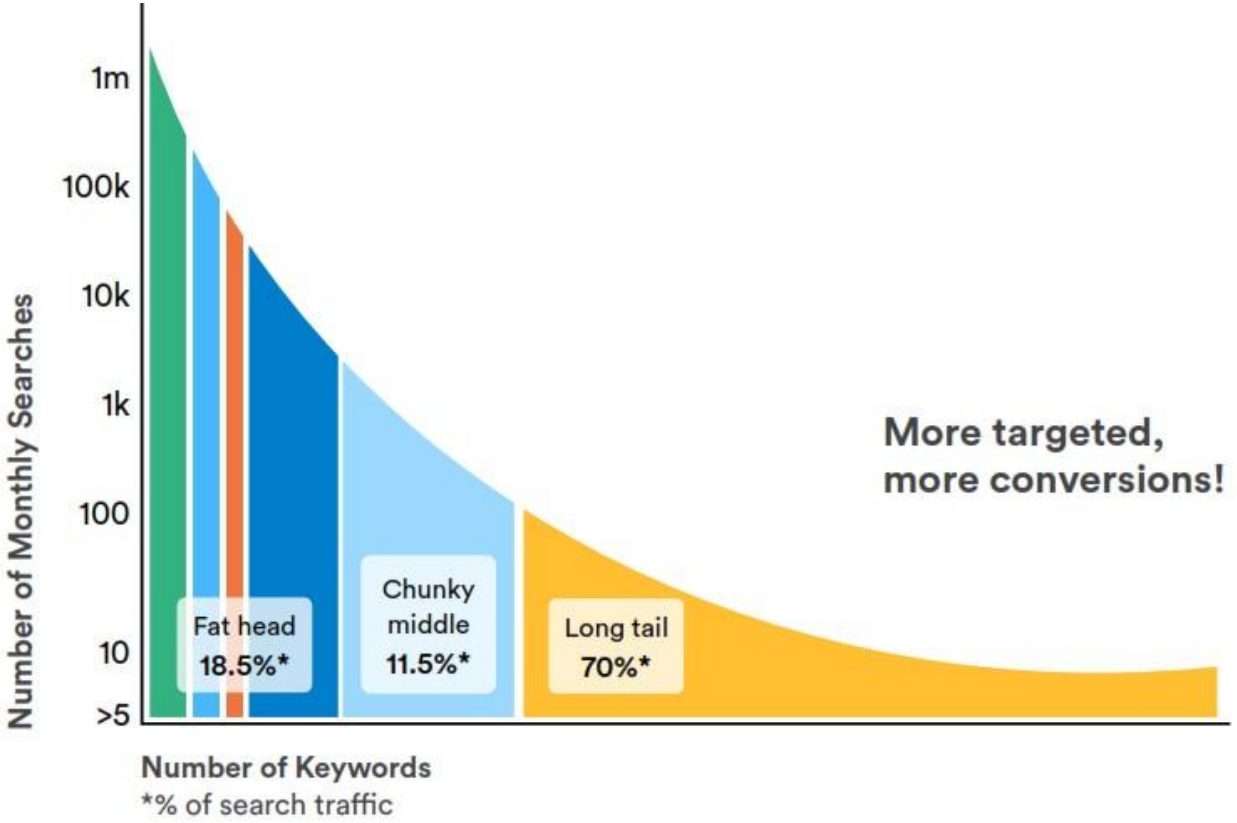
Keyword	Similarity	Volume
jam tangan	15%	90500
jam	5%	90500
casio	13%	18100
jam tangan casio	13%	12100
jam gshock	5%	12100
jam online	5%	9900
toko jam	5%	9900
jam casio	13%	8100
jam tangan pria keren	10%	8100
harga jam tangan casio	18%	6600

Keyword Golden Ratio



Temukan the golden keywords dengan volume yang cukup (min 1000) dan persaingan SERP rendah (<30).

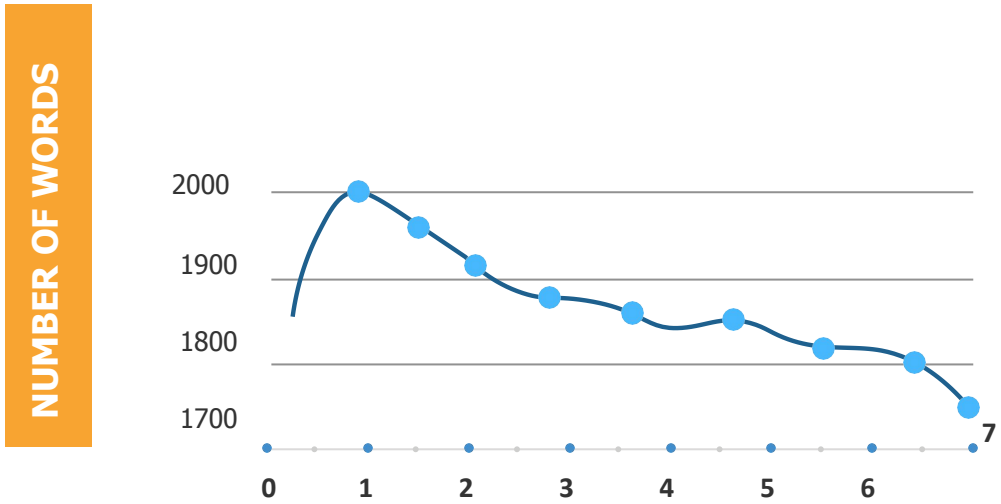
The Search Demand Curve



Good SEO Contents

Good SEO Contents

Aim for at least 1900 words for every piece of content that you publish.



Skyscraper Contents

Link Magnets

Link Magnet

Link Magnet

If you want people to visit and link to your digital asset, you need something on your digital asset worthlinking to.

A "Link Magnet" can be a blog post, a video, a piece of software, a quiz, a survey, a tutorial, a review, a list, a guide, a promo, a research, a tool, a widget, etc

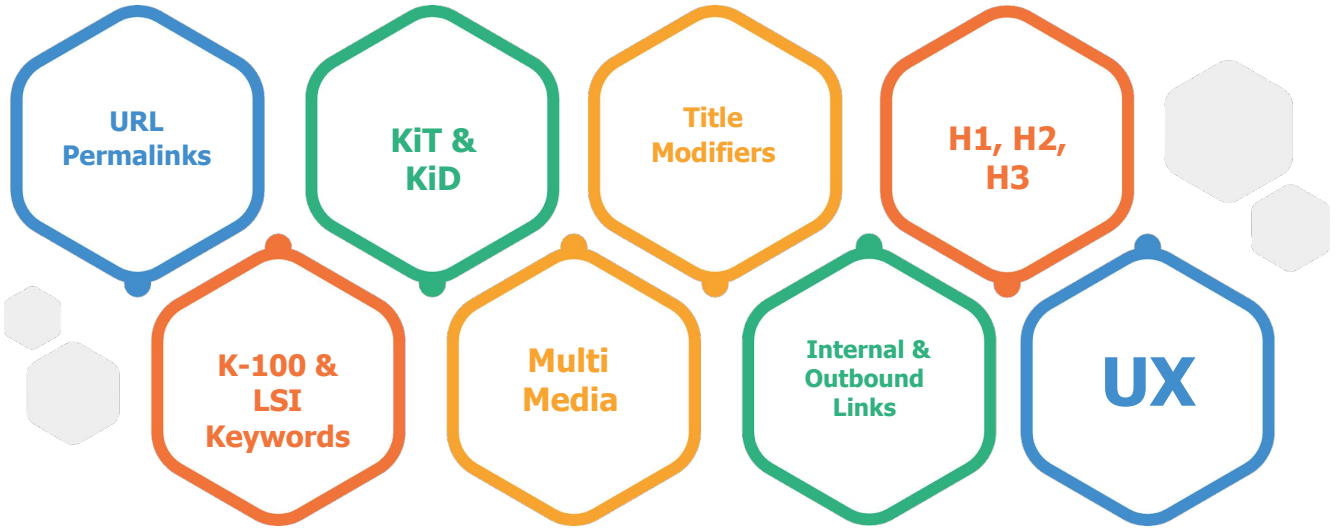
Link Magnets

Definition of On-Page SEO

On-Page SEO

"Practices of increasing the quantity and quality of organic traffics to a digital asset by optimizing on-page factors"

On-Page SEO Factors



1. URL Permalinks

Google uses your URL as a clue to help them figure out the topic of your page. Make it easier and faster for Google's C.I.R

"Create short, sweet and unique URLs that include your target keyword"

Avoid ugly URLs: ✗

https://website.com/p=123
https://website.com/4/6/19/cat=JamTangan/pageid=890.html

SEO-Friendly URLs: ✓

https://website.com/jam-tangan-kayu-2019
https://website.com/jam-tangan-rolex-asli

2. KiT & KiD

***KiT* = Keyword in Title**
***KiD* = Keyword in Domain**

KiT:

Your title tag is the most important on-page SEO factor. In general, the closer the keyword is to the beginning of the title tag. Always start your title with your keyword.

KiD example:

https://jamtangan.com/
https://makanantradisional.id/

3. H1, H2, H3

H1 = The H1 tag is your "headline tag", and no more than one H1 Wrap Your Blog Post Title in an H1 Tag

```
<article id="post-1126" class="cf post-1126 post type-post status-publish fo
  <header class="article-header entry-header">
    <h1 class="entry-title single-title" itemprop="headline" rel="bookmark">
    <p class="byline entry-meta vcard">
      <span class="by">by</span> <span class="entry-author author" itemprop
    </p>
  </header>
```

H2, H3 = subheading

You should include your target keyword at least once in an H2 or H3 subheading.

3. H1, H2, H3

H1 = The H1 tag is your "headline tag", and no more than one H1 Wrap Your Blog Post Title in an H1 Tag

```
<article id="post-1126" class="cf post-1126 post type-post status-publish fo
  <header class="article-header entry-header">
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    <p class="byline entry-meta vcard">
      <span class="by">by</span> <span class="entry-author author" itemprop
    </p>
  </header>
```

H2, H3 = subheading

You should include your target keyword at least once in an H2 or H3 subheading.

4. Title Modifiers

Add modifiers like:

“2023”, “best”, “guide”, and “review”, “newest”, “cheapest”, to help you rank for your target keywords.

This title modifiers will also attract the attentions of your potential visitors. Add modifiers to trigger human’s emotions and curosity

5. K-100, LSI Keywords

K-100:

Drop keyword in first 100 words.Your keyword should appear in the first 100-150 words of your article.

LSI Keywords: Latent Semantic Indexing
Include 1-2 LSI keywords in every article

6. Multimedia

Text can only take your content so far.

Engaging images, videos and diagrams can reduce bounce rate and increase time on site: two critical user interaction ranking factors. Don’t forget to add multi media into your contents.

7. Internal Links

link to 2-5 older posts whenever you publish a new one (internal). Add 1-2 outbound links that you use as reference.

Avengers: Endgame

Dari Wikipedia bahasa Indonesia, ensiklopedia bebas

Avengers: Endgame merupakan suatu film pada waralaba Avengers yang dimulai sejak The Avengers pada tahun 2012. Film yang disutradai oleh Russo bersaudara dan produksi Marvel studios ini mengadaptasi cerita komik Marvel comics karya Stan Lee dan Jack Kirby. Film ini direncanakan rilis pada 26 April 2019 di Amerika

Daftar isi [sembunyikan]

1 Sinopsis
2 Refrensi
3 Pranala luar
  3.1 *Avengers: Endgame* di IMDb

Sinopsis [sunting | sunting sumber]

Setelah peristiwa yang menghancurkan dalam Avengers:Infinity War (2018), alam semesta kacau balau karena aksi si Mad Titan, Thanos. Dengan bantuan sekutu yang tersisa, Avengers harus berkumpul sekali lagi untuk membatalkan tindakan Thanos dan mengembalikan kedamaian alam semesta untuk semua, tak peduli konsekuensi apa yang menunggu, masih menjadi rahasia avengers mengembalikan keadaan alam semesta.

Refrensi [sunting | sunting sumber]

Pranala luar [sunting | sunting sumber]

Avengers: Endgame di IMDb [sunting | sunting sumber]

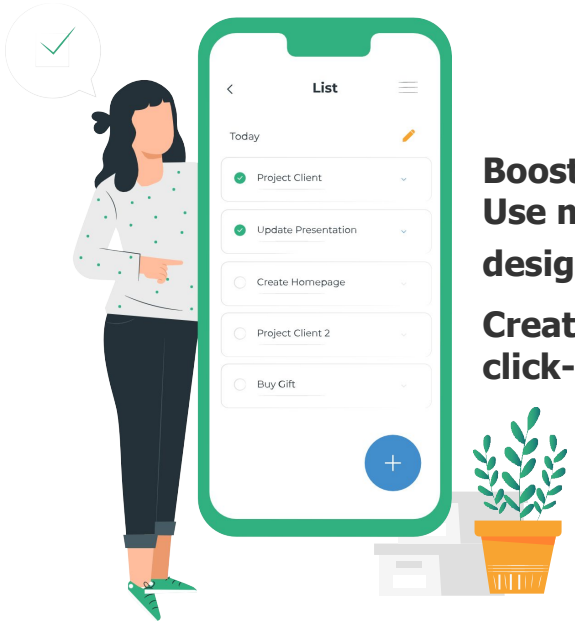
- (Inggris) *Avengers: Endgame* di Box Office Mojo
- (Inggris) *Avengers: Endgame* di Rotten Tomatoes
- (Inggris) *Avengers: Endgame* di Metacritic

Avengers: Endgame

Poster

Sutradara	Anthony Russo Joe Russo
Produser	Kevin Feige
Skenario	Christopher Markus Stephen McFeely
Berdasarkan	*The Avengers* oleh Stan Lee Jack Kirby
Pemeran	Robert Downey Jr. Chris Evans Mark Ruffalo Chris Hemsworth Scarlett Johansson

8. User Experience (UX)



Boost site speed - be responsive
Use mobile friendly theme and design Use social sharing buttons

Create intuitive UI, easy to use and click-minded.

9. Mobile-Friendly & Social Sharing

Exercises

- Research potential keywords & build content structures for your project.
- List potential keywords for your project. Analyze the data.
- Find bigger role models/competitors in your niche (2-3 competitors).
- Create one content based on the researched keywords

Thank You!

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